

Investment Summit 2018

FACTORY MARKETING



Agenda

When?	What?	Who?
14.00 – 14.25 h	Overview and Update Marketing Activities	Fabienne Bernet / Corinne Ari
14.25 – 14.35 h	Q&A	Fabienne Bernet / Corinne Ari
14.35 – 14.50 h	Marketing claim workshop	Fabienne Bernet / Corinne Ari
14.50 – 15.00 h	Room change break	all
15.00 – 15.25 h	Overview and Update Marketing Activities	Fabienne Bernet / Corinne Ari
15.25 – 15.35 h	Q&A	Fabienne Bernet / Corinne Ari
15.35 – 15.50 h	Marketing claim workshop	Fabienne Bernet / Corinne Ari
15.50 – 16.15 h	Coffee break	all

OVERVIEW MARKETING TOOLS OF S-GE

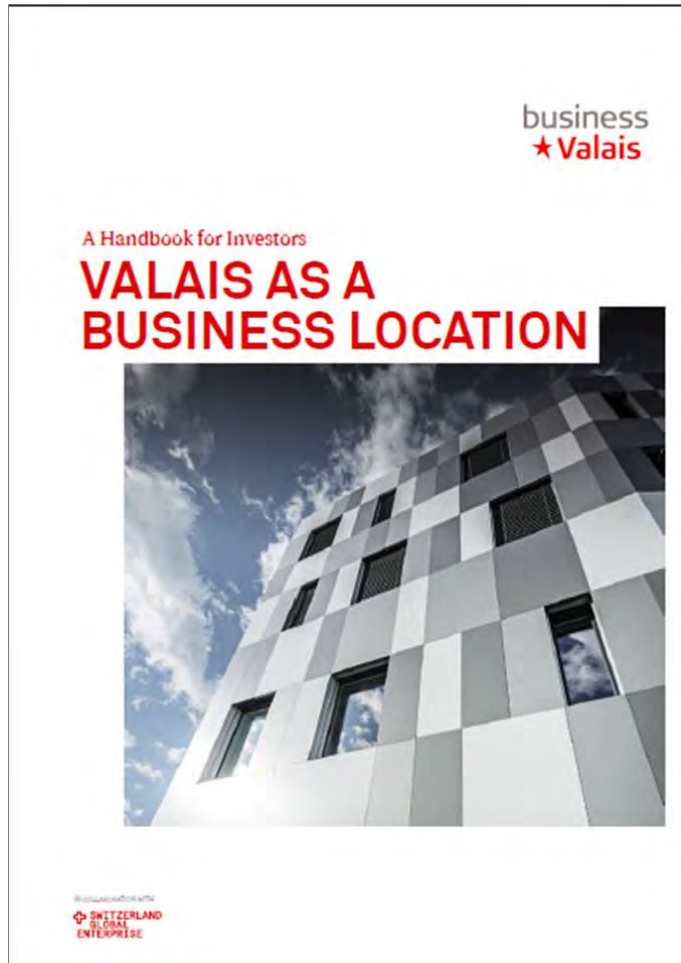


Handbook for Investors



-
- Available in 9 languages:
 - English
 - German
 - French
 - Italian
 - Spanish
 - Portuguese
 - Russian
 - Chinese
 - Japanese
 - www.sge.com/handbookforinvestors
 - Order for Cantons: [Online Shop](#)
 - Update in the next weeks

Handbook for Investors: White Labeling



Customizable content:

- Cover
 - Company description
 - Welcome note
 - Image section
 - Chapter «Investment Promotion» (Services)
 - Chapter «Annex» (Network)
- + Change of primary color

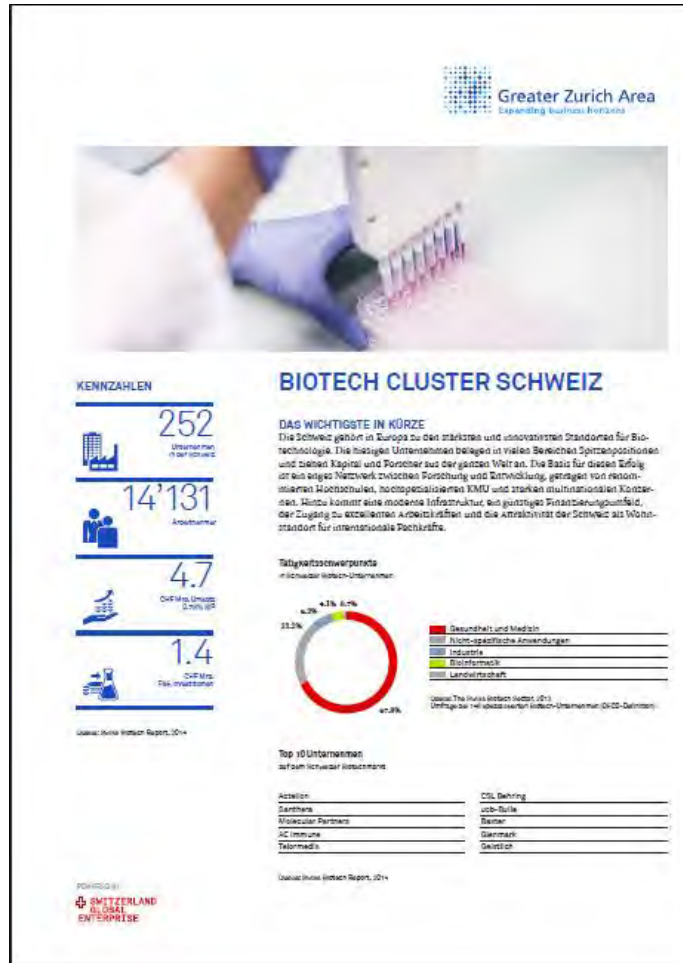
Available in de, en, fr, it, es, pt, ru, ja, and zh (simple Chinese)

Factsheets: Business Environment - Sectors - Value Chain



- 22 Factsheets in 9 languages:
 - Company Foundation
 - Corporate Taxation
 - Customs
 - Data centers
 - Financial Center
 - Labor Market
 - Product Design
 - Production
 - Innovation
 - Professional Training
 - MEM
 - ICT
 - Pharma
 - Medtech
 - Biotech
 - Fintech
 - Design & Branding
 - Manufacturing
 - Operational Excellence
 - Research & Development
 - Sales & Marketing
 - Supply Chain
- Yearly update
- Two new Factsheets planned for 2018

Factsheets: White Labeling



Customizable content:

- Logo and Key visual
- Contact information
- Testimonial
- Contacts and further information
- Specific examples, if there (e.g. IP-Box)

+ Change of primary color

Available in de, en, fr, it, es, pt, ru, ja, and zh (simple Chinese)

White Labeling: Pricing

Factsheets ≤ 5 versions, x languages		Factsheets > 5 versions, x languages	
Initial costs	Annual update	Initial costs	Annual update
CHF 5,000	CHF 2,500	CHF 10,000	CHF 5,000

Handbook for Investors (per language)	
Initial costs	Annual update
CHF 5,000	CHF 5,000

→ If you are interested in a white label version, please contact Fabienne Bernet.

