

Export promotion and investment promotion

STRATEGY + 2022 PRIORITIES



OFFICIAL PROGRAM



Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion with around 200 employees at locations throughout Switzerland and around the world. As a consulting, promotion and platform organization, we support Swiss SMEs in their international business and innovative foreign companies with potential and interest in settling in Switzerland. The foreign network is integrated into the Swiss diplomatic missions of the Federal Department of Foreign Affairs DFA in 31 countries. In more than 70 countries, we support our customers together with the respective Swiss diplomatic missions and in other countries also with our global partner network.



Strong work in a complex environment

Our common starting position is strong: Thanks to their innovative strength, the services of internationally active Swiss SMEs are in high demand worldwide. At the same time, Switzerland is doing very well in the increasingly international competition for particularly innovative foreign companies in the area of key technologies, despite and against the backdrop of the Coronavirus crisis. In 2022, in the decisive phase of the upswing, it will now be essential to make the most of this strong position. Because, in the long term, the competitiveness, innovative strength and productivity of the Swiss economy and Switzerland as an industrial location are not given per se.

Under the influence of geopolitical tensions, increasing industrial policy and macroeconomic planning uncertainty, but also in the context of the digital transformation and a sustainable economy, international business is becoming not only more complex but also offers more opportunities.

This is precisely where we and our partners come in, both in export promotion and in investment promotion: With our joint services, we make international business less risky and more promising for our customers. Less risky, in that we provide companies with specific decision-making support. And more promising by actively introducing them to new business opportunities abroad. This way, we create added value for our customers and for Switzerland – a mission that generates significant value both for our organization and for our partners.

In this brochure, we summarize once a year the strategy and priorities that will enable us to achieve this in the long term. If we were to describe this in just one sentence, it would be as follows: We do everything in our power to create the best possible added value every day for every company that wants to benefit from our services! Of course, there is a lot of brainpower behind our focus. The purpose of this brochure is therefore to provide interested parties with transparent insights and further strengthen the important cooperation with customers and partners by discussing the strategic similarities and priorities.

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Our global network

RUTH METZLER-ARNOLD
President of the Supervisory Board of
Switzerland Global Enterprise

SIMONE WYSS FEDELE
CEO of
Switzerland Global Enterprise

Working together for value creation in Switzerland

Swiss foreign trade is of enormous importance for the high level of prosperity in our country. Therefore, it is evident that internationally active Swiss SMEs need the best possible access to foreign markets and that innovative foreign companies should optimally complement our economy. Together with our partners at home and abroad, we are committed to this.

Thanks to our outstanding partner network and co-creation in service provision, the starting position of Swiss export and investment promotion is strong: the International Trade Center considers S-GE to be one of the world's most effective trade and investment promotion organizations (rating World Class Organizational Performance Level 2019).

116%

Foreign trade
ratio (goods)

90%

of Swiss
export companies
are SMEs

40%

of the GDP
is generated through
foreign trade

70%

of Swiss employees
work in internationally
active companies



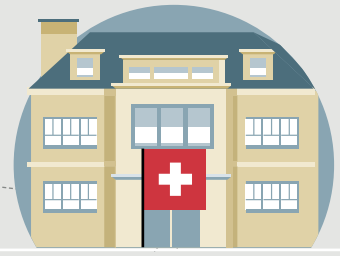
FEDERAL RELATED ORGANIZATIONS

- Innosuisse
- Swiss Export Risk Insurance (SERV)
- Switzerland Tourism (ST)
- Switzerland Global Enterprise (S-GE)
- Switzerland Innovation



FEDERAL DEPARTMENTS

- Federal Department of Economic Affairs, Education and Research (EAER)
 - SECO, SERI
- Federal Department of Foreign Affairs (DFA)
 - DR, AWN, PRS
- Federal Department of Finance (FDF)
 - SIF
- Federal Department of the Environment, Transport, Energy and Communications (DETEC)
 - SFOE



DIPLOMATIC MISSIONS

- Embassies and Consulates General
 - S-GE foreign network (Swiss Business Hubs)
 - swissnex (overseas network of the SERI)
 - Switzerland Tourism abroad



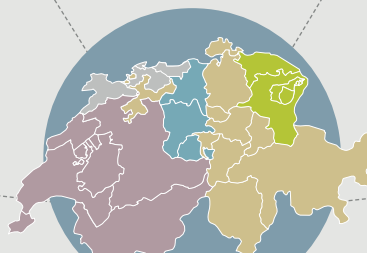
OUR CUSTOMERS

- In export promotion, we focus on small and medium enterprises (SMEs) that benefit from support when starting to do business abroad.
- In terms of investment promotion, we focus on innovative foreign companies that bring future technologies and a high level of value creation to the country.



