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YACHTING: SUNREEF, A PRIVATE BEACH ON WAVES ■ MONACO YACHT SHOW IS BACK!
FASHION&DESIGN: 40 YEARS EMPORIO ARMANI ■ NINA YASHAR ■ DIOR CHAIRS&CAKES



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MONACO ET SUISSE INVESTMENT FORUM



© Marco Regalli

The Monaco et Suisse Investment Forum is a new networking event. As the name suggests it involves two different countries, the Principality of Monaco and Switzerland. The first edition will be held on the 8th October at the iconic and prestigious Yacht Club of Monaco, where selected companies, entrepreneurs, investors and final clients will have the opportunity to gather together and share their knowledge, ideas and passions.

On the same day a very niche group of people will end the event at the suggestive Horizon Deck, to enjoy an exclusive dinner while sipping champagne and looking at the enchanting landscape of Monaco.. a wonderful way to relax after an intense business day.

Despite being the first edition, the organizers have already proven to be very ambitious. Indeed, the Monaco et Suisse Investment Forum will welcome the Monaco Economic Board and Swiss authorities representing the State Council of the canton of Ticino.

F.1.M. : Where does the idea of “Monaco et Suisse Investment Forum” come from?

M.S.I.F.: Connections are extremely important because you never know what or where they will take you. It could be an idea, a partner, an investment, or a particular skill, you never know.. it's the beauty of the unknown. Generally, the success of a project mostly depends on the connections that one has and sometimes reaching the right contact at the right time is tricky.

The Principality of Monaco is the land of encounters, a place where the most prestigious personalities of the world are settled. On the other hand, Switzerland is a country that has always been able to attract a large number of capitals, in fact many families and important entrepreneurs have established their business and residence there. For this reason, we decided to partner with the organizers of “Borsa Immobiliare Ticino” in order to build synergy between the two countries and promoting business exchanges also at an institutional level.

F.1.M.: So, who's behind the event?

M.S.I.F.: Behind the event there are different personalities with complementary skills and core businesses: Raffaello and Tricia Cairoli (Co-Founder of CMLS Monaco), Trudy Berger (Founder of Brand Therapy), Alexander Kern (Founder of AKX Capital) are the Monegasque organizers,

while Paolo Caspani (Founder of Creart Communication and “Borsa Immobiliare Ticino”) and Sheila De Lucia (Founder of L-Evento) are mostly following the Switzerland companies being residents there. As you can see the team itself has been arranged with the aim of providing to the participants the widest range of connections and skills.

F.1.M.: What makes your event different from the others?

M.S.I.F.: Our real added value is the concept. Closing a deal in one day - the same day in which people get the chance to know each other - is almost impossible. Our idea is to see the event as a celebration, a moment to meet new people and share respective knowledge and skills in a fascinating environment. Following the event, the team will work closely with the companies for one year to achieve the agreed strategies and meet the clients' need. By doing so participants can get rid of the weight on their shoulders, the stress of not signing contracts on the same day and simply enjoy the business day. Moreover, let's not forget that we have been able to create a deeper relationship between these two countries also on an institutional level, aspect that we are really proud of.

F.1.M.: Do you have any expectations?

M.S.I.F.: Particularly after the pandemic, doing networking, speaking with people, exchanging insights and projects have become remarkably essential. All the team and participants are looking forward to finally be reunited, a glimpse of normality in full respect of the Government anti-pandemic rules. This is going to be the first edition but to be honest we are already thinking at the second one.