

## SAMA News Flash & Event invitation

04-2022 / 29 July 2022

Dear members of SAMA  
Dear guests

We are delighted to be able to hold an event again after a very long time. We kindly invite you as a member and additional interested persons of your company, as well as guests from non-member companies, authorities and other organisations.

It's an event with a **unique introduction of the new aircraft skin technology "AeroSHARK"** – live on a Boeing 777 followed by an **exciting speech of Ms. Regula Maurer**. The event is including small food and drinks, free shuttle service through the airport and insights to the hangars of SWISS. More on page two...

### Event details:

Date: **Friday, 16 September 2022**

Time: **15.30 h until approx. 18.30 h**

Place: **SWISS International Air Lines Ltd., Zurich Airport**

Meeting point: **Gate 101** (You can easily reach the gate 101 within 5 minutes by feet coming from the train/bus station or P3 & P4)

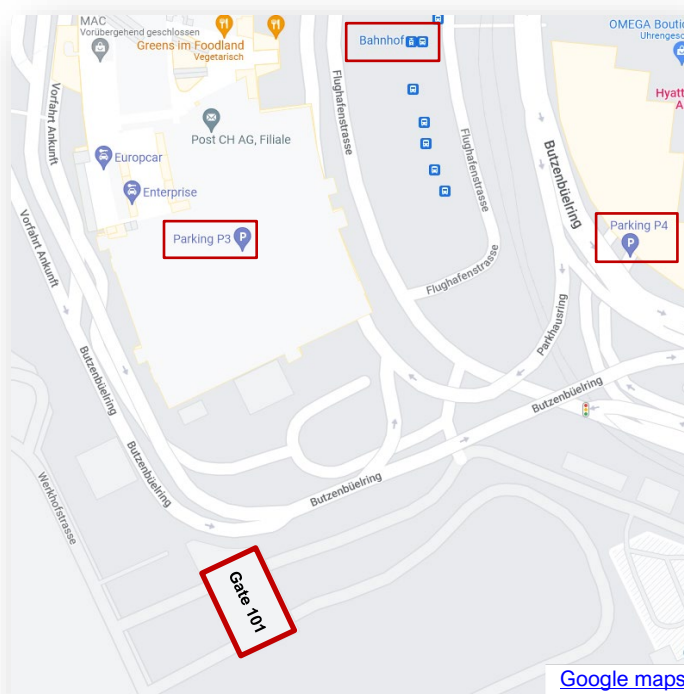
Event language: **German**

Prices: **CHF 25.-**  
(Members of SAMA)  
**CHF 50.-**  
(Non-Members, Guests)

### Important notice:

To grant access to the airside area of Zurich Airport, we absolutely need a copy of your personal ID or passport. **Please send us the copy latest by 5 September 2022** to [event@svfb.ch](mailto:event@svfb.ch)

Furthermore, please do not forget to bring the same identification card with you. It's otherwise not possible to join the event.



Registration:

[Click here](#)



Registration closing date: **1 September 2022**

\*Prices are per person. The costs serve as a contribution to expenses. You will get an invoice by SAMA after the event.

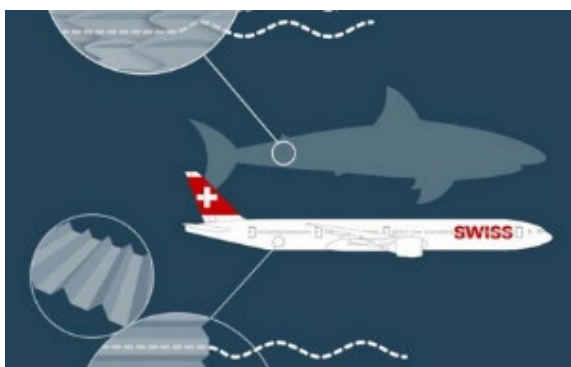
## Agenda:

1) **Welcoming by** Stephan Regli (President of SAMA & Head of Maintenance SWISS) and Balz Albertin (Managing Director of SAMA)

## 2) Introduction of AeroSHARK

SWISS is to become the first passenger airline in the world to take advantage of the new AeroSHARK aircraft skin technology to further reduce the carbon dioxide emissions and the fuel consumptions of its flight operations.

«How we further reduce our flights' carbon emissions with a new technology»



Quelle: [blog.swiss.com](http://blog.swiss.com)



Quelle: [lufthansa-technik.com/aeroshark](http://lufthansa-technik.com/aeroshark)

## 3) Impulse-Speech «Employer Branding»

We were able to book Ms. Regula Maurer as a speaker – a very inspiring and experienced person in the business fields of Coaching and Human Resources Management.

We will be taken on a journey which is intended to encourage us to think or re-think. The journey leads to the core topic **«What can a strong and attractive employer look like today»**.

Furthermore, it is about:

- Attracting and retaining employees
- Best practices from an HR perspective
- Experiences from other business areas
- a toolbox to take away
- and very important, time for questions and discussions



### About her:

- Career Transition Coach
- Experienced HR Leader
- Lecturer and Speaker
- Psychologist FSP

[regulamaurer.ch](http://regulamaurer.ch)



We look forward to welcoming many of you to this exciting and unforgettable event.

Balz Albertin

Managing Director of SAMA