PRIVATE ORGANIZATIONS

- Industry and umbrella associations
- Over 500 private experts at home and abroad
- Strategic partners
- Universities and colleges



INTERNATIONAL SETTLEMENTS

- 26 cantons
- Areas:
 - Basel Area Business + Innovation
 - Greater Geneva Bern area
 - Greater Zurich Area
 - St.Gallen Lake Constance Area



CHAMBERS OF COMMERCE

- Bilateral chambers of commerce at home and abroad
- Cantonal chambers of commerce

On behalf of the Swiss Confederation and the cantons

Since 1927, S-GE has been commissioned by the Swiss Confederation (State Secretariat for Economic Affairs SECO) with export promotion and since 2008 by SECO and all the cantons with investment promotion. The basis for this is the Swiss Confederation's dispatch on promotion activities and its goal of creating added value for Switzerland as a business location by making Swiss SMEs more competitive and generating jobs with a high level of value creation.

As a non-profit, private organization, S-GE focuses on fulfilling its performance and coordination mandates. In terms of export promotion, this includes information and advice for Swiss SMEs, and in terms of investment promotion, this includes promotion and acquisition. In both mandates, S-GE also acts as an intermediary and has a platform function for the partners in the provision of services.

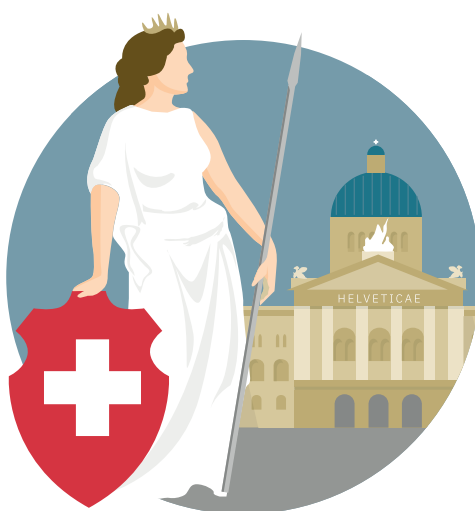
LEGAL BASIS

SR 946.14

Federal Act on the
Promotion of Exports

SR 194.2

Federal Act on the
Promotion of Information
about Switzerland
as a Business Location



S-GE and the foreign network (Swiss Business Hubs) are financed by public funds. Public service support is provided free of charge and individual company support is provided for a marginal charge. The annual financing is defined by the basic and additional mandates as well as the tripartite agreement between the DFA, SECO and S-GE, which governs our foreign network. In addition, there are annual contributions from our more than 2,000 members.

Investment promotion (2020–2023)

BASIC MANDATE:

Increasing foreign direct investments in Switzerland

SERVICE AGREEMENT:

- Promotion of Switzerland as an industrial and innovation location
- Advice and support in consultation with the cantons and regions

COORDINATION AGREEMENT:

- Uniform presentation of Switzerland abroad

Export promotion (2020–2023)

BASIC MANDATE:

Increase the productivity of internationally active Swiss economic stakeholders

SERVICE AGREEMENT:

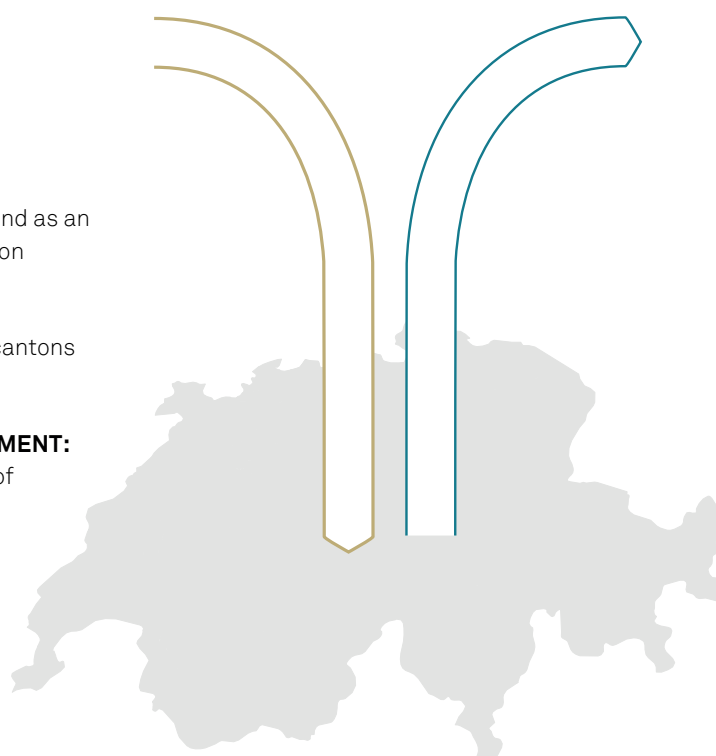
- Information and advice

COORDINATION AGREEMENT:

- Intermediary and platform function for partners to ensure optimal support for SMEs

ADDITIONAL ASSIGNMENTS:

- Infrastructure mandate (2022–2024)
- Cleantech mandate (2020–2023)
- Liechtenstein mandate (2022–2023)



s-ge.com/en/membership

Our new strategy

Dispatch on promotion activities 2020–2023

“The promotion of foreign trade (export promotion, investment promotion and SERV) serves to increase the efficiency of economic stakeholders, strengthen the profile of the location and ultimately secure jobs with intensive value creation.”

