

Doing business in the major Swiss center of research and innovation

Business Seminar & Networking Session

Date: Tuesday, 29 September 2015

Verue: Italian Makers Village, Via Tortona 32, Milan

Organised by:



Partners:



- 9:30 AM **Registration & welcome coffee**
- 10:00 AM **Welcome speeches**
Mr. Massimo Baggi, General consul at the General Consulate of Switzerland in Milan – *to be confirmed*
Mr. Philippe Leuba, Minister of Economic Affairs, Canton of Vaud
- 10:15 AM **Italian & Swiss Macroeconomic Landscape**
Mrs. Anne-France Borgeaud Pierazzi, International Institute for Management Development (IMD)
- 10:30 AM **Swiss export market**
Mrs. Marianna Valle, Deputy Secretary General, Italian Chamber of Commerce for Switzerland
- 10:45 AM **Canton of Vaud : Excellence in research and innovation**
Mr. Raphaël Conz, Economic promotion manager, Office for Economic Affairs, Canton of Vaud (SPECo)
- 11:00 AM **European market access from Switzerland**
Mr. Ferdinando Mercuri, Partner, Deloitte
- 11:15 AM **Testimonials session : Panel discussion**
Moderated by Mr. Lorenzo Bessone, Director Italy, Greater Geneva Berne area (GGBA)
Mr. Jean-Frederic Berthoud, Director, Economic Development State of Vaud (DEV)
Mr. Drago Cerchiari, Expert in Life Sciences, former CEO of Sorin Group and former Executive of Medtronic Europe
Mr. Marco De Dominicis, CEO, BENTI SA
Mr. Massimo Lucchina, General Director, Cisco Systems International Sàrl
- 11:50 AM **Q & A Session**
- 12:00 AM **Networking lunch**