

September 12, 2024 14:15-19:00

JCC Annual Flagship Conference

“Trade and Investment in Central Asia and the South Caucasus: Expanding Regional Cooperation and Improving Business Climate”

Venue: Hotel President Wilson, Quai Wilson 47, 1211 Geneva

Over the last 20 years, the markets of Central Asia and the South Caucasus (Eurasia) have made significant economic progress with far-reaching growth prospects. Today, the countries of the region have a historic chance to take advantage of their transit position, and the opportunity to expand into external markets through emerging international transport corridors. For this economic potential to be fully tapped, there should be more intra-regional coordination and cooperation as well as an improved overall regulatory environment for trade and investment.

The Joint Chamber of Commerce Switzerland-Eastern Europe, Central Asia, South Caucasus (JCC) and JTI are hosting a business roundtable on the sidelines of the World Trade Organization (WTO) Annual Public Forum in Geneva to explore these issues. After a discussion of the opportunities and challenges of doing business in Eurasia, panelists will consider strategic approaches to strengthening the region’s trade and investment growth through a better regulatory framework and stronger economic cooperation.

Program

14:00 – 14:45	Registration and Coffee
14:45 – 14:50	Welcome Statement Dorit Sallis , Executive Director, Joint Chamber of Commerce Switzerland-Eastern Europe, Central Asia, South Caucasus (JCC) tbc
14:50 – 15:05	Keynote Address Ambassador Andrea Rauber-Saxer , Head, Bilateral Economic Relations Divisions, State Secretariat for Economic Affairs (SECO)
15:10 – 16:15	Panel 1 Setting the Scene: Identifying Trade and Investment Opportunities in Central Asia and the South Caucasus <ul style="list-style-type: none"> ➤ Eric Livny, Lead Regional Economist for Central Asia, European Bank for Reconstruction and Development EBRD ➤ H.E. Mr. Kairat Sarzhanov, Ambassador of the Republic of Kazakhstan to Switzerland ➤ Henrik Eklund, VP MEA and Eastern Europe, Burckhardt Compression ➤ Christof Lachat, Sales, Central Asia/South Caucasus, Victorinox
16:15 – 16:45	Coffee Break
16:45 – 17:45	Panel 2 Challenges to Regional Trade and Investment and Possible Solutions <ul style="list-style-type: none"> ➤ Murat Seitnepesov, President, Greater Caspian Association; Chairman, Integral Group ➤ Andreas Ragaz, Co-Director, SECO Start-Up Fund (SSF) ➤ Clemens Kretschmer, Head of Sales and Business Development, LeverX ➤ World Trade Organization (Speaker to be confirmed) ➤ World Customs Association (Speaker to be confirmed)
17:45 – 18:00	Q&A, Conclusion
18:00 – 19:00	Networking Reception

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