



Schweizerische Eidgenossenschaft  
Confédération suisse  
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Embassy of Switzerland  
**Swiss Business Hub Russia**

**+** SWITZERLAND  
GLOBAL  
ENTERPRISE

enabling new business

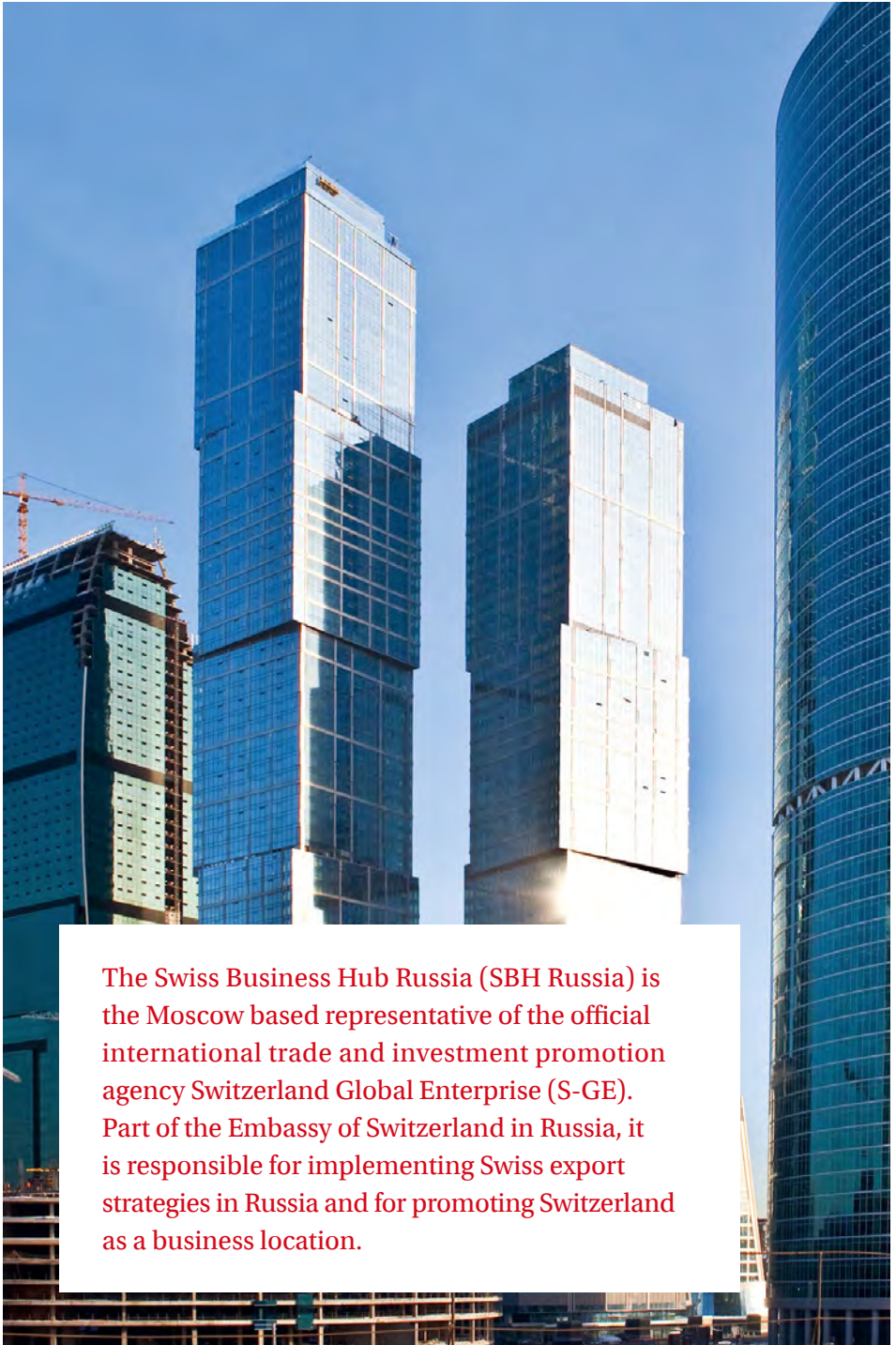


# SWISS BUSINESS HUB RUSSIA

Your partner for internationalisation

OFFICIAL PROGRAM





The Swiss Business Hub Russia (SBH Russia) is the Moscow based representative of the official international trade and investment promotion agency Switzerland Global Enterprise (S-GE). Part of the Embassy of Switzerland in Russia, it is responsible for implementing Swiss export strategies in Russia and for promoting Switzerland as a business location.

