



«Switzerland has high innovation and quality standards and is an environment that offers us clear growth opportunities.»

HANS RUCKSTUHL
Managing Director, Wieland Electric AG Switzerland



MULTICULTURAL ENVIRONMENT AS AN OPPORTUNITY

Customer proximity established in Winterthur

The internationally operating family-run company Wieland is an electrical connection pioneer. The core business of the German-based company is the field of building and industrial automation. Wieland products have been sold in Switzerland for decades, and for this reason the brand has a relatively high profile. To meet heightened demand and to guarantee proximity to their customers, the subsidiary Wieland Electric Switzerland was founded in Winterthur in 2013. For the company's Managing Director, Hans Ruckstuhl, this move was necessary in order to meet rising customer requirements. Ruckstuhl acknowledges that Switzerland is a very demanding territory. However, this makes it also very attractive. «Clocks in Switzerland tick faster than in many other countries. A targeted approach is possible only if effective communications are nurtured. In this multicultural environment, mentality and mutual understanding are more important than ever.» In Ruckstuhl's opinion, the benefits offered by Switzerland include the standard of quality and innovation, along with the future market potential and growth.

Prospect of healthy growth opportunities

Wieland Electric first came into contact with the Swiss Business Hub (SBH) Germany in February 2013 during an informal discussion. Extensive information about Switzerland as a place to do business was made available to the company. The SBH is the representative of the Swiss trade and investment promotion Switzerland Global Enterprise (S-GE) in Germany. Prior to this, the family-run enterprise had already held initial discussions with the business marketing organization Greater Zurich Area AG (GZA). «The support provided by the business associations, the GZA and Winterthur's business marketing agency was very friendly and accommodating.» Ruckstuhl is expecting the workforce to grow in the near term, along with a fruitful ongoing expansion.

FACTS

COUNTRY OF ORIGIN
Germany

SECTOR
Building and industrial automation

PRODUCT
Electrical connection technology

WIELAND ELECTRIC SWITZERLAND

LOCATION
Winterthur

www.wieland-electric.com



OFFICIAL PROGRAM

