



# India

## The Flavor of Chai and Change

**17, 18 April 2026 Palazzo Civico Lugano**

Organized by the City of Lugano, in collaboration with the Embassy of India in Bern, the Swiss Fair Trade Association, the Chamber of Commerce of the Canton Ticino, Franklin University Switzerland and the Lugano OtherMovie Film Festival

## Friday, 17 April 2026, Palazzo Civico and Cinema Iride

### Workshop: “India: New Perspectives for Swiss Trade”

From Trade Agreement to Strategic Advantage: Leveraging TEPA and Decoding India’s Business Culture

(Coordinated by the Chamber of Commerce of the Canton of Ticino, Cc-Ti)

16:00-16:05 Welcome address by **Alex Chung**, Head of Lugano Fair Trade Town Initiative

16:05-16:15 Keynote address by **H.E. Mridul Kumar**, Ambassador of India to Switzerland

16:15-16:45

TEPA Explained: Key Provisions and Concrete Advantages for Swiss Companies

- **Monica Zurfluh**, Head of International Trade, Cc-Ti
- **Pietro Poretti**, Head of Economic Development, City of Lugano

16:45-17:15

When Culture Becomes Competitive Advantage

- **Marco Casanova**, Director, ESG Center of Excellence

17:15-17:30 Q&A Session

### Official Opening

18:00 – 18:05 Official greetings by **Michele Foletti**, Mayor of the City of Lugano,

18:05 – 18:10 Address by **H. E. Mridul Kumar**, Ambassador of India to Switzerland

18:10 – 18:30

Remarks by:

- **David Mills**, Interim President of Franklin University Switzerland
- **Tobias Meier**, President of the Swiss Fair Trade Association
- **Monica Zurfluh**, Head of International Trade, Cc-Ti
- **Pietro Leemann**, Chef and gastronomic philosopher
- **Drago Stevanovic**, Director of the Lugano OtherMovie Film Festival

18:30 – 19:30 Refreshments – Indian Apéro

20:00 – 22:20

Film Screening “**Srikanth**” by **Tushar Hiranandani** at Cinema Iride

(Coordinated by the Lugano OtherMovie Film Festival)

## Saturday, 18 April 2026, Palazzo Civico

### Conference: “Fair and Sustainable India”

10:00 – 10:45

Social integration in cities: pathways toward justice, inclusion, and the right to housing  
(Coordinated by Franklin University Switzerland)

- **Caroline Wiedmer**, Professor of Comparative Literature and Cultural Studies
- **Rakhi Mehra**, Adjunct Professor of International Management
- **Veena Tirkey**, First Secretary, Embassy of India, Berne

10:45 – 11:30

Can Fair Trade contribute to the sustainable transformation of the Indian economy?  
(Coordinated by the Swiss Fair Trade Association)

- **Claire Fischer**, Project manager Fair Trade Town Ticino
- **Gastone Farolfi**, Export Sales Manager
- **Antony Panakal**, CEO Swiss Trading & Marketing
- **Anoop Dhingra**, Minister, Embassy of India, Berne

11:30 – 14:00

“**Indian Flavor**” – Tasting of Indian cuisine and Fair-Trade products in the City Hall courtyard, with the participation of the Indian community  
(Coordinated by **Govinda** Restaurant)

14:00 – 14:45

“**Indian Wellness**” Seminar

- **Mridul Kumar**, Ambassador of India to Switzerland (10 min.)
- **Shivi Gupta**, Co-founder, VEDIC LAB

14:45 – 15:30 Masterclass by **Pietro Leemann**, Chef and gastronomic philosopher

15:30 – 16:30

“**Rhythms of India**” – Indian musical experience  
(Organized by the Embassy of India in Switzerland)