

Personal Invitation

Forum for Swiss Foreign Trade and Investment 2009.

The SME platform for foreign trade – Messe Zurich, 2/3 April 2009
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Forum for Swiss
Foreign Trade
and Investment



Welcome to the Forum for Swiss Foreign Trade and Investment.



Dear Business Owners, Representatives of Politics and Industry, Forum Visitors,

What does the future hold for globalization? What keeps multinational SMEs in Switzerland? Is Switzerland a winner in the globalization stakes? How can a multinational company be successfully managed? These and other questions will be answered on the first day of the Forum under the heading «**Multinational SMEs: Globalization as an Opportunity**».

The second day of the Forum will focus on the USA: Under the subject heading «**USA – Opportunities and Obstacles**» the current economic situation of the USA will be discussed and the activity of Swiss companies in this market critically assessed. In addition to success stories from actual practice, do's and don'ts, as well as workshops, you will hear more on subjects such as «USA: 150 days after the Vote» or «Switzerland – USA: The Mouse and the Elephant?».

National and international speakers renowned from business and politics will once again be addressing the Forum. Further details are provided in this program. The Forum will also provide a framework for **networking opportunities** between the participants and speakers. You should not miss the traditional Networking Dinner on the evening of 2 April 2009 with Federal Councillor Doris Leuthard and the presentation of the **Osec Export Award**.

I look forward to meeting you personally on 2 and 3 April 2009 at the **7th Forum for Swiss Foreign Trade and Investment** in the Messe Zurich Exhibition Center and to enjoying interesting conversations.

Daniel Küng
CEO, Osec

Speakers.



Doris Leuthard, Federal Councillor, Head of the Federal Department of Economic Affairs (FDEA). Federal Councillor Leuthard is responsible for the foreign economic policy of Switzerland and coordinates the framework conditions for the domestic economy. Her area of responsibility also includes employment, vocational training, agriculture, location promotion, technology and innovation. Prior to assuming her current position in August 2006 Federal Councillor Leuthard was a member of the National Council and since 2004 President of the Christian Democratic People's Party.



Paul Bulcke, CEO of Nestlé S.A. since April 2008. He joined Nestlé in Vevey as a marketing trainee in 1979. Over the following 16 years he held various positions in marketing and sales and served as Division Head and later as Market Head in various South American and European countries. In July 2004 Bulcke was appointed to the Executive Board of Nestlé as Executive Vice-President.



Nouriel Roubini, Professor of Economics at New York University's Stern School of Business, cofounder and Chairman of RGE Monitor. Professor Roubini served as a senior adviser to the White House Council of Economic Advisers and the U.S. Treasury Department. Professor Roubini is best known for his warnings about a serious impending financial crisis, now much vindicated by recent events. Roubini was recently included in Fortune Magazine's list of «10 gurus you should know».



David Plouffe, Campaign Manager for Barack Obama's 2008 presidential campaign. Plouffe is credited with the campaign's successful overall strategy in the race for the Democratic Party presidential nomination. He was credited by The New Republic for Obama's success in the Iowa caucus and for crafting an overall strategy to prolong the primary past Super Tuesday. The Chicago Tribune writes, «Plouffe was the mastermind behind a winning strategy that looked well past Super Tuesday's contests on Feb. 5 and placed value on large and small states».



Jean-Daniel Gerber, State Secretary, Director of the State Secretariat for Economic Affairs (SECO) since April 2004. Gerber entered government service in 1973. His posts have included Head of the Economic, Financial and Commercial Office of the Swiss Embassy in Washington and Executive Director in the World Bank Group. In 1998 he was appointed Director of the Federal Office for Refugees.



Urs Ziswiler, Swiss Ambassador to the USA since May 2006. Prior to his current posting he served as Head of the Political Directorate of the Federal Department of Foreign Affairs in Bern. Since 1979 he has held a series of diplomatic posts in Bern as well as abroad. He holds a law degree from the universities of Geneva and Zurich and has a postgraduate diploma on developing countries from the Federal Institute of Technology in Zurich.



Albert M. Baehny, CEO Geberit Group since January 2005. He embarked on his professional career in 1979 in the research department of Serono-Hypolab. Over a period of more than 20 years Baehny acquired extensive international experience in marketing and sales, strategic planning and as head of global operations. He was Senior Vice-President responsible for the business division «Wacker Specialities» at Wacker Chemie GmbH, Munich, before joining Geberit as Head of Marketing and Sales Europe.



