

BCGE Asian Desk Chinese direct investment in Switzerland: the conditions for success!

Having benefited from foreign investment to modernise its economy, China now considers its international presence as the key to its continued expansion.

China is showing a keen interest in the Swiss market by increasing the number of company takeovers.

Where does Switzerland stand in terms of Chinese foreign investment?
What are the primary areas of interest for Chinese entrepreneurs?
What are the keys to success and obstacles to external growth?
Is the culture clash inevitable?

The Banque Cantonale de Genève is pleased to invite you to a conference followed by a cocktail-lunch,

Tuesday 25 June 2019

**Hôtel Richemond
Rue Adhémar-Fabri 8-10
1201 Genève**

As the number of places is limited, we kindly ask you to register by **Tuesday 18 June** by e-mail to karen.schneider@bcge.ch, providing your full contact details, or by telephone on 022 809 21 73.

As part of its mission to contribute to the development of the economy of Geneva and its region, BCGE has set up the "BCGE Asian desk" concept.

"BCGE Asian desk":
- a team of BCGE specialists in company financing, corporate finance and private banking,
- availability to provide advice and guidance to companies exploring or operating in Asian markets,
- a forum for meetings between entrepreneurs interested in Asia in some form or other and wishing to exchange their experiences and methods.

 **BCGE**
The Swiss Bank of Geneva



Programme

11:30 **Welcome**

12:00 **Introduction**

Christophe Weber
President of the Swiss-Chinese Chamber of Commerce (French-speaking section)

Blaise Goetschin
Chief Executive Officer – BCGE

Speech

ZHANG Xiangchen
Ambassador of the Permanent Mission of China – WTO

Chinese investments in Switzerland: Status quo, experiences and challenges

ZHU Juemin
Head of China Desk – KPMG Switzerland

Bridges lead to success

Yvette Thüring
General Manager – Le Mirador Resort & Spa

Discussion

Moderated by Frédéric Lelièvre
Deputy Editor-in-Chief – CNN Money Switzerland

13:15 **Cocktail-lunch**

14:30 **End of the event**

Conference in English



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