

enabling new business

 **SWITZERLAND
GLOBAL
ENTERPRISE**



ENABLING NEW BUSINESS

Introduction to S-GE Lugano

Professional profile



Eleonora De Canio - Age 27

B.Sc. in Economics

Università Cattolica del Sacro Cuore

Consultant

Southern Switzerland Market

S-GE Lugano

Languages

IT, EN, FR, ES

Hobbies

Calisthenics, Tennis, Theatre, Cinema, Art

«*Passionately exploring, learning, and growing through every connection*»

May 2022 - December 2024

Innovation Manager

Switzerland Innovation Park Ticino



August 2019 - May 2022

Account Executive

PicNic – Marketing and ADV company



January 2019 - July 2019

MEP Assistant

European Parliament



January 2018 - December 2018

Marketing B2C

Newlat Food S.p.A.



October 2016 - October 2017

Organization and Business Management

Museo Luzzati



PORTRAIT OF S-GE

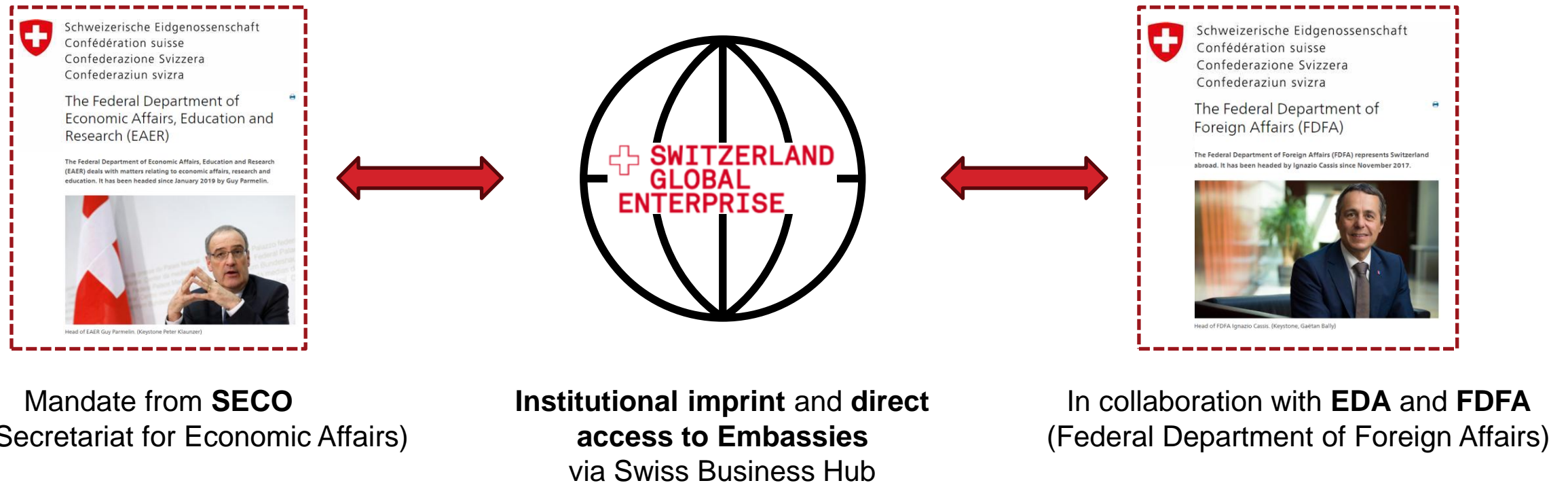




Enabling New Business


- **Official organisation** for the **promotion of Swiss exports**
- Non-profit organization founded in 1927
- Promotion of **Swiss exports on behalf of SECO**
- Supports SMEs in **international expansion**

Tripartite Agreement | Unique network for international success



Global Presence | Support for customers worldwide



-  Swiss Business Hubs
-  Countries covered by Hubs and partners
-  Countries covered by partners and experts

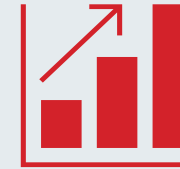
Our Unique Value Proposition



Consolidated experience
and institutional credibility
for reliable support.



Process acceleration
internationalization:
We halve the normal search time.



Risk minimization
and cost optimization
for global expansion.



Strategic connections
and local support
in over 130 markets.



Customized solutions
for every sector and market.

EXPORT PROMOTION



We accelerate your internationalization process



Planned Country Consulting Days in Ticino 2025



SBH Brasil – 13 February



SBH Middle East – 24 February



SBH Turkey – 2 April



SBH USA – 28 April



SBH USA & Canada – 16 May



SBH China – 16 May



SBH Chile – 21 May



SBH Middle East – 23 May



SBH South Africa – 26 May



SBH Japan – 27 May



SBH China – 16 October



SBH South Africa – 2 October



SBH Brasil – 28 October



SBH Germany – 30 October

In the pipeline:

SBH Mexico – H2

SBH UK – H2

SBH Nordics – H2

MISSION TO KSA



Round table opportunity | May 23rd

Switzerland Global Enterprise (S-GE), in **collaboration** with the **Swiss Business Hub Middle East** and in **partnership with Dagorà Lifestyle Innovation Hub**, is organizing an exclusive **round table on May 23rd**, from **10:00 to 12:30**, dedicated to **Swiss companies** in the **luxury sector** - including **fashion, cosmetics, watchmaking, hospitality, and design**.

This session will **introduce a tailor-made business culture mission to Saudi Arabia, planned for November 2025**. The mission aims to immerse participating companies in Saudi culture and **provide the tools and contacts necessary to succeed in this promising market**.

Why attend?

- Gain **firsthand insights into the Saudi Arabian luxury market**
- Learn about a unique mission specifically designed for your industry
- **Meet the organisers** and ask direct questions
- **Help shape the mission** based on your business interests
- Evaluate **strategic opportunities** for your **international growth**
- **Network with other like-minded Swiss luxury companies**

SCAN ME!



Round table | Agenda



10:00: Welcome & Introduction by Switzerland Global Enterprise

10:30: Presentation of the Saudi Arabia Luxury Mission

- Mission concept & objectives
- Draft agenda overview
- Key cultural and business insights

11:45: Wrap-up & Next Steps by S-GE

10:15: Firsthand insights into the Saudi Arabian luxury market

11:15: Open Q&A & Interactive Round Table Discussion

- Share your expectations
- Raise specific questions
- Provide input for the mission's final design

12:00: Networking apero



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THANK YOU

