



EINLADUNG | KUTSU | INVITATION

Entrepreneurship in Switzerland

Join us for an exciting evening of discussion on business climate for entrepreneurs in Switzerland. Three panelists, Mr. Tommi Mäkynen, Architect and Founder of the Helsinki Zürich Office, Mr. Peter Ruff, CEO of Exploris and Mr. Emanuel Federle, Director of Biosana share their perspectives to the entrepreneurs' life and conditions in Switzerland. As special guests we are delighted to welcome a group of entrepreneurs from Helsinki.

We will cover topics such as:

- Business climate and conditions for entrepreneurs
- Experiences from entrepreneurs' life
- View on the marketplace Switzerland
- Entrepreneurs and internationalisation

The panel discussion is moderated by **Carmen Fankhauser**, who has over 20 years of experience in communication, marketing and business development ranging from air navigation services to local politics. She now utilizes her experience as a Deputy Director of The Greater Geneva Bern area (GGBa) to enhance Western Switzerland's attractiveness as a location for inward investment. GGBa is the official promotion agency providing support to foreign companies in innovative sectors in the process of setting up business operations in the western cantons of Switzerland.

Panelists

Tommi Mäkynen is an Architect and Urban Planner with vast experience at the crossroads of architecture and urban planning, real estate and city development. In 2009 he became one of the three founding partners of Helsinki Zürich Office, an internationally operating architecture and planning company. Along his activities as entrepreneur, Tommi Mäkynen has been teaching at several universities, including ETH in Zurich, where he is currently at home.

Peter Ruff is a Digital Health Entrepreneur. He founded Exploris in 2002 with the aim of enabling a transformation in health care through AI-based diagnostic and therapeutic solutions, resulting in greater precision of results and increased convenience and safety for patients. In addition to the development of own products, Exploris supports customers in AI-based health Care products and life science projects.

Emanuel Federle manages since 15 years administration, purchasing, accounting, key account and IT operations for the family company Biosana AG. Established by his father in 1970, the company utilises health-giving properties of plants and foodstuff grown in the pure Swiss Alps mountain air. These ingredients provide the basis for a full range of nutritional supplements and natural cosmetics of Biosana, "Balancing pH for health".

Program

18:30 Arrival & drinks
19:00 Welcome
19:05 Panel discussion
20:00 Networking dinner
21:30 End

WHEN Thursday, 28 March
2019, 18:30-21:30

WHERE Restaurant zum
Grünen Glas, Untere
Zäune 15, 8001 Zurich

PARTICIPATION FEE

Members 80 CHF, non-members
100 CHF.

Please reply no later than **25 March 2019** via:

www.lyyti.fi/reg/Entrepreneurship_Switzerland

WILLKOMMEN! | TERVETULOA! | WELCOME!

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