S-GE’s new, streamlined strategy came into force on January 1, 2022. It focuses on consistent customer orientation and integrated service provision with partners.

The strategy, which S-GE has developed in close consultation with customers and partners, is based on the current dispatch on promotion activities for the Swiss Confederation and looks five years into the future on a rolling basis. This dynamic and integrative approach allows us to actively respond to changing customer needs and changes in the economic and political environment, while at the same time acting in accordance with the Confederation’s foreign economic policy and its sustainable development goals.

MANDATES

What is our role?

Through our mandates, we increase the competitiveness of Swiss SMEs and generate high-quality jobs and value creation in Switzerland.

PURPOSE

Why is our work important?

Together with our partners, we generate added value for our customers and prosperity for Switzerland.

AMBITION

What do we want to achieve?

We aim to achieve the maximum possible customer value and contribute to Switzerland's prosperity by providing services with partners.

FOCUS

What is our focus?

Our focus is on our customers: We focus on supporting Swiss SMEs in their international business as well as innovative foreign companies with potential and interest in settling in Switzerland.

STRATEGIC SUCCESS FACTORS

How do we implement our strategy?

We implement our strategy by focusing on six strategic success factors that create added value for our customers.



Tailored offering



Client-driven
partner network



Global focus



Committed
Team



Smart
digitalization



Integrated
sustainability

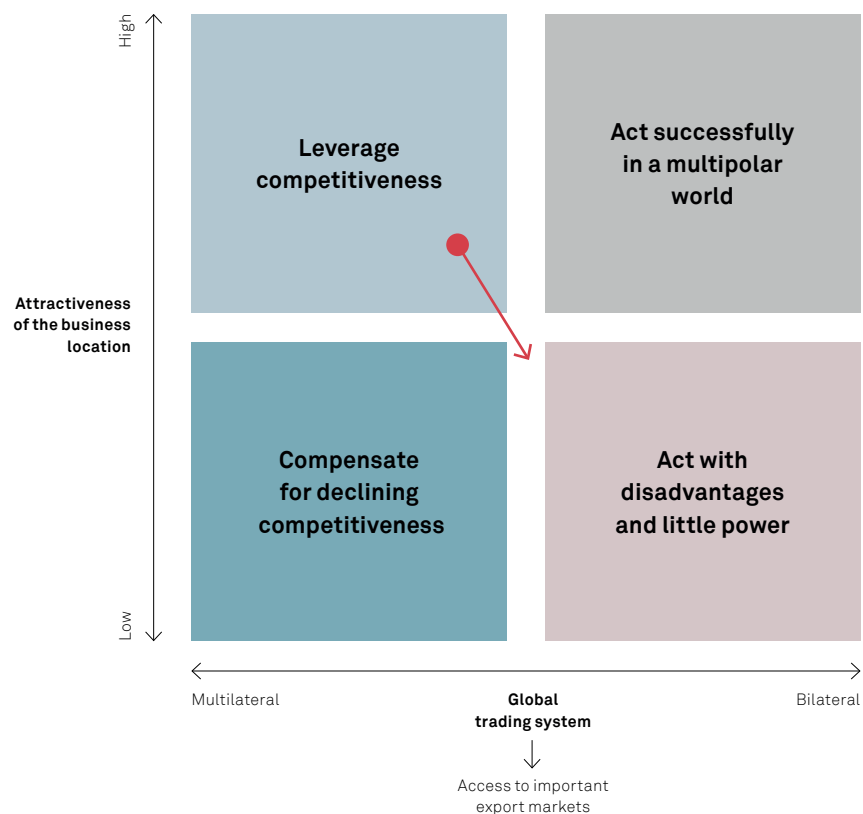
The foreign trade environment

To ensure the right strategic focus in export and investment promotion, we analyze trends that influence the attractiveness of the business location and global trading system and derive future scenarios in which Swiss foreign trade operates. Our strategy is formulated in such a way that it optimally ensures added value for our customers in all scenarios.

Global trends

The following four trends are particularly important for internationally active Swiss SMEs and the attractiveness of Switzerland as a business location:

- Geopolitical tensions
- Sustainability
- Digital transformation
- Macroeconomic planning uncertainties



FUTURE SCENARIOS

The arrow shows the current trend for 2022 and beyond. We expect a market environment that will be shaped by geopolitics and foreign industrial policy. Internationally active Swiss SMEs and Switzerland as an industrial location will be

confronted with an environment in which the companies will be worse off and Switzerland will have less influence as an industrial location. Our strategy's rolling and integrative approach enables us to react to this development at an early stage together with our partners.

