



# IMCZ NEWS

## Future Events

Watch this column for a rolling forecast of events for members and guests.

**May 17<sup>th</sup> 2006** IMCZ  
**Visit to Seleger Moor**

**May 23<sup>rd</sup> 2006** IMCZ  
**CS Presentation**

**June 11<sup>th</sup> 2006** IMCZ  
**Annual BBQ**

Sept 9<sup>th</sup> 2006, Saturday ZIWC  
1<sup>st</sup> Zug Ex-pat Event

**October 8<sup>th</sup>, Sunday** IMCZ  
**Pro-Am Golf Day**

### IMCZ events in bold

BSCC – British Swiss Chamber of  
Commerce

IMCZ – International Men's Club of Zug  
ZIWC – Zug International Women's Club

## IMCZ Stammtisch

Members should remember that we always have our Stammtisch on Thursday evenings at the Casino Restaurant from 17:30 till 19:30.

It is a great way of meeting other members and putting to right the problems of the world.

As far as I remember there has never been the same topic twice but, of course, after a few drinks it's very hard to remember what exactly has been discussed.

Although some evenings may be quieter than others due to holidays and business commitments, please don't be discouraged in coming along.. a wee drink and a good chat awaits everyone. See you there!

## Your next 2 events...

### Visit to Seleger Moor,

Wednesday, 17th May 2006 at 18:00pm.

**It is that time of the year again when IMCZ make their annual visit to Seleger Moor to see the vast collection of various Rhododendrons, Azaleas and the other amazing horticultural experiences that are hidden for most of the year up there.**

According to the experts this is the best time of the year to see the full bloom of the gardens at Seleger Moor so remember to bring a camera.

We will meet at **6:00pm** at the entrance to the gardens and have a quick snack with sausages, hot dogs, coffee, wine or whatever else is around.

Then IMCZ member **Roland Dünner** will give us a guided tour of the gardens in English. The tour will last approx. 90 minutes.

**Directions:** Seleger Moor is in the Rifferswil area just a few kilometres from Zug on the road between Baar and Affoltern-am-Albis. It is well sign-posted.

Please let **Joop Hubbeling** know (either by e-mail, fax or phone) if you intend to come along. Friends and family are warmly welcome also.

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an INVITATION to IMCZ

**CREDIT SUISSE Private Banking Zug** would like to invite you to their next presentation tailored in English for the international community of Zug.  
The topic will be:

### **'GLOBAL OUTLOOK': Economic Overview of Financial Markets and Investments**

Date: **May 23, 2006**  
Time: **6:00pm**  
Place: **Congress Center Metalli  
Parkhotel Zug**

RSVP: by **May 15, 2006** Availability is limited.  
**Tania Gulekjian Mobayed**  
**041 727 9805** or [tania.mobayed@credit-suisse.com](mailto:tania.mobayed@credit-suisse.com)

Dr. Burkhard P. Varnholt, Head of Financial Products & Investment Advisory will discuss the global markets, outlook and investment strategies. This is part of an English series of informational events hosted by CREDIT SUISSE Private Banking Zug. There will be a Q & A and apero following the presentation.

## Report on the visit to Emmi

17 members of the IMCZ were treated to a fascinating presentation and tour by Herr Evers (manager of the Emmi logistics group). The visit began with a company presentation which turned into a very interesting discussion on the dairy products business. Some of the information revealed that..

- the marketing budget of CHF 60 mio. which was justified by the need not simply to produce but more importantly to actually sell the products in an increasingly brand-name conscious market
- the Emmi company is still 54% owned by farmers.
- the CHF 8 mio. marketing budget supporting Tom Luthi racing efforts in Spain
- that a price increase of 1-2 rappen per litre of milk would destroy their 2% net profit margin and the continual balancing act they have as a farmer dominated company and the desire to raise farmer incomes
- the brand new fully automated warehousing facility was impressive as also the inclusion of windows to enhance working conditions for their staff



Participants ready for the tour



The Presentation under the cheesy ceiling

- how Emmi is moving production into other European countries in order to compete as cheaper non-domestic milk cannot be imported
- was interesting to note that they produce many products for Coop & Migros despite the fact that these retailers also have their own production facilities
- that they have 27 trucks of their own which cover about a third of their logistical needs and than nothing whatsoever is moved by train as it is too expensive
- that 25% of revenues are already earned abroad and how this is expected to rise
- how, coming out, one appreciates an office job compared to the noise and/or cold conditions under which most of their staff work
- Emmi's skill in concluding company takeovers within 2 weeks! That in the latest company taken over the input has already doubled
- that in takeovers management staff is not acquired, only the production staff, in order to impose an homogenous culture in all the various entities

Despite the chilly conditions it was fascinating to see the different machines used for filling, labelling and packaging the products.  
Our thanks go to Mr. Evers for making our tour so interesting.

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**Back by popular demand a  
one day seminar on  
How to communicate  
effectively with your  
teenager**

### Part I:

The fundamentals for opening up the lines of communication between you and your pre-teen / teenager.

Specific skills and effective tools which support you to play to your strength and potentials as a parent.

**Date:** 22.05.2006,  
**Time:** 10.00 - 17.00,  
**Location:** Hotel Waldheim,  
Risch-Zug  
**Cost:** CHF 275.-  
(including seminar material, welcome coffee and snack.)

For reservation and information contact:

**Bercedeh Stark Arasteh,**  
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**Booking deadline: 18.05.2006**

## IMCZ Golf Pro-Am & Gala Dinner 2006

The board are delighted to announce that we will be having our annual **IMCZ Golf Pro-Am** again this year on **October 8th**. This has proved to be a popular day out and it's great to see it back on the calendar after a break of one year. The tournament will be in October this time which makes it easier to find the pros as their season will be almost over by then. Please mark the date in your diary!

### **Membership Info.,.....**

If you're address, telephone number or e-mail changes please inform our Membership Secretary:

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