Media asset database via Censhare



New login!

Link MAD: www.s-ge.com/censhare

Login User: consumer_sge_third

Passwort: Inspiring

Sample picture on Censhare



Image Clips and Topical Videos



Success Stories – www.s-ge.com/en/success-stories



Switzerland offers the world's best financial and regulatory environment and consequentially the greatest level of protection for our customers' bitcoins.

Wences Casaree CEO, XAPO | Jul 12, 2017 09:00 AM

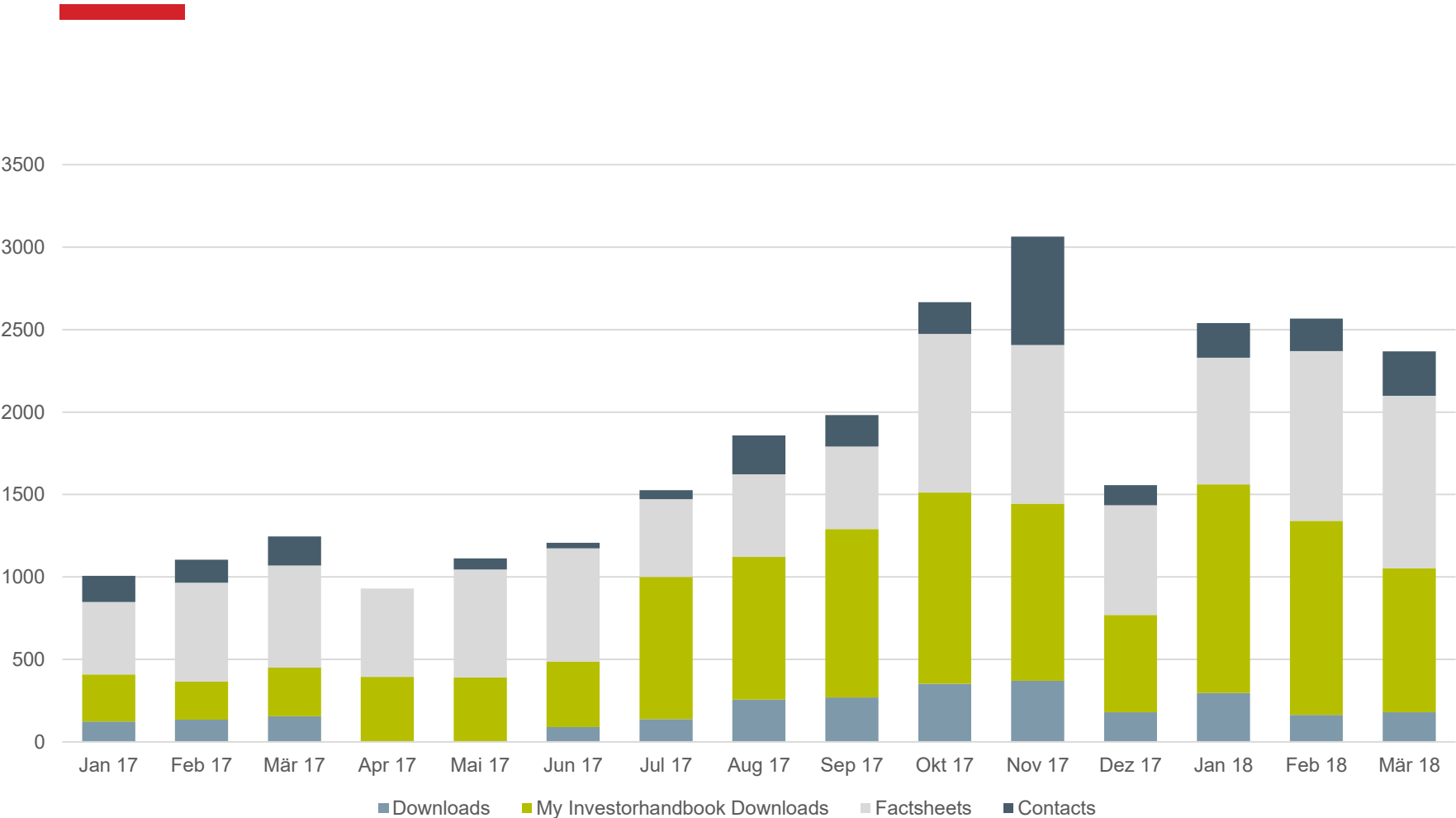


-
- 21 Success Stories online
 - New Success Stories planned
 - [Link Video XAPO](#)

Website: Triggered Actions – Quarter 1, 2018

Triggered Actions	Target	Achieved
Contacts	589	681
Factsheets	1,048	2,842
Handbook for Investors	1,081	3,317
Other Downloads	488	639
Total	3,206	7,479

Website: Triggered Actions 2017 / Quarter 1, 2018



Real Estate – Top Projects Online



Ecoparc in Daval - Sierre/Valais

The Daval site covers an area of 200,000 m² and is fully equipped, situated at the heart of Valais and equidistant from Milan, Geneva and Zürich.



