

Welcome to the

INVESTMENT SUMMIT 2022



GET THERE TOGETHER

SIMONE WYSS FEDELE

CHIEF EXECUTIVE OFFICER

FDI IN A CHANGING WORLD

PATRIK WERMELINGER

CHIEF INVESTMENT PROMOTION

OFFICER

TWO MAJOR TRENDS IN FDI



Open Innovation



Remote Work

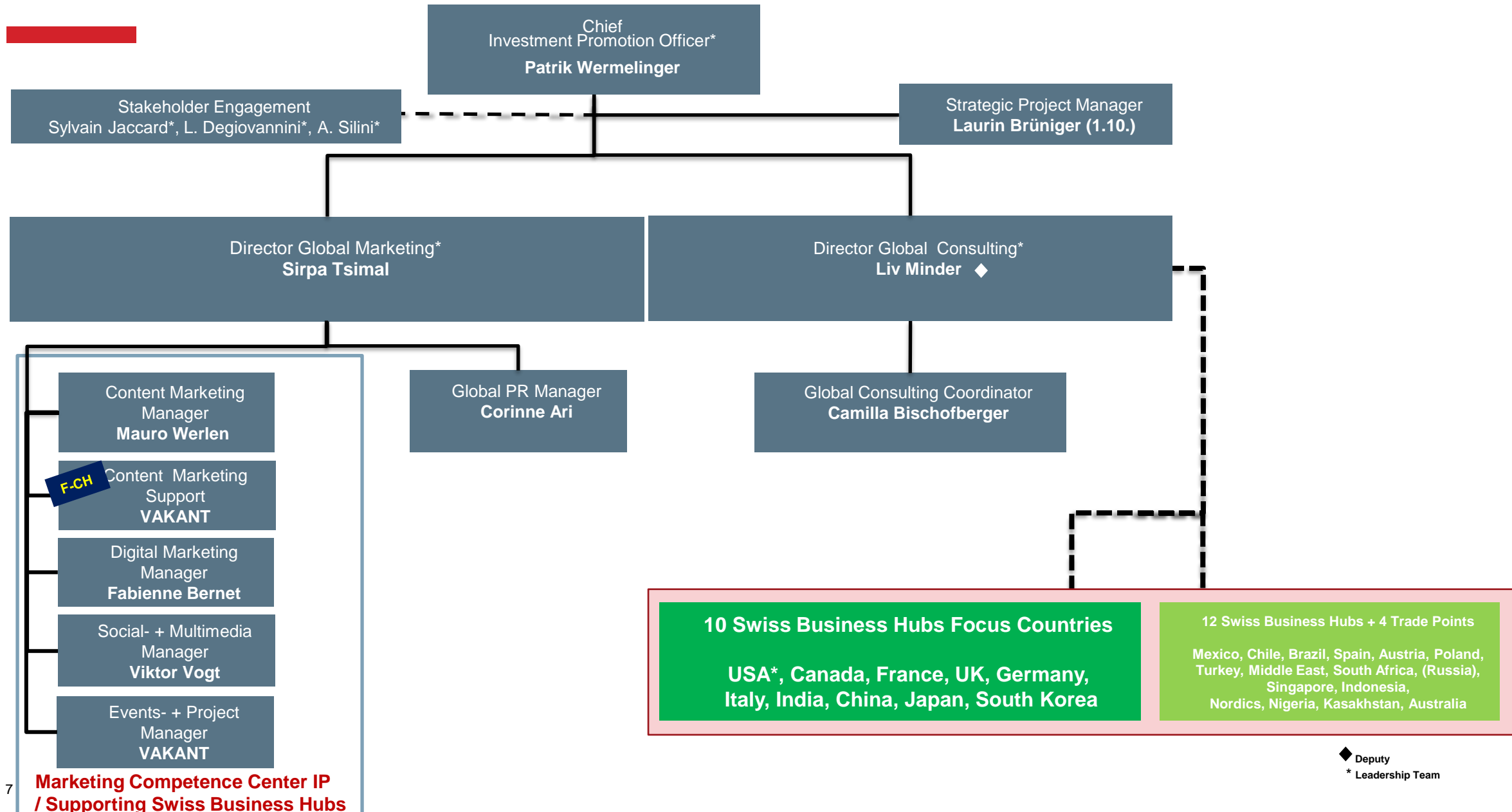
THEIR IMPACT ON FDI TO SWITZERLAND

- R&D cooperations first, FDI can follow
- Talent availability will thrive investor's location decision
- Geopolitical development creates new opportunities
- In an unstable world, Switzerland's stability will continue to win

