



Conference organized by

Latin American Chamber of Commerce in Switzerland (LATCAM), Switzerland Global Enterprise (S-GE), and the Ecuadorian Institute for Export and Investment Promotion (PRO ECUADOR)

**Comprehensive Economic Partnership Agreement
Ecuador – European Free Trade Association
Business Opportunities in Ecuador for Swiss Companies**

Thursday, November 8, 2018

S-GE, Stampfenbachstrasse 85, 8006 Zurich

PROGRAM

(The event will be held in English)

- 09:00 - 09:30 Registration and Coffee**
- 09:30 - 09:55 Opening remarks**
Dr. Richard A. Friedl, President, LATCAM
Thomas Först, Head of Global Network, Member Executive Committee, S-GE
Gonzalo Salvador Holguín, Ambassador of Ecuador in Switzerland
- 09:55 - 10:15 Ecuador – Economic Outlook - Risks and Opportunities**
Philippe Lisibach, Senior Investment Strategist – CIO Office, International Wealth Management, Credit Suisse
- 10:15 - 10:40 Switzerland – Ecuador Bilateral Economic Relations Overview**
Philippe G. Nell, Minister, Head of Americas Unit, State Secretariat for Economic Affairs SECO
- 10:40 - 11:00 Ecuador – Benefits of the Free Trade Agreement**
Roberto Intriago, Executive Director of Pro Ecuador – Introduction to Trade and Investment Opportunities emerging from the Trade Agreement between Ecuador and EFTA Member States (Consecutive Interpretation)
Embassy of Ecuador in Switzerland – Presentation of the Organic Law for Productive Promotion and Investment Attraction, Employment Generation, Stability and Fiscal Equilibrium
- 11:00 – 11:30 Doing Business in Ecuador**
Christian Sieber, Chamber of Commerce Switzerland – Ecuador (in foundation)
Benjamín Werenfels, Consultant Latin America, Switzerland Global Enterprise
- 11:30 - 11:50 Sika AG – Company Testimonial - Experiences and Lessons Learned in Ecuador**
Marco Kupper, Head Group Controlling
- 11:50 - 12:10 Company Testimonial # 2 – Experiences and Lessons Learned in Ecuador**
Company and Speaker tbd
- 12:10 - 12:15 Closing Statement**, Dr. Richard A. Friedl, President, LATCAM
- 12:15 - 13:15 Networking Aperitif**

REGISTRATION - free of charge

If you wish to participate it is mandatory to register until November 7, 2018 (12:00 H) by email to latcam@latcam.ch indicating your name, company name, function, address, phone number and email address.



PART TWO – BUSINESS ROUND

Organized for a Trade Mission of Ecuadorian Exporting Companies of Sustainable Raw Materials for the Food Industry, Food Products, Coffee, and Cocoa

PROGRAM

(The event and negotiations will be held in English)

14:15 – 14:20 Opening remarks

Roberto Intriago, Executive Director of Pro Ecuador (Consecutive Interpretation)

14:30 – 14:40 Presentation of Sector Labels “ECUADOR PREMIUM AND SUSTAINABLE” and B2B Platform e-Ecuador

Priscila Bustamante, Trade Officer of Pro Ecuador Switzerland

14:40 – 18:00 B2B Meetings