



Connecting Switzerland and CEE

SEC EXECUTIVE CIRCLE Swiss Ambassadors Get-Together

Where Swiss Ambassadors to CEE meet Swiss Business Leaders

DATE	19 August 2026
TIME	11:45 AM – 2:00 PM
LOCATION	BERNEXPO, Foyer Nord (Congress Center)
ADDRESS	Mingerstrasse 6, 3000 Bern 22
ENTRANCE	Entrance C – “Eingang Kongress”

As part of the Annual Ambassadors' Conference, all Swiss Ambassadors from the CEE region will be in Bern. SEC invites you to an exclusive exchange between these Ambassadors and Swiss Business executives with an active or planned engagement in the region.

The exchange takes place over an apéro-style flying lunch in a relaxed, informal setting to allow for meaningful conversation between decision-makers and diplomacy over food and drinks.

WHO SHOULD ATTEND?

CEOs and C-level decision-makers with active or concretely planned business in the CEE region.

PROGRAM

11:45 AM	Arrival & Apéro – informal networking
12:30 PM	Arrival of the Ambassadors
12:35 PM	Welcome by SEC
12:50 PM	Short input by Switzerland Global Enterprise
1:00 – 1:45 PM	Flying lunch – structured 1:1 exchange with the Ambassadors
2:00 PM	Close

PARTICIPATION

Attendance is deliberately limited to ensure genuine conversation quality. Registrations will be reviewed and confirmed by SEC.

Participation in this specific event is at each Ambassador's discretion and may vary. If your interest is focused on a specific country, we recommend confirming that Ambassador's participation with SEC in advance.

PARTICIPATION FEE

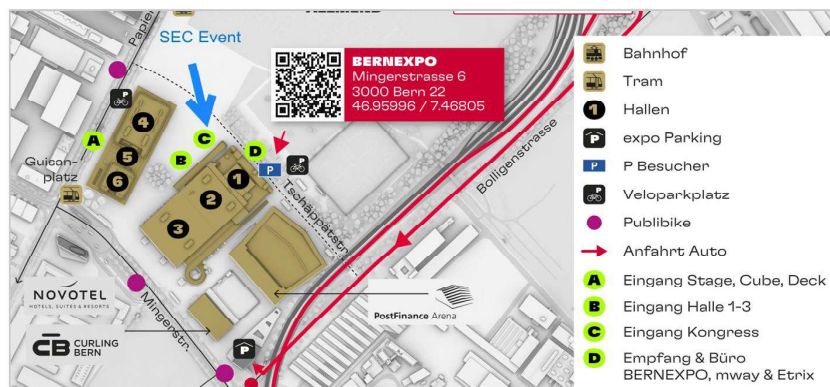
SEC Members	CHF 60
Non-members	CHF 150

Your contribution supports SEC as a non-profit organization connecting Switzerland and CEE.

REGISTER NOW

SITE PLAN - BERNEXPO

Foyer Nord is reached via Entrance C (“Eingang Kongress”), directly opposite the BERNEXPO Cube, where the Ambassadors' Conference takes place.



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