



## Draft Program\_v1\_03072017

Time	Event	Place
10:55 21:00	Flight to Iran (Tehran, IKA) GVA - FRA LH1215 / FRA - IKA LH600	GVA, Geneva, Switzerland THR, Tehran, Iran
23:00	Transfer with bus from airport to Hotel	
23:50	Check-in Hotel Azadi Chamran Highway	Hotel Azadi Tehran Province, Tehran, Chamran Hwy, Iran



## Draft Program\_v1\_03072017

Time	Event	Place
09:00 – 10:30	Briefing & Iran Landscape presentation. Official opening by Mr. Leuba. Briefing regarding the program and organization of the FFM. Short round table / presentation of all participants. Presentation topic: overall view of country, main challenges, closing the cultural gap. Perception of canton of VD in Iran	<a href="#">Hotel Azadi</a> Tehran Province, Tehran, Chamran Hwy, Iran
10:30 - 13:00	City Sight seeing (Saad Abad, Golestan Palace)	Tehran
13:00	Lunch	(Alborz mountains, North of Tehran)
16:00 - 17:00	Visit of Mahak Children center	<a href="http://mahak-charity.org/main/index.php/en">http://mahak-charity.org/main/index.php/en</a>
19:00	Group Dinner with delegation members	



Draft Program\_v1\_03072017

Time	Event	Place
09:00	<p>Full day event: Chairman Welcome                      Welcome Speech Mr Leuba                      Objective is to present the canton of VD to the Iranian public (~100 officials and international businessmen) so they understand the motivation of this visit and the opportunities it represents</p>	Hotel Azadi
09:15	<p>Presentation of VD sectors and strength within Switzerland as well as its international footprint across the world as well as role within Eurozone.                      Emphasize the major contribution of VD SMEs to the canton's prosperity and illustrate their intimate involvement</p>	
09:45	<p>Pitch of public and private entities participating to this economic mission. Their interest and expectations regarding Iran market.</p>	
10:30	<p>Coffee Break</p>	
11:00	<p>Presentation of Vaud private and vocational schooling infrastructure                      Or                      Vaud as an innovation hub (Y-Park, EPFL, Innovaud, Biopole, the role of CTI with entities such as HEIG-VD...)</p>	
12:00	<p>Panel discussion</p>	
12:30	<p>Networking Lunch</p>	

14:00	Presentation of Iran Public and private universities and vocational education institutions and challenges OR Iranian Innovation centers and accelerators (Public & Private). Their relationship with existing industries and challenges to reach actual needs	
14:45	Q&A and Coffee break	
16:30	Potential paths of cooperation in above fields. Including academic and non academic programs, certification processes (for example at public health level)	
17:30	Q&A and 1to1 meetings	
19:30	Transfer to Mel or Sam center and visit	
20:30	Group Dinner	
22:00	Transfer to Hotel	





## Draft Program\_v1\_03072017

Time	Event	Place
07:45	Transfer to Afshar foundation	
09:00	Chairman welcome	
09:15	Presentation of Iran Healthcare & Medtech market and major challenges in chronic diseases & Food and Drug regulation	
10:30	Coffee break	
11:00	Open slot: tbd	
12:00	Networking Lunch	
14:00	Visit of private clinic specialized in Oncology. Presence of officials from ministry of Health and key academic personalities and heads of local research centers.	
17:00	Meeting with Swiss companies and their distributor's active in medical, pharma and medtech sector	

18:30	Transfer	
19:30	Networking dinner at Hotel or Restaurant Bisann with "Swiss" guests	





## Draft Program\_v1\_03072017

Time	Event	Place
07:00 – 09:00	Transfer to Gazvin	
09:00	Visit of Nestlé and its production site with the presence of local industry leaders and government officials.	Nestlé production center, Gazvin
10:30	Presentation of Nestlé's experience in Quality management, local challenges, needs and opportunities. Need of quality control, certification. Is there a space for Swiss certification ? (F&B, Agrotech, others?)	
12:00	Networking lunch with local industry leader and government officials	
14:30	Possible Company visit to be defined Transfer to Hotel	
18:00	Networking Dinner at Swiss Embassy	Swiss Embassy, Tehran



## Draft Program\_v1\_03072017

Time	Event	Place
09:00	Opening (chairman Welcome)	
09:15	Presentation of Iran Hospitality Industry (Business & travel tourism) with participation of influential private and state actors in the tourism industry, Needs, challenges, regulations, investment landscape	
11:00	Open slot for either - key Swiss speaker from VD Hospitality or - experience sharing from Swiss entities active in this field or - Presentation of business cases to illustrate potential and trigger questions	
11:30	Panel discussion	
12:00	Networking lunch with local industry leader and government officials	
15:00	Visit of - Hotel School in Tehran or - Modern pasta company using Buhler equipment	
17:00	Transfer to Isfahan	





## Draft Program\_v1\_03072017

Time	Activity	Location / Mode of transportation
8:30	City tour of Isfahan	
13:00	Lunch	
17:00	Transfer to Novotel Hotel next to IKA airport Dinner mid-way to Airport	



## Draft Program\_v1\_03072017

Time	Event	Place
04:30	Transfer to CIP lounge IKA for return flight	
06:30 12:40	Flight to Geneva (GVA) IKA - MUN LH603 / MUN - GVA LH2384	THR, Tehran, Iran GVA, Geneva, Switzerland