Mürtschenpark - the winner takes it all

The opportunity to turn this vacant 3'000 m² Office Space into your Headquarter. 📍



The new formation of a district

The Papiereri-Areal stretches across 277'000 m² of industrial area and was used during 150 years for paper production. Therefore it is well... 📍



Baslerpark Zurich - Office with ConclergeDesk

Thank you for taking time to get more information about the office spaces at Baslerpark. 📍



Suurstoffi

Business location for up to 50.000 m². We are glad to examine the possibility of tailored, single and multi tenant solutions ranging betw... 📍

- Regular update, according to data available at Swiss Circle
- www.s-ge.com/realestate
- Currently 29 projects online
- New projects have to be reported via Swiss Circle and are implemented via S-GE

Tax Tool

1 SELECT A COUNTRY


Switzerland > China > United Kingdom >

2 SELECT REGIONS

Switzerland >
China >
United Kingdom >
United Kingdom (London)

3 SELECT A COMPARISON

Effective average tax rate



Corporations: Effective average tax rate

The effective average tax rate (EATR) is one of the most important indicators when a foreign company wants to relocate its business to a new country or region. Therefore, it measures the tax burden on a profitable investment in this new location. For this, all of the relevant forms of taxation and tax regulations are taken into account. In %.

Sorting: By Value

Ascending

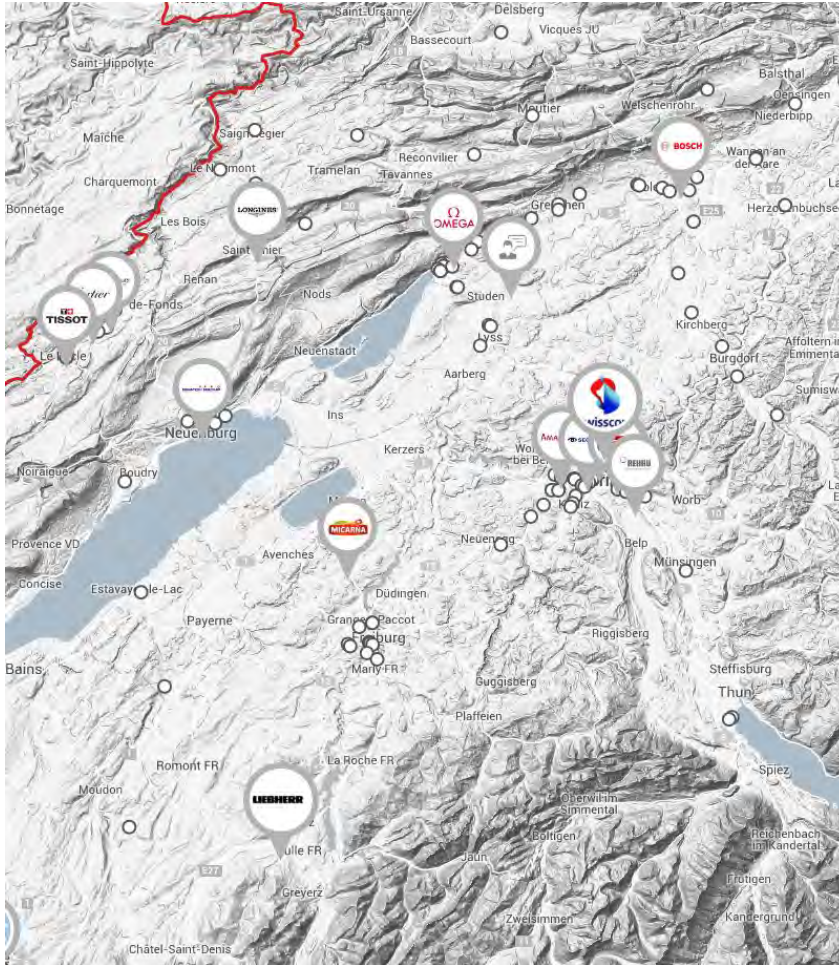
Export chart as image

Export chart as excel



- Only internal use:
<https://www.s-ge.com/taxtool>
User: sge
PW: SgeBackup2017!
- Annual update of figures (both cantonal and international)
- AG, AI, FR, JU, NE and SO are not included (link to FDF available)
- In 2017, very rare use of the tax tool.

Leading Companies



- Updated data from 15 cantons
- Filtered teaser on respective sector fact sheet landing pages
- Filtered views resp. links available for Cantons and Areas

www.s-ge.com/leadingcompanies

Leading Companies: Updated Version

LEADING COMPANIES

Leading Companies is a dynamic visualization of the most important enterprises operating in Switzerland. Discover top companies of nine different industry sectors across any cantons and areas.

The screenshot displays a web interface for a map of Switzerland. At the top, there are three search filters: a text input field labeled "Name / Postcode / City", a dropdown menu labeled "CANTON / AREA" with the placeholder text "Type to search...", and another dropdown menu labeled "COUNTRY OF ORIGIN" with "All" selected. Below these filters is a section titled "INDUSTRIES" with a scrollable list of categories: All, Biotech, Central Functions, Chemical and Pharmaceutical, Cleantech / Renewable Energy, Finance, Food, and ICT. To the right of the industries list is a grey button labeled "APPLY FILTER". The bottom half of the image shows a map of Switzerland with numerous red location pins scattered across the country, representing the locations of leading companies.

Newsticker: www.s-ge.com/invest-news

- Promote our locational advantages across the world
- Create awareness, get potential investors' attention, generate leads



NEWS | MAR 28, 2018

KeyLemon, a success story made in Valais

KeyLemon, a Valais-based start-up specialized in 3D facial recognition, has been recently acquired by Apple sensor supplier ams. The company's he...



NEWS | MAR 28, 2018

Bühler opens battery lab in China

Bühler opened a new battery lab in China on Friday, where it will produce high-performing electrode slurries. The new laboratory will also offer ...



NEWS | MAR 23, 2018

Researchers print multifunctional origami structures

Researchers at the Federal Institute of Technology in Zurich have fabricated origami structures into 3D printed objects. The design, which mimics...



NEWS | MAR 22, 2018

Baumer presents new miniature sensors

Sensor and precision technology manufacturer Baumer has launched new ultrasonic miniature sensors. A patented coating protects them against aggre...



NEWS | MAR 22, 2018

Three Swiss cities among top 10 for quality of life

Zurich, Geneva and Basel remain among the top ten cities in the world for highest quality of living, according to the latest annual survey by glo...



NEWS | MAR 21, 2018

Security in cryptospace with Safekee

The Ticino startup Swiss Blockchain Technology has launched Safekee, which is a decentralised security solution for cryptospaces. Safekee is the ...



