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Embassy of Switzerland
Swiss Business Hub United Kingdom

SWISS BUSINESS HUB UK

Newsletter No 22 – April 2013

Dear Reader,

I do hope that you all had a lovely Easter break and have returned to work refreshed! As the cold weather remains, we are all still awaiting the first signs of Spring, much as we are all anxious to see signs of growth in the UK economy. The environment remains challenging given the public deficit and spending cuts as well as continued market insecurities in the Eurozone, all of which have an impact on businesses.

Here at the Swiss Business Hub UK we are always looking out for new opportunities to promote and support Swiss companies. In this edition you will find further information about the successes of our chocolate and cheese companies which continue to do well in the very competitive UK marketplace.

One of our “old acquaintances” Just Swiss Ltd have also just announced their involvement in an exciting timber building project in Portsmouth. More information will follow in the next edition.

On a cultural note, I am delighted to be able to offer our readers a discount on tickets for the upcoming UK tour of the Orchestre de la Suisse Romande. I hope to see some of you at the London concert.

Do enjoy this latest edition and stay in touch!

Thorsten Terweiden
Head of Swiss Business Hub UK

UPCOMING EVENTS

Special Ticket Offer for OSR UK Tour

Neeme Järvi marks his debut in the UK capital as artistic and music director of the world-renowned Orchestre de la Suisse Romande — its first return to the UK in five years. He joins pianist Boris Berezovsky to showcase the enduring appeal of Grieg's *Piano Concerto in A minor op. 16*, along with Tchaikovsky's *Symphony No.6 (Pathétique)*, the composer's haunting final symphony finished just months before his death. Completing the evening is Arvo Pärt's *Silhouette*, a waltzing homage to Gustave Eiffel, the creator of Paris's eponymous soaring tower.

The Orchestre de la Suisse Romande is delighted to be able to make the following ticket offer available to you, when quoting 'Embassy', either by phone, in person, or online, at the following venues:

21 May Birmingham Symphony Hall

30% discount on tickets from any price band

Box office 0121 345 0600

[Online](#)

22 May Bridgewater Hall, Manchester

£20 for tickets in the stalls (full price £25 or £31)

Box office 0844 907 9000

[Online](#)

24 May 2013 Royal Festival Hall, London

30% discount on tickets from any price band

Box office 0844 847 9910

[Online](#)

Medtech Insights UK: The Changing NHS, Mastering NICE Evaluation

Wednesday, 29 May 2013 - 13:00, Aarehof Olten, Switzerland, See map: [Google Maps](#)

Significant changes in the organization of the NHS and new government initiatives to grow the medtech and biotech industries in the UK are creating new opportunities for companies seeking to enter the UK medtech market.

The UK has one of the largest medical device markets in the world, valued at US \$8.9 billion in 2012 with growth of 6.0% per annum expected by 2017.

Currently, the UK healthcare system is going through the most fundamental changes it has seen since 1948. With this in mind, new pathways are opening up that can benefit Swiss medical technology developers, investors and high value healthcare providers. Medtech Switzerland, in co-operation with the British Embassy Berne, UK Trade and Investment and the Swiss Business Hub UK, will bring you an afternoon seminar and hands-on workshop which will answer three simple questions:

- How is the NHS changing?
- What does this mean for Swiss medtech companies?
- How should a medtech company engage with the National Institute for Clinical Excellence (NICE)?

Cost of participating: CHF 160 (per person, excluding VAT).

Medtech Switzerland is able to offer a 25% discount for OSEC Members. Please inform Medtech Switzerland and SBH UK if you are a member of OSEC and registering for the conference.

Registration

The number of participants is limited so we encourage you to register now by filling out the registration form at: www.medtech-switzerland.com/uk_seminar.