Ambassador (Ret.) Shaun Donnelly joined the National Association of Manufacturers (NAM) as Senior Director for International Business Policy in 2008 after thirty-six years in the U.S. Government. From 2005 to 2008 he served at the White House as Assistant U.S. Trade Representative for Europe and the Middle East, leading the U.S. Government's trade negotiations. In that USTR capacity, Ambassador Donnelly led the U.S. team in the 2005-6 exploration of a possible Swiss-U.S. Free Trade Agreement.



Marcel Hossli, CEO Zimmerli Textil AG since January 2009. He started out on his career with Swatch AG in Biel. In 1998 he moved to Bucherer AG, where he was responsible for developing and launching the Carl F. Bucherer wristwatch brand before he took over responsibility for marketing as a member of the Executive Board. The last stage of his career before joining Zimmerli was with Patek Philippe, where he was successful as Sales Director for Central and Northern Europe.



Thomas W. Jung, CEO ACUTRONIC Group since 1996. From 1992 to 1996 Jung held various posts at Daimler Benz Aerospace (now EADS) in Munich, Amsterdam and Hamburg. ACUTRONIC is the world's leading manufacturer of motion simulators for the aerospace, defense and car industries. Jung is active in Swissmem, is a member of several boards of directors and also runs the family firm of Giroud Olma AG in Olten.



Alexander S. Kabbaz, CEO Kabbaz Kelly & Sons Custom Clothiers began his career in 1977 in the bespoke clothing sector. Over the next 30 years his company established a position as one of the world's premier custom shirt studios. When Kabbaz moved his business from Manhattan to the family estate in East Hampton, N.Y, he used the Zimmerli stock remaining from the New York store to expand in the e-commerce sector and attained a top position as an online retailer.



Beat Kappeler, Columnist of «NZZ am Sonntag» and «Le Temps». He gained considerable experience as a freelance journalist, was National Secretary of the Swiss Trade Union Federation from 1977 to 1992 and then joined the staff of «Weltwoche». Since 2002 Kappeler has worked exclusively for the Sunday newspaper «Neue Zürcher Zeitung am Sonntag». From 1996 to 2000 he was Professor for Social Policy in Lausanne and in 1999 received an honorary doctorate in economics from the University of Basel. Kappeler was a member of the Federal Communications Commission from 1998 to 2007 and is the author of several books.



Dr. Uwe Krüger, CEO OC Oerlikon AG since May 2007. Previously he performed the task of Chief Operating Officer of Oerlikon for two months. He embarked on his professional career as a consultant with A.T. Kearney. In 1997 he moved to the Hochtief Group, where his posts included Senior Vice-President Corporate Development and CEO Central Eastern Europe. Before joining Oerlikon Dr. Krüger was Chairman of Turner International, a member of the Hochtief Group, and Senior Vice-President of Turner Corporation (Dallas).



Daniel Küng, CEO Osec since 2004. Osec is the official Swiss foreign trade promotion agency. After graduating from the University of St. Gallen (HSG) he joined Mercedes-Benz do Brasil in São Paulo in 1980. In 1982 Küng founded the service company Agrosuisse Lda. as managing partner. After five years he moved to Portugal and established the Response Group in Lisbon, which specializes in the location of foreign companies to Portugal.



Simon Michel, Senior Vice President Marketing & Sales, Ypsomed AG since 2006. From 2003 to 2006 Michel worked for Orange Telecommunications, where he was responsible for the introduction and marketing of UMTS. Ypsomed is the world's biggest developer and manufacturer of medical equipment for the self-administration of liquid medication. Since 2006 he has been a member of the Board of Directors of Sphinx Werkzeuge AG and since 2008 has been on the Executive Board of the Burgdorf Trade and Industry Association.



Martin Naville, CEO Swiss-American Chamber of Commerce since 2004. Previously he spent 16 years with The Boston Consulting Group (BCG) in Munich, Zurich and New York, from 1995 as a partner. Naville started his professional career as a corporate banker with JP Morgan in Zurich and New York in 1984. He is Chairman of the Board of Zoo Zürich AG and a member of the boards of Swissquote and Lombard International in Luxemburg.



