



AUSSENWIRTSCHAFTS- FORUM 2019

Europe, US and Co.: Growing in mature markets – strategies and tips
for exporting SMEs, March 26, 2019, Messe Zurich



GUY PARMELIN
Federal Councillor, Head of
the Federal Department of
Economics, Education and
Research (WBF)



ADRIAN STEINER
CEO, Thermoplan AG



OTTO HOFSTETTER
CEO, Otto Hofstetter AG



MARION ISABELLA KLEIN
Owner and CEO,
Pack Easy AG



DR. URS LEHMANN
CEO, Similasan AG



JESPER JENSEN
CEO, JENSEN-GROUP



DANIEL KÜNG
CEO, Switzerland
Global Enterprise



RUTH METZLER-ARNOLD
Chairwoman of the Super-
visory Board, Switzerland
Global Enterprise



ANDREAS GERBER
Managing Director and
Head of SME Business
Switzerland, Credit Suisse
(Switzerland) Ltd.



KATHRIN HÖNEGGER
Moderator and author,
Schweizer Radio und
Fernsehen (SRF)

OFFICIAL PROGRAM

PREMIUM PARTNER

GETTING STARTED

In the keynote speech by Adrian Steiner, CEO of Thermoplan AG, and at the Swiss Business Hub Talk featuring three experts from the US, Japan and the UK + Ireland, you can find out which export strategies and growth opportunities you can make use of in the mature markets.

GOING DEEPER

In interactive breakout sessions, the strategic partners of Switzerland Global Enterprise will offer their practice-oriented export knowledge.

MAKING CONNECTIONS

Impressive members of the Swiss business community talk openly in a small setting about their experiences. Let yourself be inspired at an Executive Talk!

NETWORKING

Talk to other participants, our partners and the country experts in our global network and schedule your personal consultation in advance via our networking platform.

FURTHER INFORMATION

Official hashtag: #awf19



REGISTER NOW:
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Welcome!



DRIVE YOUR GROWTH – INCLUDING IN MATURE MARKETS!

Europe, the US and other mature markets in the world form the backbone of the international business of virtually all Swiss companies. The cultural proximity of these markets and their strong purchasing power make them the first choice for new and experienced exporters, but in mature markets there is also high competitive pressure, while the niches are often occupied and the consumers demanding. Digitization is exacerbating the challenge by continually bringing new competitors onto the scene and speeding up processes. Nevertheless, with good preparation and Swiss quality, SMEs can develop and expand their business in mature markets. You can lay the foundations for growth in Europe, the US and Co. on March 26 at the Aussenwirtschaftsforum 2019.

Learn from the experiences of our renowned speakers and get practical tips from Swiss CEOs and experts regarding how you can drive your export business forward, even in mature markets. The Aussenwirtschaftsforum is the year's central meeting point for Swiss international economic affairs, where you can discuss and network with over 600 representatives from Swiss businesses, associations, public authorities and politics.

We hope to see you there!

DANIEL KÜNG
CEO, Switzerland Global Enterprise

Program overview, March 26, 2019

AUSSENWIRTSCHAFTSFORUM

12:15 PM NETWORKING LUNCH

1:15 PM WELCOME AND PRESENTATIONS

Forum topic: Europe, US and Co.:

Growing in mature markets

How can you overcome the growing trade barriers to develop and expand your export plans in mature markets?



DANIEL KÜNG
CEO,
Switzerland Global Enterprise



ANDREAS GERBER
Managing Director and Head of
SME Business Switzerland,
Credit Suisse (Switzerland) Ltd.



RUTH METZLER-ARNOLD
Chairwoman of the Supervisory Board,
Switzerland Global Enterprise



GUY PARMELIN
Federal Councillor, Head of the Federal
Department of Economics and Research (WBF)

Moderation

KATHRIN HÖNEGGER

Moderator and author, Schweizer Radio und
Fernsehen (SRF)

1:55 PM KEYNOTE

“An SME from Weggis cooperates with international
market leaders and grows in mature markets”



ADRIAN STEINER
CEO,
Thermoplan AG

2:25 PM NETWORKING BREAK I

3:00 PM SWISS BUSINESS HUB TALK (IN ENGLISH)

The three experts for the markets of the US, Japan and
the UK + Ireland will reveal the opportunities for growth
for your international business.

