

III. Swiss-Turkish Business Forum



Focus on economic relations between Switzerland and Türkiye:
What's going on? Experiences? Potentials? Outlook.

Swiss Turkish Business Council | 4 December 2023 | from 17:30 | Zurich

CORDIAL INVITATION

Dear STBC members and guests

In mid-September 2023, the almost completely renewed STBC Board took up its work. We would like to invite you to the first Swiss-Turkish Business Forum under the new Board.

We are delighted that we have once again been able to attract high-profile speakers for the forum. As usual, we will start with information on macroeconomic topics, followed by reports from two entrepreneurs, both with a relationship to Türkiye. Before we move on to the networking aperitif, we will discuss the question "How can Swiss-Turkish economic relations be strengthened?" in a panel involving the guests.

It is also a great honour for us that the Turkish Consul General in Zurich, Dr. Hasan Emre Uygun, will address a word of welcome. We would like to take this opportunity as well to thank Switzerland Global Enterprise for their hospitality

We look forward to welcoming you to Zurich on 4 December 2023. Please do not forget to register by 27 November 2023 at the latest via the link in the right column.

Best regards and hope to see you soon in Zurich
Yours Swiss Turkish Business Council

Dr. Pia Stebler
President

Philippe Graber
Vice President

Ümit Özeflatun
Vice President

With the kind support of



WHEN & WHERE?

4 December 2023,
from 17:30

Switzerland Global Enterprise
Stampfenbachstrasse 85
8006 Zürich

PROGRAMME AT A GLANCE

from 17:30: Registration
18:00: Forum
20:00: Apéro Riche /
Networking

APPLICATION

Until Monday, 27 Nov. 2023.

LINK FOR APPLICATION:
[ANMELDUNG EVENT VOM 4.12.2023
IN ZÜRICH](#)

QR-CODE



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PROGRAM OF 4 DECEMBER 2023

Switzerland Global Enterprise, Stampfenbachstrasse 85, 8006 Zürich

17:30 **Registration**

18:00 **Opening Forum**

Dr. Pia STEBLER, President Swiss Turkish Business Council (STBC)

18:10 **Welcome addresses**

- Dr. Hasan Emre UYGUN, Consul General, General Consulate of Türkiye in Zurich
- Stefan BARNY, Director Global Network + Institutional Relations, Switzerland Global Enterprise (S-GE)
- Burak ÖZTÜRK, General Manager Zurich, Turkish Airlines

18:30 **Macroeconomic trends**

Facts about the current global economic situation

Dr. Gero JUNG, Chief Economist, MIRABAUD & Cie SA, Zurich

How are trade relations between Switzerland and Türkiye developing?

What interesting investment projects are there in Türkiye for Swiss companies?

Osman Nuri BEYHAN, Chief Commercial Counsellor, Embassy of the Republic of Türkiye

19:00 **Experiences of two entrepreneurs with a relationship to Türkiye**

Acemar AG is a Turkish company that has settled in Switzerland. What experiences has the company had? Have the expectations been fulfilled?

Demir DÜLGER, Vice President of the Board, Acemar AG, Lucerne

Bentour AG is a Swiss tourism operator with a focus on Türkiye. Has the travel behaviour of customers changed since the pandemic?

Deniz UGUR, CEO, Bentour Reisen, Zurich

19:30 **Panel: How can Swiss-Turkish economic relations be strengthened?**

Panelists:

- Osman Nuri BEYHAN, Chief Commercial Counsellor, Embassy of the Republic of Türkiye, Bern
- Dr. Gero JUNG, Chefökonom, MIRABAUD & Cie SA, Zurich
- Demir DÜLGER, Vice President of the Board, Acemar AG, Lucerne
- Deniz UGUR, CEO, Bentour Reisen, Zurich

