

enabling new business

+ SWITZERLAND
GLOBAL
ENTERPRISE

Swiss export and investment promotion

SUPPORTING STRONG FOREIGN TRADE



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.

s-ge.com



Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion.

S-GE supports Swiss SMEs in their international business and helps innovative foreign companies on their way to settling in Switzerland. As a private organization, S-GE has acted on behalf of the Swiss Confederation and cantons since 1927 to ensure strength in the country's foreign trade and prosperity in Switzerland.



1 in 3

Swiss francs is generated through foreign trade



70%

of Swiss employees work in internationally active companies



No. 1

According to the "Global Innovation Index", Switzerland is the most innovative country in the world



42%

of exports are from SMEs

S-GE aims for qualitative growth and focuses on customer proximity and the provision of services through partnership. This means Switzerland's export and investment promotion is able to respond actively to changes in the economic and political environment.



S-GE is well positioned worldwide with around 200 employees in more than 30 countries, along with a broad network of partners and experts, and this allows it to support companies on the ground.

The external network of so-called Swiss Business Hubs is a successful joint project run by the Federal Department of Foreign Affairs (DFA) and S-GE, and is a unique selling point for the Swiss economy. The global network is ideally supplemented by over 20 collaboration agreements with bilateral chambers of commerce.



Our locations worldwide

GENERAL SUMMARY

Promoting foreign trade now and in the future

Current geopolitical developments mean that international business is becoming more complex, and protectionism and industrial policy are increasing worldwide. Both now and in the future, S-GE's focus is consistently on the needs of Swiss SMEs and our business location.

Export promotion

Effective help with international business

- Every year, more than 5,000 SMEs take advantage of the analog and digital services of S-GE. The satisfaction and impact rate for these services is around 90%
- S-GE acts as a stabilizer in times of crisis and supports SMEs on the hunt for alternatives and solutions (e.g. in the event of geopolitical fissures, supply chain issues and pandemics)
- S-GE works with partners to support Swiss and Liechtenstein SMEs globally with their expansion, including with the active search for and brokering of business opportunities

Future focuses in export promotion

- Increase of identification and brokering of industry-relevant business opportunities
- Expansion of technical export services to take targeted remedial action in relation to increasing trade complexity
- Subject-related expansion of the service range, with the targeted promotion of international trade and sustainability
- Driving forward the digital transformation

