



2009 – Year of the Ox

## INVITATION

# 29<sup>th</sup> ANNUAL GENERAL MEETING

followed by a speech by our guest of honour

**Peter Brabeck-Letmathe**  
Chairman of the Board, Nestlé S.A.

**Tuesday, May 26<sup>th</sup> 2009**

**15.30 – 18.00** (details inside)

**Credit Suisse Forum St. Peter**  
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8001 Zurich

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**EUCBA**  
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&  
**SwissCham**  
Association of  
Swiss  
Foreign Trade  
Chambers

## GUEST OF HONOUR



**Peter Brabeck-Letmathe**  
Chairman of the Board, Nestlé S.A.

Peter Brabeck-Letmathe led the Nestlé Group from 1997 to 2008, first as CEO, till 2005, and then as Chairman and CEO. In April 2008, he handed over the office of CEO and is now Chairman of Nestlé S.A.

Born in 1944 in Austria, Peter Brabeck-Letmathe graduated from the University of World Trade in Vienna with a degree in Economics. After joining the Nestlé Group in 1968, he spent a significant part of his career in Latin America, moving from sales manager and marketing director in Chile, to CEO of Nestlé Ecuador and later to Chairman/CEO of Nestlé Venezuela.

In 1987 he was transferred to Nestlé's international headquarters in Vevey as Senior Vice-President in charge of the Culinary Products Division, with a worldwide responsibility for that sector.

Appointed Executive Vice-President in 1992, Peter Brabeck-Letmathe assumed worldwide leadership of strategic business groups while simultaneously being in charge of Marketing, Communications and Public Affairs. In this role, he devised and implemented Nestlé's brand strategy, consisting of a clear hierarchy of strategic brands on the global, regional and local level.

Peter Brabeck-Letmathe serves as Vice-Chairman of both L'Oréal and Credit Suisse Group. He is also a member of the Board of Directors of Roche Holding S.A. and Delta Topco Limited (Formula 1) as well as a member of the Foundation Board of the World Economic Forum and a member of the European Round Table of Industrialists (ERT).

Furthermore, Peter Brabeck-Letmathe has received several awards, including "La Orden Mexicana del Aguila Azteca", the Schumpeter Prize for outstanding contribution in Economics and the Austrian Cross of Honour for service to the Republic of Austria.

The event is kindly supported by



Nestlé is Switzerland's largest industrial company and the world's leading nutrition, health and wellness company with 456 factories in 84 countries and 283'000 employees around the world. Nestlé products are sold in more than 1 million outlets in the Greater China Region.

## PROGRAM

15.30

Registration

16.00  
SCCC

**Opening of the 29<sup>th</sup> Annual General Meeting  
by the President of the Chamber, Kurt Haerri**

**Agenda**

1. Activity Report 2008 (handed out at meeting)
2. **Report by the State Secretariat for Economic Affairs (SECO)**  
Bilateral Economic Relations between Switzerland and China during 2008, **by H.E. Ambassador Monika Rühl-Burzi**  
**Delegate of the Federal Council for Trade Agreements**  
**Head of Bilateral Economic Relations**  
**State Secretariat for Economic Affairs (SECO)**  
**Federal Department of Economic Affairs (FDEA)**
3. Approval of the Accounts for the year 2008 (laid out)
4. Release of the Board
5. Budget 2009 (laid out)
6. Board Resignations  
Board Re-elections  
Board Elections  
Election of Auditors for 2009
7. Varia

16.30  
SHKBA

**4<sup>th</sup> Annual General Meeting of the Swiss-Hong Kong Business  
Association (SHKBA), remarks by the President, Dr. Kurt Moser**

(for Agenda see enclosure; members of SHKBA only)

16.40

Coffee break

17.00  
Keynote  
Speech

**“Creating Shared Value”**  
**by Peter Brabeck-Letmathe**  
**Chairman of the Board, Nestlé S.A.**

18.00

Cocktails & Networking

19.00

Closing of event

# REGISTRATION

Please **register** by sending a completed copy of this page to the Chamber **until Friday, May 22<sup>nd</sup> 2009**

**by fax: 044-421 38 89**

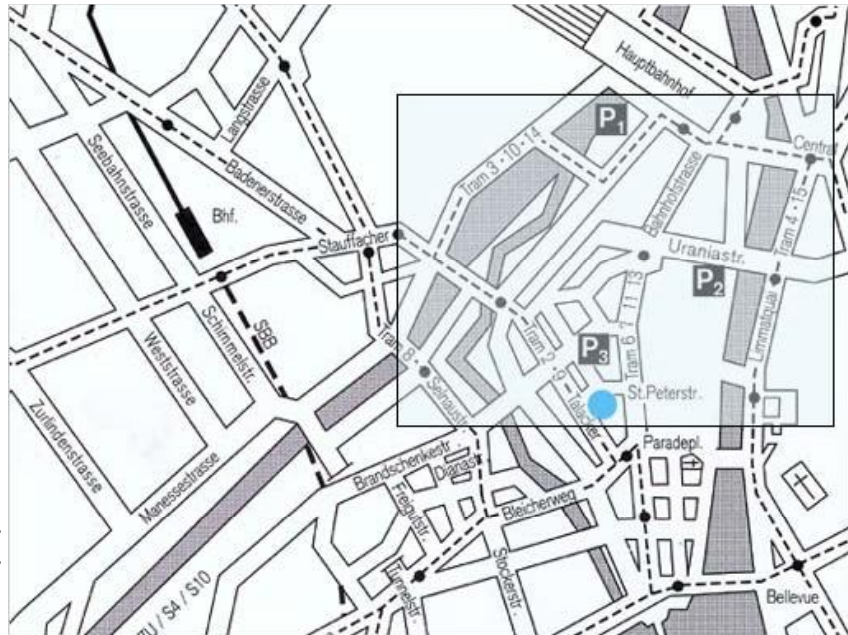
or by Email: [info@sccc.ch](mailto:info@sccc.ch)  
 or to the Swiss-Chinese  
 Chamber of Commerce  
 Höschgasse 89, 8008 Zurich.

**Venue:**  
**Credit Suisse Forum St. Peter**  
**St. Peterstrasse 19, Zurich**

Tramway 6, 7, 11, 13 from  
 Main Train Station (HB) to  
 "Paradeplatz"

**Registration fee:**  
 Members/their guests CHF 50.-  
 Non-Members CHF 80.-

**Registration is mandatory.**



I/we will register for:

- Annual General Meeting SCCC & SHKBA 16.00 - 16.40h
- Keynote-Speech by Peter Brabeck-Letmathe 17.00 - 18.00h

Participant's name: .....  
 (*Board members of the Chamber have to register by separate invitation*)

Company: .....

Address: .....

.....

Phone: ..... E-mail: .....

Guest's name/s: .....

- Member Swiss-Chinese Chamber of Commerce
- Member Swiss-Hong Kong Business Association (SHKBA)
- Non-Member

Date: ..... Signature: .....