

Company Profile

Switzerland Global Enterprise

- Private organization
- Established in 1927 as «Schweizerische Zentrale für Handelsförderung»
- Non-profit-organization with 2,200 members
- Annual budget of CHF 36 million, including CHF 24 million in subsidies from the national government
- Head office in Zurich, Offices in Lausanne and Lugano
- Global presence with 22 Swiss Business Hubs
- 100 employees in Switzerland
- 85 employees abroad

Our value proposition «Enabling new business» places customers at the center of our thoughts and actions.

Switzerland Global Enterprise (S-GE) guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub. As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

S-GE is represented abroad by Swiss Business Hubs. These local teams are based at a Swiss Embassy or Swiss Consulate-General. The Swiss Business Hubs support Swiss companies expanding their activities in their respective countries and inform foreign companies about the advantages of Switzerland as a business location. All hubs have a first-rate network of contacts abroad on account of their official status.

EXPORT PROMOTION

Working on behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO), S-GE acts as a first point of contact for internationalization, to help Swiss companies, especially SMEs, to identify and develop new business potential on a worldwide basis. It provides regular information about relevant trends in the global markets, as well as professional advice and support in finding contacts and partners, and identifying new business opportunities.

In the framework of an additional mandate from the Federal Office for the Environment FOEN, the Swiss Federal Office of Energy SFOE and the State Secretariat for Economic Affairs SECO, the international position of the Swiss export economy in the growing global market for Cleantech is being promoted, and companies across all industries are being offered assistance in identifying and taking advantage of Cleantech opportunities abroad.

INVESTMENT PROMOTION

As part of its remit from the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the cantons, S-GE provides potential foreign investors with information about the particular strengths and operating conditions of Switzerland as a business location. Its services for foreign companies include assessing the potential of their projects before they are presented to the cantons. S-GE

assists the cantons by presenting Switzerland as a business location abroad and by coordinating the activities of all the bodies involved.