

Workshop (invitation only)
Market Access and Market Fragmentation: Unilateral and Agreed Standards

**7 November 2019, University of Bern, Hallerstrasse 6 (Groundfloor),
Auditorium Silva Casa, Hallerstrasse 6, 3012 Bern, Switzerland**

- 09.00 **Welcome**
 Maria Slazak, Association Européenne des Avocats, President
 Prof. Michael Hahn, University of Bern
 Prof. Philipp Zurkinden, Association Européenne des Avocats, Past President

Legal Foundations

- 09.10 ***Financial Services: International Standards and Market Access in the Post-Crisis Era***
 Susan Emmenegger, Professor at the University of Bern and Cornell University

Switzerland and Market Access for its Financial Industries

- 09.50 ***Strategies for the Swiss Financial Market***
 Christoph König, State Secretariat for International Affairs, SIF,
 Head, Policy Issues & International Relations Leiter

10:25 ***Coffee break***

- 10.55 ***Cross-border Coordination and Cooperation: A Supervisor's Perspective***
 Dr Thomas Bauer, Chair of the FINMA Board of Directors

- 11.30 ***EU Market Access – an Uphill Battle for the Swiss Finance Industry?***
 Matthias Heer, Swiss Finance Council, Managing Director

“Werkplatz Schweiz”: Economic Opportunities and Legal Parameters

- 12.05 ***Defying Gravity: The Switzerland - UK Agreements of 2019 and the Challenges of Extricating
from Regional Market Access Regimes***
 Stefan Flückiger, State Secretariat for Economic Affairs SECO, Board of Directors

12:45 *Questions & Answers Session*

13:05 *Lunch*

Switzerland and Market Access for its Financial Industries (continued)

14:00 **Internalizing Environmental, Social and Governance Standards in
Investment Banking: *Tackling the Long-term in a Short-term World***

Marie-Laure Schaufelberger, Group Investment Stewardship, Pictet Group

Yvonne Lenoir Gehl, Head Group Regulatory Office, Pictet Group

“Werkplatz Schweiz”: Economic Opportunities and Legal Parameters (continued)

14:40 ***Market Access for Pharmaceuticals (Working title)***

Andreas Balsiger Betts, Sidley Austin LLP, Senior Advisor; formerly General Council,
Swissmedic

15:20 *Coffee break*

15:50 ***Market Access for Med-tech Products (Working title)***

Beat Egli, Zimmer Biomet, Senior Director, Government Affairs

16:30 **Roundtable**

Marion Jansen, ITC Geneva, Chief Economist, Director, Division of Market Development,
Monica Mächler, Member of the Zurich Insurance Group Board of Directors, former Vice
Chair of the FINMA Board of Directors

Prof. Michael Hahn, University of Bern

Prof. Philipp Zurkinden, Prager Dreifuss

17:30 *Apéro*

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