



Survey - International Distributors - 2021

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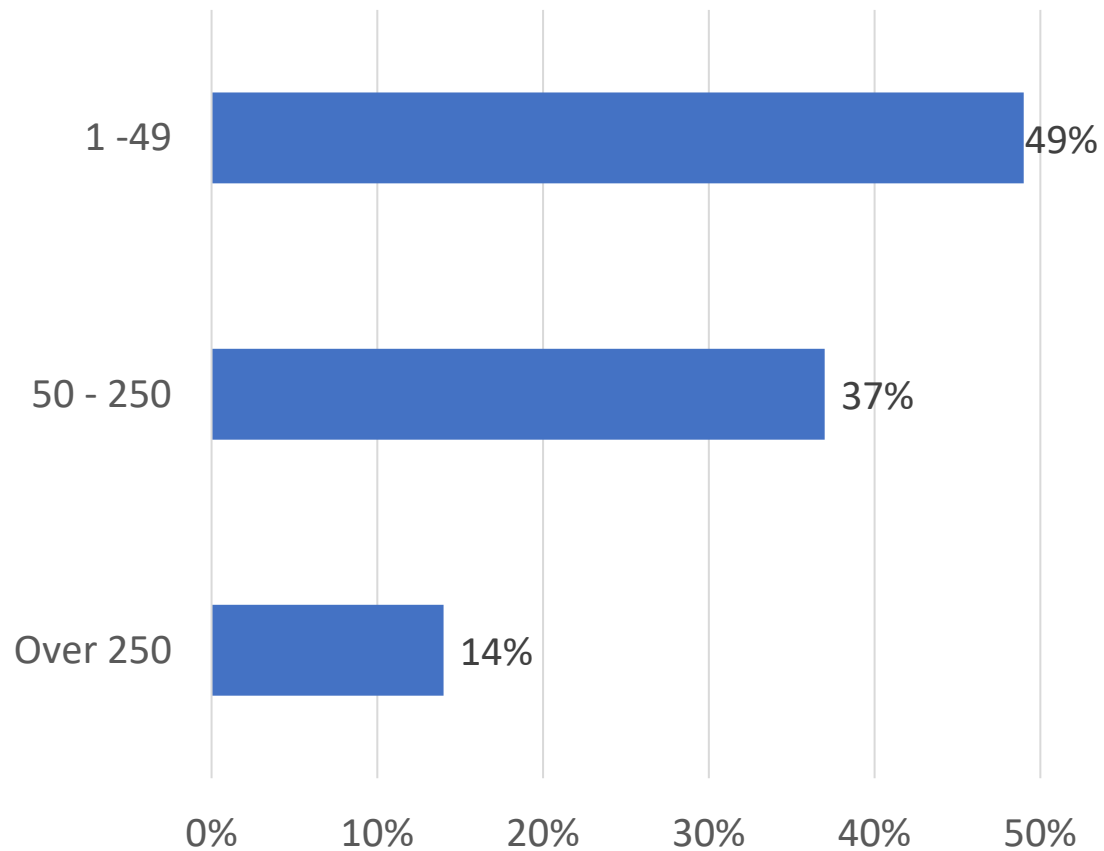
Introduction

- Thank you for participating in the survey on international distributors
- The survey was successful. It has been shown that the topic is important for many companies
 - On March 13th and April 16th, the survey link was sent to 600 email addresses by Switzerland Global Enterprise
 - 155 persons of those contacted took part in the survey
 - 17 companies are interested in the proposed research project

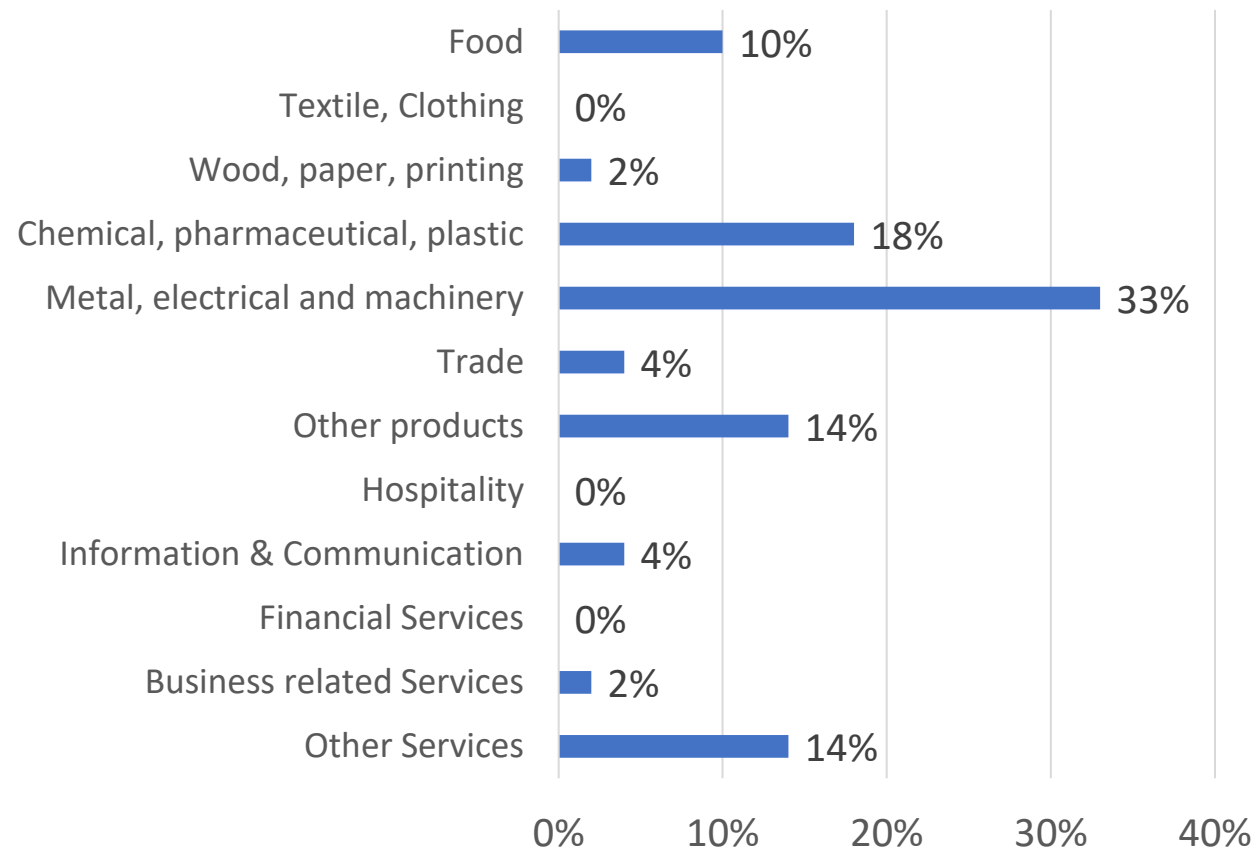
Information on the statistics of survey I