Investment promotion

Foreign companies strengthen innovation

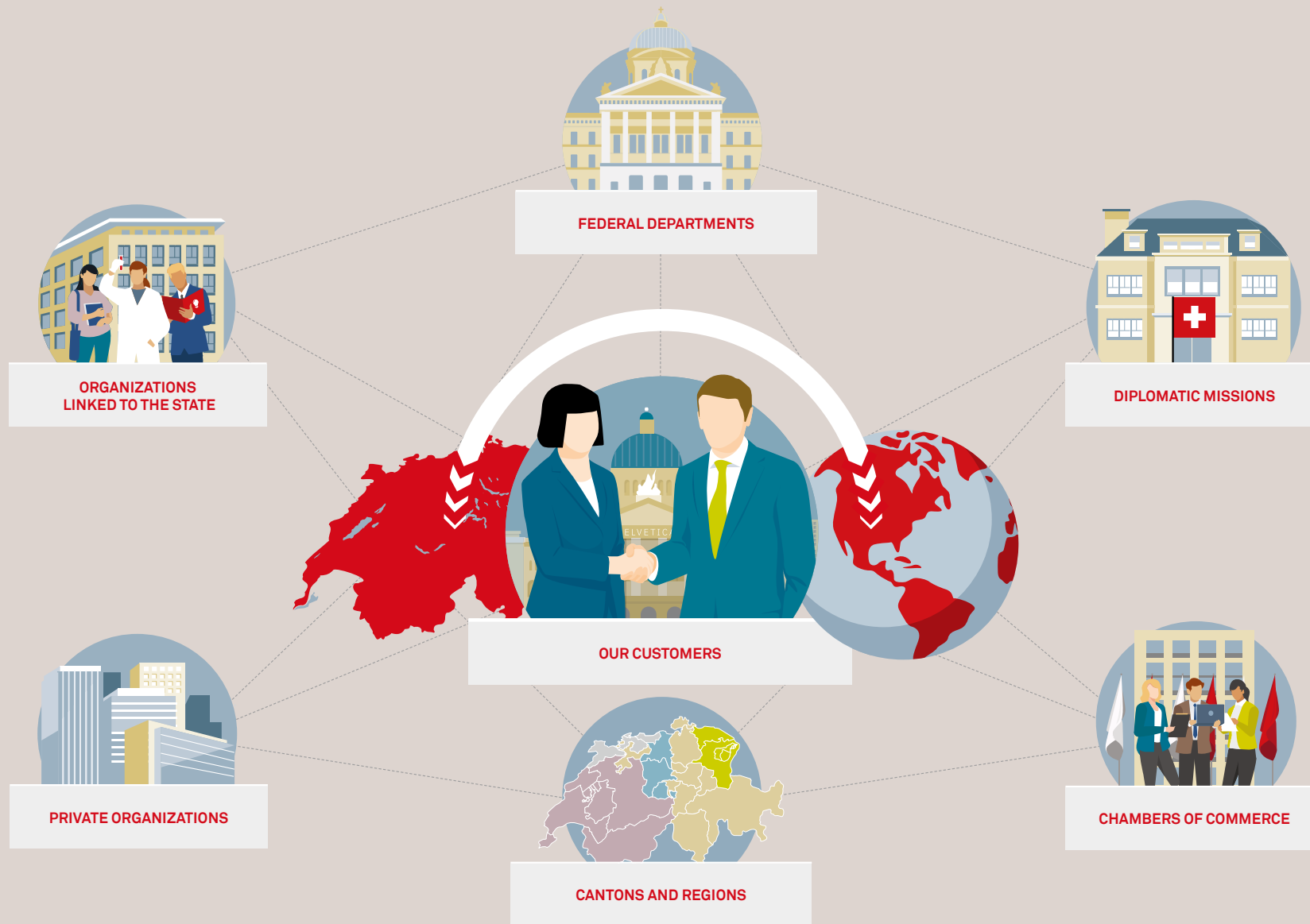
- Switzerland is proven to be an attractive business location, even in times of crisis
- In association with cantons and regions, S-GE promotes high value-adding projects to settle companies in Switzerland and boost the country as a location for innovation
- The focus with respect to companies settling in the country is on future technologies and ecosystems with high innovation potential
- In 2021, 137 companies looked into settling in Switzerland, with a customer satisfaction rate of 93%

Future focuses in investment promotion

- Ensuring that Switzerland is perceived as a leading technology and innovation hub through promotional campaigns
- Emphasis on innovative and high value-adding settlement projects that boost the attractiveness of Switzerland as a business and technology location
- Sustainable strengthening of partnerships for an effective Swiss presence in key markets
- Driving forward the digital transformation

PARTNER NETWORK

Joint services with partners in Switzerland and abroad benefit companies and Switzerland as a business location



Thanks to joint service provision, Switzerland's foreign trade promotion services cover a broad geographical and thematic spectrum. The International Trade Center considers S-GE to be one of the world's most effective trade and investment promotion organizations (rating: World Class Organizational Performance Level 2022).

“Thanks to the help of the Team Switzerland in China (S-GE, Swiss Center Shanghai, SBH), we overcame all barriers and were able to set up our Elite Flagship Store in Shanghai and ensure that all cultural and legal aspects were complied with.”

FRANÇOIS PUGLIESE
Owner of Elite Beds

“Switzerland is one of the most advanced countries when it comes to the regulation of blockchain and cryptocurrencies. These factors confirmed to us that moving here was the right decision.”

DEVON KRANTZ
Co-founder and CEO of Linum Labs

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