

enabling new business

**+** SWITZERLAND  
GLOBAL  
ENTERPRISE



# TRANSPARENCY

Welcome to the 15th Investment Promotion Summit

**DANIEL  
KÜNG**



**PATRIK  
WERMELINGER**









# More Transparency



towards our potential investor



among us



towards Swiss politics

# Explore Switzerland

Select Region

Select Canton

Select District

Select Municipality...

Discover our whole country

Analyze Switzerland

## ALL YOU NEED TO KNOW FOR YOUR NEXT MOVE

Use our data tools to analyze Switzerland



### Community Infographic

Our interactive infographic illustrates key data about Switzerland.



### Demographics

Come see what our workforce can do for your business looking at robust, detailed, and interactive demographic information.



### Business Data

Explore industry clusters, find major employers and discover your competitors or customers.



### Dynamic Maps

Demographic variables and GIS data related to growing or expanding in Switzerland.



### Compare Communities

Compare communities and areas within Switzerland for a better understanding of our regions.



### Talent Pool

Research, analyze and map data about universities in Switzerland, and degrees conferred by program.



# More Transparency



towards our potential investor



between us



towards cantonal and national politics

**ANDREA DANANI**





# **CUSTOMER FOCUS & TRANSPARENCY**




# Representing Switzerland abroad



Auslandschweizer-Organisation  
Organisation des Suisses de l'étranger  
Organizzazione degli Svizzeri all'estero  
Organisaziun dals Svizzers a l'ester




GGB<sup>a</sup>  
Invest  
Western  
Switzerland

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Eidgenössisches Departement für  
auswärtige Angelegenheiten EDA

 SWITZERLAND  
GLOBAL  
ENTERPRISE

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland  
Swiss Business Hub USA

swissnex  
network 

**SWI** swissinfo.ch

 **Swiss-American  
Chamber of Commerce**

  
Switzerland.

**SWISS  
CHINESE  
CHAMBER  
OF  
COMMERCE**



Präsenz Schweiz  
Présence Suisse  
Presenza Svizzera  
Preschientscha Svizra  
Presence Switzerland

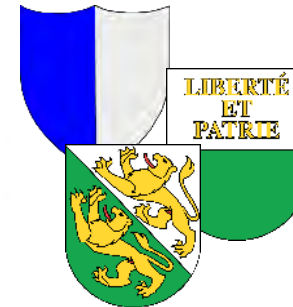
 **Greater Zurich Area**  
Expanding business horizons


St.Gallen  
Bodensee  
Area



**BASEL  
AREA.  
SWISS**

瑞  
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 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Eidgenössisches Departement für  
Wirtschaft, Bildung und Forschung WBF  
Staatssekretariat für Bildung,  
Forschung und Innovation SBFI



economiesuisse



**Switzerland.**  
get natural.

مجلس الأعمال السويسري  
**SWISS BUSINESS COUNCIL**

**prohelvetia**

# LUNCH & GUIDED TOUR





**JÜRIG MICHEL**



# Welcome to the Würth Group

JÜRIG MICHEL

President of the board of Würth Management AG

Member of the advisory board of the Würth Group

# The family business ADOLF WÜRTH GMBH & CO. KG

Founded in Künzelsau in 1945





# WÜRTH

## A family Business



**Bettina Würth**

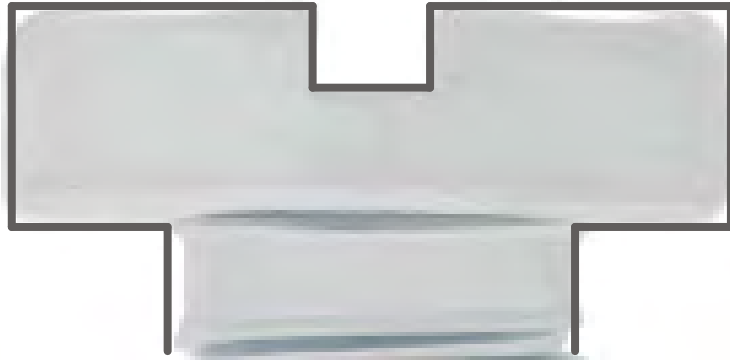
Chairwoman of the  
Advisory Board

**Prof. Dr. h. c. mult. Reinhold Würth**

Chairman of the  
Supervisory Board

# Development of the Würth brand

At the beginning there was the screw



# WÜRTH GROUP

## A family business

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WORLD MARKET LEADER  
in the trade with assembly and connecting materials

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74,159 employees worldwide

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Driving force of our success is **DIRECT SELLING**  
Every day, around 32,300 sales representatives  
meet 300,000 customers

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Core product range comprises 125,000 products

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EUR 12.7 bn. annual sales 2017

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Over 400 legally independent companies  
in more than 80 countries





