



DEPARTAMENT-CATEDRA UNESCO PENTRU SCHIMBURI INTERCULTURALE ȘI INTERRELIGIOASE
Département-Chaire UNESCO d'étude des échanges interculturels et interreligieux
Department UNESCO Chair on the study of inter-cultural and inter-religious exchanges
www.interculturel.org



INVITATION

Presentation of the business guide

DOING BUSINESS WITH ROMANIA

elaborated by
students' group of the MBA programme,
organised by the Department UNESCO Chair
on the study of inter-cultural and inter-religious exchanges

in collaboration with

the School of Business Administration (HEG) Fribourg, Switzerland

Press conference

at the
Chamber of Commerce and Industry of Romania
DACIA Amphitheatre
Wing 3, entrance E, mezzanin
On November 26, 2010 at 10:00
2, Octavian Goga Blvd., 3rd District, Bucharest



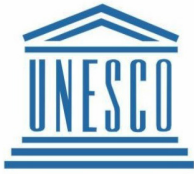
SCHOOL OF BUSINESS ADMINISTRATION
HAUTE ÉCOLE DE GESTION (HEG) DE FRIBOURG
HOCHSCHULE FÜR WIRTSCHAFT (HSW) FREIBURG

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PROGRAM

- **OPENING SPEECHES**
 - Mr **Borbély Károly**, State Secretary, **Ministry of Economy, Commerce and Business Environment, Romania**
 - A member of the Board of the Chamber of Commerce and Industry of Romania

- **PRESENTATION OF THE BUSINESS GUIDE**
 - Mr Jean-Daniel Clavel, School of business administration (HEG) Fribourg, Switzerland
 - Ms Diana-Maria Georgescu, Coordinator of the MBA drafting group of the business guide, Department UNESCO Chair on the study of inter-cultural and inter-religious exchanges

- **PERSPECTIVES FOR THE SWISS-ROMANIAN ECONOMIC RELATIONS**
 - Mr Costin Lianu, Director, Ministry of Economy, Trade and Business Environment
 - The National Export Strategy 2010-2014 and Romanian-Swiss Agreement**
 - Mr Anton Said, Chief, Export Strategy ITC Geneva, Switzerland
 - Challenges and chances of the Romanian economy**
 - Mr Jean-Daniel Clavel, School of business administration (HEG) Fribourg, Switzerland
 - Fostering the Swiss-Romanian economic relations through incubators for businessmen & business development in Bucharest, Cluj, Timisoara and Iasi**

- **The Department UNESCO Chair at Bucharest University as focal point for international and interdisciplinary relations**
 - Mr Martin Hauser, Director, Department UNESCO Chair at University of Bucharest

- **Q&A**

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