Ruedi Noser, Chairman of the Board, Noser Group and National Councillor. The entrepreneur was elected to the Swiss parliament in 2003. As a National Councillor he is deeply committed to the free development of business, to the interests of SMEs and to vocational training. Ruedi Noser is Vice-President of the Free Democratic Party of Switzerland.



Rolf Sonderegger, CEO and Delegate of the Board of Directors of the Kistler Group. He has been with Kistler Instrumente AG since 1991 as a Strategic Planner, Head of Communication and finally Head of Sales and Marketing. After a period of freelance activities he rejoined Kistler in 2001. Sonderegger engages in efforts to promote Switzerland as a production location, is Vice-President of Winterthur Chamber of Commerce and a member of the Board of Directors of Stadtmarketing Winterthur. He exercises various functions in the promotion of startup activities.



Franziska Tschudi, CEO and Delegate of the Board of Directors of WICOR Group, worked as a commercial lawyer with Lenz & Stähelin in Geneva from 1987 to 1992. In 1992 she was appointed Secretary General of SIG. In 1995 she joined the WICOR Group, where she was initially in charge of corporate development and from 1998 also headed the Electrical Technology Division in the Asia/Pacific Region. In spring 2001 she was assigned responsibility for Group management.

Host.



Stephan Klapproth, Presenter on Swiss TV station SF since 1993. In addition to hosting the news magazine program 10vor10 he regularly broadcasts from foreign locations on special assignments and as a reporter. He studied political science, economics and contemporary history in Geneva before going on to study jurisprudence. Klapproth holds the accolade of having won the «Swiss TV Award» as the country's most popular news presenter.



Program Day 1: Thursday, 2 April 2009.

«**Multinational SMEs: Globalization as an Opportunity**»: Is Switzerland a winner or loser in the globalization stakes? Is the market still dominated by multinationals and SMEs or is it now dominated by multinational SMEs?

The Osec General Assembly takes place on 2 April 2009 from 10.00 to 12.00 hrs.

13.00	Check-in
13.30	Welcome Daniel Küng, Osec
14.00	Globalization – the next Trends Beat Kappeler, NZZ am Sonntag, Le Temps
14.30	Introductory presentation: Global Presence from the Swiss Point of View National Councillor Ruedi Noser, Noser Group
15.00	Panel discussion: Global Presence from the Business Point of View Albert Baehny, Geberit Group Beat Kappeler, NZZ am Sonntag, Le Temps National Councillor Ruedi Noser, Noser Group Rolf Sonderegger, Kistler Group Franziska Tschudi, WICOR Group
16.00	Break/Networking
16.30	Keynote speech. The risks of a global stag-deflation Nouriel Roubini, New York University's Stern School of Business
17.15	Keynote speech. Global Leadership Across Borders Paul Bulcke, Nestlé S.A.
18.00	Networking aperitifs
19.30	Viva Las Vegas – US Networking Dinner Address of welcome by Federal Councillor Doris Leuthard Address of welcome by Barend Fruithof, Head of Corporate & Institutional Clients, Credit Suisse, Zurich Presentation of the Osec Export Award
23.00	Good night and welcome tomorrow!

Program Day 2: Friday, 3 April 2009.

«**USA – Opportunities and Obstacles**»: Where are the business opportunities, what are the risks in Switzerland's second-biggest sales market? The discussion focusing on the USA just a few months after the presidential elections should be particularly interesting.

08.15	Check-in
09.00	Welcome Daniel Küng, Osec State Secretary Jean-Daniel Gerber, SECO Ambassador Urs Ziswiler, Swiss Embassy in the USA
09.30	USA: 150 Days after the Vote – an Appraisal Shaun Donnelly, National Association of Manufacturers (NAM)
10.00	Switzerland – USA: The Mouse and the Elephant? Martin Naville, Swiss-American Chamber of Commerce
10.30	Break/Networking
11.00	Power Play Switzerland – USA: Seller meets Purchaser Marcel Hossli, Zimmerli Textil AG Alexander S. Kabbaz, Kabbaz-Kelly & Sons Custom Clothier
12.00	Lunch
13.30	Best Practice: Lessons Learned and Tips from Successful Swiss Companies in the US Uwe Krüger, OC Oerlikon AG, introductory presentation Thomas W. Jung, ACUTRONIC Group Simon Michel, Ypsomed AG
14.30	Parallel workshops , for further information see pages 10 to 12
15.30	Break/Networking
16.00	The Obama Phenomenon and Leadership Lessons from a Presidential Campaign Manager David Plouffe, campaign manager for Barack Obama's 2008 presidential campaign
17.00	Networking aperitifs

Workshops.