NEWS | MAR 20, 2018

100 successful investment projects create sustainable added value for the Greater

A total of 100 foreign companies settled in the Zurich economic



NEWS | MAR 20, 2018

Fibre optic network boosts Basel's appeal

Energy and communications firm IWB and Swisscom have



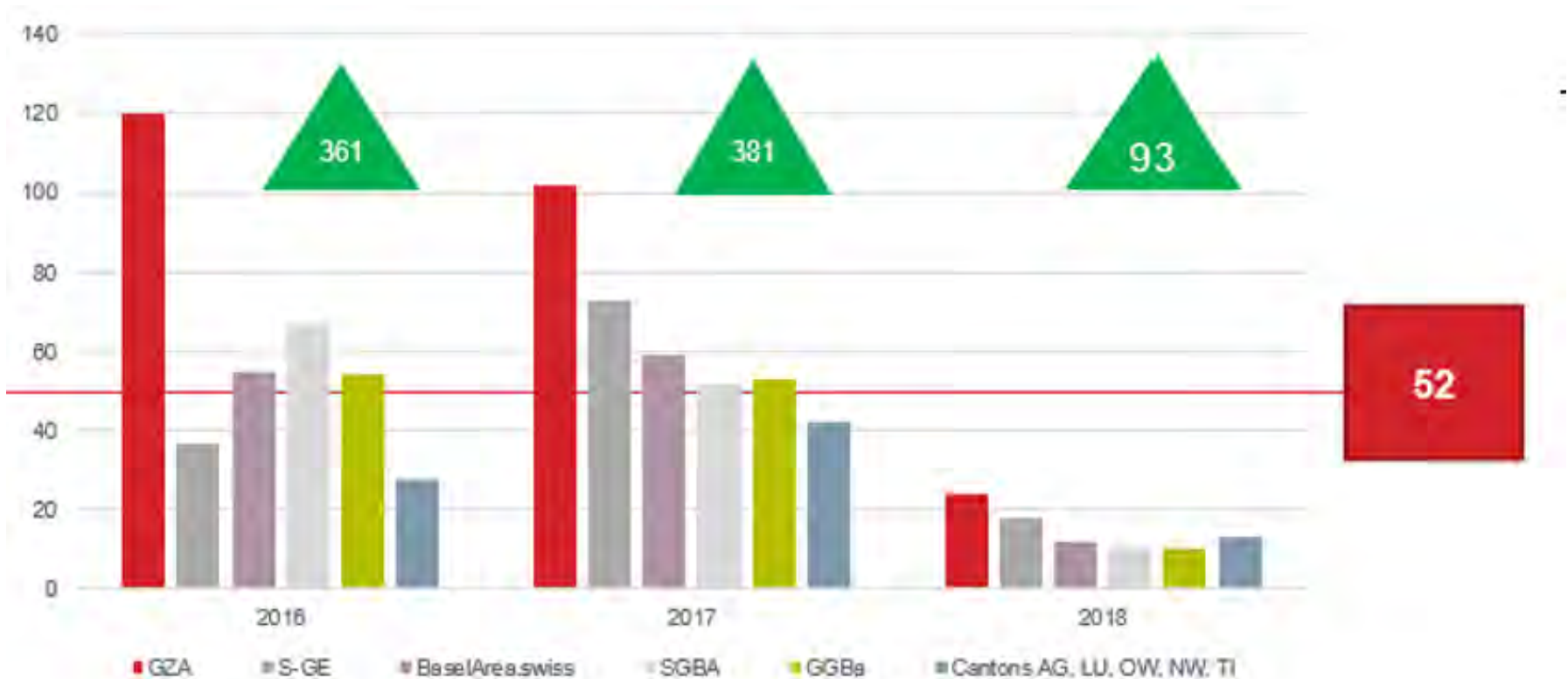
NEWS | MAR 20, 2018

Switzerland ranks fifth happiest nation in the world

As in previous years, the Swiss are considered among the

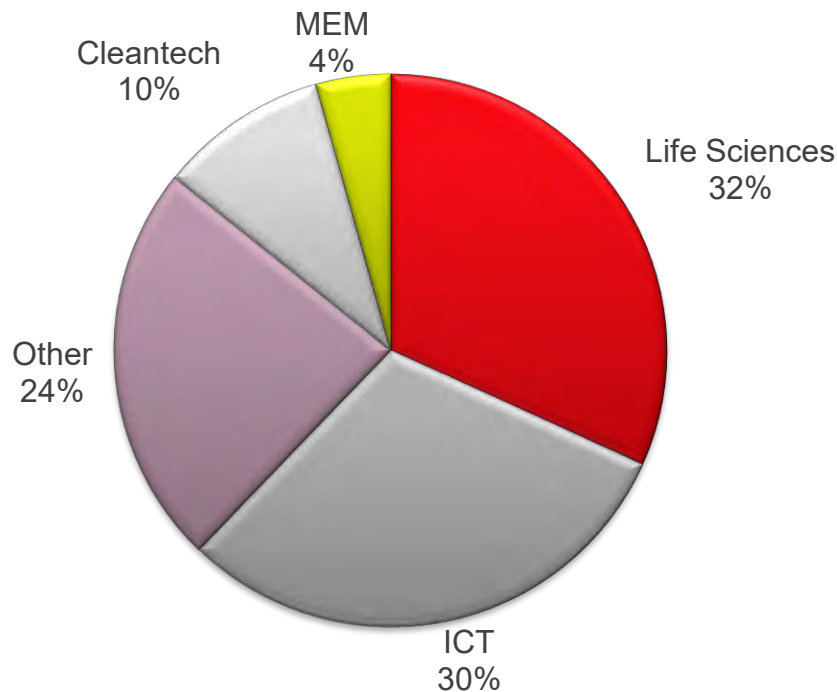
Regional Split

- 2017: 381 news -> 1 news per day -> Goal accomplished
- Regional split much more balanced in 2017



Content

Sector Split in 2017



Life Sciences

- [Roche leads in patent applications](#)

ICT

- [Safe Host opens Switzerland's largest data center](#)

Cleantech

- [Cleantech innovation made in Switzerland: Future lab NEST explores sustainable living](#)

MEM

- [LafargeHolcim develops concrete for super laser](#)

Other

- [Apple colours its headquarters with Aargau paint](#)

Focus Sectors

NEWS

WISEKEY USES ULTRA-SECURE DATACENTER IN THE SWISS ALPS

Feb 14, 2018 00:34 AM | Newroom, S-GE

WiseKey International Holding Ltd (WiseKey), a leading Swiss cybersecurity and IoT solutions company, announced that its recently introduced WISECoin Digital Identity Cryptocurrency is securely stored in an ultra-secure Datacenter built within a former military bunker located in the Swiss Alps.



