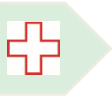


enabling new business

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**



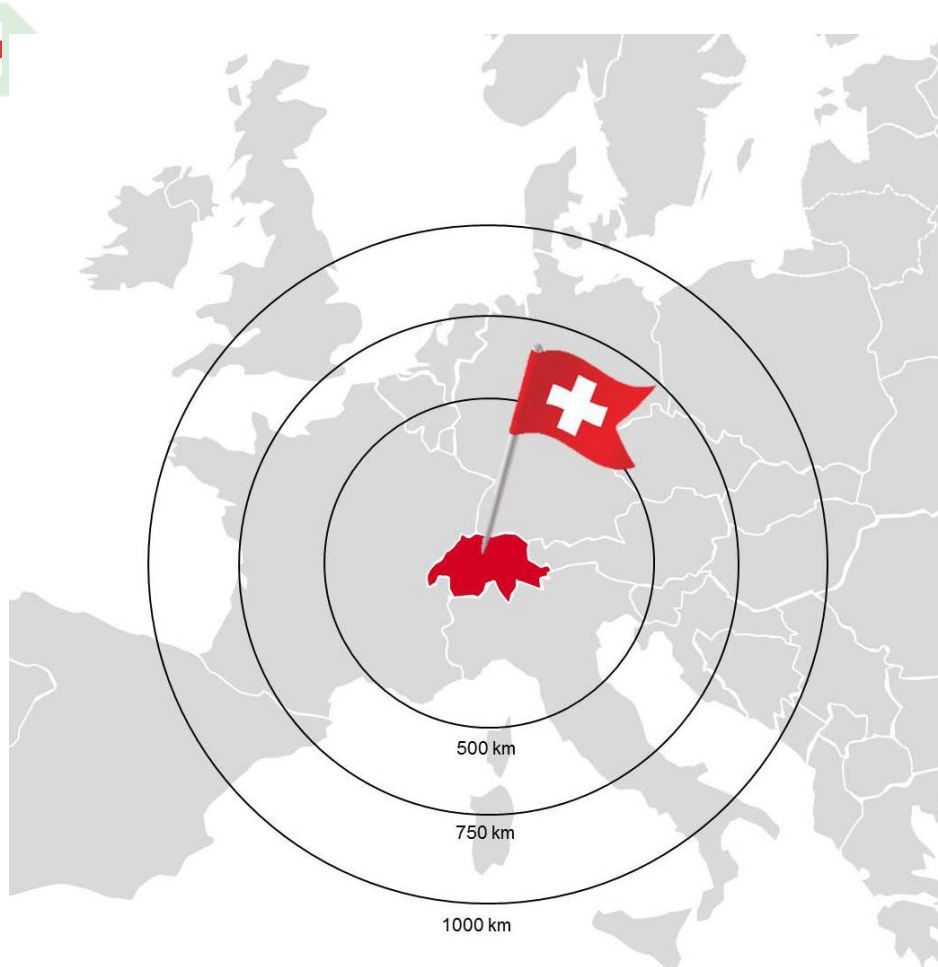
# TRADE AND INVESTMENT SWITZERLAND

**Caroline Blaser**

Deputy Head of Swiss Business Hub USA

September 2016

## Switzerland – Some Key Considerations



**~16,000 Square Miles**

area of Switzerland  
(roughly the size of Massachusetts and Connecticut combined)

**Berne**

is the capital city

**8 million inhabitants**

but about 25% are foreign born

**500 million consumers**

can be reached within one day

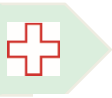
**4 national languages**

German, French, Italian, Romansch  
(with English as de facto business language)

