

瑞士

Investment Seminar

„Doing Business in Europe – Using Switzerland as a Base“

拓展歐洲市場—以瑞士為根據

Branding – a vital step for international success

品牌—邁向國際的成功關鍵



瑞士投資研討會

Thursday, 1 November 2007 from 08:45—16:30

星期四，十一月一日，上午8:45至下午16:30

at the Taipei International Convention Centre, 3F North Lounge

No. 1, Sec. 5, Hsin Yi Rd., Taipei

國際會議中心三樓北軒

台北市信義路五段一號三樓

Organizer/主辦單位:



Trade Office of Swiss Industries, Taipei

(TOSI) 瑞士商務辦事處

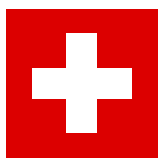
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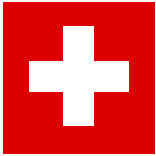
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Program

- 9:00 Welcome & Introduction 歡迎辭暨簡介**
Mr Berton B. C. Chiu, Director General, Department of Investment Services, MOEA
經濟部投資業務處 邱柏青處長 Mr Jost Feer, Trade Office of Swiss Industries
-
- 9:10 Switzerland – A famous location for international companies**
瑞士—跨國企業設立據點的最佳選擇
Mr Willi Meier, Greater Zurich Area
-
- 9:40 Tax Effective Supply Chain Management (TESCM)**
– Improving the overall efficiency of your European distributions 最有效率的稅賦管理
(break) Mr Jean-Marc Girard, Ernst & Young
-
- 11:00 Considerations on European VAT and Customs 探討歐洲增值稅及關稅**
Ms Kerstin Heidrich, Ernst & Young
-
- 11:20 Tax Optimized Structures for European Operations – Trading, Financing, IP Exploitation**
最佳歐洲稅賦之結構—針對貿易、財務及智財開發
Ms Kerstin Heidrich, Ernst & Young
-
- 12:00 Lunch Break 午餐**
-
- 13:30 History of branding, Internationally successful Asian and Swiss Brands**
品牌的歷史，國際成功的瑞士及亞洲品牌
Mr Urs Tobler, Greater Zurich Area
-
- 14:00 Registration of Intellectual Property in Switzerland & Europe 瑞士及歐洲智慧財產的註冊**
(break) Mr Nathan Kaiser, Wenfei Attorneys-at-Law
-
- 15:15 Testimonial: How branding changed our international business**
經驗分享：品牌如何改變我們的國際地位
-
- 15:45 Branding – a vital step for international success 品牌—揚眉國際的關鍵**
Mr Peter Wirz, Process
-
- 16:00 Q&A 問與答**



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報名表 Registration Form

請填寫以下報名表,並傳真至02 2757 6984或電子郵件至trade@swiss.org.tw

To enroll, please fill in the **Registration Form** below and fax it to 02 2757 6984 e-mail trade@swiss.org.tw

是的,我想參加討論會。
YES

I would like to register for the seminar.

不,我不能參加但是想得到詳細資料。
NO

I cannot attend but would like to receive further information.

請告知您是否願意與我們的公司暨國際稅務專業人員進行免費諮詢,諮詢日期為十一月二日。我們將依據回函之順序排定您的諮詢時間。除有事先預約外,諮詢時間將會限制在60分鐘內。

Please indicate below if you would like to arrange a private meeting with the speakers on 2 November 2007. We will confirm a time with you based on the order we receive meeting requests. Meetings will be limited to 1 hour, except by prior arrangement.

公司名稱/ Company : _____ 職務/ Title : _____
 名/ First Name : _____ 姓/ Last Name : _____
 地址/ Address : _____
 電話/ Telephone : _____ 傳真/ Fax : _____
 電子郵件/ E-mail : _____
 我希望安排一個私人會議/ I would like to arrange a private meeting: 是 Yes 不 No

座位有限,請及早報名

報名截止日: **2007年10月26日**

A limited number of seats are available on a first-come-first-served basis

Registration Deadline: **October 26, 2007**

當我們收到您的報名表後,您將會收到確認通知

Participants will receive confirmation either by telephone or letter of confirmation upon successful registration

若有任何問題,請洽02 2720 1001 ext 14 或傳真02 2757-7023 trade@swiss.org.tw

For any queries, please e-mail to trade@swiss.org.tw or dial 02 2720 1001 ext 14 or fax 02 2757 6984