Type of companies participating in survey – mostly industrial SMEs

Number of employees

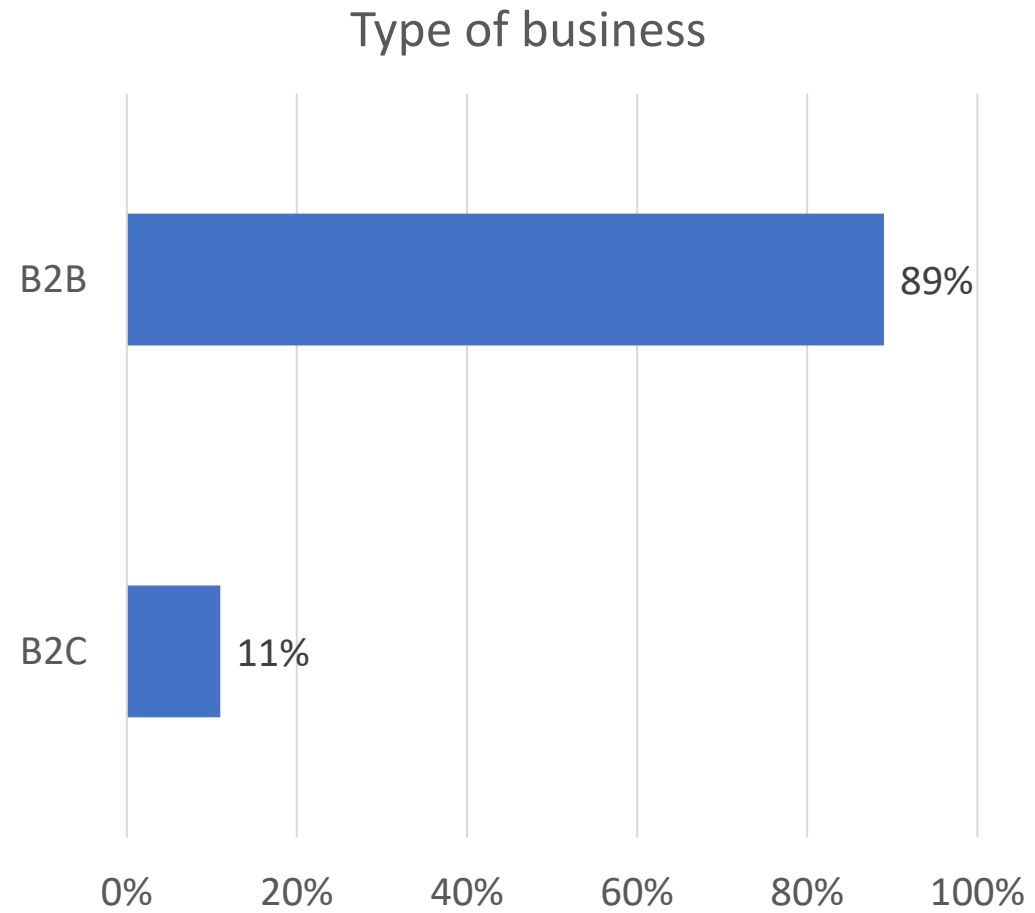


Industrial branch



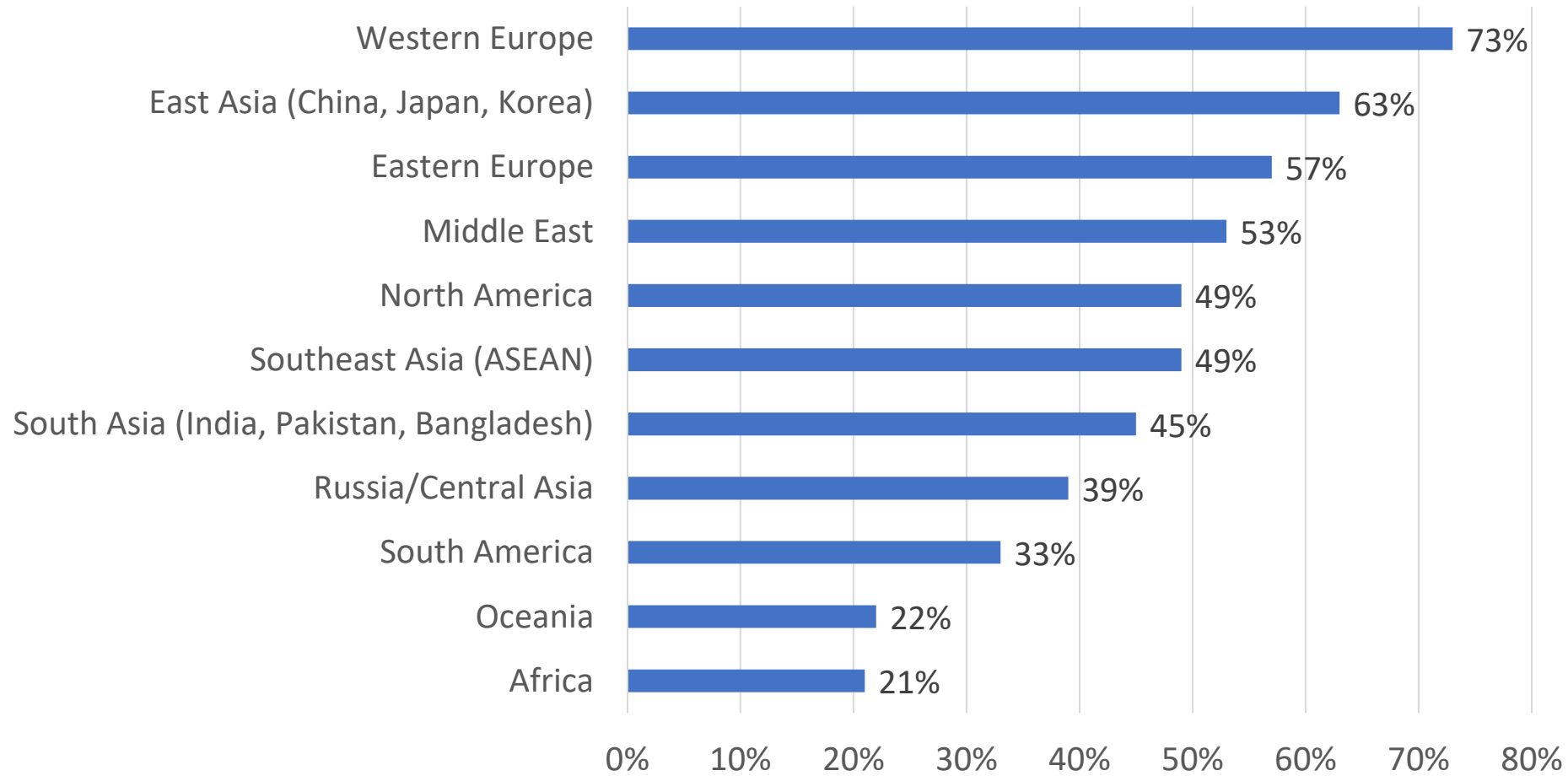
