

NINE 'CLOCK

Swiss-Romanian Chamber of Commerce Hosts Successful Conference on the Swiss Model in Family Businesses, Inspiring Romanian Entrepreneurs



The Switzerland-Romanian Chamber of Commerce recently orchestrated a dynamic and insightful conference on the theme “The Swiss Model in Family Businesses: Inspiration for Romanian Entrepreneurs.” The event, which brought together prominent figures in the field, was held in Timisoara and was moderated by Dr. Adriana Cioca, Managing Director at Artemis Romania and Member of the Board of the Swiss-Romanian Chamber of Commerce.

“Family businesses in Romania need another 15-20 years for a complete professionalization, because we have a history of less than 35 years of capitalism, and the evolution of some family businesses in Romania has been spectacular in this period anyway. In Switzerland, the largest family businesses generate more than \$235 billion, almost a third of the country’s GDP. Shorter decision making, innovation orientation, profit reinvestment, well-defined succession plan and financial inde-

pendence from banks are some of the characteristics of mature, professionalised family businesses in Switzerland from which Romanian entrepreneurs can learn”, explained Dr. Adriana Cioca, Managing Director of Artemis Romania and member of the board of the Swiss-Romanian Chamber of Commerce (CCE-R).

The conference was a testament to the flourishing collaboration between Swiss and Romanian business communities, highlighting the shared values and principles that

underpin successful family businesses. In attendance were a diverse array of participants hailing from various corners of Romania, all of whom were eager to delve into the intricacies of the family business model and explore its applicability within the Romanian context.

The event owed its success to the unwavering support and sponsorship from leading organizations, including SSAB, Elbcon Holding, Masco Management, and Artemis. Their contribution played a crucial role in ensuring the smooth execution of

the conference and facilitating a meaningful dialogue around the critical aspects of the family business paradigm.

A distinguished panel of speakers graced the conference, each bringing a wealth of expertise and experience to the table. Among them were Marc-André Cornu, renowned for his ownership of Cornu Boulangerie, and Cristian Pocol, the esteemed owner of Roch Business Bridge and the President of the RESPO association. Additionally, Daniel Hauri, Chairman of ELBCON Holding AG, Florian Nitu, Managing Partner at Popovici Nitu Stoica si Asociatii, and Dr. Michael Soormann, CEO of Masco Management, all provided invaluable insights into the intricacies of the Swiss model in family businesses.

The event not only fostered an environment conducive to learning and networking but also served as a platform for the exchange of best practices and innovative strategies, which can be instrumental in the growth and development of the Romanian entrepreneurial landscape.

The success of the conference is a testament to the growing interest and commitment within the Romanian business community to learn from global best practices and implement them within a local context, thereby fostering sustainable growth and development.

The Switzerland-Romanian Chamber of Commerce expressed its gratitude to all the participants, sponsors, and esteemed speakers for their valuable contributions to the success of the conference, and they look forward to continuing such insightful dialogues in the future.