On the second day of the Forum, 3 April, we offer you numerous workshops in which various subjects and sectors will be dealt with in detail. You will be able to discuss specific matters, and ask your questions in small working groups.

Workshop A.

Liquidity management. The definition of correct decisions.

Is liquidity management a curse or a blessing for companies, or ultimately both? The workshop will address the following issues and others with reference to practical examples:

- Is risk allocation a guarantee of success?
- Which factors influence the strategic and tactical decisions?
- Which cornerstones of a company provide the framework for treasury management?

Speaker: Christoph Streib, Division Private & Business Banking, Credit Suisse, Zurich

Workshop B.

USA. Market of the future or the past?

After more than a decade of strong depth growth, consumption has become the main driver of the US economy. Given the size of the US economy this trend also has influenced significantly the global economic system.

- In view of tighter credit conditions and structural adaptation processes what role can the USA play now that the real-estate bubble has burst?
- Is the world still dependent on the economic superpower USA or is the distribution of power shifting in favor of new up-and-coming regions such as Asia?
- Which sectors of the economy could benefit in this environment and therefore be interesting for Swiss companies?

Speaker: Thomas Herrmann, Global Economist, Credit Suisse, Zurich

Workshop C.

Prevention and collection: How to make sure you get your money in the USA.

A major order beckons in the USA. What should you make sure of before you accept the order? What precautions do you take and what do you do if the payment still fails to arrive? You will receive answers to these and other questions at this workshop about doing safe business in the USA. The collection professionals will also provide you with tips and tricks to make sure you receive your money from the USA.

- Other countries, other customs: payment and invoice conditions – what is the usual practice where?
- Legal fundamentals in foreign business with the USA
- Safe transactions – ensuring payment
- The payment does not arrive – what are the right steps to take?
- It ends up in a dispute: example case – how to pursue your rights and get your money

Speaker: Umberto Piani, Manager DunTrade® Programm, Dun & Bradstreet (Switzerland) AG, Urdorf

Workshop D.

New business opportunities through public tenders for SMEs!

Are public tenders a new area for you? We will show you how, when and where you can obtain information about public contracts and take you through the process. You will also find out more about the hazards and risks which exist in export business and what you can do to protect yourself from them.

- How do SMEs gain access to open tenders?
- What does an SME have to look out for in a public tender?
- What factors have to be taken into account in the decision as to whether to submit an offer?
- Submitting the offer.
- Result of the offer submission: what does an SME do if the offer is accepted?
- How can an SME use a rejection as an important information tool?

Event details.

Workshop E.

International transport corridors: Impetus from the logistics market study Switzerland 2009.

Swiss companies have strong business links with partners around the world. This is reflected in the high proportion of imports and exports in Switzerland's economic activity. The strong interdependence of the various sectors of industry combined with the global exchange of goods requires highly efficient, internationally competitive logistics concepts.

- Which transport corridors are used by import, export and transit traffic?
- Where are Switzerland's logistics hubs or hot spots for international transport corridors and which barriers and risks exist now and in the future?
- Is Swiss logistics ready to meet the future challenges of globalization?

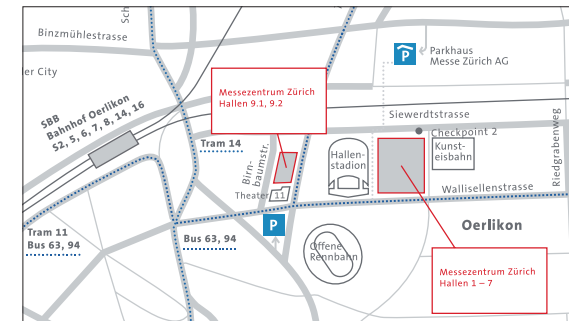
Speaker: Prof. Dr. Wolfgang Stölzle, Holder of the Chair for Logistics Management, University of St. Gallen



Date Thursday, 2 April 2009, 13.00–18.00 hrs,
followed by Networking Dinner, 19.30–23.00 hrs

Friday, 3 April 2009, 08.15–17.00 hrs

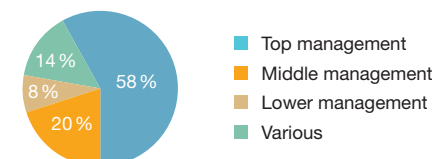
Location Zurich/Messe Zurich Exhibition Center, Hall 7, www.messe.ch/go/id/iej/



Participants Approx. 600 participants over the two days

Target group Business owners, CEOs, export and marketing managers, decision-makers and experts from Swiss and Liechtenstein companies interested in internationalization as well as representatives of politics and administration.

