

15th Investment Summit, Rorschach

Update Steering Group Landesmarketing

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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*