HOW DO WE REACT

- continue to build the right network in global hot spots to position Switzerland
- strengthen the collaboration with our national partner organizations to smartly team up for wider reach and more impact in promotion
- leverage our partners' presence abroad to have access to relevant channels and networks
- adjust our corporate structure to ensure clear responsibilities and more impact along the journey of innovative foreign companies

INVESTMENT PROMOTION TEAM AS OF 1 JULY 2022



S-GE SWITZERLAND TEAM INVESTMENT PROMOTION



Sirpa Tsimal

Director Global Marketing



Fabienne Bernet

Digital Marketing Manager



Liv Minder

Director Global Consulting



Patrik Wermelinger

Chief Investment Promotion Officer



Corinne Ari

Global PR Manager



Viktor Vogt

Social Media & Multimedia Manager



Camilla Bischofberger

Global Consulting Coordinator



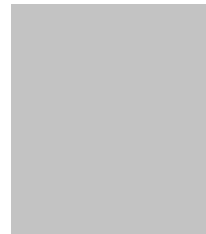
Sylvain Jaccard

Senior Director Market Western Switzerland



Mauro Werlen

Content Marketing Manager



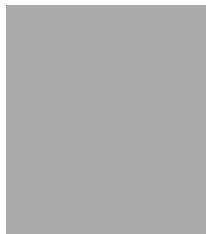
Vacant

Events & Project Manager



Laurin Brüniger

Strategic Project Manager
As of 01.10.2022



Vacant

Content Marketing Support

S-GE TEAM INVESTMENT PROMOTION (FOCUS MARKETS AND SWITZERLAND)

The following table lists the team members and their locations, organized by region as shown on the map:

Region	City	Team Members
Canada	Montréal	Steffen Milner
Canada	Montréal	Sarojini Vasant
Canada	Toronto	Michael Stewart
USA	New York	Caroline Blaser
USA	Los Angeles	Christoph Besmer
USA	Boston	Kristi Shalla
USA	San Francisco	Manuel Haymoz
USA	New York	Lisette Müry
USA	New York	Daniel Bangser
USA	Boston	Sean-Michael Powers
UK & I	London	Natalie Thomas
UK & I	London	Yannis Willi
UK & I	London	Isabelle Schöpflin
Germany	Stuttgart	Britta Thiele-Klapproth
Germany	Stuttgart	Claudia Jehle
France	Paris	Patrice Jacquier
France	Paris	Michaël Ehrlich
Italy	Milan	Stefan Zwicky
Italy	Milan	Annalisa Ziliani
India	Mumbai	Florian Müller
India	Mumbai	Abhinav Pathak
China	Beijing	Joel Saurina
China	Shanghai	Jo Liu
China	Guangzhou	Stephanie Wei
China	Beijing	Michael Zhao
Japan	Tokyo	Fabian Stiefvater
Japan	Tokyo	Toshihiro Matsuda
Japan	Tokyo	Maiko Kanemura
Japan	Tokyo	Yumiko Kijima
South Korea	Seoul	Jacqueline Tschumi
South Korea	Seoul	Monica Okjeong Baik
South Korea	Seoul	Soyeon Gwon Baik
Switzerland	Zurich	Patrik Wermelinger
Switzerland	Zurich	Sylvain Jaccard
Switzerland	Zurich	Liv Minder
Switzerland	Zurich	Sirpa Tsimal
Switzerland	Zurich	Fabienne Bernet
Switzerland	Zurich	Corinne Ari
Switzerland	Zurich	Camilla Bischofberger
Switzerland	Zurich	Mauro Werlen
Switzerland	Zurich	Viktor Vogt
Switzerland	Zurich	Laurin Brüniger
Switzerland	Zurich	Vacant
Switzerland	Renens	Vacant



TOWNHALL INVESTMENT PROMOTION





AGENDA

Townhall Investment Promotion

Settlements 2021

Analysis of ecosystems

Where are we standing?