Data on the statistics of the survey II

Type of companies participating in survey



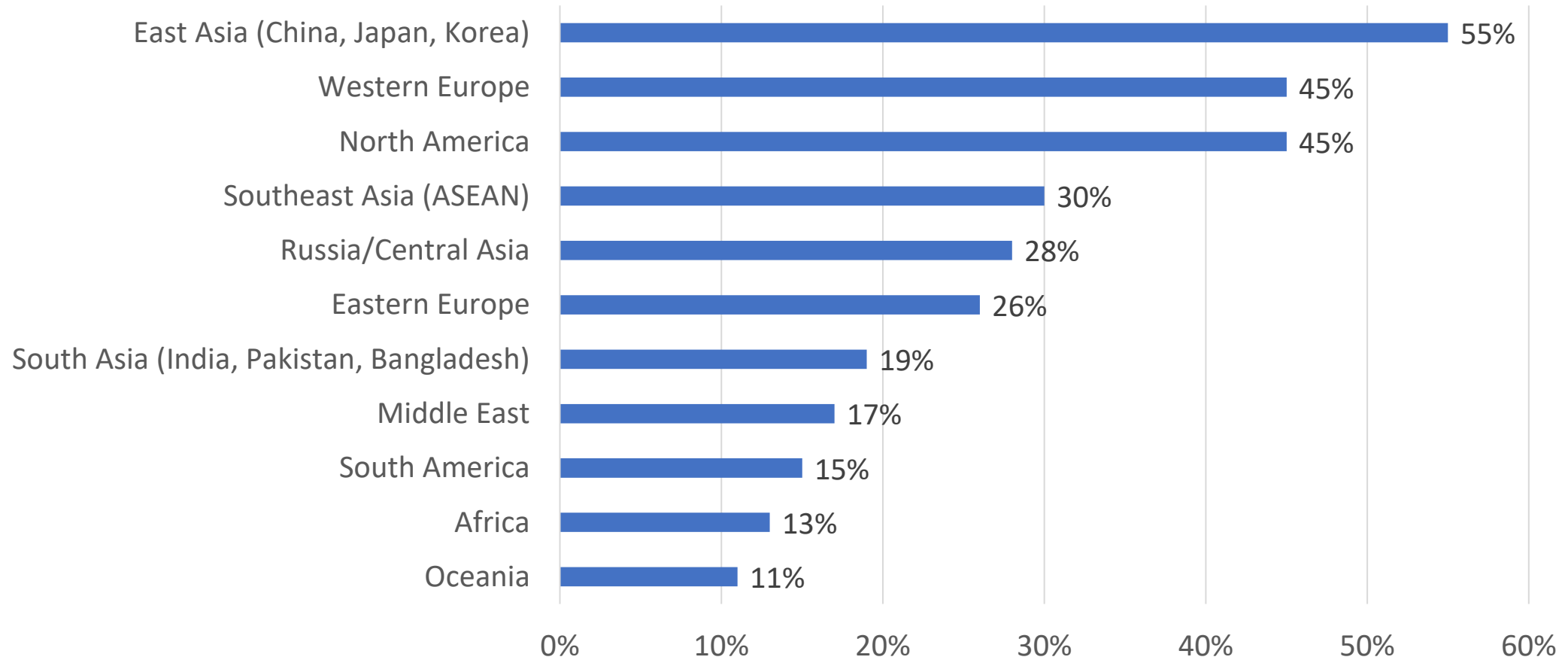
Markets with most distributors are Europe, Asia & Middle East