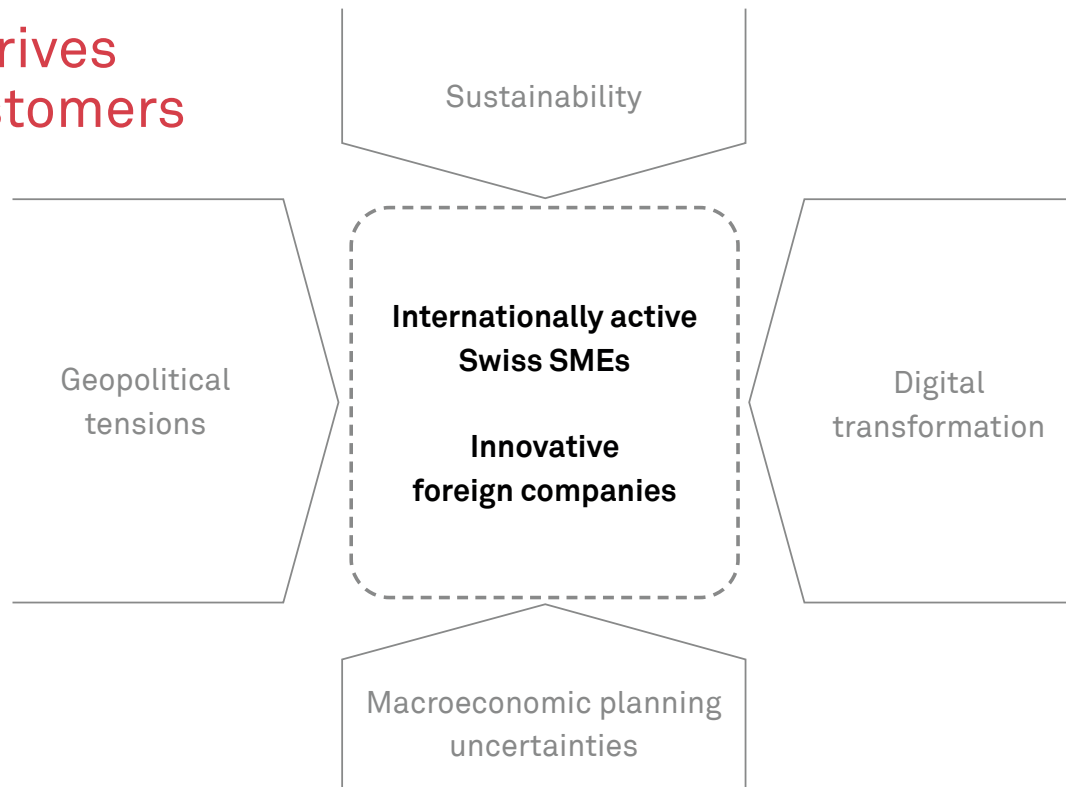


Image: EMPA, Dübendorf



Geopolitical tensions, digital transformation, macro-economic planning uncertainties and the will and commitment to sustainability are influencing companies in their decisions today. S-GE invests heavily in identifying the emerging needs of these companies at an early stage and, together with its partners, supports internationally active Swiss SMEs in their expansion (export promotion) and innovative foreign companies with potential and interest in settling in Switzerland (investment promotion).

What drives our customers



EXPORT PROMOTION: CURRENT CUSTOMER NEEDS

- Practical information on export-related topics
- Stabilization of existing markets and support in identifying new business opportunities
- Support in the decision-making process for additional or alternative procurement and sales markets/channels and optimization of the value chain
- Efficient (digital) approach to market entry

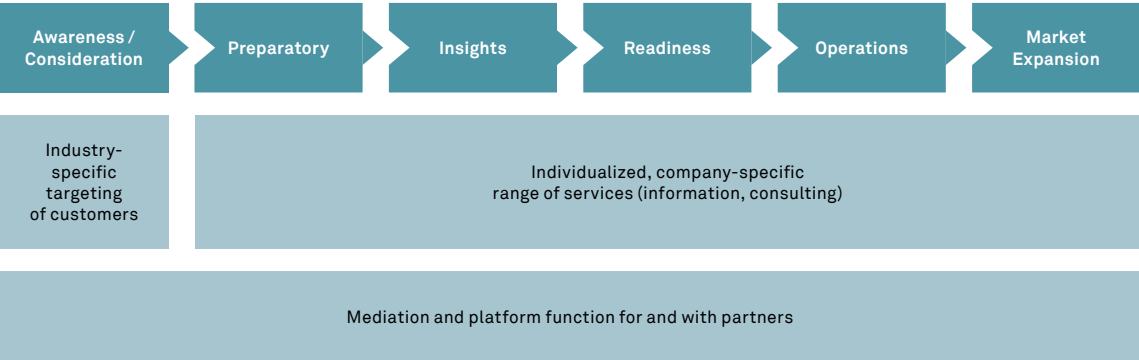
INVESTMENT PROMOTION: CURRENT CUSTOMER NEEDS

- Growth and diversification of global business in a resilient and stable business location
- Access to markets and talent
- Access to peers and business ecosystems
- Efficient (digital) approach to market entry

With ambition and focus

Together with our partners in Switzerland and abroad, we want to create the greatest possible benefits for all customers and contribute to Switzerland’s prosperity in line with the sustainable development goals.

