



6th GENEVA BUSINESS DIALOGUE THE ROLE OF MULTINATIONALS IN THE ECONOMIC RECOVERY

Geneva, 30 September 2020

Venue

**Four Seasons Hotel des Bergues
Salle des Nations, Quai des Bergues 33, 1211 Geneva**

Dear Sir or Madam,

ICC Switzerland is the Swiss National Chapter of the International Chamber of Commerce, founded in 1919 with the objective of strengthening global prosperity and development through trade and investment.

To stimulate and facilitate dialogue among international organisations and the respective diplomatic representations in Geneva, ICC Switzerland continues its Geneva Business Dialogue with a series of high-ranking roundtables. We are pleased to invite you to the sixth of such discussions, on the topic of the role of multinationals in the economic recovery after COVID-19. We strive for an action oriented and forward-looking debate. The event takes place alongside Geneva Trade Week 2020.

This dialogue is aimed at representatives from international organisations in Geneva, diplomatic representatives as well as representatives from companies or business organisations in Switzerland and abroad. The event will take place in a hybrid form, i.e. with physical as well as virtual elements.

Please feel free to forward this invitation to a colleague in your organisation, but be aware that the audience is limited, on the one hand to allow a fruitful discussion and on the other hand especially to respect the COVID-19 rules that apply to physical participation.

Participation will be confirmed.

Yours sincerely,

Thomas Pletscher
Secretary General

Supported by

How can Multinationals support the economic recovery after COVID-19?

30 September 2020

ICC Switzerland, in cooperation with the International Chamber of Commerce in Paris (ICC Headquarters), proposes an early evening session on the contribution of multinational enterprises (MNEs) in the economic recovery after the pandemic crisis. Taking place alongside Geneva Trade Week, this evening session will draw on the specific themes of the Graduate Institute's weeklong event. These include a focus on trade and commerce as drivers of economic renewal, digital trade and the future of work in a post-COVID-19 era.

The discussions will have as main objectives spotlighting:

1. How best practices of MNEs contribute in remaining resilient during the pandemic, from protecting supply chains from disruption to guaranteeing job security.
2. Which Companies long-term plans help to reset and rebuild in the coming year, which shall be the use of innovation and new technologies to do so.
3. What should be the role of partnerships, namely with international organizations, and the ability of the private sector to work effectively with governments to encourage the right fiscal, trade and regulatory policies necessary in view of outpacing a long-lasting global recession.

The panel presentation might touch among others following thorny questions:

- What should be the role of MNEs in supporting the economic system?
- By which practices did MNEs ensure long-term resilience for both its workforce and its sector during the pandemic? Will these policies remain in place in the future?
- How are MNEs reinventing themselves to be more agile and consumer-focused and what will be the effect on small and medium sized partners in the supply chain?
- How are new technologies and digital platforms reshaping the way we work? Is there a need for new regulation?
- How can international organizations support MNEs' contribution to economic recovery?
- How are MNEs responding to the specific needs of workers and partners who might require particular attention during this time and who faced already difficulties before COVID-19?
- How are MNEs continuing to support the UN Sustainable Development Goals in this new environment?

18:30

Registration and welcome drinks

19:00

Opening remarks

Thomas PLETSCHER, Secretary General, ICC Switzerland

19:10

Panel discussion with participation from the audience

- Crispin CONROY, Representative Director of the International Chamber of Commerce (ICC) in Geneva
- Teresa MOREIRA, Head Competition and Consumer Policies Branch, UNCTAD
- Randall MCGUIRE, Manager Economic Affairs, Novartis International AG
- Gabriela WURCEL, Vice President External Affairs, Philip Morris International

Moderated by Christian PAULETTO, Associate Professor, International University in Geneva (IUG)

20:10

Wrap-up and outlook

Dmitry GROZUBINSKI, Executive Director, Geneva Trade Platform

20:15

Closing remarks

Vincent SUBILIA, Director General, Geneva Chamber of Commerce, Industry and Services

20:20

Apéro riche