



## CONFERENCE

# Switzerland as a Business Destination for Russian Companies

## A joint conference of the Joint Chamber of Commerce Switzerland-Russia/CIS – JCC and the Chamber of Commerce and Industry of the Russian Federation – CCI RF

**Venue:** Chamber of Commerce and Industry of the Russian Federation  
6/1 Ilyinka St., bldg. 1, Moscow 109012  
Russian Federation  
November 20, 2013

**PROGRAM** The conference will be in English with Russian simultaneous translation.

<b>13:00-13:30</b>	<b>REGISTRATION</b>
<b>13:30-13:50</b>	<b>Welcome Statement</b> HE Ambassador Pierre Helg, Embassy of Switzerland in Russia Sergey Katyrin, President, Chamber of Commerce and Industry of the Russian Federation – CCI RF Derrick Widmer, President, Joint Chamber of Commerce Switzerland-Russia/CIS - JCC
<b>13:50-14:10</b>	<b>Introducing Switzerland as a Business Destination: Economic Structure, Leading Industrial Sectors and General Business Environment</b> Dr. Dorit Sallis, Managing Director, Joint Chamber of Commerce Switzerland-Russia/CIS - JCC
<b>14:10-14:30</b>	<b>KEYNOTE: Swiss Made – The Untold Story Behind Switzerland’s Success</b> R. James Breiding, Founder & Managing Director, Naissance Capital; Author of recently published book <i>Swiss Made: The Untold Story Behind Switzerland’s Success</i> .
<b>14:30-14:50</b>	<b>How to Set Up a Trading Structure or International Headquarters in Switzerland</b> Ralf C. Schlaepfer, Managing Partner, Strategic Growth, Deloitte Switzerland & Marcel Meyer, Head, Asset Management Assurance and Advisory Business, Deloitte Switzerland
<b>14:50-15:05</b>	<b>Canton Lucerne: Come Grow With Us</b> Patrik Wermelinger, Marketing & Promotion, Business Development Lucerne
<b>15:05-15:20</b>	<b>Western Switzerland: Grow Your Business Internationally</b> Tatiana Malysheva, Director Russia, Greater Geneva Berne Area
<b>15:20-15:30</b>	<b>Introducing the Rotary Club’s Swiss-Russian Committee</b> Andrey Egorov, Committee Chairman, Russia and Claus Upmann, Committee Chairman, Switzerland
<b>15:30-16:00</b>	<b>COFFEE BREAK</b>
<b>16:00-16:20</b>	<b>Legal and Tax Aspects of Operating in Switzerland</b> Luca Moretti, Managing Director, SMC Trust Switzerland
<b>16:20-16:40</b>	<b>International Arbitration in Switzerland – Using Switzerland to Solve your Commercial Disputes Worldwide in an Efficient and Confidential Manner</b> Dr. Franz Stirnimann and Dr. Andrei Yakovlev, Winston & Strawn, Geneva and Moscow
<b>16:40-17:00</b>	<b>Yandex: Testimonial of a Russian Company in Switzerland</b> Bernard Lukey, General Director, Yandex Europe
<b>17:00-17:20</b>	<b>Branding and Marketing to Optimize Business Success in Switzerland</b> Dr. Anka Kästner, Senior Consultant, Farnar AG
<b>17:20-17:40</b>	<b>Nord Stream AG: Testimonial of a Russian Company in Switzerland</b> Irina Vasilyeva, Head of Public Relations, Nord Stream AG
<b>17:40-18:30</b>	<b>NETWORKING RECEPTION</b>



Russia, Ukraine, Belarus, Moldova  
Kazakhstan and Central Asia  
Armenia, Azerbaijan, Georgia

CHAMBER OF COMMERCE AND INDUSTRY  
OF THE RUSSIAN FEDERATION

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### REGISTRATION

If you are a company based in Switzerland or outside the Russian Federation, please fill out and send your registration form to **Dorit Sallis, Managing Director, Joint Chamber of Commerce Switzerland-CIS (JCC), JCC c/o DPS Communications, Kasernenstrasse 11, 8004 Zurich, Switzerland.**  
[www.jointchambers.ch](http://www.jointchambers.ch)

Either send your registration form by fax to **+41 44 221 00 85** or e-mail it to [sallis@jointchambers.ch](mailto:sallis@jointchambers.ch)

Firm/Organization:.....

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Sector: .....

Last Name:.....

First Name:.....

Address:.....

.....

Phone: .....

E-Mail: .....

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