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Guest of honor and keynote speaker

## Loïc Tassel

**President, Europe, Procter & Gamble International Operations SA**

### Business Leadership in Times of Crisis: How can companies accelerate in this historical context?

Loïc Tassel has been President, Europe of P&G International Operations since 2019.

Since joining P&G France as an Assistant Brand Manager in 1988, Loïc has spent his career developing winning organizations, building global brands and growing businesses. Prior to his current role as President of P&G Europe, Loïc served as Vice President for P&G's Shave Care division in Europe & India, Middle East and Africa, leading one of P&G's biggest businesses worth more than \$2.5 billion in revenue across 135 countries.

As President of P&G Europe Loïc centres his work on developing P&G's Category Growth Business model to thrive in any context, enabling P&G's markets & businesses to grow consistently yet sustainably. He balances the companies' focus on established distribution channels while quickly embracing new channels and consumer trends – always with the objective to serve consumers better. Loïc leads through actively building P&G's well-established retail-partnerships, accelerating P&G's eCom activities, and developing important partnerships with Drugstores, Proximity-Stores and Pharmacies.

Loïc Tassel is also Board Member of AIM – European Branded Goods Association, the Swiss-American Chamber of Commerce, Member of the LEAD Europe, CEO Advisory Board and Member of the Saint Petersburg Graduate School of Management, Advisory Board.

**THURSDAY, SEPTEMBER 22, 2022**

**HOTEL MANDARIN ORIENTAL, QUAI TURRETTINI 1, 1201 GENEVA**

**11:30 A.M. RECEPTION, 12:10 P.M. KEYNOTE ADDRESS, FOLLOWED BY LUNCH, END 2:00 P.M.**

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Dietary restrictions:  vegetarian, other: .....

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