3:40 PM BREAKOUT SESSIONS

Breakout Session 1 by Credit Suisse (Switzerland) Ltd.

“Foreign exchange risks: Currency hedging pays off”

Breakout Session 2 by Credit Suisse (Switzerland) Ltd.

“Credit Suisse PB Research and Strategy: Where will our
journey through mature markets take us?”

Breakout Session by AXA

“Risk management in export: Conscious handling of
hazards and opportunities”

Breakout Session by PwC Switzerland

“Growth drivers for mature markets: Strategic collaborations and acquisitions”

Breakout Session by SWISS

“A smile at the right moment – employees as the most important differentiating factor”

Breakout Session by International SOS

“Cyber security, terrorism, theft, natural disasters: security assistance during business trips abroad”

4:35 PM NETWORKING BREAK II

5:10 PM SUCCESS RECIPES HOW TO EXPORT TO MATURE MARKETS

Interview



DANIEL KÜNG
CEO,
Switzerland Global Enterprise



KATHRIN HÖNEGGER
Moderator and author, Schweizer Radio
und Fernsehen (SRF)

5:25 PM EXPORT AWARD PRIZE-GIVING CEREMONY

The award for successful internationalization.

6:05 PM EXECUTIVE TALKS

CEOs from important export sectors will answer your questions:

MEM presented by Swissmen



OTTO HOFSTETTER
CEO, Otto Hofstetter AG

Consumer Goods



MARION ISABELLA KLEIN
Owner and CEO, Pack Easy AG

Life Science



DR. URS LEHMANN
CEO, Similasan AG

Industry presented by Credit Suisse (Switzerland) Ltd.



JESPER JENSEN
CEO, JENSEN-GROUP

6:55 PM THANKS

7:00 PM APÉRO RICHE

JETZT ANMELDEN:

www.s-ge.com/awf





Plenum Speakers



GUY PARMELIN

Federal Councillor, Head of the Federal Department of Economics, Education and Research (WBF)

Guy Parmelin has been a Federal Councillor since 2015 and Head of the Federal Department of Economics, Education and Research (WBF) since January 2019. The former National Councillor (2003–2015) holds a master's degree in agriculture and viticulture. His political career began in the 1990s as President of Bursins Municipal Council (VD). In 1994 Parmelin was elected to the cantonal parliament of the canton of Vaud for the Schweizerische Volkspartei (SVP). In 2000, he took over the office of party president of the SVP in Vaud.



RUTH METZLER-ARNOLD

Chairwoman of the Supervisory Board, Switzerland Global Enterprise

Ruth Metzler-Arnold has served as Chairwoman of the Supervisory Board of Switzerland Global Enterprise (S-GE) since 2011. She is a former Federal Councilor and Vice President of the Swiss Federal Council (1999–2003). As a lawyer and certified public accountant, she sits on several boards of directors. Among them are AXA, Bühler AG, FehrAdvice & Partners AG, Reyl & Cie SA and Swiss Medical Network SA. In addition, Ruth Metzler-Arnold is a member of the Board of Governors at the University of St. Gallen HSG and the Board of Trustees of Avenir Suisse, and she is President of the Board of Trustees of the Pontifical Swiss Guard.



DANIEL KÜNG

CEO, Switzerland Global Enterprise

Daniel Küng has been CEO of Switzerland Global Enterprise since 2004, and thus also the first point of contact for all internationalization issues raised by Swiss and Liechtenstein companies. After studying business management, finance and accounting at the University of St. Gallen HSG, he relocated to Brazil and subsequently founded and led two management consultancies in Brazil and Portugal that assisted companies with their international business ventures.



ANDREAS GERBER

Managing Director and Head of SME Business Switzerland, Credit Suisse (Switzerland) Ltd.

Andreas Gerber joined Credit Suisse in 1989 and has headed the SME business in Switzerland since April 2015. Since 2017 he has been President of the Swiss Venture Club (SVC), Switzerland's leading network of entrepreneurs. He is a graduate in business economics with a career path that took him from supporting listed major clients and roles in the corporate banking business to becoming head of SMEs Midland Region in 2006. In 2010, he moved to Zurich, where he led the corporate customer business of the Zurich & Schaffhausen region until 2014.