Foreign markets where distributors are used



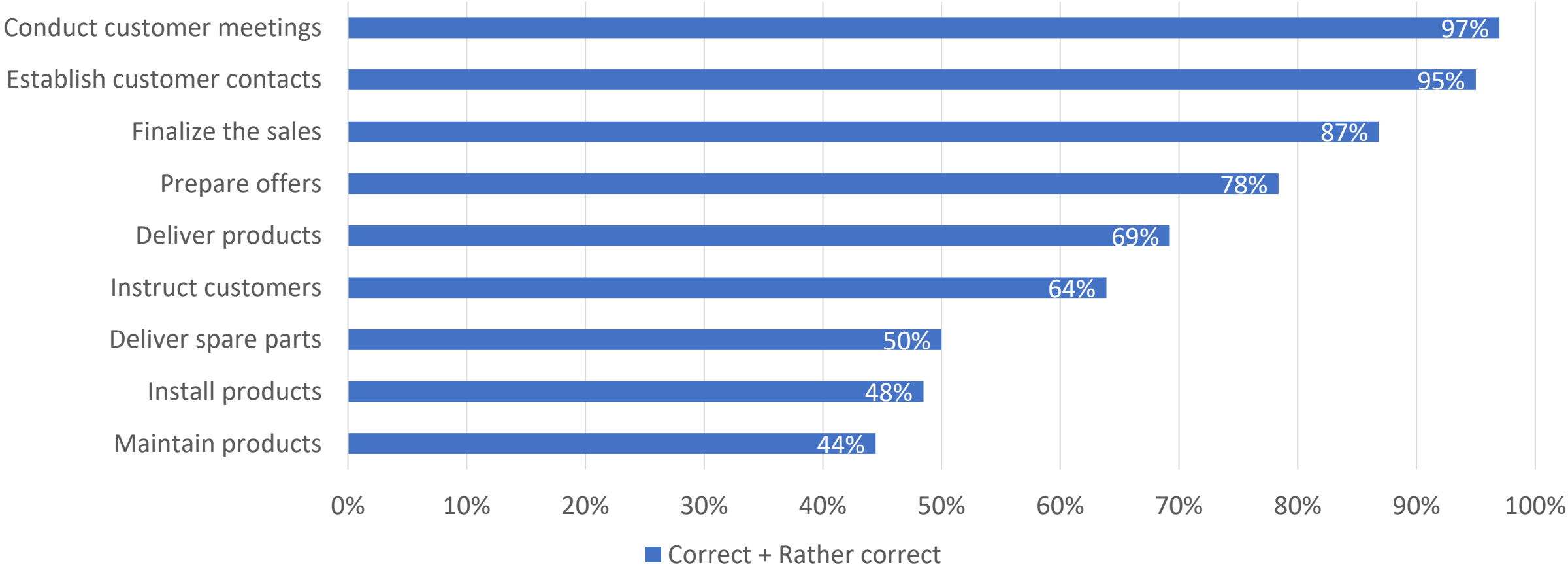
Markets with highest growth potential are East Asia, Europe and America

Markets with highest growth potential



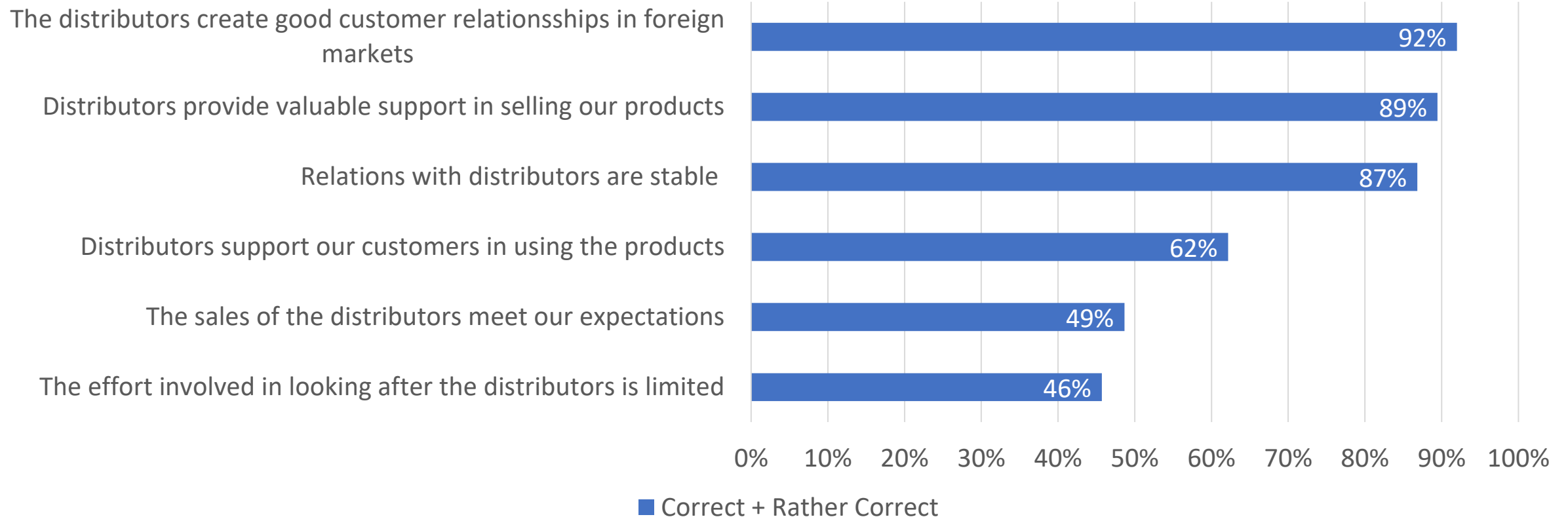
Activities of distributors are mainly at the beginning of the sales process