CUSTOMER JOURNEY EXPORT PROMOTION



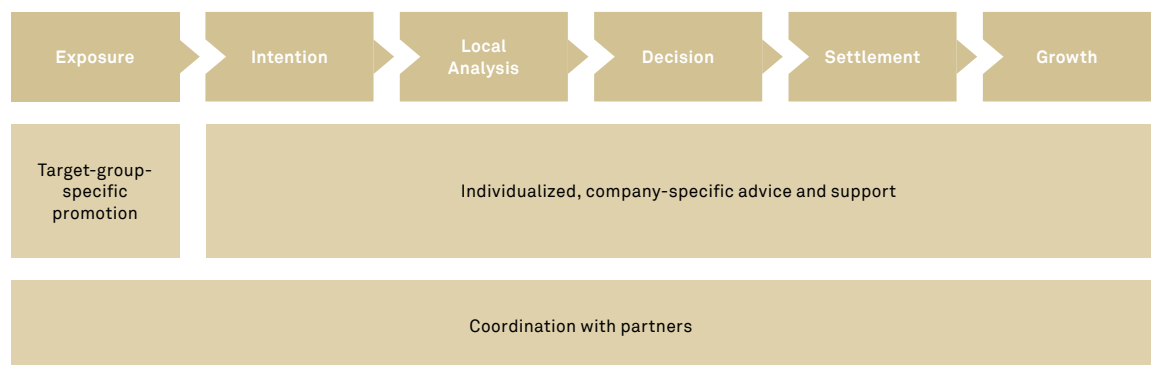
OUR AMBITION

We want every interested (potentially) internationally active Swiss SME, including startups, to be able to benefit as individually as possible from Swiss export promotion.

OUR FOCUS

- **Market:**
Every potentially internationally active Swiss SME as well as the 48,000 already internationally active Swiss SMEs (according to the Federal Office for Customs and Border Security)
- **Target group:**
SMEs with a low and medium level of internationalization (approx. 32,400 internationally active SMEs)
- **Target markets:**
with high customer demand and export potential
- **Not in focus:**
Innovation + financing (referral to partners)
- **Our added value:**
Internationalization and marketing expertise, global foreign and partner network, officiality

CUSTOMER JOURNEY INVESTMENT PROMOTION



OUR AMBITION

Together with the regions and cantons, we want to create jobs and value through the targeted settlement of innovative foreign companies.

OUR FOCUS

- **Target group:**
Innovative foreign companies with products in the five focus technologies
Advanced Manufacturing, Artificial Intelligence, Blockchain, Personalized Health or Robotics
- **Target markets:**
Proactive in ten focus markets, reactive in additional markets
- **Not in focus:**
Acquisition of Swiss companies by foreign companies, financing (referral to partners)
- **Our added value:**
Internationalization and marketing expertise, global foreign and partner network, officiality

The six strategic success factors

Together with our partners, we will have successfully implemented our strategy if we are able to continuously develop our offer tailored to the customer, maintain, expand and integrate a customer-relevant partner network, focusing our global presence in a customer-centric way, develop and retain committed staff and be an outward-looking, flexible organization. In addition, we consistently focus on the intelligent use of digitalization and steadily integrate the key aspects of sustainable development into our business model.



TAILORED OFFERING

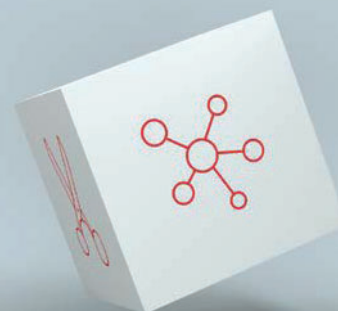
Together with our partners, we anticipate our customers' needs and meet them with jointly developed and integrated customized services.

Example of current implementation: Launched in April 2020, the customer platform "GoGlobal Cockpit" offers internationally active SMEs individualized and personalized information around the clock for entering into new markets. So far, 725 companies are already active on the platform, which corresponds to 7 percent of all individual services purchased.

CLIENT-DRIVEN PARTNER NETWORK

We develop, coordinate and maintain the partner network relevant to customers in all our markets. The integrative partner approach creates the optimal customer impact along the entire customer journey and ensures productivity and subsidiarity.

Example of current implementation: In a joint presentation at the Swiss Startup Days in Bern, Innosuisse, Swissnex and S-GE showed how the three organizations can seamlessly support and accompany startups on their way into new markets or during expansion in existing markets.





GLOBAL FOCUS

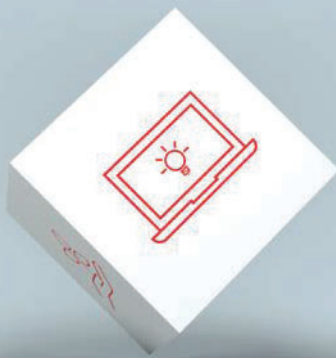
We ensure global coverage and consistent service quality by pooling our resources in key markets with high export potential and providing basic services in all markets through qualified partners.

