

| | Monday, 13 February | Tuesday, 14 February | Wednesday, 15 February | Thursday, 16 February | Friday, 17 February |
|---------|--|--|---|---|---|
| Morning | 08:45 - 09:15 Introduction to the Seminar Prof. Dr. Anita Graf / Project Team FHNW | 09:00 - 10:30 Cultural Differences between USA and Switzerland Ambassador Donald S. Beyer Jr. U.S. Embassy | 09:00 - 10:30 Working Session "Elevator Pitch" Project Team FHNW | 09:00 - 10:30 "Wieso der nächste Google aus der Schweiz kommt" Simon May Institut für Jungunternehmen | 09:00 - 09:15 Welcome and Opening JOINT EVENT 2012 |
| | 09:15 - 10:15 Business Knigge / Stilvoller Umgang Corinne Staub ONE | | | | 09:15 - 10:15 Introduction to Trade Hans Niederhäuser Blaser Swissslube |
| | Coffee Break 10:15 - 10:45 | Coffee Break 10:30 - 11:00 | Coffee Break 10:30 - 11:00 | Coffee Break 10:30 - 11:00 | Coffee Break 10:15 - 10:45 |
| | 10:45 - 12:15 Business Knigge / Dresscode Corinne Staub ONE | 11:00 - 12:15 Networking in Practice (CV- Check) CEO Timon Ruther academics4business | 11:00 - 12:15 Innovation Management Prof. Daniel Huber Fachhochschule Bern | 11:00 - 12:15 Kreativ Workshop Jean-Philippe Hagmann Denkmotor | 10:45 - 12:00 Free Trade Agreements Maurizio Cerratti SECO |
| | Lunch Break 12:15 - 13:15 | Lunch Break 12:15 - 13:15 | Lunch Break 12:15 - 13:15 | Lunch Break 12:15 - 13:15 | Lunch Break 12:00 - 13:30 |
| | 13:15 - 14:45 Introduction to Innovation & Networking CEO Christian Hirsig Atizo | 13:15 - 14:45 Business Networking through Social Media CEO Judith Widmer / Prof. Claudia Meier Sesamnet / FHNW | 13:15 - 14:45 Innovative Company Peter Frei Die Post | 13:15 - 14:45 Kreativ Workshop Jean-Philippe Hagmann Denkmotor | 13:30 - 14:15 Exchange of Cultural Goods Marianne Burki Pro Helvetia |
| | Coffee Break 14:45 - 15:15 | Coffee Break 14:45 - 15:15 | Coffee Break 14:45 - 15:15 | Coffee Break 14:45 - 15:15 | Coffee Break 14:15 - 14:45 |
| | 15:15 - 16:45 Professional Networking Prof. Dr. Sita Mazumder Hochschule Luzern | 15:15 - 16:45 Working Session "Key Learnings" Project Team FHNW | 15:15 - 16:30 Entrepreneurship CEO D. Senn / CEO S. Schanz Basisnote / Gourmet15box | 15:15 - 16:45 Working Session "Key Learnings" Project Team FHNW | 14:45 - 15:45 Panel Discussion Challenges of International Trade M. Burki / F. Menegola / P. Nell Pro Helvetia / Kühne + Nagel / SECO |
| | 16:45 - 17:15 Preparation Cultural Differences Project Team FHNW | | 16:30 - 18:00 connectUS Alumni Apéro Alumni / Participants / Project Team FHNW | 16:45 - 17:15 Besprechung On-Site Delegation Project Team FHNW | 15:45 - 16:30 Apéro Joint Event Participants / Project Teams FHNW |
| | 17:15 - 17:45 Besprechung On-Site Delegation Project Team FHNW | | | | |

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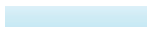
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