Which tasks do foreign distributors conduct?



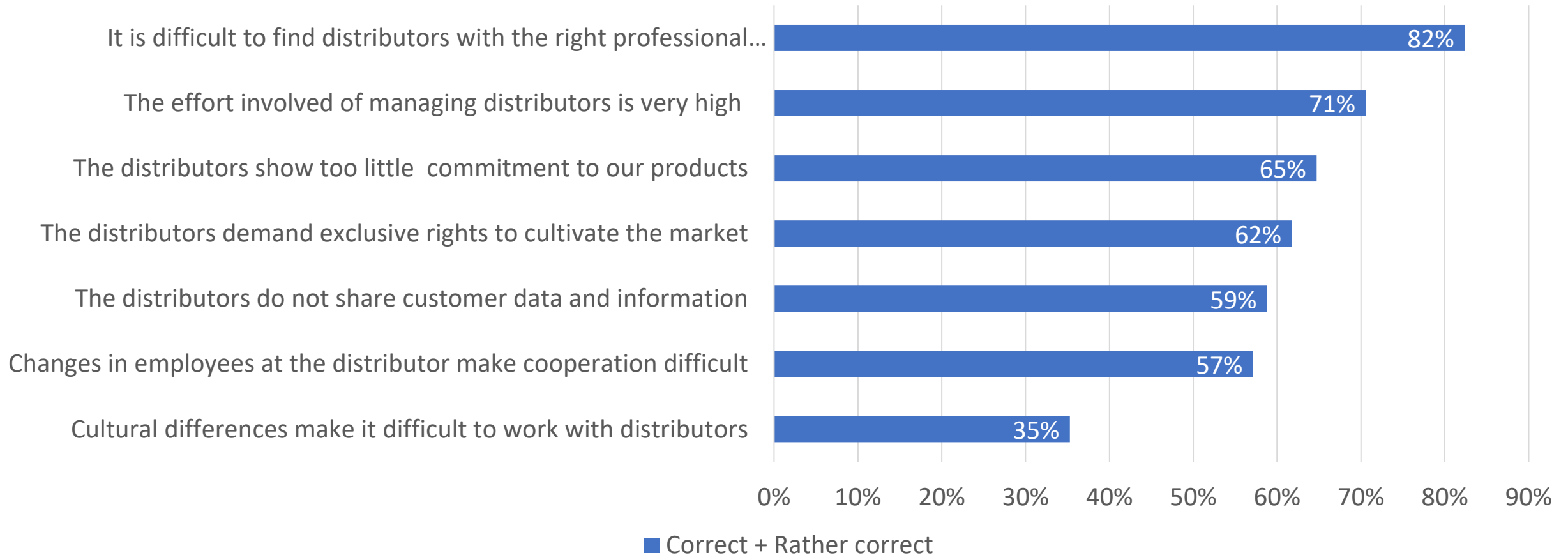
Companies are satisfied with the good customer relationship and the sales support of the distributors

How satisfied is your company with the cooperation with foreign distributors?