ADRIAN STEINER – KEYNOTE

CEO, Thermoplan AG

Adrian Steiner joined Thermoplan AG in 1998 as its Service Manager. He now heads up the company, which manufactures fully automated coffee machines for gastronomy businesses and employs around 330 people. In the meantime, three subsidiaries have been set up in Germany, Austria and the US. Alongside the American coffee chain Starbucks, Nespresso is one of the major clients of this central Switzerland-based firm.



CAROLINE BLASER – SWISS BUSINESS HUB TALK

Head of Swiss Business Hub USA

Caroline Blaser has been heading the Swiss Business Hub USA since the end of 2017. Together with her team, she supports Swiss SMEs with their US market entry and positions Switzerland as a business location for US companies. Thanks to many years of experience in the North American market, she has an extensive network at her disposal in the US.



MARIEKE HOOD – SWISS BUSINESS HUB TALK

Head of Swiss Business Hub UK + Ireland

Marieke Hood has been head of the Swiss Business Hub UK + Ireland since 2014 and thus supports Swiss companies that want to export to both countries, particularly in the innovation segments of ICT, advanced engineering and life sciences. She previously worked in the Swiss Business Hub France as deputy hub manager.



CLAUDIO MAZZUCHELLI – SWISS BUSINESS HUB TALK

Head of Swiss Business Hub Japan

Claudio Mazzucchelli has been living in Asia for more than 20 years, and since September 2017 has headed up the Swiss Business Hub Japan, based in the Swiss embassy in Tokyo. Mazzucchelli previously managed the Swiss Business Hub China (2008 to 2012) and the Swiss Business Hub Korea (2012 to 2017). He has a huge personal network and a wealth of experience in market development trends and opportunities in northeast Asia.



KATHRIN HÖNEGGER – MODERATION

SRF-moderator and author

Kathrin Hönegger is a moderator and author. Born in the Canton of St. Gallen, she completed the modules at MAZ, the Swiss School of Journalism, and studied acting at the Schauspielschule Zurich. She works in Swiss television for the information program "Einstein" and on SRF 3's daytime show. Hönegger also moderates selected presentations covering art, culture and economics, or podiums like the "breakout sessions" at the Swiss Economic Forum.

Bildquelle: Mirjam Kluka

Breakout Sessions

The breakout sessions hosted by strategic partners of Switzerland Global Enterprise are enlivened by active dialog between participants and speakers. Benefit from the latest knowledge and the personal views of experts, and join us as we open the treasure trove of the export markets.



BREAKOUT SESSION 1

Credit Suisse (Switzerland) Ltd.

“Foreign exchange risks: Currency hedging pays off”

The fluctuations in the foreign exchange market can be unpredictable. What expectations do Swiss companies have with regard to the development of exchange rates, and how can they manage currency risks?

The speakers from Credit Suisse will present the most important findings from their current FX (foreign exchange) study and show you an innovative hedging solution for structured transactions that takes account of all uncertainties.

Speakers



MARCEL GREMLICH
FX Sales Large Corporates & Asset Managers,
Credit Suisse (Switzerland) Ltd.



CHRISTOPH LEUENBERGER
FX Sales Small/Medium Enterprises & Banks,
Credit Suisse (Switzerland) Ltd.

BREAKOUT SESSION 2

Credit Suisse (Switzerland) Ltd.

“Credit Suisse research and strategy: Where will our journey through mature markets take us?”

The research and strategy team at Credit Suisse will present an exclusive analysis of selected mature markets. Find out what our experts think of the current economic situation. What trends can be identified? What do you have to take note of when exporting to these countries?

These and many other questions will be answered during the course of the breakout session. Gain exciting insights for you personally and for your business.

Speakers



RETO HESS
CFA, Head of Equity Research,
Credit Suisse (Switzerland) Ltd.



SASCHA JUCKER
Swiss Macro Economics & Strategy,
Credit Suisse (Switzerland) Ltd.



BREAKOUT SESSION

AXA

“Risk management in export: Conscious handling of hazards and opportunities”

How does comprehensive risk management support conscious growth in mature markets? In the breakout session, you'll hear from our specialists regarding why systematic risk management is so crucial for exporting SMEs and how you might solidify your export plans to go from theory into practice.

