

we look forward to seeing you!



Oliver Bertschinger

President and
Managing Director
SEC



Thomas Haneder

Managing Partner CEE/SEE,
TPA Group

Reserve your tickets at [www.cee.swiss --> events -->](http://www.cee.swiss-->events-->)

CEE Swiss Business Forum

Book your free 20 minute country consultation via email
at info@cee.swiss. Please tell us which country/countries
you are interested in.

Registration is open until latest **1 September 2026**
Please note, that space is limited.

We will gladly answer your questions: +41 44 291 94 01.

Handelskammer Schweiz - Mitteleuropa (SEC)
Seestrasse 17/19, 8002 Zürich

Participation fee per person

SEC Members and S-GE Members: 90 CHF

Embassies and Chambers of Commerce and their members: 90 CHF

Partner organisations: 110 CHF

Non-members: 150 CHF

Location

Zunfthaus zur Schmiden
Marktgasse 20 | 8001 Zurich

Main partner



bakertilly



Partner



FORUM OST-WEST

Participating Partner Chambers of Commerce



SEC Supporter Circle



STADLER



Connecting Switzerland and CEE

CEE Swiss Business Forum 2026

CEE Matters!

17 Countries | Baltics | Central Europe | Southeast Europe

**The business, the politics, the security, the people
- why CEE matters now.**

3 September 2026

Zunfthaus zur Schmiden | 09:00 - 14:00



speakers



Daniel Kalt
Chief Economist
Switzerland, UBS



Marcel Hirsiger
Lecturer and Expert
for Eastern Europe,
FHNW



Perparim Avdili
President Swiss Albs,
City Council and
President FDP Zürich



Katalin Dreher
Cluster Head DACH/CEE,
Switzerland Global
Enterprise



Dr. Andrea Bekić
Ambassador,
Embassy of Croatia



Alain Vuitel
Major General a.D.
(30.6.2026),
Swiss Armed Forces



Ulrich Schwendimann
Managing Director
Swisschamber Poland



Dr. Daniel C. Schmid
Vice-President SEC, CEO ZfU



Stephan Linhart
Senior Sales Director CEE,
Israel and Türkiye
Lufthansa Group



Jasmina Opardija
Scientific Advisor,
State Secretariat for
Education, Research
and Innovation

program

08:30 -09:00 Registration and Welcome Coffee

9:00 – 9:10 Welcome

Oliver Bertschinger, President and Managing Director SEC
Thomas Haneder, Managing Partner TPA Group CEE/SEE

9:10 – 9:35 Why CEE Matters — Economically

Daniel Kalt, Chief Economist Switzerland, UBS

9:35 – 10:00 Switzerland in an Unstable World Order — A Military-Strategic Assessment

Alain Vuitel, Major General a.D., Swiss Armed Forces

10:00 – 10:35 Why CEE Matters, politics & security

Dr. Andrea Bekić, Ambassador, Embassy of Croatia
Marcel Hirsiger, Lecturer and Expert for Eastern Europe, FHNW
Dr. Daniel C. Schmid, Vice-President SEC, CEO ZfU (Moderator)

10:35 11:05 Break

11:05 11:40 Why CEE Matters — Economic Success Stories

Stephan Linhart, Senior Sales Director CEE, Israel, Türkiye,
Lufthansa Group
Thomas Haneder, Managing Partner CEE/SEE, TPA Group
Katalin Dreher, Cluster Head Dach + CEE, S-GE (Moderator)

11:40 – 12:15 Why CEE Matters: Society & Science

Perparim Avdili, President Swiss Albs, City Council and
President FDP Zürich
Jasmina Opardija, Scientific Advisor, State Secretariat for Education,
Research and Innovation
Ulrich Schwendimann, Managing Director Swisschamber Poland

12:15 – 12:30 Kick-Off „CEE Matters!“

Oliver Bertschinger, President and Managing Director, SEC

12:30 – 14:00 Flying Lunch

14:00 – 16:00 Speed Expert Meetings

6 speed meetings à 20 Minuten with TPA, Chambers of Commerce, SEC,
S-GE, and Swiss Import Specialists



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