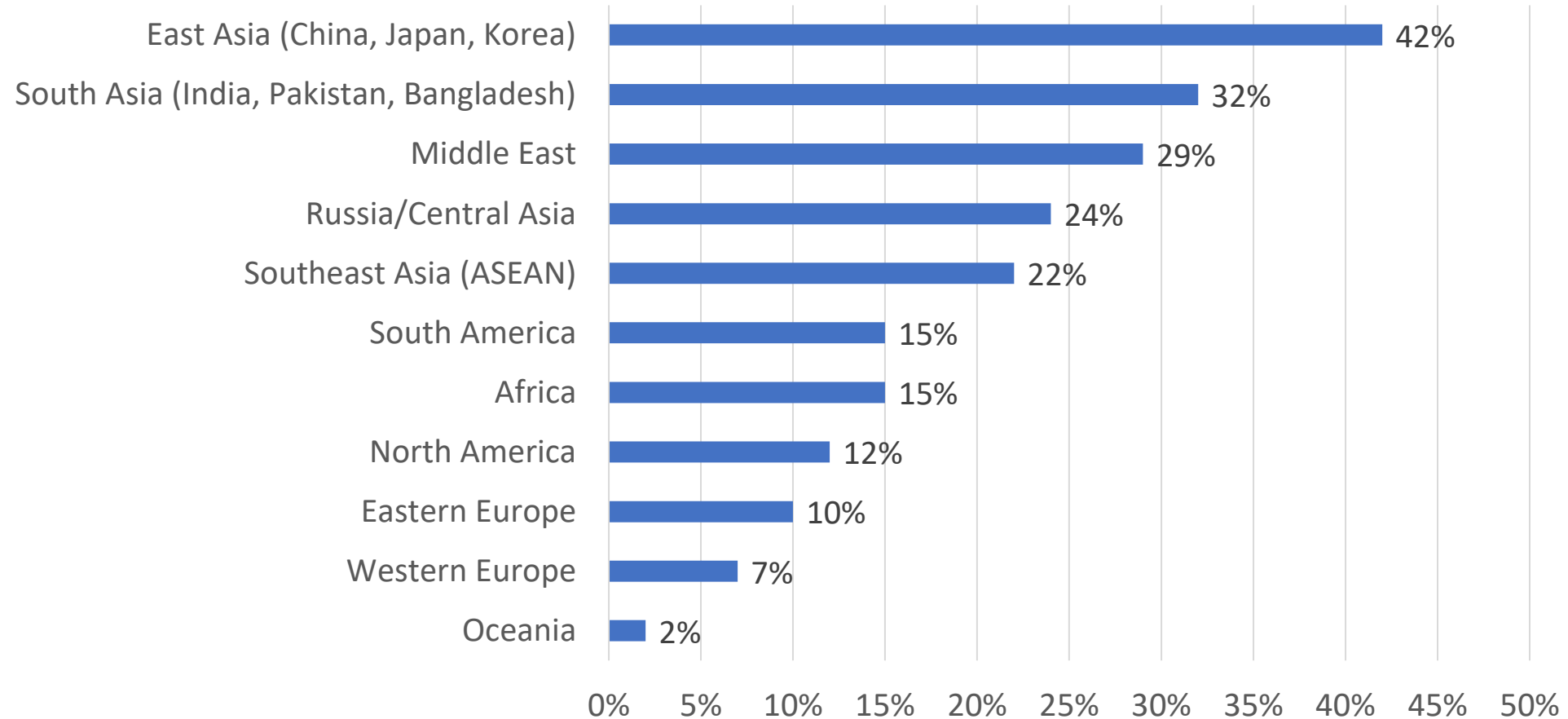
Biggest challenges are finding a suitable distributor and the effort of managing the distributors

What are the challenges when working with foreign distributors?



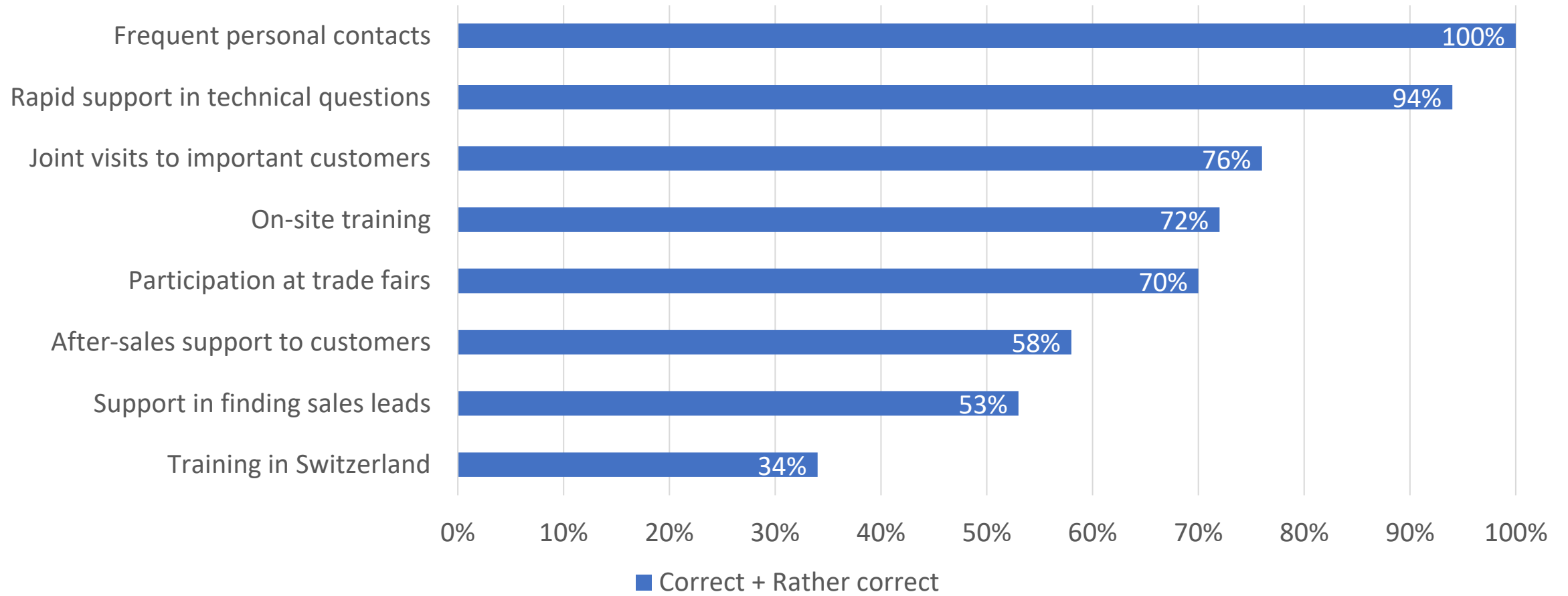
Challenging markets for working with distributors are Asia and the Middle East – Asia very important with high growth potential

