

INVITATION

Business Cooperation Forum Switzerland – Bulgaria

March 15th , 2017, Lenzburg, Switzerland

Today's global economy is challenging the small and medium-sized companies all over the world. The competition is very strong and it is difficult to survive using only the internal resources of your own team. A promising success strategy is the cooperation between companies, sharing the same values on quality, punctuality, firm culture and Corporate Social Responsibility (CSR).

The strong Swiss Franc is forcing the Swiss small and medium-sized companies to look for innovative solutions and reliable new partners. Bulgarian companies are also looking for new approaches to increase the competitiveness on the global market. They offer good quality at very reasonable prices and maintain equal company culture to EU producers, as well as the same attitude to precision, punctuality and CSR. The following industries are at the forefront: Metalworking, Mechanical engineering, Electrical engineering and Electronics as well as Plastic processing.

Bulgarian entrepreneurs understand the importance of human resources development and invest in vocational and professional education and training. More than 60 leading Bulgarian companies are already involved in a pilot project for introduction of the Swiss dual track principles in the Bulgarian Vocational Education System. These are businesses mainly from MEM Industries but the interest among other industry branches is permanently growing. Bulgarian companies perceive their participation in the project at this initial stage mainly as a part of their CSR, but in the long run they are convinced this will be crucial for the successful development of their business and the economy in general.

The Swiss-Bulgarian Business Cooperation Forum will gather primarily representatives of companies from both countries, as well as professional schools and other stakeholders engaged in Vocational Education and know-how transfer. It aims to build on the existing relationship and connections between Switzerland and Bulgaria, as well as to broaden the scope for further cooperation with particular focus on networking and knowledge exchange in the field of business development partnerships.

During the Contact Lounge, Swiss participants will meet Bulgarian companies for personal bilateral meetings.

A second Business Cooperation Forum will be held in Bulgaria on 29 June 2017. The Swiss companies attending this Forum will also be able to visit Bulgarian partners and look for common projects.

The Business Cooperation Forum is organised by the Bulgarian–Swiss Chamber of Commerce (BSCC) in cooperation with the Swiss–Bulgarian Business Club (SBBC) in Zurich, partner in the project B2B4CSR.

Time: Wednesday, 15 March 2017, 2.30 - 6.30 p.m.

Venue: Berufsschule Lenzburg (BSL Aula)
Neuhofstrasse 36
5600 Lenzburg,
Switzerland
<http://www.bslenzburg.ch>

Language: German/English

Program of the Forum

14.30 – 15.00	Registration and welcome coffee
15.00 – 15.10	Introduction <ul style="list-style-type: none">• Rudi Suter, Director of the Professional School in Lenzburg;• Daniel Mosimann, City mayor of Lenzburg;
15.10 – 15.30	Key note addresses <ul style="list-style-type: none">• Boni Bonev, BSCC, Chairman of the Board• H.E. Meglena Plugtschieva, Ambassador of Bulgaria to the Swiss Confederation and the Principality of Lichtenstein
15.30 – 16.30	Presentations <ul style="list-style-type: none">• The BSCC Partnership Platform (B2B 4 CSR Project) – Vassil Radoynovski, Head of BSCC Secretariat, Project leader of “Business partnership for better society” project• Success story for a Swiss company working in Bulgaria – Eugen Peterhans, CEO of HOWAG Kabel AG• The DOMINO Project – Petja Evtimova, Team Leader, Project Management Unit, Swiss Support for the Introduction of the Dual Track Principles in the Bulgarian Vocational Education System
16.30 – 16.45	Conclusion <ul style="list-style-type: none">• Mrs. Marie-Gabrielle Ineichen-Fleisch, State Secretary for Economy of the Swiss Confederation and Head of the State Secretariat for Economic Affairs (SECO) – tbc.;
16.45 – 17.00	Coffee break
17.00 – 20.00	Contact Lounge and Aperó B2B meetings between Bulgarian and Swiss companies and educational institutions

Registration

Participation is free of charge and requires registration.

Please sign in <http://www.ch-bq.ch/anmeldung-projekt>.

Registration deadline 1 March 2017.