

## **OPPORTUNITIES FOR SWISS SME'S ACTIVE IN THE FOOD INDUSTRY**

Luncheon on Indonesia and Vietnam / Two booming markets!



**Monday 18<sup>th</sup> of March 2019 /12h-13h30 / Blue Factory in Fribourg** <https://www.bluefactory.ch/>

Participants: senior sales & business development managers / CEO's

Language: English and French

Costs: free of charge (including lunch)

Program:

- Introduction of both markets by Alain Graf, Senior Consultant Asia at S-GE
- Best practice to approach Vietnam – success story by Angelo Ferrara, Managing Director at Holle Baby Food
- Why Indonesia matters for FMCG brands – Perception vs. Reality by Wolfgang Schanzenbach, Head of the Swiss Business Hub Indonesia
- Swiss Pavilion at Food & Hotel Indonesia 2019 <https://www.foodhotelindonesia.com/>
- Q&A

### **Guest speakers:**



Wolfgang Schanzenbach: Currently based within the Swiss Embassy in Jakarta, Wolfgang heads the 22<sup>nd</sup> Swiss Business Hub Indonesia and as such is in charge to enhance bilateral trade between Switzerland and Indonesia. Before that he was active in the private sector, primarily focusing on market development, sales & distribution for 30+ years across Asia where he was holding various senior leadership positions in various countries.



Angelo Ferrara: Managing Director at Holle baby food AG based in Basel, Switzerland. He is mainly responsible for the international market development and sales in over 50 countries. After 10 years in the financial sector, he started in 2007 as sales manager in Holle. Angelo was instrumental in the company's successful strategy to develop the Vietnamese market.

RSPV on this link: <https://www.s-ge.com/en/event/s-ge-event/indonesia-and-vietnam>

Contact: Alain Graf, Senior Consultant Asia at S-GE Renens office  
[Agraf@s-ge.com](mailto:Agraf@s-ge.com) / Direct: 021 545 94 97, Mobile: 079 634 20 57