Example of current implementation: Based on our strategy and by means of good onboarding, we are attracting new bilateral chambers of commerce as service providers. Current examples are the Chambers of Commerce of Morocco and Egypt, which became part of our network of 22 bilateral chambers of commerce in 2021.

COMMITTED TEAM

We build the right skills and motivate our staff to be highly committed. This strengthens our profile as a flexible, customer-oriented organization.

Example of current implementation: In order to gain different perspectives on our current and future operations, we involved S-GE staff from all over the world in eight sprint teams when developing our new strategy. Their work generated many valuable insights.



SMART DIGITALIZATION

We use digital technologies and data-based insights and apply them intelligently to best support customers on their journey.

Example of current implementation: An example of smart digitalization that supports our vision and has an impact on our customers is the Digital Event Journey. Developed and implemented by an interdisciplinary team, it offers customers a seamless experience around event registration and participation.

INTEGRATED SUSTAINABILITY

We achieve our goal by integrating federal sustainability goals into our core business.

Example of current implementation: In line with the UN Sustainable Development Goals, S-GE is creating a platform for companies and new technologies in the area of resource conservation. Our commitments in this area also include the regular exchange of knowledge with third parties on issues relating to sustainable orientation in international business and settlement in Switzerland, which are also reflected in our acquisition and advisory work.



We are guided by this

Our ambition forms the basis for the implementation of our strategy. We want to achieve qualitative growth in both export promotion and investment promotion. We orient ourselves first and foremost on the added value generated for our customers together with partners. We evaluate whether we are on the right track in this respect and in view of the requirements of our customers on the basis of the following orientation points.

EXPORT PROMOTION

REACH	
Supported SMEs	Number of companies that have purchased a service
CUSTOMERS	
Recommendation rate	Survey of the recommendation rate 6 months after purchasing an export service with a rating of 7–10 (customer satisfaction)
Impact indicator	Survey of the impact 3 to 6 months after purchasing an export service At least one impact named (e.g. export market opened up, business contacts made, export competence increased, etc.)
PARTNERS	
Joint projects/ initiatives with partners	Joint development and implementation of customer-relevant projects. The use of synergies and the contribution of the respective competencies is crucial.

INVESTMENT PROMOTION

CUSTOMERS	
Opening up new networks/ecosystems	
Qualified meetings	
Settlement projects (referred to the cantons)	
Customer satisfaction	
Feedback	
VALUE CREATION	
Settlements realized together with partners	
Proportion of the total number of settlements in Switzerland, measured by VDK survey	
Planned jobs after 3 years	
Average per project with S-GE involvement	
PARTNERS	
Satisfaction of the cantons regarding service provision (1–6)	

We set priorities

When implementing our strategy, we set ourselves annual priorities that are oriented toward the needs of our customers and work toward our strategic success factors. The priorities form the basis for the goals of our staff and cooperation with our partners.

OUR PRIORITIES FOR 2022 AND BEYOND

After two years of crisis management due to the pandemic, the year 2022 stands for recovery for our customers and consolidation and further development for S-GE. To meet the needs of our customers going forward, we have defined these priorities:



Our customers' success is also our success

Our customers are the focus of our work. These current examples show how we work with them.



With the support of S-GE and its global network, Ifanger AG, which produces machining tools for industry, was able to conduct a business partner search in Vietnam with the aid of virtual meetings, despite COVID restrictions. The search resulted in a successful partnership with a Vietnamese distributor.

Ifanger AG



Within only a few years, Nispera AG has developed into a global provider of data solutions for renewable energy facilities. The software-as-a-service (SaaS) platform is now in use in more than 150 wind turbines, 250 photo voltaic plants and 20 hydro power plants in over 25 countries. Thanks to the targeted cultivation of new markets, Nispera won the Export Award 2021.

Nispera AG



The startup company Securaxis SA presented its technology for measuring traffic noise at the Smart City event Autonomy.Paris. The digital booth as well as a business partner search in different regions was organized by S-GE in cooperation with Innosuisse.

Securaxis SA



At the beginning of 2021, the Japanese company from Chiyoda-ku with 2,300 employees decided in favor of Switzerland and against Holland. After the initial marketing of the anti-cancer drug “futibatinib”, the European headquarters could now be established in Zug thanks to good cooperation with the Greater Zurich Area. The company plans to expand the branch from ten to 30 jobs in three years.

Taiho Pharmaceutical



The French company Incepto Medical develops and distributes AI apps in the healthcare sector with the aim of becoming the “Netflix of medical imaging”. A successful partnership with the Swiss company 3R in French-speaking Switzerland led to the desire to have increased access to the Swiss AI ecosystem, in particular to highly skilled professionals and potential research partners. In 2021, the company settled in the canton of Vaud and plans to recruit a dozen employees in the medium term. For the company, settling in Switzerland is also the first step in a longer-term European strategy.