The Swiss Alps provide the market's most secure infrastructure for sensitive data.

Of note, in October 2017, WiseKey announced a partnership with the Swiss company Deltalis SA to deploy critical infrastructures from an ultra-secure Datacenter built within a former military bunker located in the Swiss Alps to provide trusted, ultra-secure hosting for its WISECoin using the latest Blockchain technology.

Through this partnership, WiseKey is in the unique position to provide the full set of technologies required for a successful trusted cryptocurrency, including its own Root of Trust, Secure Semiconductors, PKI-based Digital Identity Technology (SuisseID, QuoVadis and CertifyID) combined with a trusted, ultra-secure hosting facility in Geneva and Swiss Alps to secure and protect its WISECoin ICO and WISECoin Hardware Wallet introduced during the Davos Blockchain and Cryptocurrency Gathering on January 24, 2018.

Most secure Datacenter in the market

WiseCoin Crypto Keys are already stored in the most secure Datacenter in the market inside a former military granite bunker, built in the Swiss Alps. This bunker has been transformed to provide an ultra-secure environment for data and IT. The bunker has all the required accreditations – from IT security certifications such as the ISO 27001, to the impressive EM-SHIELD seal – needed to certify protection of data from electromagnetic pulses, nuclear catastrophes or terrorist attacks. Following the acquisition of QuoVadis Trustlink Schweiz AG by WiseKey, the WiseKey Bunker is also securely hosting and operating critical

Focus Sectors 2018:

Cyber Security

- [Geneva to play leading role in global Internet governance](#)

Robotics & Drones

- [Zurich becoming a mecca for robots](#)

Biotech

- [Novartis is World's Most Innovative Biotech Company](#)

Twitter / LinkedIn



@investCH



s-ge.com/linkedin-invest



Invest Switzerland
@investCH

Follow the investment promotion account of Switzerland Global Enterprise for compelling information about Switzerland as a business location. Also see @SGE.

Switzerland
s-ge.com/invest
Joined August 2009

584 Photos and videos

Tweets	Following	Followers	Likes	Lists	Moments
1,909	279	3,232	367	18	1

Tweets Tweets & replies Media

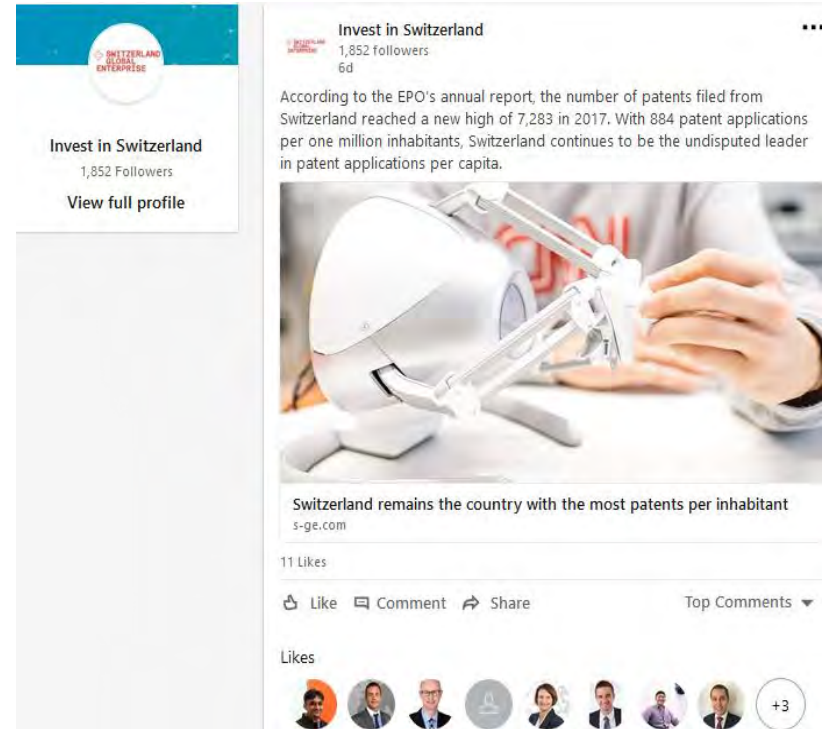
Pinned Tweet

Invest Switzerland @investCH · 21 Nov 2017
Why Switzerland has what it takes to be a global digital hub: youtu.be/SyHf8eALeRA #DigitalDay #deeptech #startups #tech @dgt.switzerland

Switzerland - a digital innovation hub
Find out more: Follow us on Twitter: <https://twitter.com/investCH> Follow us on LinkedIn: <https://www.s-ge.com/linkedin-invest> History of in... youtu.be.com


You Retweeted

Mike Quindazzi @MikeQuindazzi · 13 Nov 2017
Forget the #Smartwatch? #ArtificialIntelligence, #MachineLearning, #Robotics, #Fintech, #Insurtech, #Regtech, #Chatbots, and #HealthTech increasingly made in #Switzerland. bit.ly/2mhDasd



Invest in Switzerland
1,852 followers
6d

According to the EPO's annual report, the number of patents filed from Switzerland reached a new high of 7,283 in 2017. With 884 patent applications per one million inhabitants, Switzerland continues to be the undisputed leader in patent applications per capita.




Switzerland remains the country with the most patents per inhabitant
s-ge.com

11 Likes

Like Comment Share Top Comments

Likes



LinkedIn: Currently in 15 Markets

Showcase Pages



Invest in Switzerland
International Trade and Development
1,855 followers



Swiss Business Hub Brazil
International Trade and Development
611 followers



Swiss Business Hub USA
International Trade and Development • New York, NY • 1,488 followers
2 connections work here. See all 48 employees on LinkedIn →



Swiss Business Hub Canada
International Trade and Development
497 followers



Swiss Business Hub India
International Trade and Development
359 followers



Swiss Business Hub Italy
International Trade and Development • 257 followers
[Manage page](#) [See jobs](#)



Swiss Business Hub France
International Trade and Development
323 followers



Swiss Business Hub China
International Trade and Development
290 followers



Swiss Business Hub Korea
International Trade and Development • Seoul, Seoul • 4 followers
[Manage page](#) [See jobs](#)



Swiss Business Hub Russia
International Trade and Development
269 followers



Swiss Business Hub Italy
International Trade and Development
255 followers



Swiss Business Hub UK & Ireland
International Trade and Development
218 followers



Swiss Business Hub Poland
International Trade and Development
107 followers



Swiss Business Hub Spain
International Trade and Development
51 followers



Swiss Business Hub Turkey
Nonprofit Organization Management
26 followers

Twitter: 5 Accounts

My Tweets SBH_USA

Swiss Business Hub @SBH_USA
3 days ago

"Martian Garden" in Switzerland - @torybruno
Switzerland would be happy to host ULA!