Please note that registration closes on 10 May 2013

BUSINESS INFORMATION

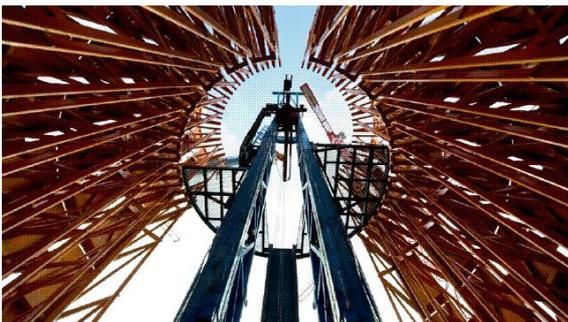
UK beverage can manufacturer Rexam to build new plant in the St.GallenBodenseeArea for CHF 164 million

The UK company Rexam is setting up a new plant in Widnau in the canton of St. Gallen, where it plans to produce 2.2 billion cans per year. The company's principal customer will be Rauch, also located in Widnau, which makes Red Bull energy drinks for the world market. Not only will this further strengthen the relationship between the two companies, but the environment will also benefit from shorter transport distances. The new plant is being built on a 20,000m² site to state-of-the-art environmental standards. It is expected to go online in early 2015. When the first two production lines start up, the company will employ 120 workers. The St.GallenBodenseeArea and the canton of St. Gallen are very pleased about this investment decision, as it represents further confirmation of the attractive business environment.

With headquarters in London, Rexam is the world's leading manufacturer of beverage cans. Cans for energy drinks were an important growth sector for Rexam last year: While sales for traditional cans rose by only 1%, Rexam's sales of thin cans for energy drinks, like Red Bull, increased by 6%. In addition to beverage cans, Rexam also manufactures packaging for the pharmaceutical industry. The company has roughly 22,000 employees in more than 20 countries.

http://www.sgba.ch/de-CH/Services/Medien/Rexam?utm_source=SGBA+Newsletter+DE&utm_campaign=b3d978e753-26_02_3_1_2013&utm_medium=email

Hoping for heat from the depths of the earth



©Matthia Wäckerlin/NZZ

The region between Alpstein and the Bodensee (Lake Constance) could soon become a geothermal valley. The first drillings will begin in St Gallen at the beginning of March and Thurgau may also look to profit from the hot water deep underground.

Source and full article (in German) <http://www.nzz.ch/aktuell/schweiz/hoffen-auf-heissen-dampf-aus-der-tiefe-1.17998549>

Christoph Burgdorfer article on Networked Media and Consumer Behaviour – Brand Commercial

Swiss entrepreneur Christoph Burgdorfer kindly gave permission to share the following insight with you:

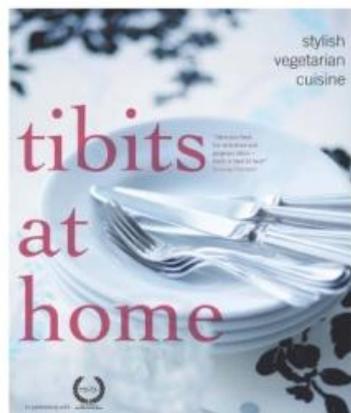
“Today, as consumers we are truly spoiled for choice; yet, paradoxically all this choice can be quite overwhelming, and it's not unusual for it to manifest itself in frustration at the end of a hard day's shopping, at not really finding anything suitable or satisfying our needs.”

For full article please see: <http://brandandcommercial.com/articles/show/brand-support/97/networked-media-and-consumer-behaviour>

NEWS FROM SWISS COMPANIES IN THE UK

Tibits launches Cook Book

Ranked No 4 in The Independent's top 10 vegetarian cook books, the first cook book from the Swiss brothers.



© AT Verlag - Tibits

Link: <http://www.independent.co.uk/life-style/food-and-drink/features/the-10-best-vegetarian-cookbooks-8476112.html?origin=internalSearch>

Just Swiss supply Somerstown Community Hub



Just Swiss has announced their involvement in the Somerstown Community Hub in Portsmouth. It will be an iconic building, spanning Winston Churchill Avenue, and housing brand new community, youth and health facilities, relocated from failing structures at Southsea Community Centre, in Kings Street, the Brook Club, in Sackville Street, and Somerstown Health Centre.