Markets where working with distributors is the most challenging



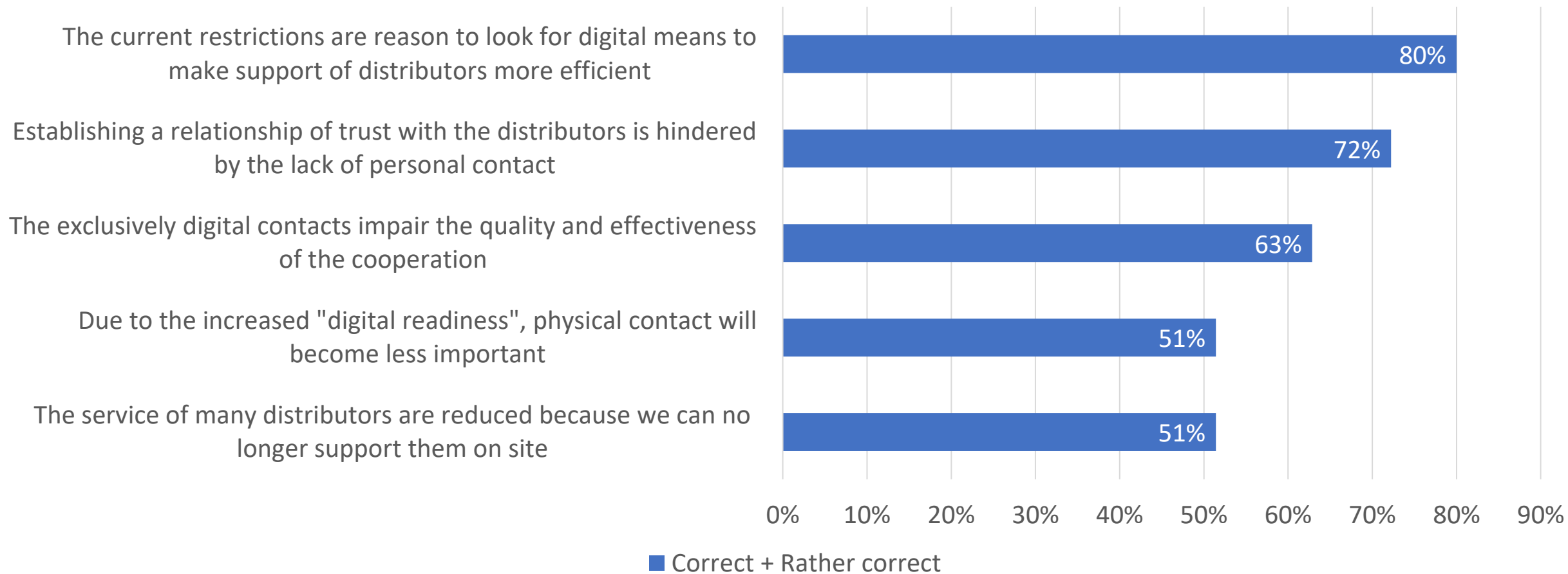
Personal contacts and rapid technical support are very important support measures – Question: How will support of partners change?

Which support measures contribute most to the success of your distributors?



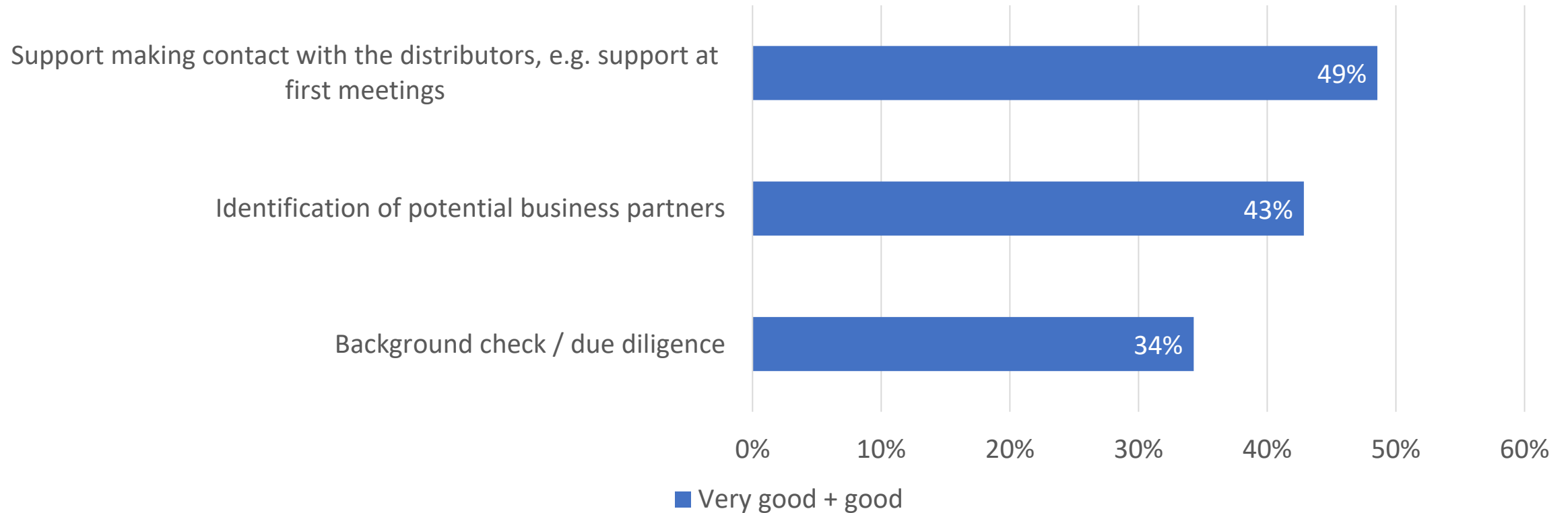
Corona makes collaboration more difficult - digital tools are needed!