Award – Team Sand Box Initiative USA

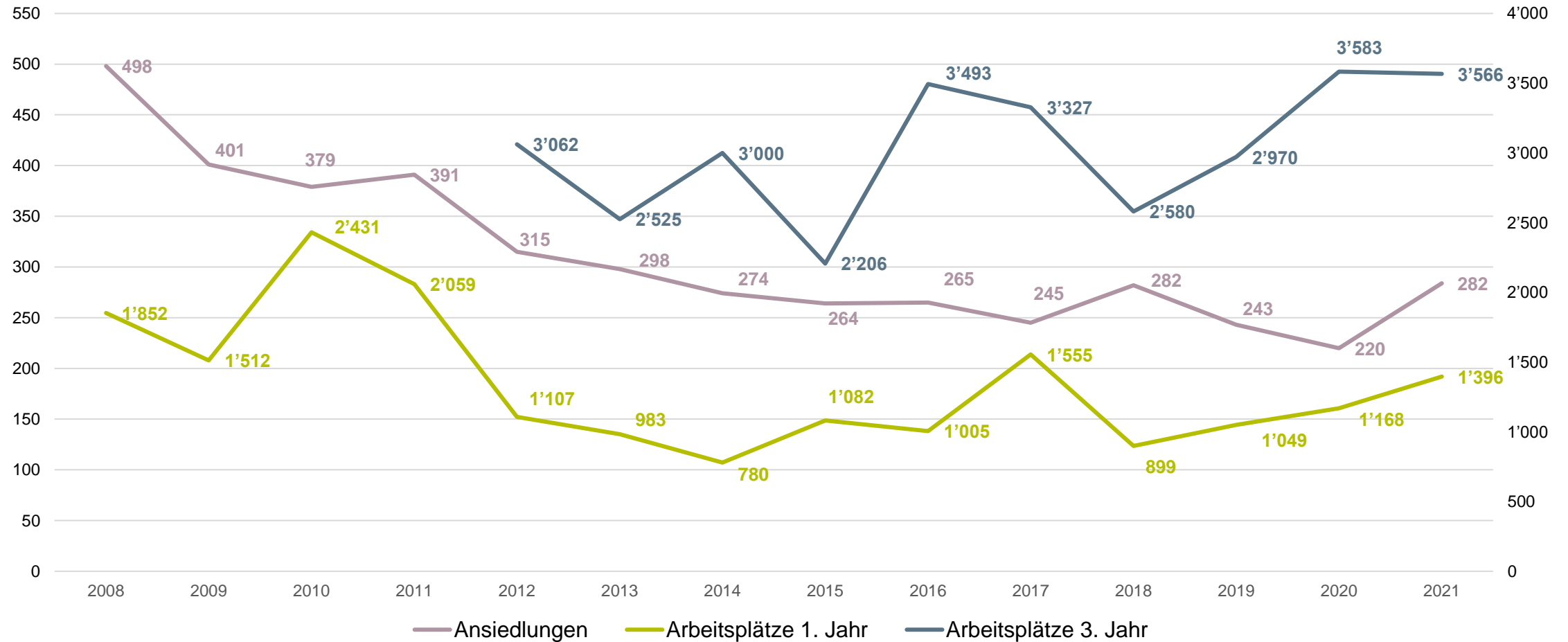
Next touchpoints



GROWING NUMBER OF JOBS IN 2021

Settlements

Jobs created (year 1, year 3)



