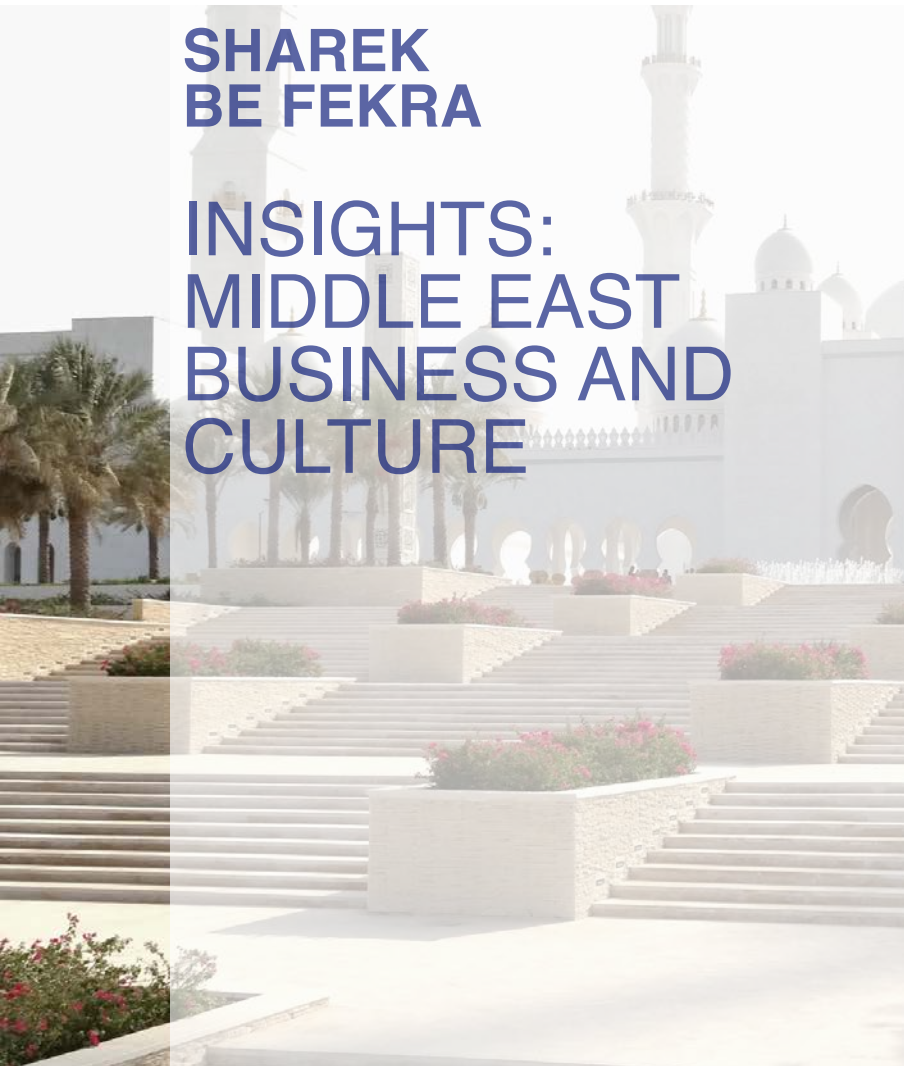


KINDLY ORGANIZED BY



SHAREK
BE FEKRA

INSIGHTS: MIDDLE EAST BUSINESS AND CULTURE



Sheikh Zayed Grand Mosque, Abu Dhabi, UAE

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WE KINDLY THANK OUR SUPPORTERS

Arab-Swiss Chamber of Commerce and Industry (Geneva), Erb Communication (Basel), Group of Companies of H.H. Sheikh Al Hassan Bin Ali Bin Rashid Al Nuaimi (Ajman, UAE), Gulf Research Center Foundation (Geneva), Spacebyte (Zug), Swiss ILC Management Services DMCC (Dubai, UAE)

Tuesday, 17 March 2015

16:30 – 21:00

Club zur Geduld
Marktgasse 22
8402 Winterthur

SHAREK BE FEKRA

PROGRAM

- 16:30 REGISTRATION AND RECEPTION**
- 17:00 WELCOME SPEECHES AND GUEST INTRODUCTION ROUND**
Michael Domeisen, CEO and Head Business Promotion, Location Promotion Winterthur Region
Mounir Khouzami, Co-founder and President of Swiss Arab Network (SAN)
Regina Reinhardt, Cross Cultural Consultant, Coaching Events Kommunikation (CEK)
- 17:30 KEY NOTE SPEECH**
Thomas Gürber, Deputy Head of Division Middle East North Africa, Federal Department of Foreign Affairs (Berne)
- 17:45 BUSINESS VALUES, ETIQUETTE & CULTURE IN THE MIDDLE EAST**
Case A: An Arab business man visits the Greater Zurich Area
Case B: A Swiss business woman visits the UAE
Khaldoun Dia-Eddine, Lecturer at the Zurich University of Applied sciences (ZHAW, Winterthur)
Jacqueline Erb, CEO of Erb Communication (Basel)
- 18:15 REFRESHMENT BREAK**
- 18:30 ECONOMIC OUTLOOK AND TRENDS**
Dr. Christian Koch, Director of the Gulf Research Center Foundation (Geneva)
- 18:45 LEGAL FRAMEWORK AND VARIOUS COMPANY FORMS**
Urs Stirnimann, Swiss ILC Management Services JLT (Dubai)
- 19:00 PANEL DISCUSSION AND Q&A**
Thomas Gürber, Deputy Head of Division Middle East North Africa, Federal Department of Foreign Affairs (Berne)
Dr. Christian Koch, Director of the Gulf Research Center Foundation (Geneva)
Omar Lahyani, CEO of Spacebyte and Idee Suisse entrepreneur of the year 2005
Jacqueline Erb, CEO of Erb Communication and for 10 years delegate of the International Committee of the Red Cross (ICRC) in the Middle East and Africa
Moderated by **Mounir Khouzami**
- 19:30 NETWORKING SESSION AND AN ARABIC APÉRO RICHE**

INTRODUCTION AND OBJECTIVE

„Sharek be Fekra“ in Arabic means „Share an Idea“. The Swiss Arab Network (SAN), Coaching Events & Kommunikation (CEK) together with Location Promotion Winterthur Region kindly invites you to a journey sharing insights of Middle East both Business as well as Culture. Objective is raising cultural awareness, sharing best practice as well as learning from failure experience, spotlight Middle East, business trends and benefit from a high level business network.

TARGET AUDIENCE

Swiss and Arab highly successful business people based in the Greater Zurich Area as well as business people with strong interest in future business practice within the Arab world.

PRICE*

CHF 150.-

CHF 100.- for members of the Arab-Swiss Chamber of Commerce and Industry, Handelskammer und Arbeitgebervereinigung Winterthur, Location Promotion Winterthur Region, Swiss Arab Network (SAN)

ONLINE REGISTRATION

www.swissarab.org/upcoming-events/insights-middle-east-business-culture/
Only limited seats are available.

Registration is valid once confirmed by the organizers.

For further information please contact Mounir Khouzami at:
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+41 79 407 38 41

“Generosity is giving more than you can, and pride is taking less than you need.”
Khalil Gibran (1883 – 1931)

TERMS AND CONDITIONS

- The cancellation of the participation at the event needs to be submitted to mounir.khouzami@swissarab.org in email form.
- Cancellations up to 14 days prior to the event: no charges apply. 14 to 0 days prior to the event or no show at the event: 100% of the price will be charged.