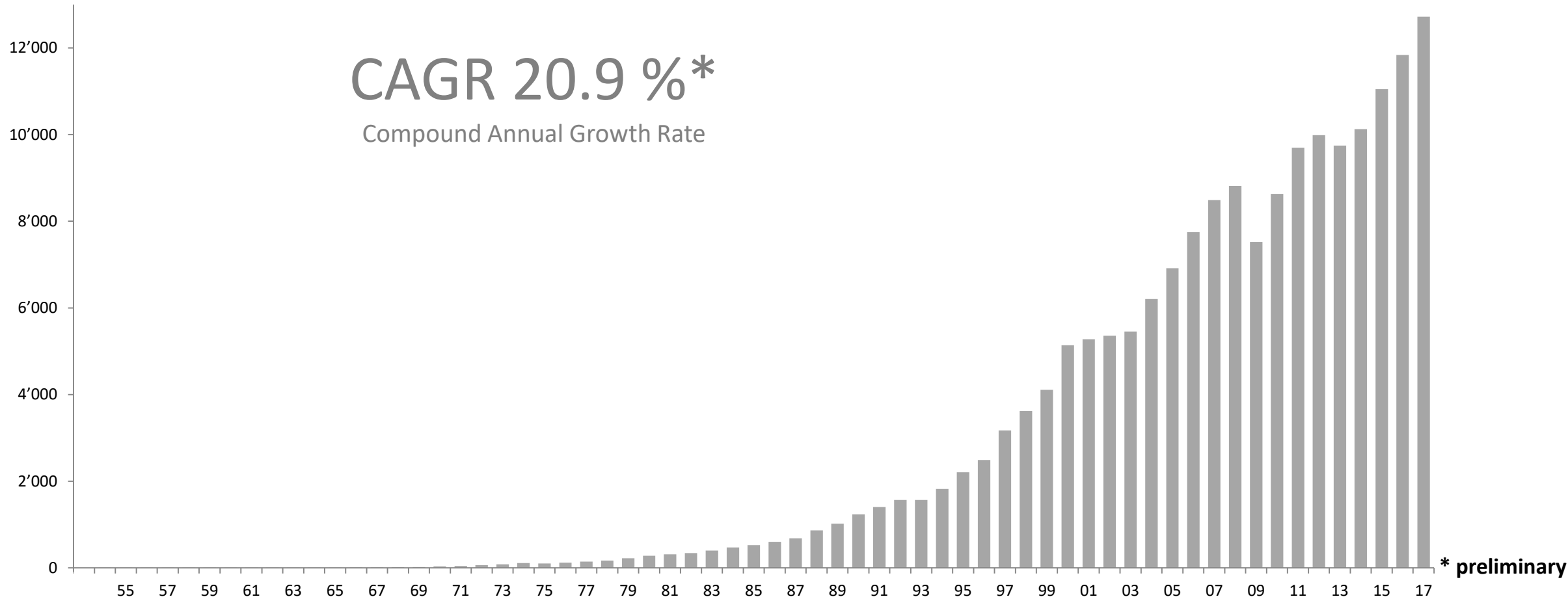
# The classical würrth product range



# Sales development WÜRTH GROUP

## 1954 - 2017, IN MIO. EUR

12,720\*



# Five principal success factors of the würth group



## SALES

about 60 % of all employees are in sales / 1,800 branch offices



## INTERNATIONALISATION

over 80 countries



## DECENTRALIZED STRUCTURE

over 400 fully operational independent companies



## QUALITY



## BRAND

# (Why is) WÜRTH IN SWITZERLAND

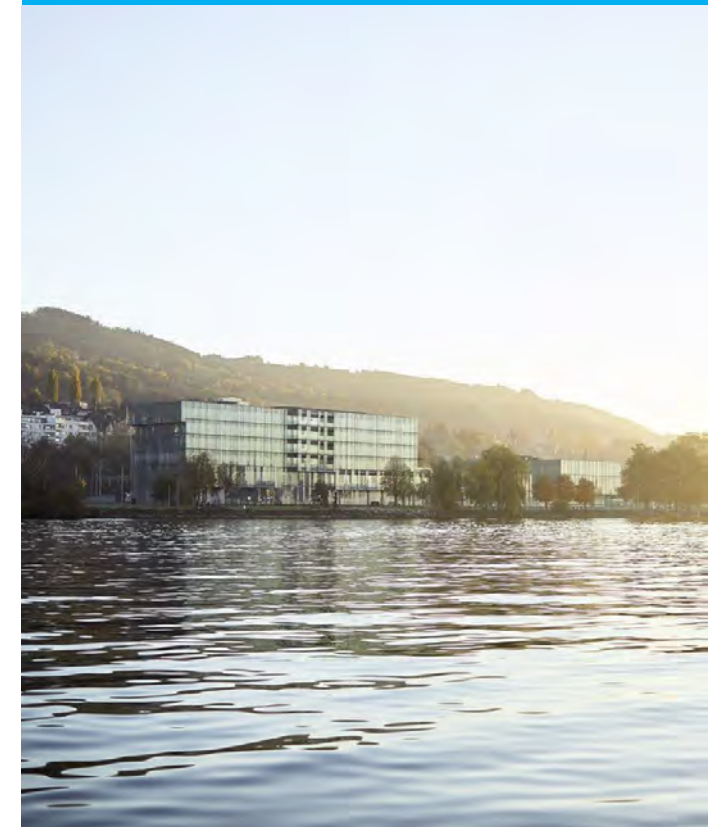
## Core Business in Arlesheim



## Functional Holding in Chur



## Service- and Management Development Center in Rorschach





# (Why is) WÜRTH IN SWITZERLAND

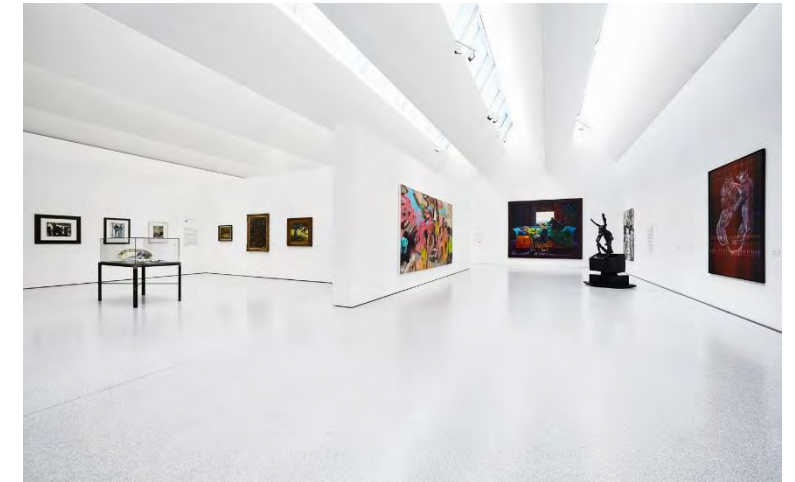




# (Why is) WÜRTH IN SWITZERLAND



# (Why is) WÜRTH IN SWITZERLAND



**URS HOFMANN**





15th Investment Summit, Rorschach

## Update Steering Group Landesmarketing

**Urs Hofmann**

Minister of Economy and Interior, Canton of Aargau and  
Co-Chair of the Steering Group Landesmarketing

## 1. Starting situation

- Location promotion at national level is a key pillar of promoting Switzerland as a business location
- This is a joint task shared by the government and cantons – the mandate for operational promotion work has been awarded to Switzerland Global Enterprise
- The Steering Group Landesmarketing (SG LM) manages the strategic aspects of the mandate



## 2. Added value for the cantons

The cantons benefit as a whole from the mandate for national location promotion:

- Efficient, standardised, coherent information about Switzerland as a business location
- Access to the external network of the Federal Department of Foreign Affairs (Swiss Business Hubs)
- Government provides 75% of funding, the cantons provide 25%
- Numerous high value-creating business clusters

