

# Swiss-Asian Chamber of Commerce



Brunei · Cambodia · Indonesia · Korea · Laos · Malaysia · Mongolia  
Myanmar · Pakistan · Philippines · Singapore · Sri Lanka · Taiwan  
Thailand · Timor-Leste · Uzbekistan · Vietnam

## Turning cross-cultural complexity into high-performance vitality (bridging cultures)



The **Swiss-Asian Chamber of Commerce**, in collaboration with EurAsia Competence, are pleased to invite you to an event on bridging cultures with an emphasis on the most ongoing and anticipated significant changes in cultural understanding at different levels of management and leadership to exploit the unfolding opportunities Asia offers.

**Date:** Wednesday, 8<sup>th</sup> February 2017

**Time:** 11:15hrs to 14:00hrs

**Venue:** Zunfthaus zur Meisen, Münsterhof 20, 8001 Zurich

EurAsia Competence AG is a leading management services boutique dedicated to creating high-performance organizations. It focuses on private enterprises and governmental as well as non-governmental institutions in the European and Asia-Pacific regions.

EurAsia Competence helps European and Asian client organizations to turn complexity and volatility in culturally different working environments into high-performance vitality.

The presentation describes the challenges to leadership and management in a rapidly changing global environment and then introduces the theoretical model that EurAsia Competence uses in its cultural assessments.

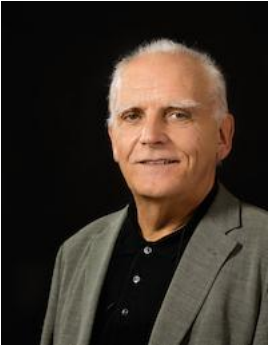
The theoretical background will develop and establish cultural understanding at different levels of management and leadership and will thus show the potential for improvements both operationally and strategically in the respective cultural settings.

The Q&A session which follows will concentrate on concrete experiences and challenges of the audience that will demonstrate how EurAsia Competence translates its novel proprietary cross-cultural competence model into practical organization specific client solutions.

The two speakers are partners of EurAsia Competence AG set up by four partners in 2015. Dr. Hans J. Roth and Peter Sorg (see below short CVs) will give the luncheon presentation and will answer the questions raised during the Q&A session.

Early registration is highly recommended.

## Short Biographies:



**Peter Sorg**

### Education

BBA Bachelor of Business Administration (HWV), Basel, Switzerland  
Swiss Federal Diploma in International Business, Marketing and Sales Management

### Experience

- Over 30 years in various senior executive business development positions in the oil and pharmaceuticals/chemicals industry (Mobil Oil, Exxon, Ciba-Geigy, Novartis, CIBA SC) of which:
- 22 years with Ciba-Geigy, Novartis and Ciba SC including
- 13 years assignment in the Asia-Pacific region to establish and build successful and profitable enterprises in SEA and NEA (Indonesia, Japan, Korea) and 7 years overall business responsibility for the Asia-Pacific, South Asia and MENA regions
- 15 years as business strategy development entrepreneur & consultant in the life science industry via his own companies Sorg Consulting and Quilt Solutions LLC (both in Switzerland)
- Founding partner, investor & BOD member of various Life Science start-up companies

### Other assignments

- Former BOD member of Swiss-Asia Chamber of Commerce
- 15 years part-time faculty member “Sino-Swiss Management Training Program” (University of Geneva and University of St. Gallen, Switzerland) for “Change Management”, “Leadership Development”, “Organizational Development” for the Chinese Government (CTCSPMO, Beijing)
- Various technology and corporate business development mandates in life science sector

### Education

MA in History, University of Basel, Switzerland  
MA in Economics, University of Geneva, Switzerland  
MA in Labor and Organizational Psychology, University of Hagen, Germany  
PhD in Economic History, University of Basel, Switzerland

### Experience

- Former Ambassador
- Former diplomatic advisor at the Geneva Centre for Security Policy
- Over 30 years as Swiss career diplomat mostly in the Asia-Pacific region of which:
  - 6 years in Japan in charge of political and legal affairs
  - 5 years as deputy head of mission in Beijing, China
  - 5 years as Consul General in Shanghai
  - 4 years as Consul General in Hong Kong

### Other assignments

- Member of the Board of Directors of Endress & Hauser
- Regular contributor to Swiss media on East- and South-East Asian social and economic topics
- University lecturer on intercultural management at St. Gallen and Zürich Universities

### Publications

- *Geschlecht und Macht. Ein Beitrag zur Geschlechterdiskussion.* Baden-Baden: Nomos (2016)
- *Menschenrechte im kulturellen Spannungsfeld des 21. Jahrhunderts.* Münster: Waxmann (2016)
- *Die Krise des Westens – eine Krise des Individualismus.* Zürich: NZZ libro (2013)
- *Kultur, Raum und Zeit – Ansätze zu einer vergleichenden Kulturtheorie.* Baden-Baden: Nomos (2013)
- *Leitfaden China.* Bern: Huber (2008)
- *Managing China.* Hong Kong: HJR Publishing (2007)



**Hans Jakob Roth, PhD**

**Contact:**

**Swiss-Asian Chamber of Commerce**

**Barbara Moeckli-Schneider**, Secretary General: +41 41 620 88 02 ([bmoeckli-schneider@chambersservices.ch](mailto:bmoeckli-schneider@chambersservices.ch))

**Registration Form**

**Registration:** Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041/620 88 03 or emailing [sacc@sacc.ch](mailto:sacc@sacc.ch), by **Wednesday, 1 February, 2017 at the latest**. The cost of the event, which includes apéro and lunch, is CHF 140.00 for SACC Members and CHF 160.00 for non-members. Please specify on the form if you require a vegetarian meal. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until **Friday, 3 February, 2017, 10.00 a.m.**: - otherwise a full no-show charge applies.

Last Name: ..... First Name: .....

Position: ..... Company: .....

Full Address: .....

Phone: ..... Fax: ..... E-mail: .....

Area and Activity of company: .....

Branch/Field of interest:.....

Meal preference:    Normal meal                       Vegetarian meal                       Vegan meal

Date: ..... Signature: .....