



جمعية الصداقة العمانية - السويسرية OMAN - SWITZERLAND FRIENDSHIP ASSOCIATION

PROGRAM OF THE FIRST OMAN SWITZERLAND FORUM

29. April 2019, Schweizerhof, Berne

- 9.30 am Welcome Desk & Coffee
- 10.00 am Welcome speech of OSFA's Honorary Chairman **Adolf Ogi**
Welcome speech of Sheikh Saif Bin Hashil Al Maskery, Chairman OSFA
Presentation Jacques Gerber, President of the Government of Canton Jura
- 10.30 am Keynote Speeches
Abdulrahman Salim Al Hatmi, CEO Asyad
"Duqm: successful investing in Oman's booming free trade zone"
Hans Gut, Managing Director MAN Energy Solutions Switzerland
"A Swiss high-tech entrepreneurial story in Oman: Key success factors"
Maitha bint Saif Al Mahrouqi, Undersecretary of the Sultanate of Oman's Ministry of Tourism
"Oman's Tourism Strategy 2040"
Federico Sommaruga, Director Emerging Markets & Special Projects
"Two tourism destinations with a lot in common and great potential for cooperation"
- 11.10 am Coffee break
- 11.30 am H. E. Qais Mohammed Al Yusuf, Chairman Oman Chamber of Commerce and Industry
"Key drivers for the economic growth 2018-2022 of the Sultanate Oman"
Martin Gutjahr, Advisor Free Trade Agreements EFTA/GCC, State Secretariat for Economic Affairs (SECO), Swiss Federal Department of Economic Affairs
"A comprehensive framework for boosting Oman-Switzerland economic relations"
Salem Ben Nasser Al-Ismaïly, Chairman ITHRAA
"Oman's strategy 2040 for Investment Promotion and Export Development"
Dr. Hansjörg Herzog, Head of Relationship Management International, Fisch Asset Management AG
"Assessment of the Oman market from the perspective of a financial investor and Oman as a market for Swiss SMEs: best practices for the establishment of a business"
- 12.10 am Q&A session with the speakers
- 12.30 am **Reception** hosted by Ambassador Wolfgang Amadeus Brühlhart, Federal Department of Foreign Affairs, and Mohamed Al- Shanfari, Chargé d'Affaires of the Embassy of the Sultanate of Oman in Schweizerhof/Berne
- 2pm **Inauguration of the exhibition** of Omani artist Hassan Meer by H.E. Adolf Ogi, Honorary Chairman of the Oman-Swiss Friendship Association