## 3. Ongoing work by SG LM: performance agreement 20-23

The SG LM is currently preparing a new performance agreement (PA) 2020-2023:

- National location promotion is to remain a joint task of the government and cantons
- The new mandate to be re-awarded to S-GE
- Optimisation of the mandate in the context of existing structures
- Performance agreement 2020-23 to be approved at the plenary session of the Conference of the Cantonal Directors of Economic Affairs in June 2019
- Federal Councillors to decide on the loan by the end of 2019

## 4. Performance agreement 20-23: key content

National location promotion will focus on investor needs. The top priority is to generate business clusters and jobs.

Optimisation, particularly in the following areas:

- **Intensify focus on industry/country**
- **Optimise coordination between the players and their activities**

The underlying strategy drafted for 2017-19 will provide the basis for continuing development of location promotion.

## 5. National location promotion and federalism

The different strategies of the cantons are a particular challenge for national location promotion.

Federal competition obliges the cantons to adopt attractive location policies. Empirical evidence demonstrates that the number of layers of government does not have a negative impact on investment attractiveness.\*

**→ Challenge: use the advantages of the federal system to best effect**

The federal structure necessitates close coordination between the various levels  
**→ Accept the differing cantonal requirements and be constructive in taking account of them in the system (bottom-up)**

*• Study by chStiftung: Federalism and Competitiveness in Switzerland, Universities of Freiburg and Lucerne, NZZ Libro, March 2017*

# **CLOSING REMARK**





**Apéro + Dinner at Hotel Bad Horn**

