

Monday, 13 February	Tuesday, 14 February	Wednesday, 15 February	Thursday, 16 February	Friday, 17 February	
<b>Welcome &amp; Opening</b> Prof. Dr. Axel Schilling and Prof. Pieter Perrett, FHNW 09.00 – 09.15  Mr Jakob Heller, OSEC <b>India - An Economic Overview</b> 09.15 – 10.15	Mr Vivek Anand, Accenture <b>Accenture and its Collaboration between Switzerland and India</b> 8.30 – 9.30	Company visit to Langenthal BE Aggarwal Fine Continental Food  Meeting at FHNW Olten and transportation to Langenthal 09.00  Mr Ghansham Aggarwal Guide through store and	Mr Satschin Bansal, Zimmer Inc. <b>Challenges of the Indian Consumer Market</b> 08.30 – 09.30	<b>Welcome &amp; Opening Joint Event</b> 09.00 – 09.15  Hans Niederhäuser, Blaser Swisslube <b>Introduction to trade</b> 09.15 – 10.15	
<b>Break of 30 min.</b>		<b>Break of 30 min.</b>		<b>Break of 30 min.</b>	
Mr Fabio Speciale, Basel Area <b>Attracting Indian Outward Foreign Direct Investments from a BaselArea Perspective</b> 10.45 – 12.00	Mr Andreas Volz and Ms Shweta Nagori, Accenture <b>Working in a multicultural environment</b> 10.00 – 12.00	<b>introduction into the Indian Food Culture</b> 09.30 – 12.00	Mr Satschin Bansal, Zimmer Inc. <b>Workshop: Understanding the Indian Consumer</b> 10.00 – 12.00	Mr Maurizio Cerratti, SECO <b>Free Trade Agreements: an instrument to deepen trade relations with important trading partners</b> 10.45 – 12.00	
<b>Lunch Break 12.00 – 13.30</b>		<b>Lunch at Sitar, Indian Restaurant 12.30 – 13.30</b>		<b>Lunch Break 12.00 – 13.30</b>	
Mr Urs Schöttli, NZZ <b>India – Tradition and modernity: Burden and benefits of an ancient culture</b> 13.30 – 14.45	Mr Thomas Jenni Endress + Hauser Flowtec AG <b>Global Sourcing with Focus on India</b> 13.30 – 14.45	Transportation to Olten, FHNW 14.00	Mr Emanuel Büchlin, Coop and Remei AG <b>Naturaline: Fashion and Fairness – a contrast?</b> 13.30 – 14.30	Ms Marianne Burki, Pro Helvetia <b>Exchange in cultural goods</b> 13.30 – 14.15	
<b>Break of 30 min.</b>		<b>Break of 30 min.</b>		<b>Break of 30 min.</b>	
Mr Edward Schwarz, Holcim Foundation <b>Construction vs. Sustainability?</b> 15.15 – 16.30  Prof. Dr. Brigitte Sprenger, FHNW <b>Introduction into Blogging</b> 16.30 – 17.10  Prof. Dr. Brigitte Sprenger, FHNW <b>Crisis Management</b> 17.15 – 17.45	Ms Corinne Rätz, Integra India <b>Living in India – contrasts in daily life</b> 15.15 – 16.30  Wrap-Up Session 16.30 – 16.45	Ms Neelam Nagar <b>Workshop: Appropriate Behaviour</b> 14.30 – 15.15  Ms Neelam Nagar <b>Introduction into India's culture</b> 15.15 – 16.30	Mr Bernhard Huber, Bartimaeus Project <b>Contrasts in Social Layers - working among the poorest</b> 15.00 – 15.45  Dr. Prof. Erich Bürkler, FHNW <b>Comparison of the Political Structures of Switzerland and India</b> 15.45 – 16.30  Wrap-Up Session 16.30 – 16.45	<b>Panel discussion</b> Challenges of International Trade Moderator: Prof. Michael Jeive, FHNW Participants: Ms Marianne Burki, Pro Helvetia Mr Fabio Menegola, Kühne + Nagel Mr Philippe Nell, SECO 14.45 – 15.45  <b>Apéro</b> 15.45 – 16.30	