



CHAMBER OF COMMERCE AND INDUSTRY
OF THE RUSSIAN FEDERATION

Joint Chambers
of Commerce

Switzerland



· Russia
· Ukraine
· Kazakhstan
· Belarus
· Kyrgyzstan
· Moldova

SEMINAR

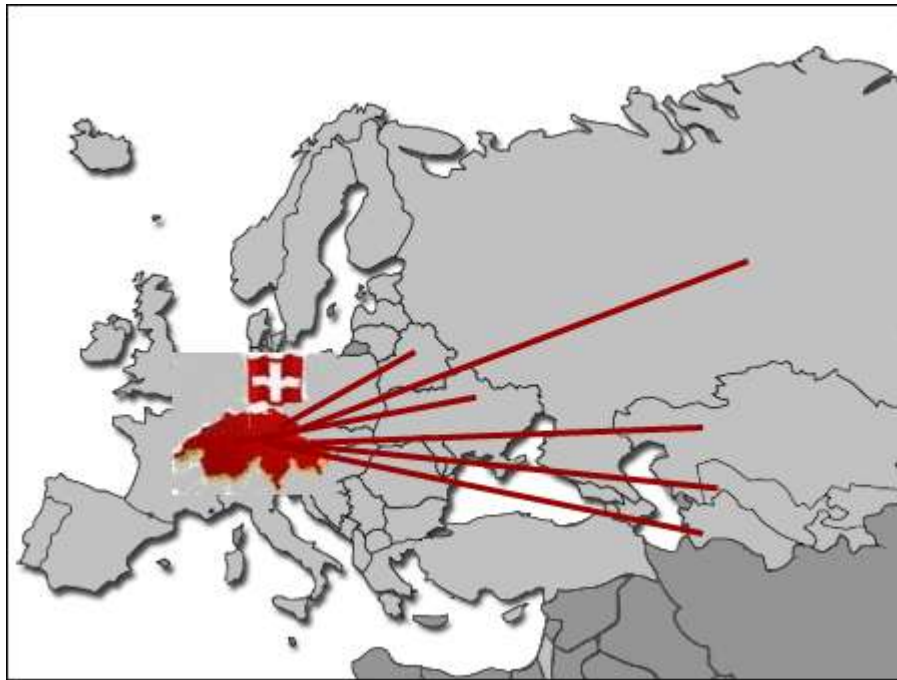
How Russian/CIS Companies should position themselves
in Switzerland to ensure business success

BRANDING, MARKETING, LOBBYING, REPUTATION MANAGEMENT

In cooperation with

FARNER

PUBLIC RELATIONS
WERBUNG
ONLINE
EVENTS



ZURICH, February 27, 2013

Zunfthaus zur Schmiden
Marktgasse 20
8001 Zurich

GENEVA, June 20, 2013

Hôtel Royal
Rue de Lausanne 41-43
1201 Genève

PARTNERS



Greater Zurich Area
Expanding business horizons



GREATER GENEVA BERNE area
economic development agency





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PROGRAM

16:00 – 16:30 Registration

16:30 – 16:40 Welcome Statement

Derrick Widmer, President

Joint Chambers of Commerce Switzerland-Russia/CIS (JCC)

Public affairs and communications experts from PR Agency Farner Consulting will present the different modules.

16:40 – 17:00 The Set-up in Switzerland: Legal Aspects and Challenges for Integration and Communication

Franco Koslar, Partner, Baker & McKenzie

17:00 – 17:10 Introduction: Addressing the Cliché

Switzerland's image of Russia/CIS and the resulting challenges of doing business successfully in the Swiss market

17:10 – 17:30 Module 1: Integration Program – Adding “Swissness”

Switzerland's political and economic system. Recommendations for lobbying and reputation management

17:30 – 17:50 Module 2: Awareness and Marketing Program

The Swiss media landscape's varied channels and modes of operation. Recommendations for awareness and knowledge building

17:50 – 18:10 Module 3: The Correct Communications Mix for Business Success

Practical examples. Recommended communications strategies and actions

18:10 – 18:20 Questions & Answers

18:20 – 19:30 Networking Reception

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REGISTRATION

Please fill out and fax this registration form to **+41 44 221 00 85** or e-mail it to
Barbara Portmann, DPS-Communications: barbara.portmann@dps-communications.ch

Admission Fee*

Members of the following organizations pay CHF 70.-

Please mark the appropriate box:

- Joint Chambers of Commerce Switzerland - Russia/CIS (JCC)
- Swiss Russian Industrial and Business Club
- Chamber of Commerce and Industry of the Russian Federation
- Chamber of Commerce and Industry of Geneva (CCIG)
- Non-member: CHF 120

I will participate at the seminar in:

- Zurich on February 27, 2013
- Geneva on June 20, 2013

Registration Deadline: February 23, 2013 for Zurich, June 16, 2013 for Geneva.

Firm/Organization:.....

.....

Last Name:.....

First Name:.....

Address:.....

.....

Phone:

E Mail:.....

For further information, please contact Dorit Sallis, JCC at +41 44 226 90 61.

JCC c/o DPS Communications, Kasernenstrasse 11, 8001 Zurich

Website: www.jointchambers.ch

* Participants are requested to pay cash at the entrance to the event. Registered participants who cancel one day before the event will be charged in full. If you have registered and are unable to attend, you are welcome to send a substitute at no additional cost.