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THE BOSTON CONSULTING GROUP

Export through Digital Media

Panelists

David Allemann, Co-Founder, On, Zurich

David Brügger, Member of the Executive Committee, Switzerland Global Enterprise, Zurich

Arno Ebner, Executive Vice President and MD Swarovski Crystal Online AG, Männedorf

Sandra Emme, Industry Head Luxury & Finance, Google Switzerland, Zurich

Moderator

Martin Naville, Chief Executive Officer, Swiss-American Chamber of Commerce, Zurich

Thursday, March 2, 2017

Google Switzerland GmbH, Hurlimann-Areal Brandschenkestrasse 110, 8002 Zurich

Registration at 5:00 p.m., Presentation at 5:30 p.m. until 7:00 p.m. (followed by cocktail riche)

Very limited parking. Please use public transportation.

World Wide Web has created new markets for companies, especially for small and medium-sized companies. Today, the markets are global, but complexity has also increased proportionally!

To explore the many ways digital media can help and support companies exporting through digital media, an expert panel will discuss insights and best practices in this new world.

The panel will start with a presentation by Sandra Emme of Google who will present some astonishing new tools enabling a successful internationalization, even for small companies who have little experience in this field. There will be ample room for intense participation by the attendees.

The event is designed for senior executives of SME companies, as well as for the responsables for digital transformation at companies of any size. They will all come out with new practical ideas for tomorrow's initiatives.

***This event is co-organized and supported by Google.
Participation fee goes to Swiss Amcham to cover the cocktail costs.***

Registration to fax # 043 497 22 70 or on www.amcham.ch/events

Pricing: CHF 60.00 for members, CHF 90.00 for non-members (incl. 8% VAT). Full no-show charge.

Limited seating available, priority to members!

member non-member

Name, function

Company, address

E-mail:(Your registration will be confirmed by e-mail)

Dietary restrictions: vegetarian other:

credit card:exp. date: cash at door