



# CHAMBERS' DAY 2019

BRINGING TOGETHER THE INTERNATIONAL  
CHAMBERS OF COMMERCE IN SWITZERLAND

## PROGRAMME

### 14H00/14H10 ● WELCOME AND INTRODUCTION

- VINCENT SUBILIA  
Director General, Geneva Chamber of Commerce, Industry and Services (CCIG)

### 14H10/15H45 ● PLENARY SESSION

#### « THE ROLE OF CHAMBERS IN TODAY'S GLOBALIZED WORLD »

- CRISPIN CONROY  
Representative Director, International Chamber of Commerce (ICC), Geneva
- VICTOR DO PRADO  
Director of Council and TNC Division, World Trade Organization (WTO)
- JULIAN KASSUM  
Director, World Chambers' Federation / Global Membership & Services Director, ICC
- NESREEN AL-KHAMMASH  
Program Manager, Capacity Building Unit, International Organization for Standardization (ISO)

#### « FOSTERING INNOVATION »

- FRED HERREN  
Chief Innovation Officer, SGS
- WOUTER VAN GULCK  
General Manager, Belgian Chamber of Commerce
- RUEDI BOLLIGER  
Director, Alliance des Chambres de commerce / Chairman, ICC WCF World ATA Carnet Council

### 15H45/16H30 ● CEO PANEL

#### « CHAMBERS' CONTRIBUTION TO BUSINESS »

- LAURENCE DE LA SERNA  
Vice President, CCIG / CEO, Jean Gallay SA
- JULIEN TORNARE  
CEO, Zenith
- DIRK CRAEN  
President, EU Business School

### 16H30/17H00 ● AMBASSADOR ROUNDTABLE

#### « MULTILATERALISM AS A WORKING TOOL »

- JEAN-YVES ART  
Sr Director and Strategic Partnerships, Microsoft
- RAYMOND LORETAN  
Chairman, The Diplomatic Club of Geneva / Vice Chairman, Aegis Group
- DIDIER CHAMBOVEY  
Ambassador, Permanent Representative of Switzerland to the WTO and EFTA in Geneva

### 17H00/17H30 ● BREAK AT CHAMBERS' VILLAGE

17H30/19H00

## B2B MEETINGS & MARKET FOCUS

### « NEW BUSINESS IN SWITZERLAND & GENEVA »

- EVELYNE SCHMID  
Head of Operations and Communications, Fongit
- MICHAEL KLEINER  
Economic Development Officer (DG DERI), State of Geneva
- SYLVAIN JACCARD  
Director S-GE, Western Switzerland
- RANDY H. GRODMAN  
President, International Development Opportunities (IDO)
- GIUSEPPE BIANCO  
Executive Director, UBS

### « MARKET PITCHES »

1. «CHOOSE FRANCE!»  
CHRISTIAN GIANELLA, *Chef du Service Economique pour la Suisse, Ambassade de France*
2. «CHINA: THINK BIGGER, THINK DIFFERENT!»  
PHILIPPE NASR, *Chief Operating Officer, Swiss Chinese Chamber of Commerce (SCCC)*
3. «PRIVATE EQUITY INVESTMENTS AND ITALIAN INNOVATION TECHNOLOGIES»  
MATTEO BUTUSSI, *Director, A-Way Partners*
4. «BRITISH / SWISS BUSINESS - MAKING IT HAPPEN - FOR 100 YEARS!»  
RICHARD GOLDING, *Chairman, British-Swiss Chamber of Commerce (BSCC), Geneva Chapter*
5. «CASPIAN WEEK, PLATFORM FOR GLOBAL IDEAS»  
MURAT SEITNEPESOV, *Managing Director, Integral Petroleum*
6. «AFRICA - THE NEXT GROWTH FRONTIER»  
MICHAEL RHEINEGGER, *Managing Director, Swiss-African Business Circle (SABC)*
7. «YOUR BUSINESS BRIDGE FROM SWITZERLAND TO EURASIA»  
DORIT SALLIS, *Managing Partner, Joint Chamber of Commerce (JCC)*
8. «BUSINESS BETWEEN BRAZIL & SWITZERLAND - A STRATEGY BASED ON 17 SDG'S - UN»  
FELIPE PERES, *Project Manager, Brazil-Switzerland Chamber of Commerce (CHamBR)*
9. «RUSSIE-ASIE CENTRALE : NOUVELLES ROUTES DE LA SOIE :  
PERSPECTIVES ÉCONOMIQUES»  
GUY METTAN, *Président, Union des Chambres de Commerce Suisse-Russie et CEI (UCC)*

19H00/19H30

## KEYNOTE ADDRESS

- ARANCHA GONZALEZ  
*Executive Director, International Trade Centre (ITC)*

19H30/20H15

## PRESIDENTIAL TABLE

### « HOW CHAMBERS ADD VALUE! »

- ALAIN BARBEY  
*Chairman, CCI France Suisse / Regional Director Romandie, SBB CFF*
- MARIANNA VALLE  
*Deputy Secretary General, Swiss Italy Chamber of Commerce (CCIS)*
- CHRISTOPHE WEBER  
*President, Swiss Chinese Chamber of Commerce (SCCC) / Chief of Staff, BCGE*
- ANNE-MARIE DE WECK  
*President, British Swiss Chamber of Commerce (BSCC) / Vice-Chairman, Lombard Odier*

20H15/20H20

## ADDRESS BY STATE COUNCILLOR

- PIERRE MAUDET  
*Department of Economic Development, Research and Innovation*

20H20/21H30

## COCKTAIL DINNER & NETWORKING

- INAUGURATION CEREMONY OF THE AICC\* GENEVA  
\*Association of International Chambers of Commerce