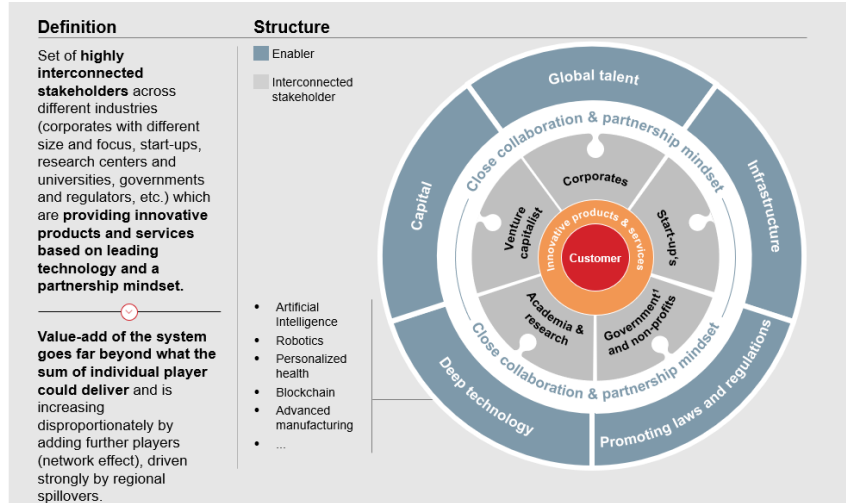
Source: annual VDK-Survey



ANALYSIS OF ECOSYSTEMS

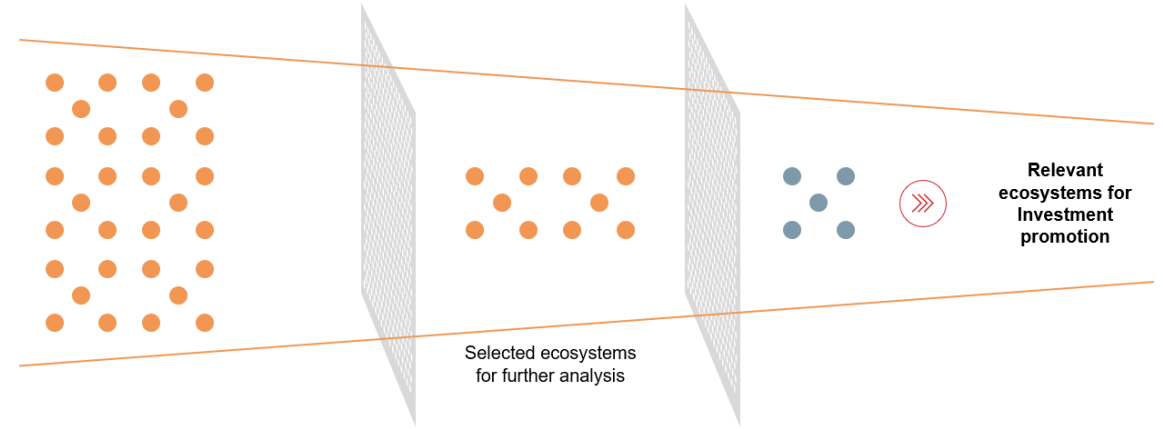
Definition of ecosystems

A common understanding of the term "Ecosystem" is key to the success of the study



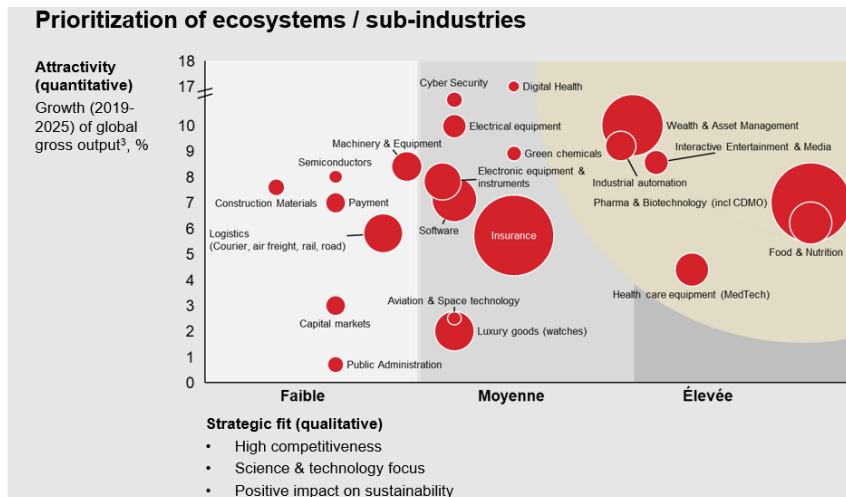
1
Initial filtration based on qualitative criteria

2
Detailed analysis



Prioritization of ecosystems

Based on attractiveness and strategic fit, Switzerland should focus on sub-industries Pharma & Biotech (incl. CDMO), Food & Nutrition, Healthcare equipment (MedTech), Interactive Entertainment & Media, Wealth & Asset management, and Industrial Automation