Participants 2007 by function



Language German/English, with simultaneous translation in both languages

Participation costs.

2-day pass, incl. Networking Dinner 2 and 3 April 2009	Early-booker price until 31.01.2009	Registration starting 01.02.2009
Non-member	CHF 1,090.–	CHF 1,260.–
Osec member	CHF 925.–	CHF 1,075.–
1-day pass, incl. Networking Dinner 2 April 2009	Early-booker price until 31.01.2009	Registration starting 01.02.2009
Non-member	CHF 675.–	CHF 790.–
Osec member	CHF 570.–	CHF 675.–
1-day pass 3 April 2009	Early-booker price until 31.01.2009	Registration starting 01.02.2009
Non-member	CHF 675.–	CHF 790.–
Osec member	CHF 570.–	CHF 675.–
Networking Dinner 2 April 2009		
Additional option to the day pass for 3 April 2009		CHF 135.–
Dinner only, without conference tickets		CHF 195.–

The prices do not include 7.6 % VAT.

The price includes USA credit rating information from Dun & Bradstreet AG worth CHF 252.–. Each participant can order the report free of charge from D&B at the Forum for Swiss Foreign Trade and Investment.

Written registration by 20 March 2009

standing ovation gmbh

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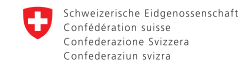
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Registration.

I would like to register for the Forum for Swiss Foreign Trade and Investment. I am aware of the conditions and prices:

- 2-day pass incl. Networking Dinner (complete event) 2 and 3 April 2009
 Day pass 2 April 2009 incl. Networking Dinner
 Day pass 3 April 2009
 incl. Networking Dinner on 2 April excl. Networking Dinner on 2 April
 Networking Dinner only 2 April
 I would like to participate in the following workshop on 3 April 2009 (only one workshop can be chosen)
 Workshop A Workshop B Workshop C Workshop D Workshop E
- I am interested in the Osec General Assembly on 2 April 2009. Please send me documents.
Registration at www.osec.ch/gv.

My company is an Osec member: yes no AmCham member: yes no

Mr. Mrs.

Dr. Prof. Prof. Dr.

Name:	First name:
Company:	Position:
Address:	Postcode/Town:
Tel.:	Country:
Fax:	Mobile:
E-mail:	URL:
Date:	Signature:

Conditions of participation

You can cancel your reservation for this event up to 30 days beforehand. A processing charge of CHF 100 will apply. Cancellations which we receive up to 10 days before the event will be charged at 50%. The full amount remains due for cancellations received later. You have the option of notifying us of a replacement person to attend in your place. Contact us at: aussenwirtschaftsforum@standingovation.ch

By applying to attend the aforementioned event, the participant confirms that he or she has read and accepted the General Terms and Conditions of Business of Osec as published and accessible at http://www.osec.ch/agb_2008_en and the cancellation conditions set out below. The participant hereby acknowledges that the General Terms and Conditions of Business referred to above and the cancellation conditions are intrinsic elements of this contractual relationship.

Osec may disclose to third parties any participant data which is generally and publicly accessible – without reference to attendance at this event.

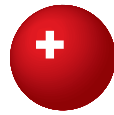
Please send in by 20 March 2009 at the latest to the address overleaf or by fax to +41 43 355 70 91.

Early booker discount.

Register today and benefit from the early booker discount applying up to **31 January 2009**.

Online registration and payment is possible on the internet at www.internationalforum.ch. The participation management for this event is conducted by the company standing ovation gmbh (Tel. +41 43 355 70 95, Fax +41 43 355 70 91, aussenwirtschaftsforum@standingovation.ch).

Registration and information: www.internationalforum.ch



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