Swiss Business Hub @SBH_USA
"Martian Garden" in Switzerland - Swiss researchers test high-tech camera that will be sent to the red planet #Swisscience #Switzerlandinnovation...
[Read More](#)

My Tweets SBH_Brazil

Swiss Business Hub @SBH_Brazil
Mar 1

The international call for #agritech projects is now open: Entries can be submitted at agricochallenge.org, from 1 March to 31 May 2018. #cleantech #AgriCoChallenge ow.ly/Vw7730iH4QL

Resolved by Corinne Ari
Mar 19 · [View Assignment History](#)

Invest Switzerland
@investCH

Follow the investment promotion account of Switzerland Global Enterprise for compelling information about Switzerland as a business location. Also see @SGE.

Switzerland
s-g.e.com/invest
Joined August 2009

1,909 Tweets · 279 Following · 3,232 Followers · 367 Likes · 18 Lists · 1 Moments

Tweets Tweets & replies Media

Invest Switzerland @investCH · 21 Nov 2017
Why Switzerland has what it takes to be a global digital hub: https://youtu.be/_jYtH4LEA #DigitalDay #europeantech #startups #tech @dgt_switzerland

Switzerland - a digital innovation hub
Find out more: Follow us on Twitter: <https://twitter.com/InvestCH> Follow us on LinkedIn: <https://www.s-g.e.com/linkedIn-invest> History of in... [youtube.com](https://www.youtube.com)

My Tweets SBH_Germany

SBH_Germany retweeted.

Schweiz in Berlin @CHBotschaftDE
4 days ago

Ranking von @mercer zeigt: Schweizer und deutsche #Städte bieten weltweit höchste #Lebensqualität. #Wien #Zürich #München #Mercer 🌞🌿🏠👨‍🔬🏔️👨‍👩‍👧‍👦👨‍👩‍👧‍👦👨‍👩‍👧‍👦

Rank	City	Country
1	Vienna	Austria
2	Zurich	Switzerland
3	Munich	Germany
6	Dusseldorf	Germany
7	Frankfurt	Germany
8	Geneva	Switzerland
9	Copenhagen	Denmark
10	Basel	Switzerland

My Tweets SBH_France

SBH_France @SBH_France
Mar 16

Connaissez-vous les grandes #entreprises implantées en #Suisse ? De @Roche à @Nestle en passant par @SwissRe focus sur ces grands groupes de la Confédération Helvétique [s-g.e.com/fr/article/act...](https://www.s-g.e.com/fr/article/act...)

Hootsuite: Monitoring + Publishing

The screenshot displays the Hootsuite dashboard interface. At the top, there is a browser address bar showing the URL <https://hootsuite.com/dashboard#/tabs?id=54287897>. Below the browser, the Hootsuite interface includes a top navigation bar with a search bar, a 'Composer BETA' button, and a user profile picture. A secondary bar contains various social media network tabs such as 'SGE (Twitter)', 'LinkedIn S-GE/Invest', 'LinkedIn SBH', 'Twitter SBH_FB RU', 'LinkedIn GL', 'LinkedIn MA', 'Twitter MA', 'YouTube', and 'Talkwalker'. The main content area is divided into three columns, each displaying a 'Company Updates' post from a Swiss Business Hub account.

- Left Column:** Post from 'Swiss Business Hub USA @switzerland.-trade-&-investment-promotion.' dated '1 hour ago'. The text reads: 'Switzerland is a hotbed for crypto and blockchain & second in the world for ICO funds raised since 2014. As of 2017 four out of the six largest ICOs...'. It includes an image of a Swiss flag and stacks of gold coins, and has '121 views'.
- Middle Column:** Post from 'Swiss Business Hub Canada @swiss-business-hub-canada' dated 'Mar 19'. The text reads: 'Microsoft commits to Switzerland with the intention to set up new data centers in Zurich and Geneva by 2019. «We intend to be the first global...'. It includes an image of a Microsoft sign on a building and has '353 views'.
- Right Column:** Post from 'Swiss Business Hub UK & Ireland @swiss-business-hub-uk-and-ireland' dated '3 days ago'. The text reads: 'Credit Suisse provides around CHF 30 million for investing in Swiss fintech companies. The VC will be available to companies domiciled in Switzerland...'. It includes an image of hands signing a document and has '102 views'.

Overview: Marketing tools S-GE

Handbook for investors



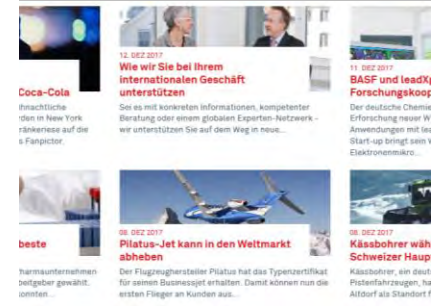
Factsheets



Various media (videos, photos, Cube, success stories, etc.)