In the second part of the presentation, Jean-Pierre Wyss from u-blox, a partner company of AXA, will offer an exciting insight into the possibilities of its wireless technology and tell us about its foray into a new market region.

Speakers



ANDREAS SCHILLER
Head of Credit & Surety, AXA



PAOLO LARENTIS
Head of Sales Credit, AXA



JEAN-PIERRE WYSS
Member of the Board of Directors and
Head of Production & Logistics, u-blox AG



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BREAKOUT SESSION

SWISS

“A smile at the right moment – employees as the most important differentiating factor”

In mature markets, it's the details that dictate success or failure. With service-oriented companies in particular, staff act as ambassadors and are crucial in defining the value of a product. How can companies achieve high service quality in a fast-moving and highly competitive environment?

René Caldart talks to you about the challenge of offering a consistent product day after day, how to create a functioning international cabin crew team within an hour, and how values and correct behaviors can be efficiently conveyed.

Speaker



RENÉ CALDART

Team Leader Cabin Crew, Swiss International Air Lines Ltd.



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BREAKOUT SESSION

International SOS

“Cyber security, terrorism, theft, natural disasters: security assistance during business trips abroad”

What security risks and challenges could happen to you and your employees during business trips abroad? And how can you prepare yourself for them?

With International SOS, companies can minimize risks, such as cyber security, petty crime or even terrorism for their mobile workers abroad or in remote areas and thereby keep their focus on business opportunities. Gautier Porot will discuss the current security risks as well as provide you with best practices, advice and tips.

Speaker



GAUTIER POROT

Regional Security Manager, International SOS

PROTECTING YOUR PEOPLE IS OUR PRIORITY



International SOS is the world’s leading medical and travel security risk services company. We care for clients across the globe, from more than 1,000 locations in 90 countries.

We pioneer a range of preventive programmes strengthened by our in-country expertise. We deliver unrivalled emergency assistance during critical illness, accident or civil unrest.



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Immediate access to experts with extensive experience in all fields of medicine coupled with a thorough knowledge of the local environment and healthcare system.



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HUMAN TOUCH.**

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BREAKOUT SESSION

PwC Switzerland

“Growth drivers for mature markets: Strategic collaborations and acquisitions”

Growing in mature markets represents a huge challenge, but digital disruption offers plenty of opportunities for growth. New technologies harbor enormous innovation potential for the further development of products and even smaller companies can collaborate with digital giants.

We use specific examples to show you how you can change your business model through acquisitions and thus reposition yourself in strategically relevant niches.

Speakers



PETER KASAHARA

Managing Partner PwC Digital Services, PwC Switzerland



DR. MARTIN FREY

Partner, Head of Corporate Finance / M&A, PwC Switzerland

www.pwc.ch

Growth drivers for mature markets

Change your operating model together with us and position yourself in strategically relevant niches

Peter Kasahara, Managing Partner PwC Digital Services, PwC Switzerland, +41 58 792 42 15

Dr. Martin Frey, Partner, Head Corporate Finance / M&A, PwC Switzerland, +41 58 792 15 37



Export Award – the award for successful internationali- zation

The Export Award is presented to companies from Switzerland and Liechtenstein that successfully market their products or services abroad and pursue a convincing strategy of internationalization.



The winning team from On AG in 2018 with Ruth Metzler-Arnold and Daniel Küng.

WHAT IS IT FOR?

The Export Award is given to companies that have successfully gained a foothold abroad. The candidates and winners of the last few years show just how Swiss SMEs successfully overcome numerous obstacles to operate on the international scene with innovation, agility and cleverness.

2018 WINNER: ON AG FROM ZURICH

Swiss quality, a healthy dose of courage, hunger for success and audacity: Thanks to inspiring products and a clever market strategy, the running shoe label On got off to a blazing start and has managed to conquer the global running scene at a brisk pace. Discover some pleasant surprises among 2019's exciting candidates.

WHO MAKES THE SELECTIONS?