**GDP pre capita**  **80'214 USD**

 **55'836 USD**

# Switzerland - USA



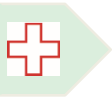
MA + CT = Switzerland

ALASKA 41x

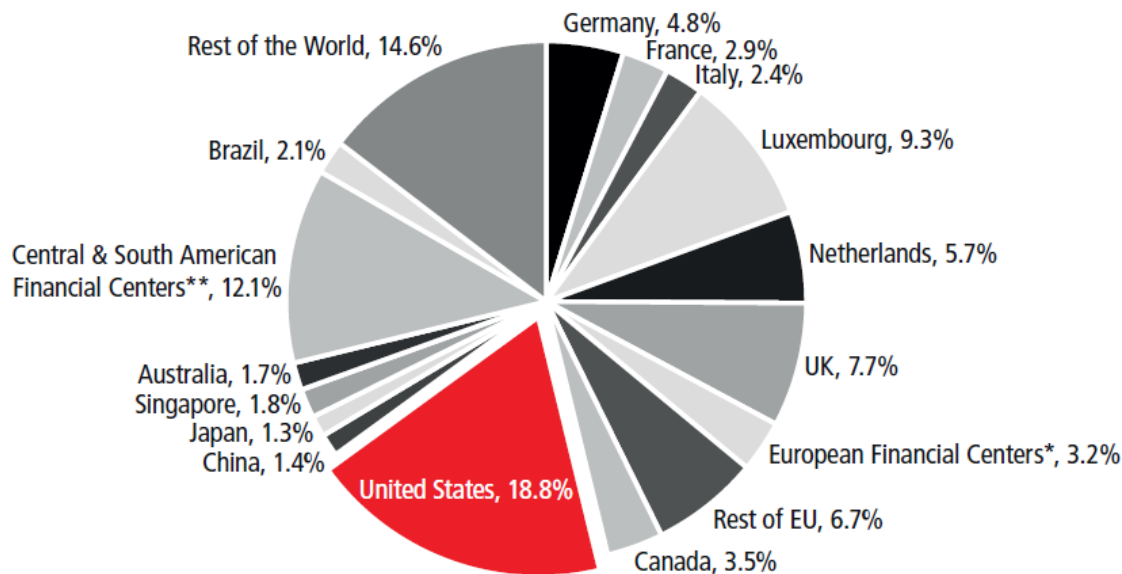
TEXAS 17x

USA 238x

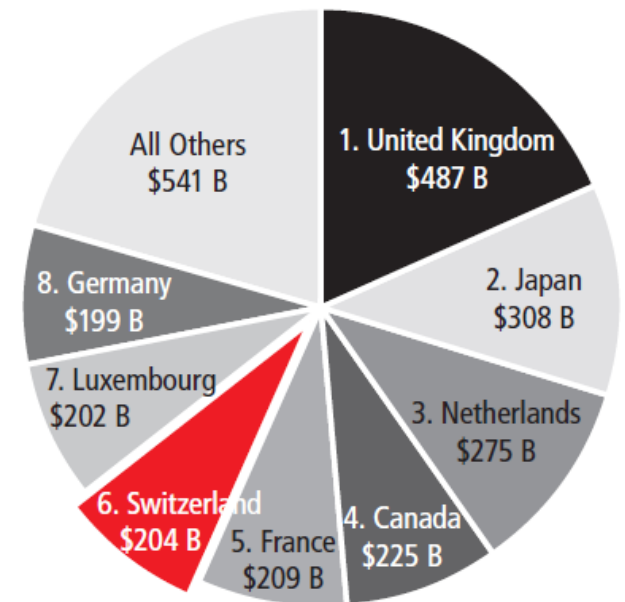
## Swiss FDI in the US Economy



- The U.S. is the **most important** destination for Swiss FDI by far (18.8%)
- Switzerland is the **6<sup>th</sup> largest** investor (cumulative) in the U.S. economy
- More than 700 Swiss-owned companies in the United States employ nearly 450'000 people (estimate, 2012)

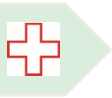


Swiss Direct Investment Abroad in 2012 by country



Cumulative Foreign Direct Investment in the United States by Country through 2012

# Swiss Exports to the US



## Swiss Exports to the U.S.

USA are the **2<sup>nd</sup> largest** export market (behind Germany)

Total exports to the US reached a value of **CHF 27.5bn in 2015** (increase of 6.1% from last year)

## The three biggest CH export sectors

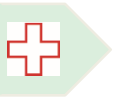
Sector	Volume 2015
Chemical and pharmaceutical	CHF 84.7bn
Machines, appliances, electronics	CHF 31.1bn
Watches	CHF 21.5bn

## Swiss Exports 2015

Country	Volume 2015	Growth '14-'15
Germany	CHF 36.6bn	- 5.1%
<b>USA</b>	<b>CHF 27.5bn</b>	<b>+ 6.0%</b>
France	CHF 13.9bn	- 7.3%
Italy	CHF 12.8bn	- 6.9%
Europe	CHF 108.9bn	- 4.4%
Asia	CHF 15.8bn	- 6.0%

**Total Export increase of + 6%**

## USA: The New Export Locomotive

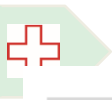


Country	Swiss Exports 2011-2015
Germany	-8.3%
Italy	-17.9%
France	-2.8%
EU	-3.0%
USA	+37.7%
BRICS	-9.8%

**Total Export: +2.7%**

Quelle: Eidg. Zollverwaltung

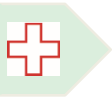
# Key Export Indicators



Market Potential for Swiss Exporters	Trend 2016	Trend Forecast 2017
Chemicals		
Pharma		
MEM (Machinery)		
Precision instruments		
Watches		
Food, Beverages and Tobacco		
Metals		
ICT		

