



**SWISSCHAM**

VERBAND SCHWEIZERISCHER AUSSENWIRTSCHAFTSKAMMERN

ASSOCIATION OF SWISS FOREIGN TRADE CHAMBERS

## Programm: Freitag, 3. Mai 2013



Programm	
14:30 – 15:00	<b>Produkte und Dienstleistungsangebot der SERV</b> Verena Utzinger, Senior Relationship Manager, SERV
15:00 – 15:20	<b>SwissCham APP</b> Gregor Zemp, Director, Câmara de Comércio e Indústria Suíça em Portugal
15:20 – 15:30	<b>SwissCham Newsletter</b> Jacqueline Keefer, Präsidentin, SwissCham
15:30 – 15:50	<b>TQM</b> Urs Weber, Geschäftsführer, Handelskammer Schweiz-Österreich-Lichtenstein



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Programm	
15:50 – 16:10	<b>Kaffeepause</b>
16:10 – 17:30	<b>Neuausrichtung der SwissCham</b>
19:30 – 22:45	<b>Apéro und Gala Dinner</b> Safran Zunft, Gerbergasse 11, CH-4001 Basel

# Dienstleistungsangebot der SERV

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## Produkte und Dienstleistungsangebot der SERV

Verena Utzinger, Senior Relationship Manager, SERV

# APP SwissCham

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## SwissCham APP

Gregor Zemp, Director, Câmara de Comércio e Indústria Suíça em Portugal

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# Newsletter SwissCham



SwissCham-Newsletter, Januar 2013



#### SwissTrade

Die diesjährige Ausgabe von «Swiss Trade» widmet sich den neuen Märkten, den Exportmöglichkeiten ausserhalb des Euroraumes. «Swiss Trade» erschien als Beilage in der Bilanz am 16. November 2012.  
Bitte entnehmen dem beiliegendem Link das Magazin «Swiss Trade» – Your guide to new markets: [http://www.swisscham.ch/news/SwissTrade\\_CH\\_321\\_lores\\_NY.pdf](http://www.swisscham.ch/news/SwissTrade_CH_321_lores_NY.pdf)

#### Chamber App

The British-Portuguese Chamber of Commerce in collaboration with our Portuguese technical partners have developed a smart-phone application enabling Chamber Members, and the general public, to consult our list of Members and Events. The App is designed so that Chamber staff may maintain it without having to rely on outside technical assistance, which thereby implies minimal running costs.

A summary of the main features includes:

##### Events

List of Events in chronological order, with brief summary, Full description of Event, Interaction with Apple maps tool to show location of venue Registration with option for different prices for Members and non-Members, Ability to register various guests, Recognition of previously registered members to ease entry of registration details, Confirmation from Chamber that the registration has been correctly received, Possibility of interaction with PayPal.

##### Members

Searchable by company name or by activity. Searches may then be refined by geographical location filters. Each Member shows full contact details, Company name, Address – links to location map, Phone – dial able directly from the App, Fax, Generic e-mail address – direct access to send mail, Website – direct access via the App, Key personnel with job title and links to direct e-mail. Ability to add contacts from the App directly in the smart phones' main contact database, Company description in one or two languages, List of activity sectors the Member is engaged in with links to lists of other members engaged in the same sector

##### About the Chamber

A history of the organization or a presentation letter from the President, Contact, Structure – list of office holders and staff  
Membership breakdown, Key benefits of various classifications of Chamber Membership, Membership fees and a link to a Membership Application form, Member/Member offers, App preferences where users can opt to receive alerts of new members, new events and notifications of people registering for events, Short-cut to privilege class members, Short-cut to membership registration form



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# TQM

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## TQM

Urs Weber, Geschäftsführer, Handelskammer Schweiz-  
Österreich-Liechtenstein

*SWISS*CHAM

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ASSOCIATION OF SWISS FOREIGN TRADE CHAMBERS

# Neuausrichtung der SwissCham

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- Rückblick
- Neuausrichtung / Ausblick

# Sponsoren 2013

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Herzlichen Dank den Sponsoren

