

Registration:

by means of the enclosed registration form or directly via e-mail (info@icc-switzerland.ch)

Organisation

Emmanuelle Nussbaum
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Registration Fee

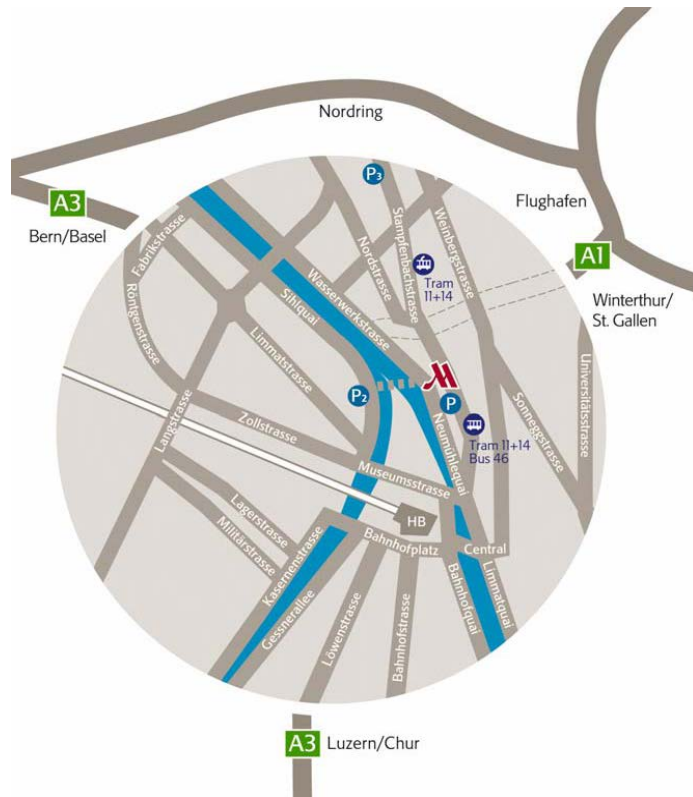
CHF 70.- for members of ICC Switzerland
CHF 100.- for non members
The Swiss delegates in ICC Commissions are invited.

An invoice will be sent to participants together with a confirmation of registration.

Conference language: English

Plan

*Tram 11 & 14 up to Stampfenbachplatz or Beckenhof
*Bus 46 up to Stampfenbachplatz



Annual Assembly 2012

with parallel seminars on:

- **New ICC Arbitration Rules:** Important changes and first experiences
- **New Marketing and Advertising Code:**
What does it bring and how these rules are implemented in Switzerland?

Wednesday 7 March 2012
14.00 - 22.00

Zürich Marriott Hotel,
Neumühlequai 42, 8001 Zürich

Dear members,

In the name of our President Andreas Schmid, I am pleased to invite you to our Annual Assembly 2012.

ICC is the voice of business but it is above all in the service of its members. ICC Switzerland provides access to the activities of the World Business Organization. The annual assembly is the occasion to review the actual situation and introduce the future prospects of the activities of ICC International and ICC Switzerland.

As usual, two parallel workshops will be organized. This year, the topics will focus on Arbitration and on Advertising.

As ICC Switzerland was founded in 1922, we have the opportunity to celebrate 90 years existence of the Swiss gateway to the World Business Organisation and we will have the honour of interventions by the Ambassador Luzius Wasescha as well as by Mr Gerold Bühler, President of economiesuisse.

We hope to see you in March. Our assembly is open to all participants from business. Feel free to forward this invitation to colleagues. The participation of non-members is also welcome.

Yours sincerely

Thomas Pletscher
Secretary General

Program

14:00

Registration

14:15

Workshop 1 (Room Decade)

New Consolidated ICC Code of Advertising and Marketing Communications Practice

Elizabeth Thomas-Raynaud, Policy Manager,
ICC Commission on Marketing and Advertising, Paris
Marc Schwenninger, Schweizerische Lauterkeitskommission

14:30

Workshop 2 (Room Annum)

New ICC Arbitration Rules: Important changes and first experiences

Francesca Mazza, Attorney at Law, Secretary to the ICC Commission on Arbitration/
Counsel at ICC International Court of Arbitration, Paris
Dr. Dominik Vock, LL.M., Attorney at Law, Partner, MME Partners, Zurich/Zug

17:00

Break

17:30

Annual Meeting (Room Pendulum)

Chairman's Welcome Address

Andreas Schmid, President

Activities und Program 2012 with discussion on the work of the ICC Commissions

Thomas Pletscher, Secretary General ICC Switzerland

18:15

Aperitif (Foyer Sequence)

19:00

Diner (Room Sächsilüute)

Interventions by Honorary Guests:

Gerold Bühler, President economiesuisse

Luzius Wasescha, Ambassador, Head of the Permanent Mission of Switzerland to the
WTO and EFTA (ECE/UN, UNCTAD, ITC) in Geneva
