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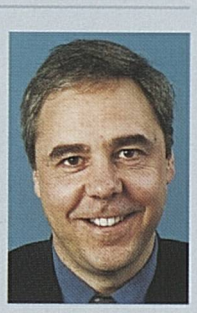
The Organization.

Jürg Schmid

Michel Ferla

Eva Brechtbühl


Urs Eberhard

Urs Emch

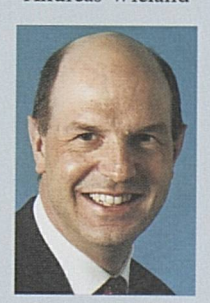
Markus Graf

Daniela Gren

Klaus Oegerli

Federico Sommaruga

Andreas Wieland


Thomas Winkler

* Member of management
▲Member of enlarged management

Organization as at March 2001

Market & Product Marketing

Michel Ferla* (Deputy Director)

Future markets Federico Sommaruga ▲

Australia, Brazil, India, Poland, South Africa, Russia

Product Marketing Leisure:
- **Family/Summer**
- **Wellness/youth**
- **Winter**
- **Public transport/loyality programmes**
- **Best of/theme routes**
- **Autumn**
- **HPM Active holidays**
- **Swiss Cities**
- **Expo.02**

Product Marketing Business:
- **MICE**

Corporate Communication & Partnerships

Eva Brechtbühl*

Corporate communication/media
Daniela Gren ▲

Information management & News Editing

Partnerships

Quality programme

Partner marketing

Strategic marketing cooperation

Market representations

Benelux: Belgium/Netherlands/Luxembourg
Germany/Austria, Klaus Oegerli ▲, Frankfurt
France/Portugal/Spain
United Kingdom/Ireland
Italy

Director

Jürg Schmid*

Web and Portal Management

Thomas Winkler ▲

Content Management
Web-Promotion Management
Web-Publishing
Data-Network Management
Application Developement

Marketing Services

Urs Emch*

Production

Brand management

Multimedia

Fairs/design

Mailing house/Shipping

Market research

Switzerland Travel Mart (STM)

Human Resources

Markus Graf*

Management and organisation

Training and education

Personnel support
Personnel recruitment

Personnel administration

Personnel accounting/ social insurance

Working security

Finances Corporate Services

Markus Graf*

Accounting

Controlling/Planning

Information technology

Infrastructure

Mail service/general services

Telephone/ Reception

Asia: China/Hongkong/Japan/South Corea
Taiwan/Thailand/Singapore/Malaysia, Andreas Wieland ▲, Tokyo
North America, Urs Eberhard ▲, New York
Nordic Countries
Switzerland