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Spring Out in Style Packs a Crowd at Trump World Bar

by SACW

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When you wonder why so many people from around the world are drawn to New York City, just come to a Swiss American Council of Women event.

On Tuesday, March 25th the doors of Trump World Bar drew in a professional and talented crowd of Swiss, international and American professionals who value the importance of international networking.

The evening was humming with a dynamic and positive air of energy as guests exchanged business cards and conversations in French, Italian, German and English made you feel like you were back in Switzerland. Swiss women who have made a new life in the United States were thrilled to have found a platform to share their stories, make new friends, meet key contacts in the Swiss and American business community. Guests eagerly exchanged stories of personal and professional challenges

and triumphs, stories of self re-invention and optimism for the future, while others more experienced business owners were mentoring an aspiring entrepreneur.

Distinguished guest, Mrs. Ambassador Regula Bubb, wife of the Consul General of Switzerland in New York attended the event to personally meet the women of her community. She received a warm welcome by Swiss women who have not connected with their Swiss roots in a long time. A wonderful example of Helvetia's poise and charm, Mrs. Ambassador Regula Bubb was honored at the event as "Honorary Ambassador to Swiss Women in the United States" and was given a plaque of Lady Liberty.



Terry Jackson and Elizabeth Daly of the New York City Mayor's Office for International Business attended the event and talked with guests interested in doing business in New York City. Their commitment to promoting international trade in New York City is conveyed in their many years of support they have given to the cause of the Swiss American Council. We thank them for their belief in strengthening the international role and leadership of women and supporting foreign business in New York City with quality assistance.

To achieve its vision of providing professional visibility for its members, every SACW event features members who have the chance to introduce their company to guests. Featured companies

of the evening included Swiss NYC, Bambe Levine Public Relations, and Reich Communications. The common message of these companies expressed the importance of providing services to foreign companies entering the American market and minimizing their risk with local market knowledge.



Some of Our Guests included Deputy Consul General Daniel Haener, representatives of Chocolate Frey (a successful newcomer to the American market), Lukas Fitze (Swissroots.com program manager), and professional Swiss women from Donna Karan (Anita Joos), the banking industry (Christa Schanz), law firms (new member Merrie Jeanne Webel, Anastasia Tonello, Lucy Gordon), design firms (Denise Ducray, Elise Hilpert, Suzanne Simonelli), public relations and marketing companies (JM Byington, Cohen Communications, Primedia), artists (Sue Mathys), education and research (Priska Gysin), representatives from the healthcare (Kati Moser of The Healthcare Enhancement Company) and wellness industry (Caludia Bayr, Monica Howden, Ursula Hautle), Web design/hosting (Pearl Baeni; Jon Gilbert of Videotex), insurance industry (new member Jane Calderon), and many others.

SACW events are co-ed and welcome men who support the international role and leadership of women and seek a transatlantic networking platform. Guests included Sal Linzalone from Limores.net, Sylvan Cnafor from the real estate investment company Mallet, Leo Gonzales of Business Networking Events Magazine, Fredy Nyffeler (Chief Financial Officer of Vontobel), a long time supporter of SACW with his lovely wife Lourdes Nyffeler, to name a few.

We once had someone call and ask...

“Is this one of those women’s organizations that hate men?”

After a good chuckle about this question, our reply was...

“Globalization doesn’t have room for hatred, only partnership. Come and join us one evening and witness why our organization keeps growing.”

On March 25th, Trump World Bar hosted the birth of many partnerships and opportunities. We hope you come to our next event and look beyond your borders for new opportunities while meeting and making new friends and creating new opportunities through our network of international members and partners.

Special Thanks:

We thank Dawn Durnam, Kenneth McClure and the entire team of Trump World Bar and Hospitality Holdings for providing a premier location. Without their generosity and their fantastic staff, this event would not have been possible.