

Fiducia Management Consultants and the Swiss Chamber of Commerce are pleased to invite you to the following event:

Subject matter experts (SME) roundtable:

Leveraging Hong Kong's Advantages for Your China Distribution Business

Expanding your China sales and distribution is often hindered by a complicated business environment. While offering a rapidly rising middle-class with a strong appetite for foreign products, China presents various financial, logistics, and compliance challenges for Swiss brands. We are very pleased to welcome Experts from Fiducia who will offer practical advices on how to:

- Optimise your corporate setup and tradeflow
- Evaluate the right distribution partners and channels
- Organise your imports (certificates, labels, documents)
- Ensure customs compliance (optimise tariffs, deal with potential problems)

Address: UBS AG Hong Kong
52/F Two International Finance Centre (IFC 2)
8 Finance Street, Central, Hong Kong
(a pass will be waiting for you at the reception)

Date: 20th June 2017

Time: 8:30am-10am

Participation fee: \$100 for members / \$150 for non-members
Please make cheque payable to "The Swiss Chamber of Commerce in Hong Kong Limited" and send it to our postal address: GPO Box 9232, Central, Hong Kong
Registration confirmation will be emailed to you upon receipt of your cheque.

If you prefer to do the payment by bank transfer, please let us know.

Registration: RSVP by 15 June 2017 (Thursday)
Email: Ms Joyce Yan admin@swisschamhk.org
Tel: 2524 0590

A Special Thanks to UBS for sponsoring the refreshment!

Panel Members



Bryan Wong
Manager, Fiducia

Bryan leads Fiducia's Trade Solutions teams in Hong Kong, Shenzhen, and Shanghai. Since joining Fiducia in 2006, Bryan has been advising clients on cost-effective supply chain solutions by leveraging the latest management practices and technologies. His rich portfolio of client projects includes setup of a Hong Kong sourcing platform, structuring of a China distribution system, and offering solutions on complex import/export and logistics issues. Bryan completed both his MBA and BSc in Travel Industry Management from the University of Hawaii. He is also a certified Project Management Professional (PMP) and a Certified Supply Chain Professional (CSCP).



Florian Braunsteiner
BD Manager, Fiducia

Florian's experience lies in supporting international companies wanting to enter the Chinese Market. With a special focus on European SMEs in the medical and plastics industries, Florian is able to develop custom-made solutions for clients paving the way to success. Having received his Bachelor from the Vienna University of Economics and Business and Masters from the Grenoble Graduate School of Business, Florian is deeply involved in understanding the intricacies of the current business environment in China, as well as international trade agreements and affairs between Asia and Europe.

Matthieu Eigenmann
Vice President, SwissCham

Matthieu is a board member of the Swiss Chamber of Commerce. He is working for UBS as Head Swiss Corporate APAC and has been involved since more than 15 years with Corporate & Institutional clients