



"For a company that plans to operate worldwide, Switzerland is an ideal starting point to enter the global market."

MARIANNA ASTAKHOVA  
Managing Director, Suisselle Sàrl



# WITH AN EYE TO THE WHOLE WORLD

## Switzerland is a global capital of medical technologies

Suisselle is engaged in the production of fillers and injections for mesotherapy, which are used in beauty medicine and therapeutic cosmetology. In 2011, a decision was made to establish an international office to expand business worldwide.

The choice of Switzerland was not accidental; some of the largest international manufacturers of medical and pharmaceutical products are operating in the country. This factor provides start-ups with a certain advantage, enabling access to highly experienced experts in the field of medicine, pharmaceuticals and quality control systems as well as to the advanced technology and high quality raw materials. Besides that, obtaining the necessary permits for medical devices in Switzerland is somewhat simpler and less expensive than in other countries.

The canton of Vaud, where Suisselle is located, has a developed infrastructure to support start-ups. After careful examination of many various technology parks and business hubs, the company chose Y-Parc – Swiss Technopole in the town of Yverdon-les-Bains, Vaud.

## Assistance from experts

In the first instance, the company received invaluable assistance from Economic Development - Canton of Vaud (DEV), a specialized association of the Canton of Vaud, which was created to support foreign entrepreneurs in setting up their activities in the region. The association helped to find experts and consultants in the areas of taxation and bookkeeping. With ample opportunities for networking available to Swiss companies, Suisselle was able to get tax benefits, build a production line, choose the external consultants and run research projects with Russian, Canadian and Swiss scientists.

Suisselle is actively working within the markets of Central and Eastern Europe, Asia, Latin America and the Middle East. The company is currently working on expanding its product range and geographical presence.

## FACTS

COUNTRY OF ORIGIN  
Russia

SECTOR  
Medical technologies

PRODUCT  
Drugs used in beauty medicine and cosmetology

## SUISSELLE SÀRL

LOCATION  
Vaud

[www.suisselle.ch](http://www.suisselle.ch)



OFFICIAL PROGRAM