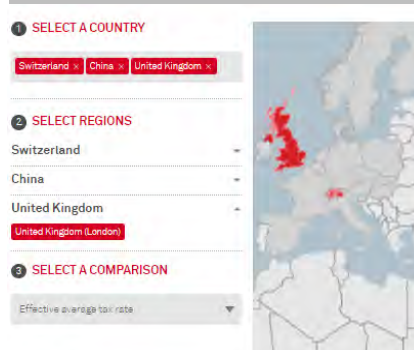
Website, Newsticker & SoM



Real Estate tool with projects



Tax tool



Leading Companies



Flights Overview













Whitelabel version available

OVERVIEW MARKETING ACTIVITIES SWITZERLAND













Synergies in Marketing Activities

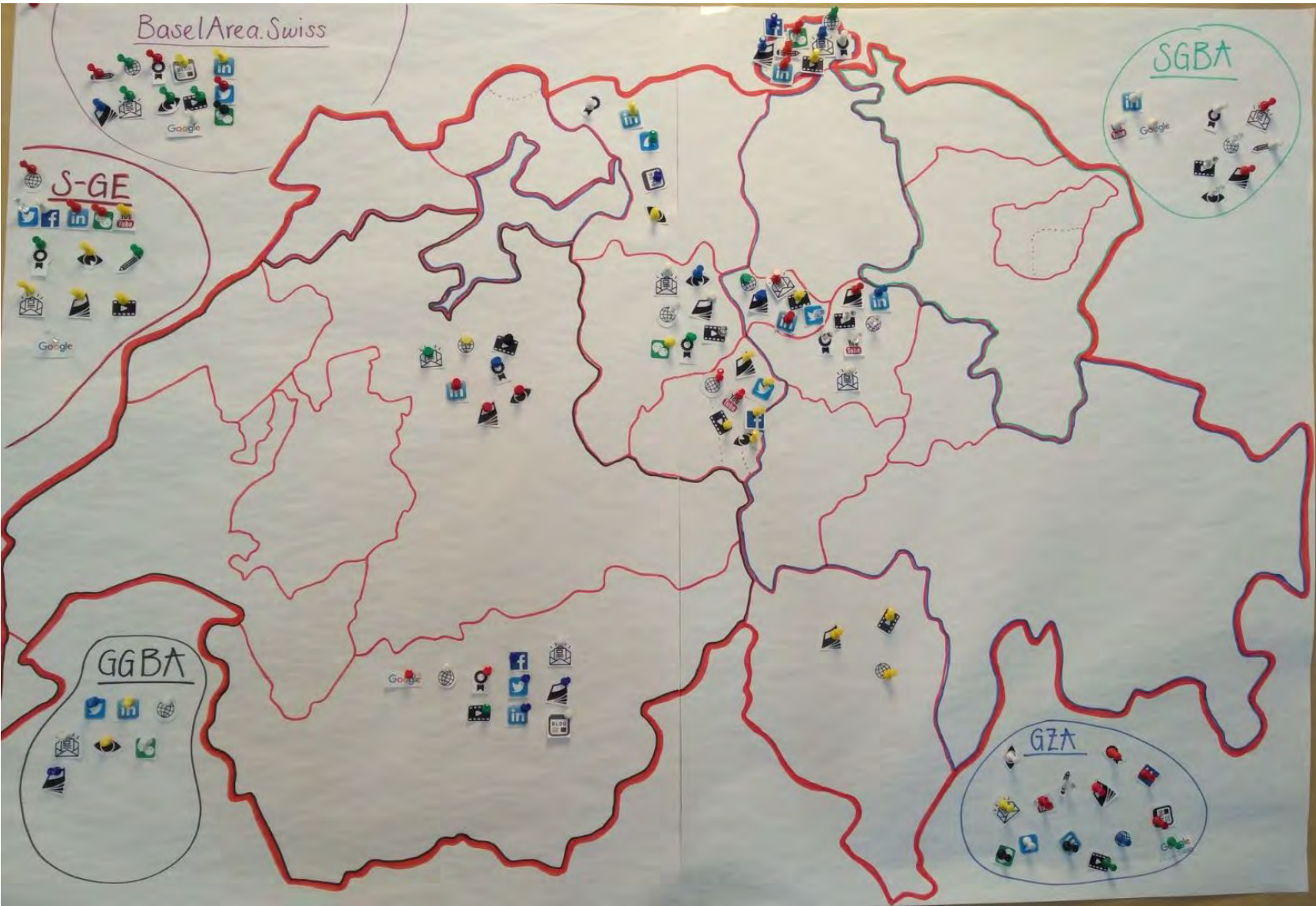
- Website 
- Search Engine Advertising 
- Success Stories / Testimonials 
- Newsticker 
- Interviews / Reports 
- Blog 
- Social Media 
- Newsletter 
- Publications 
- Audiovisual Content (Podcast, Video, etc.) 

Example S-GE

Canton / Area: Switzerland Global Enterprise

	Yes / No	Markets	Frequency / Duration	Languages	Contact person
Website (please indicate URL) 	✓ s-ge.com/ invest	US, BR, UK, FR, DE, IT, RU, CN, JP, IN	all year long	EN, PT, FR, DE, IT, RU, ZH, JP, SP	Fabienne Bernet fbernet@ s-ge.com
Search Engine Advertising 	✓	BR, UK, FR, IT, RU, IN, (ZH, DE, US)	all year long	EN, PT, FR, IT, RU, (ZH, DE)	Fabienne Bernet
Success Stories / Testimonials 	✓	US, BR, UK, FR, DE, IT, RU, CN, JP, IN	5-10 x per year	all	Fabienne Bernet
Newsticker 	✓	all	daily (weekdays)	english, acc. to content	Corinne Ari cari@s-ge.com
Interviews / Reports 	✓	all	occasion- ally	english, acc to content	Corinne Ari
Blog 	no	-	-	-	-
Social Media 	LinkedIn, Twitter, YT, Facebook (RU), WeChat (CN) etc.	all	daily (weekdays), occasionally	english, acc. to country	Corinne Ari
Newsletter 	US, DE	US, DE	3-4 x per year	EN, DE	Fabienne Bernet
Publications 	Handbook for Investors Factsheets	all	regular update	all	Fabienne Bernet
Audiovisual Content (Podcast, Video, ...) 	✓ (e.g digital innovation hubs)	all	occasion- ally	english, acc. to content	Fabienne Bernet
Others / Notes 	SEA set up in China in progress, downsizing in US / DE				



















Overview Marketing Map of Switzerland



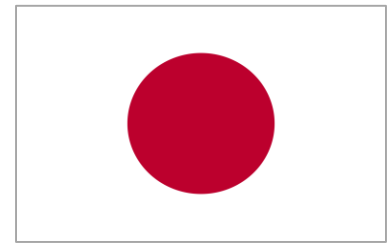
OVERVIEW MARKETING ACTIVITIES SBH 2018



Overview Marketing Activities Abroad

Activity	HQ / Global	Brazil	China	France	Germany	India	Italy	Japan	Russia	UK	USA
Events	X	X	X	X	X	X	X	X	X	X	X
SoM	  			 				 FB: Emba ssy	 	   Twit- ter/ FB: Emba ssy	 
E-News- letter			X	X	X			X			X
SEA		X	Star- ting	X	Low level	X	X	Star- ting	X	X	Low level

Japan



Newsletter 3 x a year to around 2.000 addresses with the following content:

- News
- Announcement of upcoming events
- Column with Japanese business woman who lives in Geneva to contribute articles regarding business related topics in Switzerland

日本発グローバル人材育成、国際交渉コンサルタント、オンラインセミナー地球市民塾主宰 栗崎由子(くりさき よしこ)

日本電信電話(株)(NTT)に勤務後、1989年より渡欧。経済協力開発機構(OECD、パリ)とSITA(本社スイス)にて230余国を相手に国際ビジネスの第一線を経験。2014年よりスイスで独立、スイス企業に日本との異文化マネジメント、日本企業向けにグローバル人材育成、国際交渉コンサルティングを提供している。同時にスイス、日本で各種人材啓発活動をボランティアで多数企画、支援。NTTユニオン機関誌に「欧州ICT社会」連載中。

ウェブサイト: <https://jp.geneva-kurisaki.net/事業紹介> コンタクト: yoshiko.kurisaki@gmail.com

スイスから発信する日本酒のある新しいライフスタイル - shizuku -

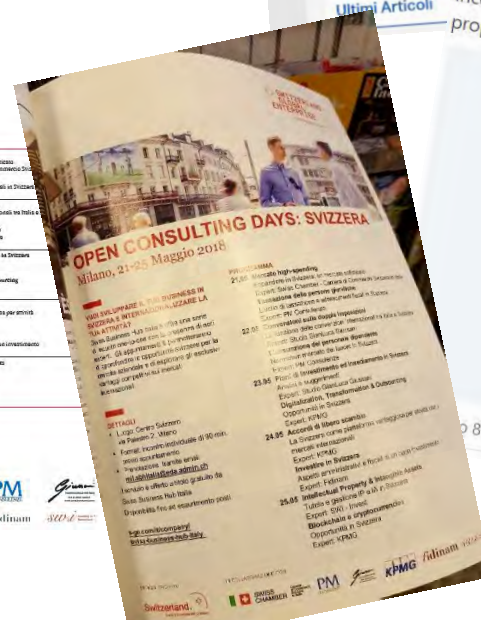




Media partnership with:

- Online platform www.exportiamo.it
- [Forbes Italia Magazine](#)
- [Millionaire](#)

Activities: advertisements, newsletters, direct e-mail marketing, and social media





Comic book – 12 steps to launch business in Switzerland:

- Distribution at meetings and events
- Target audience: different types of businesses (large companies, SMEs, startups)

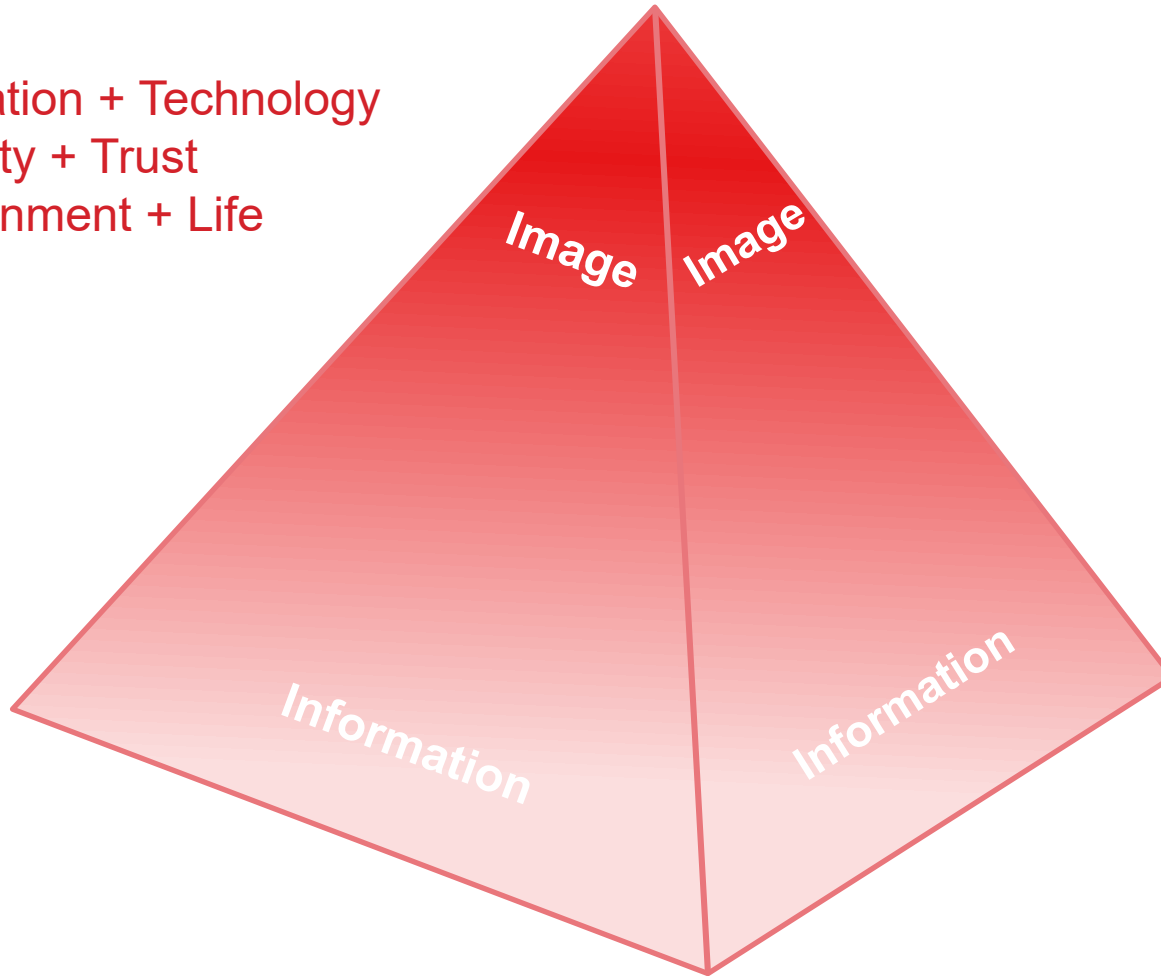


CLAIM WORKSHOP



Switzerland – Connect with the best

- Innovation + Technology
- Security + Trust
- Environment + Life



Claims promoting the business location Switzerland

Switzerland – ...

- where you grow your business.
- your place to grow.
- your gateway to success.
- your leading innovation hub
- connect with the best.

Questions, inputs, comments?