## About us

We support small and medium-sized enterprises from Switzerland and Liechtenstein expanding their market presence in Russia. We offer our services also to Russian companies intending to create a subsidiary in Switzerland or looking for a Swiss business partner.

As part of the Embassy of Switzerland and with close relationships to Swiss business and academic stakeholders, the SBH Russia can draw on selected networks in both Switzerland and Russia. With a client-centered attitude and the flexibility to offer tailor-made services, the SBH Russia is uniquely positioned to meet and support your business requirements.

### **SPECIFIC AREAS OF EXPERTISE**

The SBH Russia provides support to most industries. Our specific areas of interest include, but are not limited to, biotech, medtech, consumer goods, food and beverages, innovative materials, machine building, rail transport, Cleantech and IT.

### **YOUR CONTACT**



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### **SWITZERLAND GLOBAL ENTERPRISE**

Switzerland Global Enterprise (S-GE) works all over the world to support entrepreneurs and promote Switzerland as a business location. S-GE is represented abroad by the Swiss Business Hubs. The majority of these local teams are based at a Swiss Embassy or Swiss Consulate-General.

# Export Promotion

**Are you looking to export  
or further develop your  
business in Russia?**



## **SERVICES FOR RUSSIAN COMPANIES**

Would you like to import Swiss products or services to Russia? The SBH Russia supports on a mandate basis Russian companies which are interested in a cooperation with Swiss manufacturers or service providers.

The SBH Russia is the point of contact for Swiss and Liechtenstein companies which want to develop their business in Russia.

Our locally well-established team will help you decide on a suitable market strategy for Russia. We will prepare a service package based on your specific requirements and business priorities. We work with a wide network of local partners and industry experts. Examples of our services are:

- **Marketing services**

Industry analysis and trend-spotting, tailored market studies, market compatibility tests, in-depth competition assessments and benchmarking, adaptation of marketing material, etc.

- **Partner search**

Identification and profiling of suitable distributors, agents, representatives, or import partners. Introduction to a shortlist of potential partners, with portfolios consistent with your targeting strategy.

- **Promotional events**

Organisation of exclusive opportunities and provision of facilities for Swiss and Liechtenstein companies to promote themselves and their products in Russia.

# Investment Promotion

Are you interested in establishing a presence in Switzerland?

## YOUR CONTACT



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[s-ge.com/invest](https://s-ge.com/invest)

The SBH Russia provides you with practical, individual and free of charge support for your steps to open a company in Switzerland. It goes beyond showing you the advantages of Switzerland and includes the following valuable services:

- **Swiss economic and business structure**  
Information about the administrative and legal environment, practical steps to establish a company, labour market and laws, financial issues (costs and tax), real estate, etc.
- **Analysis of your company's business project**  
in terms of its potential and readiness to open an office in Switzerland
- **Swiss economic network**  
Preparation of the project description on behalf of Swiss authorities in order to get their proposals on framework conditions (taxes, rent, infrastructure, etc.). The SBH Russia supports finding the ideal location, organizing fact-finding visits to Switzerland, providing contacts and guidance on staff recruitment.
- **Support in finding the right business or research contacts**  
The SBH Russia benefits from a wide network of economic and technological contacts: lawyers, fiduciaries, real estate professionals, Swiss universities, technology clusters etc. It offers introduction to relevant research and technology transfer centers, business networks and clusters.

As part of our mandate on behalf of the Swiss Government (State Secretariat for Economic Affairs SECO), we work closely with the regional and cantonal business promotion agencies in Switzerland.

**Switzerland Global Enterprise  
Swiss Business Hub Russia**

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