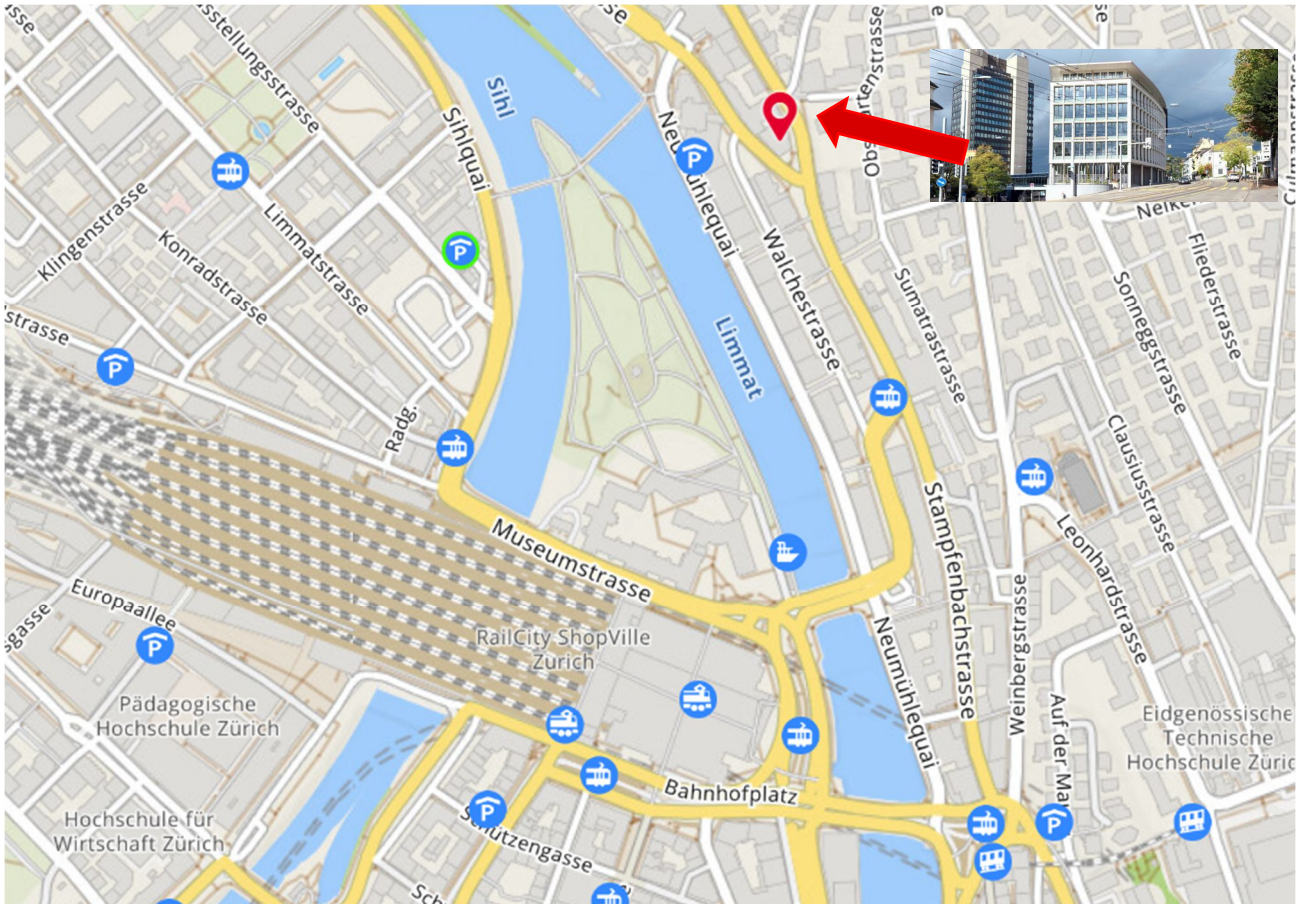
Moderation: Romeo MAGGI, STBC Member of the Board / Entrepreneur

20:00 **Apéro Riche / Networking**

GENERAL INFORMATION

Arrival and parking options

Switzerland Global Enterprise, Stampfenbachstrasse 85, 8006 Zürich



By foot

8 minutes from Zurich main station. Take the "Landesmuseum" exit. Cross the "Walchebrücke" and follow the tram tracks (Walchestrasse / Stampfenbachstrasse).

By tram

Take lines 11 or 14 from Zurich main station to "Stampfenbachplatz". Then follow the tram tracks in the direction of travel.

By car

You can park in the indoor car park of the Marriott Hotel (Neumühlequai 42, 8001 Zurich). The car park is a 2-minute walk from the venue.

For questions and information

E-Mail: info@stbc.ch