Further information can be found here:

www.housingexcellence.co.uk <<http://www.housingexcellence.co.uk/features/somerstown-gets-its-vision>>

Solvatec appoints UK Representative



©Solvatec

Established in 1998 by Electrical Engineer and CEO Dominik Müller, Solvatec AG headquarters are located in Basel, Switzerland with a sister office in Geneva. The company is a leading provider of integrated systems, components, specialist technical support and consultancy in the fields of building integrated solar photovoltaic electricity (BIPV) and solar thermal energy.

Solvatec AG has appointed Mr Michael Pitcher as their UK Country Representative. Mr Pitcher is a PV industry expert and consultant with over 30 years' experience. Previously he worked for BP Solar as Director of European Corporate Accounts, UK General Manager of BP Solar and Regional Director Northern Europe. Mr Pitcher has worked for many years in Switzerland on prestige PV projects throughout the country since 1995. For more information about Solvatec AG please see: www.solvatec.ch

Lindt & Sprüngli report 7.3% jump in annual sales

Annual sales increased by 7.3% to CHF 2.67bn (£1.79m). The success of new products helped the chocolatier grow faster than the market. Its fastest-growing European subsidiaries were in Germany, France and the UK. During the year, Lindt also set up subsidiaries in Shanghai and Moscow. It said it expected operating profits to grow faster than sales.

Source: The Grocer (19.01.2013) p. 9

Swiss chocolate bunnies arrive at Sainsbury's

Mario Furer <http://www.poolofexperts.ch/de/experts/mario-furer/>, one of our experts, informed us about a successful project he had recently carried out for Chocolat Frey.

Frey's PET bunny is currently available in Sainsbury's. The UK's third largest major multiple included the chocolate figure as lead product in this year's Easter commercial. Please click the following link to access the commercial: https://www.youtube.com/watch?feature=player_embedded&v=dir8M8K6KBQ

More Frey products are available at Tesco, Marks & Spencer and Aldi.

Beschle @ Fortnum & Mason

On 8 March Beschle Chocolatier Suisse launched their UK operation in London.

The launch featured a tasting of hand-made Beschle chocolate creations at world famous luxury food & beverage store Fortnum & Mason in London. The Head of the Swiss Business Hub popped in to show our support and savour the Beschle flavour.



© FDFA

Thorsten Terweiden, Head of SBH UK and David Keene, Beschle UK

And last but not least: readers of the Fine Food Digest found Le Gruyère AOC “the most highly-rated speciality food”.

LATEST NEWS

The Green Deal

The Green Deal was launched in the UK on 28 January 2013. It is a new way to pay for energy-saving home improvements. Consumers will be able to take out Green Deal finance to pay for measures such as loft, cavity or solid wall insulation, double glazing, a new boiler or even a 'micro-generation' system such as solar panels.

Full information can be found at www.gov.uk/green-deal-energy-saving-measures

An assessment of the Green Deal for consumers: <http://www.which.co.uk/energy/creating-an-energy-saving-home/guides/the-green-deal-explained/what-is-the-green-deal/>

HMRC remove VAT registration threshold for non-UK businesses

The UK has always allowed its domestic VAT registration threshold (currently £77,000) to apply to NETPs who make taxable supplies in the UK, as well as to UK businesses. NETPs include, for example, non-UK traders at farmers' markets or Irish service suppliers working across the land border. However, a decision (Schmelz C-97/09) in the CJEU (the European Court of Justice) has confirmed that only businesses established in a Member State can benefit from its domestic VAT registration threshold.

From 1 December 2012, any non-established business which makes or intends to make taxable supplies in the next 30 days has 30 days from the date it formed that intention to notify HM Revenue & Customs (HMRC) that it is required to register for VAT.

