



## LOGISTICS IN TRANSITION ALL CHANGE PLEASE!



The **Swiss-Asian Chamber of Commerce** is pleased to invite you to an event on logistics with an emphasis on the most significant changes, ongoing and anticipated, that are shaping the industry and how Singapore and Switzerland are positioned but also proactively engaged to exploit the unfolding opportunities.

**Date:** Thursday, 30<sup>th</sup> June 2016

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

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

Change is happening in a vital industry. Big Data and Cloud Computing, as well as other developments in technology, conspire to provide new dimensions of customer engagement, monitoring and control, optimisation, cost effectiveness and environmental protection. At the same time, these digital assets have given new and non-conventional players the ability to disrupt markets and activities commanded by incumbents. New alliances will be forged and investment in smart infrastructure will be a key feature.

How will Singapore, a major hub in air-freight and shipping, maintain its competitive position going forward and do Swiss companies have the foresight and means to play a key role in the transformation of the industry.

We are privileged to have three experts from the industry at our event, to present and discuss the theme from the perspective of the respective companies they each represent, but also have the opportunity to draw upon their collective experience and knowledge to give us a glimpse into the future of logistics.

Participating companies are **Panalpina**, a leading global logistics group, **Singapore Airlines**, one of the best if not the best airline company in the world, and **SkyCell**, one of the most innovative newcomers in cold-chain logistics, with a disruptive technology and model, dedicated to the pharma industry.

Finally, Singapore Airlines will be honoured to present a return flight ticket to Singapore from Zurich on their newly launched *Premium Economy* class on the Airbus A-380 to a lucky winner at our event.

Early registration is highly recommended.

## Schedule:

11:15hrs **Registration**

---

11:30hrs **Welcome Remarks**

**Dr Urs Lustenberger**, Chairman, Swiss-Asian Chamber of Commerce

11:35hrs **Introduction**

**Tuck Seng Low**, Co-Chairman, Singapore Committee, Swiss-Asian Chamber of Commerce

---

11:40hrs **Presentations**

*“Cold-chain Technology is the Hot Value Proposition”*

**Richard Ettl**, CEO and Co-founder, SkyCell AG, Zurich

*"Transportation and Logistics Healthcare"*

**Daniel Weissenberger**, VP Industry and Vertical Manager Healthcare - Southwest Europe, Panalpina, Basel

---

12:15hrs **Panel Discussion followed by Audience Participation**

Richard Ettl and Daniel Weissenberger will be joined by Mathias von Elverfeldt in our Panel to discuss the range of opportunities and challenges in the industry, and identify some key emerging trends mainly but not exclusively in airline freight.

---

12:45hrs **Lunch**

---

14:15hrs **End**

---

## Short Biographies:

**Richard Ettl** jointly founded SkyCell with Nico Ros. He was previously team member of restructuring team of a multinational machine building company in the packaging industry in Switzerland. He graduated from Université de Fribourg with a BA in Management and has attended various courses at Stanford and Harvard.

**Daniel Weissenberger** joined Panalpina in 2008 as Corporate Key Account Manager. Since 2011, he is the VP in the Area of Industry and Vertical Manager Healthcare - Southwest Europe. He is very experienced in Logistics and specialized in the sector of Healthcare and Pharma.

**Mathias von Elverfeldt**, Regional Manager, Singapore Airlines Cargo Pte Ltd, Zurich. Mr von Elverfeldt is Regional Manager for Switzerland, Scandinavia and Italy. He has been with Singapore Airlines since 2000 and was responsible for the development and implementation of sales and marketing strategies for the airline. He graduated from Leeds Metropolitan University with a Masters degree in International Transport Management.

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 Monday, June 20th, 2016 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 Thursday, June 24th, 2016, 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: .....

SACC Sponsors 2016:

Platinum



Anunnaki Minerals Group

Gold



UNION BANCAIRE PRIVÉE

Event Sponsor:



Flight ticket to Singapore offered by:



SINGAPORE AIRLINES