

## INVITATION

The board of the Danish-Swiss Chamber of Commerce (DSHK) has the pleasure of inviting you to our next event on

**March, 16<sup>th</sup> 2010 from 18.00 -21.00**

at the GIZ (Geberit Informations Zentrum), Schachenstrasse 77, 8645 Jona.

Kunde & Co. is a well known marketing company in Denmark, founded by Jesper Kunde. They have among others worked internationally for Asics, B&O, Fritz Hansen, Grundfos, INTERSPORT International, Montana and Novartis. Since 2001 they are present in Switzerland and we are pleased that they as a sponsor-member in DSHK will maintain this presentation together with their Swiss customer, Geberit International AG in Jona.

As the European market leader in the field of sanitary technology, the Geberit Group is a global provider with sales of CHF 2.2 billion. It employs 5.700 people in 40 countries around the world.

### PROGRAMME

- 18.00 Apéro and registration
- 18.30 Geberit – The future public toilet – feel it, hear it, touch it!
- 18.45 Introduction by Mr. Henrik Katstrup, Managing Partner Kunde & Co.  
***How to activate employees around the world and make your company stronger***
- 18.55 Presentation by Mr. Roman Sidler, Head of Corporate Communications Geberit AG  
**Living the Brand – activating 3000 employees cross country**
- 19.20 Discussion – questions and answers
- 19.30 Snack and Coffee Break
- 19.45 Presentation by Mr. Henrik Katstrup, Managing Partner Kunde & Co.  
**Media Convergence and the influence from networking sites like Facebook, Twitter, Xing, LinkedIn etc. - chances and dangers**
- 20.10 Discussion – questions and answers
- 21.00 End

The participation in this event is free for members. Non-members will be charged a fee of **CHF 50,-**.

Please register before March, 10<sup>th</sup> 2010 [jonmei@umgate.dk](mailto:jonmei@umgate.dk)

In order to make speeches more relevant we please ask you to fill in the attached questionnaire in advance and send it by e-mail to [jonmei@umgate.dk](mailto:jonmei@umgate.dk) before March, 5<sup>th</sup> 2010.

We hope this event will find your interest and look forward to meeting you in Jona.

Best regards

Jonna Meier  
Secr.

Please answer the following questions with **Yes** or **No** and return this sheet to [jonmei@umgate.dk](mailto:jonmei@umgate.dk) before March, 5<sup>th</sup> 2010. Thank you in advance.

**Do you have a profile on:**

- Facebook?
- Twitter?
- Xing?
- LinkedIn?
- MySpace?
- Others?

**If you have a profile on one of these, is it primarily**

- Business use
- Private use

**Do a member of your family have a profile on of these networks?**

**Do you have a smart phone?**

**If you have a smart phone, when do you use it:**

- Mainly use at work?
- Mainly private use?

**In your Company:**

- Is it allowed to use Facebook/Twitter etc. during working hours?
- Do you have free internet access to all web sites?
- Do your company have an internet user policy?

**Are there any specific questions you would like to get information on in regards to internal branding and social networks?** \_\_\_\_\_

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## Location of the Geberit Information Centre

The Geberit Information Centre is next to the main building of Geberit in Jona. Free parking is available in front of the information centre.

Arrival by car: From Zurich Airport/freeway A53 Zurich-Uster, exit Jona or from Zurich or Chur freeway A3, exit Pfäffikon/Rapperswil.

Arrival by train: Railway station Rapperswil, bus “Südquartier” to stop “Schachen/Geberit” or train in direction of Schmerikon – Uznach to stop “Blumenau”.

