

# Swiss Expansion in the USA: Navigating Strategic Growth Amid Geopolitical Change

March 26, 2025



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We are pleased to invite you to an insightful session focused on the current geopolitical landscape and its implications for doing business in the U.S. We will explore the strategic aspects to consider both when expanding your business into the United States by increasing an existing presence or entering the market for the first time.

The new administration has prioritized economic growth, with a focus on local production, infrastructure development, and fostering innovation. For European and Swiss companies, tariff considerations are a key topic, with ongoing adjustments in trade policy potentially affecting market entry strategies.

Join us for an enlightening forum where industry experts will share valuable insights and strategies to navigate the complexities of the U.S. market. Following the forum, we invite you to a networking reception, offering a unique opportunity to connect with fellow business leaders and industry professionals.

Wednesday, March 26, 2025, at Zunfthaus zur Meisen, Münsterhof 20, 8001 Zurich  
Registration 5:30 p.m. / Discussion 6:00 p.m. - 7:00 p.m. / Followed by cocktail richte  
CHF 75.00 for members, CHF 90.00 for non-members (incl. 8.1% VAT).

**Registration on [www.amcham.ch/events](http://www.amcham.ch/events)**

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