

SIPPO Import Promotion Forum 2024

For trade networks that work.

Identifying and addressing regulations impacting trade.

Wednesday, June 12, 2024

SwissTech Convention Center, EPFL - Station 21, 1015 Lausanne

12 a.m. - 1.30. p.m.	Welcoming Lunch
1.30 p.m.	Welcome address Martin Saladin, Head of Operations, State Secretariat for Economic Affairs (SECO)
1.45 p.m.	Increasing regulatory requirements and sustainability measures in the EU: Implication for international and regional trade Interview with experts <ul style="list-style-type: none"> • Anna Vetsch, Head Sustainability, Transa • Emma Arvidsson, ESG Responsible, DER Touristik Group • Sepp Schönbächler, Head of Business Unit Innovation, Quality & Technology, Max Felchlin AG
2.15 p.m.	Challenges and opportunities: Hands-on experiences of BSOs from SIPPO countries <ul style="list-style-type: none"> • Andrii Remizov, Director, Entrepreneurship and Export Promotion Office, Ukraine (Digitalization) • Dušanka M. Kalezić, Advisor to the President of the Chamber of Commerce and Industry of Serbia (Sustainability)
2.30 p.m.	Coffee Break
3 p.m.	Parallel breakout sessions on topics suggested by the SIPPO country teams with active contribution of the BSOs Changing regulations and standards are a fact. How can importers and exporters identify and manage the potentials? <ul style="list-style-type: none"> • Future roles, competencies and new services of BSOs • Institutional and organizational requirements of BSOs • Functional networks for the development and maintenance of sustainable trade
4.30 p.m.	Presentation and discussion of findings; concluding remarks
	Break
5- 6 p.m.	One-to-one sessions between BSOs and members of Swiss Import Promotion Networks & companies
6 p.m.	Standing Dinner

For more Information



Photographs, audio, and video recordings will be made during the forum and published via communication channels and social media. By participating in the SIPPO Forum, you consent to the photography, audio, and video recordings. If you do not wish to be photographed or appear on the list of participants, please let us know.

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