



**THE LATIN AMERICAN CHAMBER
OF COMMERCE IN SWITZERLAND**
Your business bridge between Latin America and Switzerland

Annual General Meeting 2018

Keynote Presentation by Monika Rühl

Chief Executive Officer of **economiesuisse**

“What Swiss Companies Need to Successfully Operate in Foreign Markets”

June 5, 2018

Haus zum Rüden, Limmatquai 42, 8001 Zurich

PROGRAM

- 10:00 – 10:30** Registration
- 10:30 – 11:30** Annual General Meeting (*for LATCAM members only*)
- 11:30 – 12:00** Networking Reception (*Non-members welcome*)
- 12:00 – 12:45** Keynote presentation by Monika Rühl: “Activities of a mid-size Swiss industrial group in Latin America” (*)
- 12:45 – 14:15** Seated Lunch (*)
- 14:30** End of event

() Non-members welcome*

ABOUT THE SPEAKER

Monika Rühl is the Chief Executive Officer of economiesuisse since September 1, 2014. The umbrella organization of the Swiss economy represents the interests of the economy in the political process and is committed to optimal framework conditions. Its members include 100 industry associations, 20 cantonal chambers of commerce and companies. In total, economiesuisse represents 100,000 Swiss companies of all sectors with 2 million employees in Switzerland. Following her studies of Romance languages (French and Italian) at the university in Zurich, Monika Rühl completed her training as a diplomat in Bern, Brussels and Geneva. After stations in the Federal Department of Foreign Affairs FDFA, i.a. at the Swiss Mission to the United Nations in New York, she was personal Associate of Federal Councilor Joseph Deiss (2002 in the FDFA, 2003-2006 in the Federal Department of Foreign Affairs Economics Department EVD) and then head of the service area bilateral economic relations in the State Secretariat for Economic Affairs SECO with title Ambassador and as a member of the Executive Board. In 2008 she became a delegate of the Federal Council appointed for commercial contracts. From 2011-2014 she headed the General Secretariat of the Federal Department of Economic Affairs, Education and Research WBF. I. (Source: Secretariat economiesuisse)

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