

## ZUG COMMODITY ASSOCIATION (ZCA)

### VALUE PROPOSITION

#### 1. Vision

- Provide a platform to the trading community in Zug (and surrounding areas) to:
  - Address the outside Challenges (lawmakers/media/regulators/politics/public)
  - Foster education, research and business interest
  - Provide a networking platform for newcomers and established companies
- ZCA members will benefit from focused relationships with authorities and with other lobbying groups, and attain relevant information, education and research.
- Last but not least, ZCA will build a suitable platform for social interaction.

#### 2. Represent Interest

- **External networking** (lobbying)
  - Represent members towards authorities and politician's
  - Keep and improve Zug as a preferred location for Commodity Trading
  - Represent interest on a federal Level (with SUISSENEGOCE and LCTA)
  - Represent interest on a Level European (London Trade Association)
  - Help to define best practice of commodity business
  - Coordinates and answers questions from the media
- **Internal networking**
  - Forum to exchange ideas and experiences
  - Information events
  - Social events
  - Contact information

### **3. Education**

- Hands on
  - Information events on current issues
  - Promote education
  - News letters
- Formalized with Hochschule Luzern – Wirtschaft / IFZ (and others)
  - Diploma courses
  - Bachelor
  - Master

### **4. Research**

- Together with the IFZ support Bachelor/Master Thesis

### **5. Organization**

Structure as defined by the bylaws of ZCA:

- General Assembly
- Chairman
- Vice-chairman (two)
- Executive Board
- Committee of the Executive Board
- Office of the ZCA
- Auditors
- Members
- Associate members
- Institutional members