What influence does the corona pandemic have on cooperation with foreign distributors?



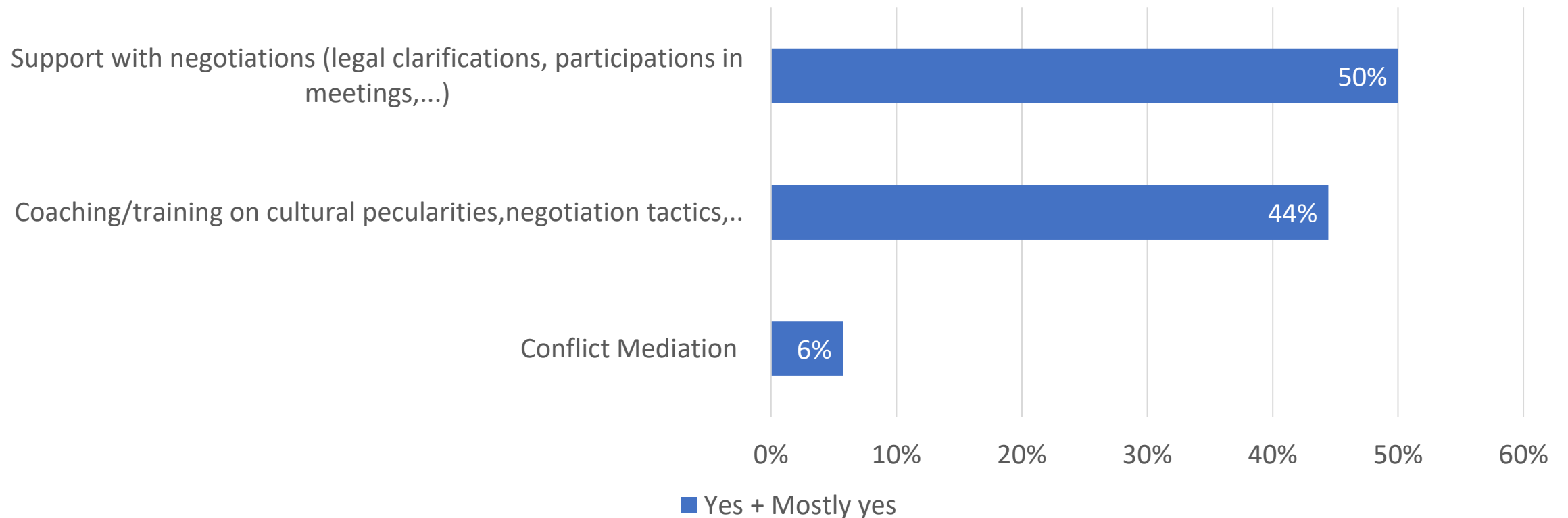
Support of Switzerland Global Enterprise mainly to identify and contact potential distributors

How do you rate the support that your company receives in its search for foreign distributors from Switzerland Global Enterprise?



Support from Switzerland Global Enterprise needed are help with negotiations and coaching/training regarding culture, negotiations

In your opinion, is there a need for further support services from Switzerland Global Enterprise to establish and maintain distribution partnerships?



Summary

- Markets with highest growth potential are **East Asia, Europe and America**
- Activities of distributors are mainly in the **beginning of the sales process**
- Companies are satisfied with the good customer relationship and the sales support provided by distributors
- Biggest challenges for companies are **finding good distributors** and the effort involved in **managing the relationship** with the distributor
- As for the markets, companies face the **biggest challenges** when working with distributors in Asia and the Middle East
- Most important support measures are **personal contacts** with the distributors and good **technical support**
- Corona makes establishing a trustful relationship with distributors more difficult. **Digital tools** are needed!
- **Support of S-GE** is well rated regarding identifying and making contact with new distributors
- New support needed from S-GE are support with **negotiations** and coaching/training regarding cultural peculiarities, negotiation tactics,...

Innosuisse Project

Establishing international distribution partnerships digitally

- Innosuisse promotes cooperation between universities and industry for the development of scientifically sound solutions to practically relevant problems
- Equal contribution of university and industrial partners
- Financing of the university contribution by Innosuisse
- Innovative findings and economic benefits as a result



Innosuisse Project

Establishing international distribution partnerships digitally

Objectives:

- Investigation of how Swiss companies use distribution partnerships in international business
- Analyze the challenges that currently arise when establishing and maintaining international sales partnerships
- Identify the factors that determine the success of international distribution partnerships and digital technologies which support their establishment and maintenance
- Develop a model for digitally supported international distribution partnerships that encompasses the pre-sales, sales and after-sales phase

Innosuisse Projekt

Establishing international distribution partnerships digitally

Partnership:

- University partner: FH Graubünden, Institute for Entrepreneurship, which has been running a research focus on internationalization of SMEs for 15 years
- University partner: Bern University of Applied Sciences, which has a research focus on international management
- Implementation partner: Switzerland Global Enterprise, which is the official Swiss organization for export promotion and supports companies in their international business
- Application partners: Around 6 Swiss SMEs from selected export sectors with fewer than 500 employees that maintain distribution partnerships abroad and want to improve cooperation with their partners

Thank you very much!