



Business Programme Tours

Date: Tuesday 20 June 2023
Schedule: 12:30 – 21:30 (including cocktail)
Price: CHF 200/participant
Transport: Transport to and from the visits is ensured by the organizer
Catering: Coffee breaks are planned during the afternoon

The World Chambers Congress will provide delegates the possibility to take part in one of three rich Business Programme Tours curated around the main themes of the #13WCC.

Whether focused on multilateralism, innovation or sustainability, each custom visit will allow participants to discover a facet of Geneva, home and headquarters to diverse and exciting world-renowned institutions. The three different options offered explore the richness and diversity of this Swiss city's economy and international organisations.

Please note that the Business Programme Tours have a **fixed price of 200 CHF** per participant and a **limited number of available places**.

Tour 1 : Geneva and the principles of Multilateralism

Time : 12:30 to 21:30

Visit : [World Trade Organisation](#) and [International Committee of the Red Cross](#)

Available places : 50

It is mandatory for participants to bring their identity documents with them.

Geneva is the cradle of the first pillars of the multilateral system, being home to the creation of the League of Nations in 1919. Numerous organisations and institutions (more than 700 international organisations, diplomatic missions and non-governmental organisations), which not only integrate the concepts of multilateralism but also represent them, have developed within this international city.

As a symbol for multilateralism, the visit will kick off at the **World Trade Organisation (WTO)**. Founded in 1995 (following the GATT from 1948 to 1994), the organisation provides a framework of disciplines to facilitate global trade and serves as a forum to negotiate further trade openness. On-site, participants will enjoy a **guided visit** and discover the Council Room with a **panel discussion about multilateralism** with **Mr. Paugam, WTO's Deputy Director-General, and Ms Tembo, International Trade Centre's Deputy Executive Director.***

The afternoon will continue at the **International Committee of the Red Cross (ICRC)**. Established in 1863, the ICRC is an independent and neutral organisation operating worldwide to help people affected by conflict and armed violence and uphold the principles of the Geneva conventions.

After a **guided tour of the Museum of the Red Cross**, which harbours strong elements of history and meaning, you'll be invited to join a **thought-provoking conversation on the significance of multilateralism and the ICRC's role in today's world.**

Each visit will end with a **networking cocktail at the Maison de la Paix** (literally House of Peace), **in the presence of Mrs Salles, Director of the Graduate Institute of International and Development Studies, and Mr Jean-François Manzoni, President of the International Institute for Management Development (IMD).** Thought as a place to meet, think, and act the Maison de la Paix, opened by the Graduate Institute of International and Development Studies in 2013 enables synergies to foster innovative and efficient solutions to promote peace, human security and sustainable development.

**ITC will not receive any remuneration for hosting this session*



Tour 2 : Geneva, home of innovation

Time : 13:15 to 21:30

Visit : [CERN](#) and [Campus Biotech](#)

Available places : 25

In recent years, Switzerland has performed very well in the Global Innovation Index (GII, ranking world economies according to their innovation capabilities) for the past years, ranking 1st among the 51 high-income group economies, and 1st among the 39 economies in Europe in 2021. Geneva is a major contributor to this ranking, as the city and the region are one of the country's economic engine.

The tour will start off at **CERN**, the European Laboratory for Particle Physics, home of – between others - the world's largest and most powerful particle accelerator. Participants will gain deeper knowledge of CERN and its activities through an **introductory presentation and Q&A**. They will then move on to an **immersive multimedia** experience to discover the Synchrocyclotron – CERN's first accelerator, operated between 1957 and 1990. After the visit, the participants will **meet representatives of CERN's Knowledge Transfer group for a lively discussion** on the innovations and societal applications stemming from the Laboratory's technologies.

The second visit of the afternoon will be at the **Campus Biotech**, a centre of biotechnology and life sciences research. The Campus works as a giant incubator, bringing together academic, clinical, industrial, and entrepreneurial actors together. Affiliated member of Switzerland Innovation Park-Network West EPFL – a platform positioning Western Switzerland as an international hub for Innovation -, it was founded in 2013 by a Consortium composed by the Ecole Polytechnique Fédérale de Lausanne (EPFL), the University of Geneva (UNIGE), the Bertarelli Family and Hansjörg Wyss. **Mr Dubuis, Director of the Campus Biotech, will lead a discussion around the Fondation du Campus Biotech** and participants will discover **GliaPharm**, a biotechnology company, as well as the **Human Neuroscience Platform**.

Each visit will end with a **networking cocktail at the Maison de la Paix** (literally House of Peace), **in the presence of Mrs Salles, Director of the Graduate Institute of International and Development Studies, and Mr Jean-François Manzoni, President of the International Institute for Management Development (IMD)**. Thought as a place to meet, think, and act the Maison de la Paix, opened by the Graduate Institute of International and Development Studies in 2013 enables synergies to foster innovative and efficient solutions to promote peace, human security and sustainable development.



Tour 3 : Sustainability in Geneva

Time : 12:45 to 21:30

Visit : [GeniLac](#) and to be announced.

Available places : 20

Please note that to take part in this visit safety shoes / sturdy walking shoes (no sneakers, sandals, or open shoes) are necessary.



In 2022 Switzerland was 9th on Yale's Environmental Performance Index (EPI), which ranks 180 countries on climate change performance, environmental health, and ecosystem vitality. As throughout Switzerland, sustainability is at the heart of Geneva's policies and numerous regional and urban initiatives are put in place.

The tour will start with a guided and detailed visit of the **GeniLac Vengeron pumping station worksite**. GeniLac is a 100% renewable innovative thermal solution which uses the lake water to cool and heat buildings in the centre of Geneva. The project is being put in place by the Services Industriels de Genève (SIG) a Swiss utility providing services (water, gas, electricity and thermal energy) to the local population. The SIG, which is owned by the Geneva municipalities, the city authority and the canton of Geneva, is committed to the development of a sustainable and connected society. The project aims, by 2045, to extend over 30 km and supply nearly 350 buildings.

The second half of the afternoon will take place at **the Campus Richemont**, the Switzerland based luxury goods holding company. During the 2022 fiscal year, Richemont was recognised for its **leadership in corporate sustainability** and joined RE100 in 2021, a global initiative of the world's most powerful companies committed to 100% renewable power. A site visit along with a conference on Sustainability at Richemont will allow participants to discover and learn more about the group's practices.

Each visit will end with a **networking cocktail at the Maison de la Paix** (literally House of Peace), **in the presence of Mrs Salles, Director of the Graduate Institute of International and Development Studies**, and **Mr Jean-François Manzoni, President of the International Institute for Management Development (IMD)**. Thought as a place to meet, think, and act the Maison de la Paix, opened by the Graduate Institute of International and Development Studies in 2013 enables synergies to foster innovative and efficient solutions to promote peace, human security and sustainable development.



©Richemont. All rights reserved.