A business not established in the UK will be required to register from the earliest of the date that it made or expected to make taxable supplies in the UK (but no earlier than 1 December 2012). Existing UK place of supply rules have not been changed. Overseas businesses making only reverse charge supplies of services to the UK will not normally be affected by the removal of the threshold.

Overseas businesses only involved in distance sales or acquisitions are not affected by the removal of the VAT registration threshold.

Any NETP business which is required or entitled to register for VAT can apply for VAT registration either online or by completing form VAT 1.

More information on UK VAT registration can be found in Notice 700/1 Should I be registered for VAT? on the website <http://www.hmrc.gov.uk/>. If you are in any doubt about the correct treatment, please contact the VAT Helpline on 0845 010 9000, or if calling from abroad on +44 2920 501 261.

German Travel – Swiss Section

A new show is being launched that promotes the best of German travel, food and design. Discover Germany is calling for input for a Swiss Section as part of this year's Scandinavia Show, in a separate section and promoted as a separate event. 12,000 visitors will be expected and the media partner is the Evening Standard. For further information please see:

http://www.discovergermany.org.uk/discover_germany_live.html and www.scandinaviashow.co.uk

Rotary Club Chelsea finds out about Swiss Success



© FDFA

From left to right: Urs Halter, Halter Management, Christine Jasper, President Rotary Club Chelsea, Thorsten Terweiden, Head of SBH UK

On 19 March the Head of the Swiss Business Hub UK gave a talk on Swiss success at the Rotary Club Chelsea. His presentation focused on the success of Swiss brands in the UK market, as well as an overview of the promotion work of the Swiss Business Hub, in particular its export and location promotion activities. For further information about the Rotary Club Chelsea, please see <http://www.chelsearotaryclub.org.uk/>

POOL OF EXPERTS - NEWS

Manuela Macchi of Keltie LLP joins Pool of Experts



© Charles Sturge

Manuela Macchi <http://www.poolofexperts.ch/de/experts/manuela-macchi/> is a partner at Keltie LLP and joined the Pool of Experts in January.

Manuela's substantial trade mark practice covers a broad range of industries and ranges from clearance searches and prosecution to due diligence searches, contentious matters, negotiations and co-existence agreements. Manuela has also been involved in trade mark proceedings before the High Court and the Court of First Instance of the European Communities. Whilst Manuela's workload concentrates primarily on trade marks, she is also experienced in domain name, copyright and design matters. Manuela is fluent in English, Italian, French and German. She hails from the Canton of Ticino, the Italian speaking part of Switzerland.

Keltie is a partnership of patent and trade mark attorneys based in the City of London. It acts directly before the UK Intellectual Property Office, European Patent Office, OHIM (the EU Trade Mark Office) and the World Intellectual Property Organization (WIPO) in all IP matters.

Keltie acts globally in all fields of commerce and technology, across the full range of intellectual property law. It also offers consultancy services to IP owners and managers.

You can find out more about Manuela and Keltie LLP at www.keltie.com.



© Inga Ernstsone (in the French Alps)

Ms Inga Ernstsone of the Baltic International Bank was the lucky winner of two return tickets to Geneva in last year's prize draw at the SBH UK Christmas reception. She has sent us the following message which we would like to share with our readers:

"I would like to thank you all for the wonderful Swiss Air trip to Switzerland that was so generously sponsored by [Swiss International Air Lines]. I had a wonderful time skiing in the Alps, the sun was hiding this time, but the snow was great!"



For comments or suggestions: please send an email to lon.sbhuk@eda.admin.ch

To subscribe or unsubscribe: please send an email to: lon.sbhuk@eda.admin.ch (please state "SBH UK Newsletter: SUBSCRIBE / UNSUBSCRIBE" in the subject line)

Please include full contact details (Surname, First Name, Company, Postal Address, Phone / Fax / E-mail)

DISCLAIMER:

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