

# Rödl & Partner

# *Around the World*

*Beyond Borders:  
Linking Global Data Protection and  
Strategic Investments for Swiss SMEs*

Insights from China, Italy, Switzerland and the US



*25 October 2023 | 1.30 p.m. – approx. 8 p.m.  
Novotel Zurich City West*

# Join us on the journey...

Global data protection and local regulations have become increasingly stringent in recent years. Each country has its own regulations, and for companies operating internationally, compliance management is becoming increasingly complex.

We cordially invite you to learn about selected focus countries and their data protection regulations and their impact on investment activities.

You can look forward to first-class insights on your home market in Switzerland as well as on Italy, China and the US.

In our keynote speeches, we will explore the tension between global data protection and international investment and provide you with practical tips.

In our concluding panel discussion, we will use a practical case to discuss solutions on how market entry can succeed in connection with the demands and challenges of global data protection.

After an exciting and knowledge-packed day, we will round off the day together with an Apéro and get-together.

# Program

1.30 p.m.		<i>Welcome – Registration &amp; Networking</i>	
2 p.m.	 DE	<i>Beyond Borders: Kickstart and Impetus for the Global Data Protection Journey</i>	
2.15 p.m.	 EN	<i>Privacy Law in the US: What Every Company Doing Business in the US Should Know</i>	  
3.10 p.m.	 DE	<i>Data Protection Made in Switzerland: Local Strength and Global Challenges</i>	  
3.55 p.m.		<i>Coffee Break</i>	
4:15 p.m.	 EN	<i>Accountability and Privacy by Design: Lessons Learned from GDPR and Italian Experience</i>	
5.05 p.m.	 DE	<i>Investment Resilience in China: Data Transmission, Data Protection &amp; Anti-Spy Laws</i>	 
6 p.m.	    EN	<i>Panel Discussion and Q&amp;A Connecting the Dots: A Global Case Study on Connecting Market Entry and Data Protection</i>	      
7 p.m.		<i>Apéro und Get-together</i>	

# Information & Registration

## General Information

We cordially invite you to be our guest on **25 October 2023 from 1.30 p.m. - approx. 8.00 p.m.**

The event will take place at the **Novotel Zurich City West** and is free of charge for you! The lectures will be held alternately in German and English. For details, please refer to the programme. We ask for your understanding that we do not offer a translation service.

To facilitate planning, we kindly ask you to register bindingly by 18 October 2023. Your physical well-being will of course be provided on site.

## Event Location

Novotel Zurich City West  
Schiffbaustrasse 13  
8005 Zurich  
Switzerland

## Registration



Directly online [here](#) or please refer to the [event page](#).



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## Contact for Organisational Issues

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