**PREPARATORY WORKSHOP**

**Time:** Wednesday, 04th September 2019, 10:30 – 14:30

**Place:** Foreign Trade Chamber of BiH, Branislava Đurđeva 10, Sarajevo

**Main aims of the preparatory workshop:**

* Provide the participants with information regarding the ICT and MEM (mechanical, electrical and metal) sectors and market in Switzerland;
* Demonstrate possibilities of market access for BiH ICT and MEM companies;
* Prepare BiH companies for their participation at the B2B ICT and MEM eventsthat will take place in **Switzerland\*, 2019.** (\*Accurate date will be published soon)

*\*Languages: English*

| **Time** | **Session** | |
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| 10:30 – 11:00 | Welcome coffee  Welcome and registration of participants | |
| 11:00 – 11:15 | **Welcome speech and opening of the workshop**  **Edin Dacić,** President, Association i-dijaspora  **Andrea Rauber Saxer,** Ambassador, Embassy of Switzerland in Bosnia and Herzegovina  **Representative of the** **Foreign Trade Chamber of Bosnia and Herzegovina,** TBA  **Christian Bernet,** MEM Consultant, Rüti, Switzerland  **Georg Conrad,** ICT Consultant, Berne, Switzerland | |
| 11:15 – 12:00 | **Know Your Market**  *Inspirations & Insights In The Swiss Market* | |
| 12:00 – 12:45 | **Coffee break (Refreshments and snacks)** | |
| 12:45 – 13:30 | **Workshop A:** | **Workshop B:** |
| Georg Conrad, ICT: A Pathway To Market Access In Switzerland & Growing Business | Christian Bernet MEM: A Pathway To Market Access In Switzerland & Growing Business |
| 13:30 – 14:00 | Questions and discussion | Questions and discussion |
| 14:00 – 14:10 | **Closing words**  **Edin Dacić,** President, Association i-dijaspora | |