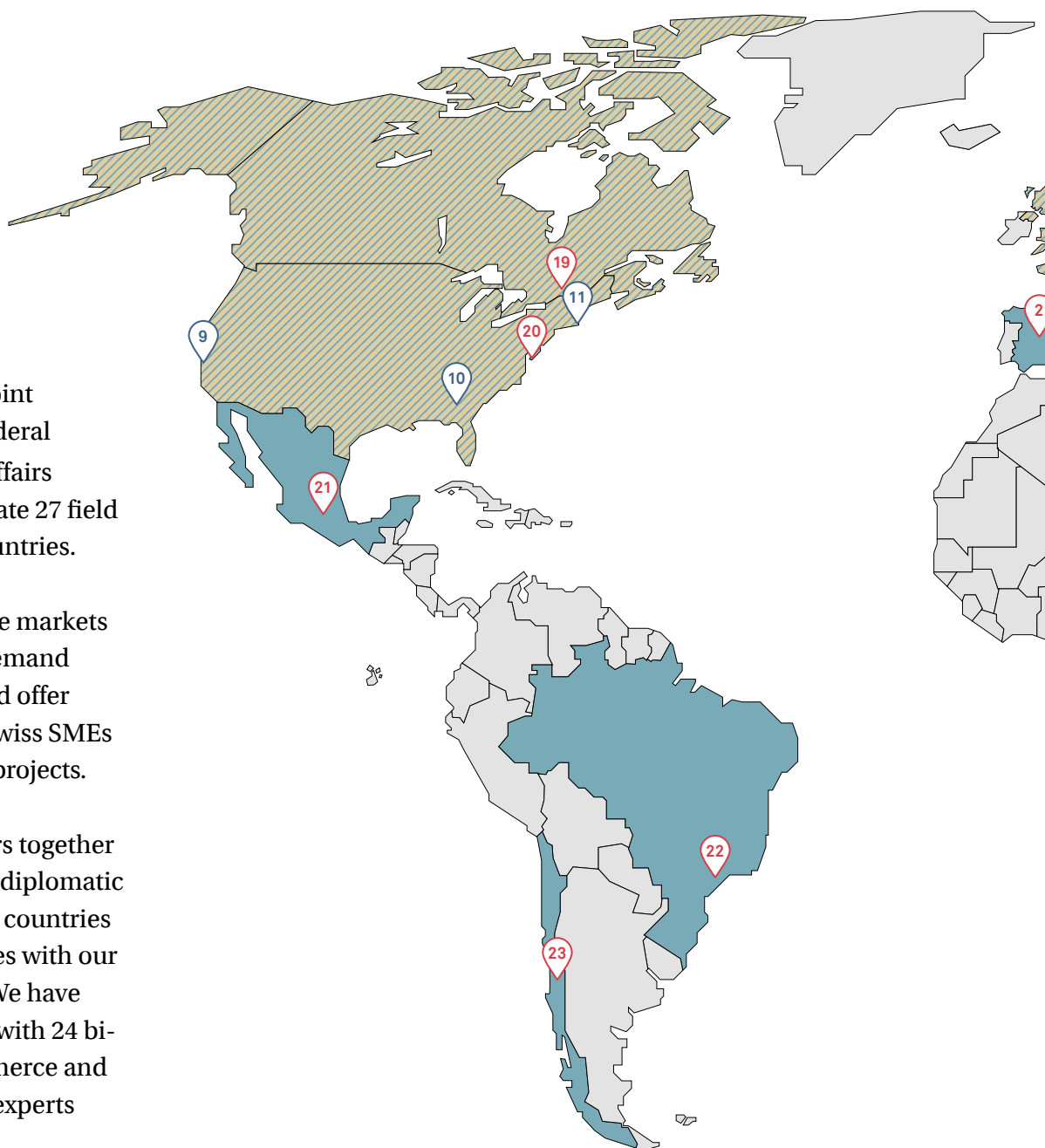
Incepto Medical

There for our customers worldwide

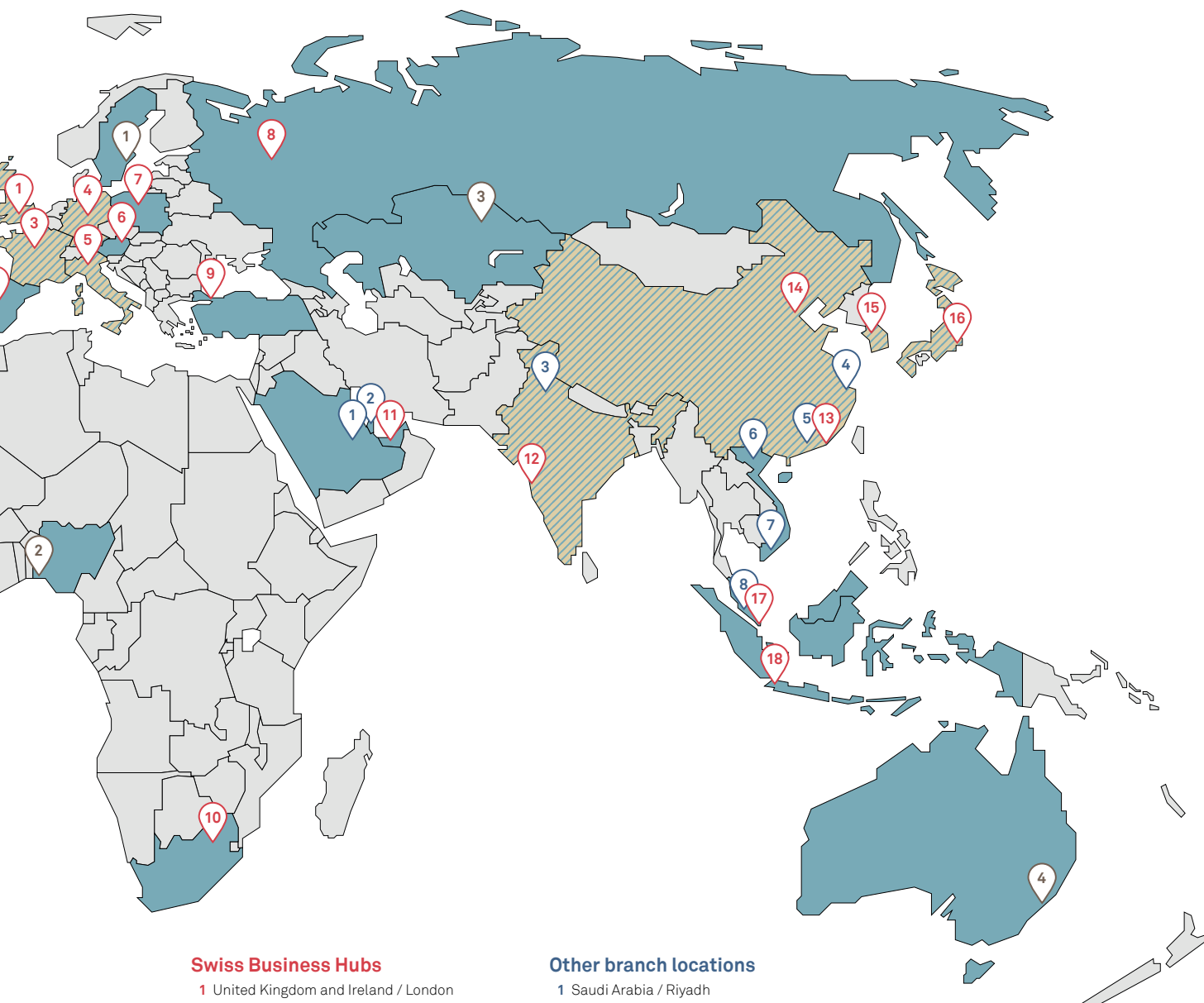
Our global network is a joint success story with the Federal Department of Foreign Affairs (DFA). Together, we operate 27 field offices in currently 31 countries.

We are present in all those markets that record the highest demand among our customers and offer high potential, both for Swiss SMEs and potential settlement projects.

We support our customers together with the respective Swiss diplomatic missions in more than 70 countries and also in other countries with our global partner network. We have cooperation agreements with 24 bi-lateral chambers of commerce and a broad network of local experts around the world.



-  Countries with S-GE export promotion offices
-  Countries with S-GE investment promotion and export promotion offices



Swiss Business Hubs

- 1 United Kingdom and Ireland / London
- 2 Spain / Madrid
- 3 France / Paris
- 4 Germany / Stuttgart
- 5 Italy / Milan
- 6 Austria / Vienna
- 7 Poland / Warsaw
- 8 Russia / Moscow