Strong growth	Growth	Stable	Slight decline	Strong decline
Very attractive	Attractive	Neutral	Rather negative	Negative

## US FDI in the Swiss Economy



- The U.S. are the most important investor in the Swiss economy by far
- Switzerland is the 7th largest destination of U.S. direct investment (2013)
- > 1'100 American companies in Switzerland employ 100'000 people of which 250 are headquarter functions
- US companies create approx. 90'000 jobs in Switzerland





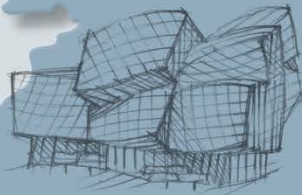
# Business Location Switzerland



Motivated workforce:  
No general strikes  
for almost 100 years



Most attractive country  
for highly qualified foreign  
workers



Strong dual  
education system

SECURITY  
+  
TRUST



Employees with  
significant international  
experience



Leading industry  
clusters:  
- MEM  
- ICT  
- Life sciences  
- Cleantech

INNOVATION  
+  
TECHNOLOGY



World's best  
working conditions



Multilingual  
employees with 4  
national languages  
plus English



World's highest  
purchasing power

ENVIRONMENT  
+  
LIFE



World's third-highest  
life expectancy



World's most  
innovative country



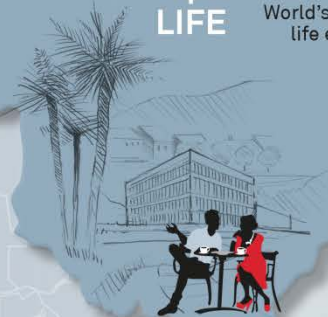
3 Swiss firms are among  
the 20 most valuable  
companies in the world



Happiest nation  
in the world



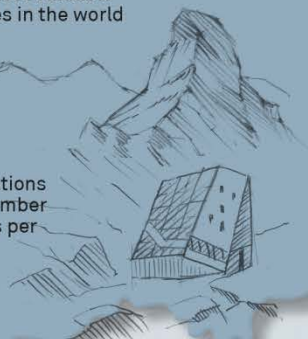
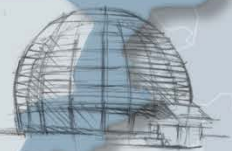
Among the top 3 nations  
with the highest number  
of Nobel laureates per  
capita



3 in the top 15:  
Swiss cities  
offer a very high  
standard of living



Among the top 10 most  
popular country for  
expatriates



## Switzerland Global Enterprise



Switzerland Global Enterprise – Worldwide Organization present in 21 countries

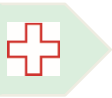


### Swiss Business Hub USA – Output

KPI	2012	2013	2014	2015	2016 (Q3)
Supported Business	n.a.	270	509	707	630
Contacts	170	128	298	523	450
Projects	20	27	34	49	47

## Services For Swiss SMEs Entering New Markets

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- **Business Partner Search**
  - Distribution partner
  - Importer
  - Logistics / warehousing
- **Market Intelligence Reports**
  - Competitor analysis
  - Identification of business opportunities
  - Market structure
- **Business Development**
  - Targeting & outreach
  - Network contacts
  - Qualified introduction
- **Site Selection Analysis**

## Most Relevant Topics Currently Under Discussion

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- TTIP /TPP (discrimination potential)
- Mutual recognition of organic products: done!
- Internet copyright protection: in progress
- Trade in meat and cheese: open
- US program to resolve legacy of tax evasion (80 cat. 2 banks signed NPAs with DOJ. Other category banks in ongoing negotiations)
- FATCA – negotiations to switch from model 1 to model 2
- Swiss Corporate Tax Reform CTR III
- Immigration
- Swiss participation in Global Entry: pending in CH

## Conclusion

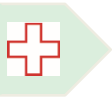
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### Opportunities, Opportunities, Opportunities

- US economic outlook is positive
- Swiss companies will continue to invest in the US
- US companies will continue to consider Switzerland on their short list
- Uncertainty with regards to Switzerland (tax reform, immigration) are close to being resolved
- Swiss economy is stable (no risk of “Swexit”)
- US-Swiss business relations have great growth potential
- Let’s work together to support Swiss and US companies looking to expand!

## Connect With Us



Caroline Blaser  
Deputy Head  
**Swiss Business Hub USA**

Consulate General of Switzerland  
633 Third Avenue, 30th Floor  
New York, NY 10017-6706  
Phone: +1 (212) 599 5700 ext. 1034  
E-mail: [caroline.blaser@eda.admin.ch](mailto:caroline.blaser@eda.admin.ch)  
[www.s-ge.com/switzerland/export/en/country/USA](http://www.s-ge.com/switzerland/export/en/country/USA)





Thank you