The submitted applications are analyzed in a multi-stage process and evaluated by an independent jury:

- RALPH SIEGL
Jury President, Managing Partner, Experts for Leaders AG
- STEFAN BARMETTLER
Editor-in-chief, Handelszeitung
- MARTIN NAVILLE
CEO, Swiss-American Chamber of Commerce
- EMANUEL PROBST
CEO, JURA Elektroapparate AG
- WINFRIED RUIGROK
Professor, University of St. Gallen
- STEFAN SCHEIBER
CEO, Bühler AG
- NICOLA THIBAUDEAU
CEO, MPS Micro Precision Systems AG
- FRANZISKA TSCHUDI SAUBER
CEO and Director of the Executive Committee, Wicor Holding AG
- MONIKA WALSER
CEO, de Sede AG



Executive Talks

“Europe, US and Co.: Growing in mature markets”

Swiss SMEs will find that with good preparation and the right know-how, it is possible to capitalize on business opportunities in more mature markets too, in spite of the notable competitive pressure and the lack of vacant niches. Prominent players from important export industries will share their thoughts and experiences on the topic and discuss how they respond within their own businesses as well as what opportunities and barriers they see.



“In perfect shape for mature markets: How Otto Hofstetter AG is expanding his business in the food packaging industry”

Presented by Swissmen

Thanks to a partnership-based collaboration with clients as well as competent consultancy and support with the molding tool, Otto Hofstetter AG currently exports almost 100% of its products worldwide. The range of services starts with the design of the packaging, the potential manufacturing methods and the service after delivery, and is rounded off with 24-hour service and the option to buy back decommissioned tools. Otto Hofstetter gives you an insight into possible challenges and opportunities in mature markets.

Otto Hofstetter, a qualified mechanical engineer, took over his father's business in 1994 following various stints abroad. In parallel to his work as Head of Production, Hofstetter completed a degree in business economics and subsequently moved to the purchasing department to support the specialized business before taking over management of Otto Hofstetter AG in 1994.

OTTO HOFSTETTER
CEO, Otto Hofstetter AG



“Innovation, individualization and services – packing the right concepts to conquer mature markets”

Even in saturated market structures, with the right leverage it is possible to achieve growth. These days, there are barely any companies operating in unsaturated markets, but what’s the most intelligent way to grow? Which tools can be applied for customer retention and acquisition? Swiss Travel Solutions combines traditional Swiss values and skills with innovation. The latter are not a matter of chance, but rather a craft one can learn.

Marion Isabella Klein took over the family-run company in 2009 and with it the management of Pack Easy AG “Swiss Travel Solutions”. The Lucerne native has many years of sales and management experience in various companies and industries. Today, her company stands for stylish differentiation from the competition and the intelligent use of its own dynamic skills.

MARION ISABELLA KLEIN
Owner and CEO, Pack Easy AG



“Sustainable growth in mature markets with no side effects – the internationalization strategy of Similasan”

Similasan’s expansion into the American market is a success story. Since it entered the market in the 1980s, turnover has quadrupled and the Similasan brand has established itself in the North American market. Crucial factors for this success include solid partners and an experienced local team. Find out more about the hurdles Similasan has overcome. What are the main challenges today?

In 2009 Urs Lehmann took over the management of Similasan AG, a leading producer of homeopathic remedies with global distribution based in Jönen in the Canton of Aargau. Following a successful athletic career – he even won a world title – he completed a degree in business studies at the Institute of Accounting and Controlling at the University of Zurich, gaining his doctorate in 2009. As the President of Swiss-Ski, he plays a major role in shaping and promoting the sport of skiing in Switzerland.

DR. URS LEHMANN
CEO, Similasan AG



“Expansion through cleantech innovations, acquisitions and organic growth in mature markets”

Presented by Credit Suisse (Switzerland) Ltd.

In 2008, the world’s first laundry with a completely new approach to steamless cleantech technologies was opened in Austria using only JENSEN machines. The future remains intelligent, green and digital and requires the JENSEN-GROUP to always be one step ahead.

Jesper Munch Jensen has been CEO of the JENSEN-GROUP “Sustainable laundry automation” since 1998. Born in Denmark, he grew up in Belgium and Switzerland. He holds an MBA and recently completed the Harvard President’s Program in Leadership. Jesper Jensen is an international leader with a clear vision for the JENSEN-GROUP.

JESPER JENSEN
CEO, JENSEN-GROUP

Building a global network in a day

At the Aussenwirtschaftsforum, S-GE's entire team of country experts will be on-hand exclusively for you. Take advantage of this unique opportunity for your personal export matters and questions.

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Thank you

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