- 9 Turkey / Istanbul
- 10 South Africa / Pretoria
- 11 United Arab Emirates / Dubai
- 12 India / Mumbai
- 13 China / Hong Kong SAR
- 14 China / Beijing
- 15 South Korea / Seoul
- 16 Japan / Tokyo
- 17 ASEAN / Singapore
- 18 Indonesia / Jakarta
- 19 Canada / Montreal
- 20 USA / New York City
- 21 Mexico / Mexico City
- 22 Brazil / São Paulo
- 23 Chile / Santiago de Chile

Other branch locations

- 1 Saudi Arabia / Riyadh
- 2 Qatar / Doha
- 3 India / New Delhi
- 4 China / Shanghai
- 5 China / Guangzhou
- 6 Vietnam / Hanoi
- 7 Vietnam / Ho Chi Minh City
- 8 Malaysia / Kuala Lumpur
- 9 USA / San Francisco
- 10 USA / Atlanta
- 11 USA / Boston

Trade Points

- 1 Scandinavia / Stockholm
- 2 Nigeria / Lagos
- 3 Kazakhstan / Nur-Sultan
- 4 Australia / Sydney

SWITZERLAND GLOBAL ENTERPRISE – ENABLING NEW BUSINESS

Would you like to learn more
about us and our services?

Do you want to benefit from
our international expertise or
work with us for the benefit
of Switzerland as an industri-
al location? Then visit us or
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