Needs of multinational companies – focus R&D / Innovation

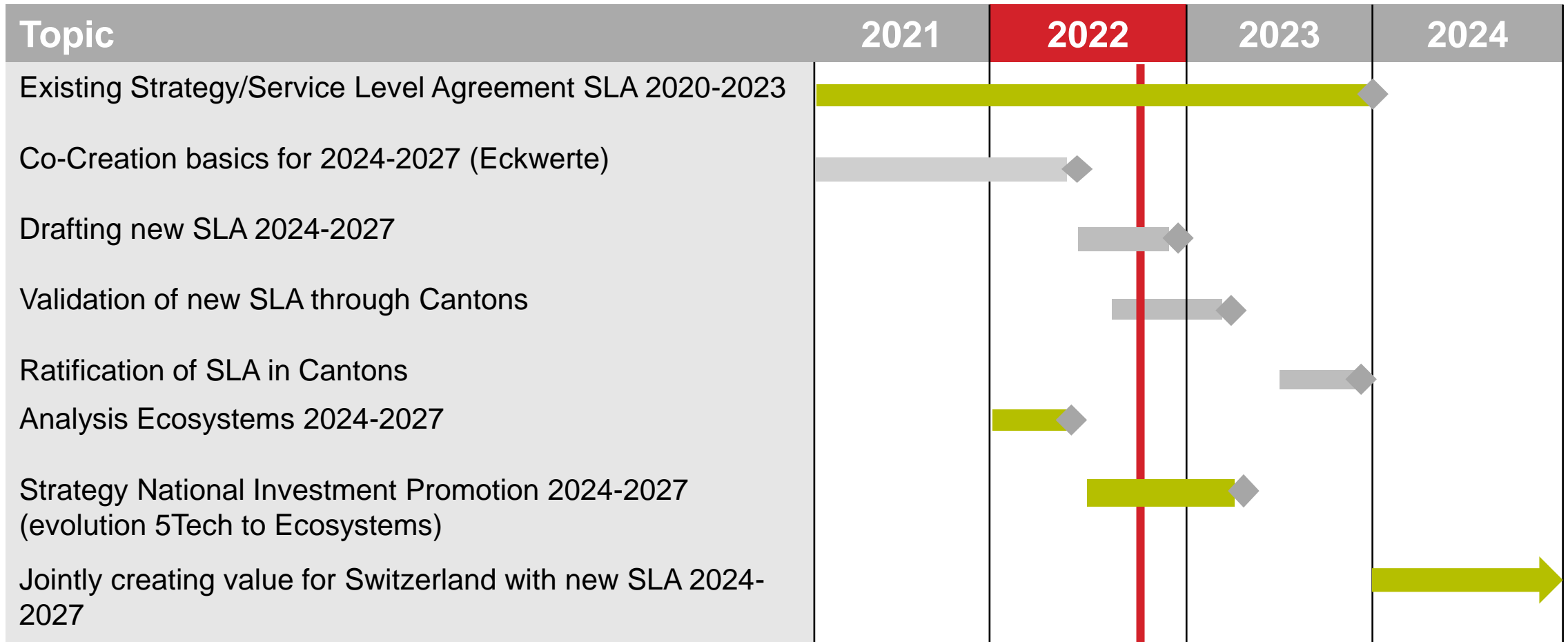
The significance of the locational attractiveness factors depends on the ecosystem

	Life Sciences ²	Future of Food	Future of Finance	Industry 4.0 ²	Digital Tech
Talent availability	Game changer	Game changer	Game changer	Game changer	Game changer
Quality of life	Very important	Very important	Very important	Very important	Very important
Promoting laws & regulation	Important	Very important	Game changer	Low importance	Very important
Access to capital (incl. venture capital)	Game changer	Important ¹	Somewhat important ¹	Important ¹	Somewhat important ¹
Collaboration with leading universities	Important	Very important	Somewhat important	Very important	Important
Presence of industry leaders and existing ecosystem	Very important	Important	Important	Somewhat important	Somewhat important
Tax environment	Important	Somewhat important	Very important	Somewhat important	Somewhat important
Access to market	Somewhat important	Low importance	Important	Somewhat important	Low importance
Infrastructure	Hygiene factor	Hygiene factor	Hygiene factor	Hygiene factor	Hygiene factor

1. Only important for start-ups
2. Differences for a production facility: Subsidies (tax incentives), infrastructure (strong supply chain) and access to market / customers are more important while collaboration with leading universities loses relevance



WHERE ARE WE STANDING?



today

= Elements to define focus 2024-2027 = Milestone
 = Process of new SLA 2024-2027



AWARD – TEAM SAND BOX INITIATIVE USA

Thank you
Switzerland delegates



Josef Küffner
Delegate, Switzerland



Michelle Abboud
Delegate, Washington, DC



Jayne Riemer
Delegate, San Francisco, CA



Lukas Sieber
Delegate, New York, NY



Matt Julian
Delegate, Austin, TX



Christoph Besmer
Delegate, Los Angeles, CA



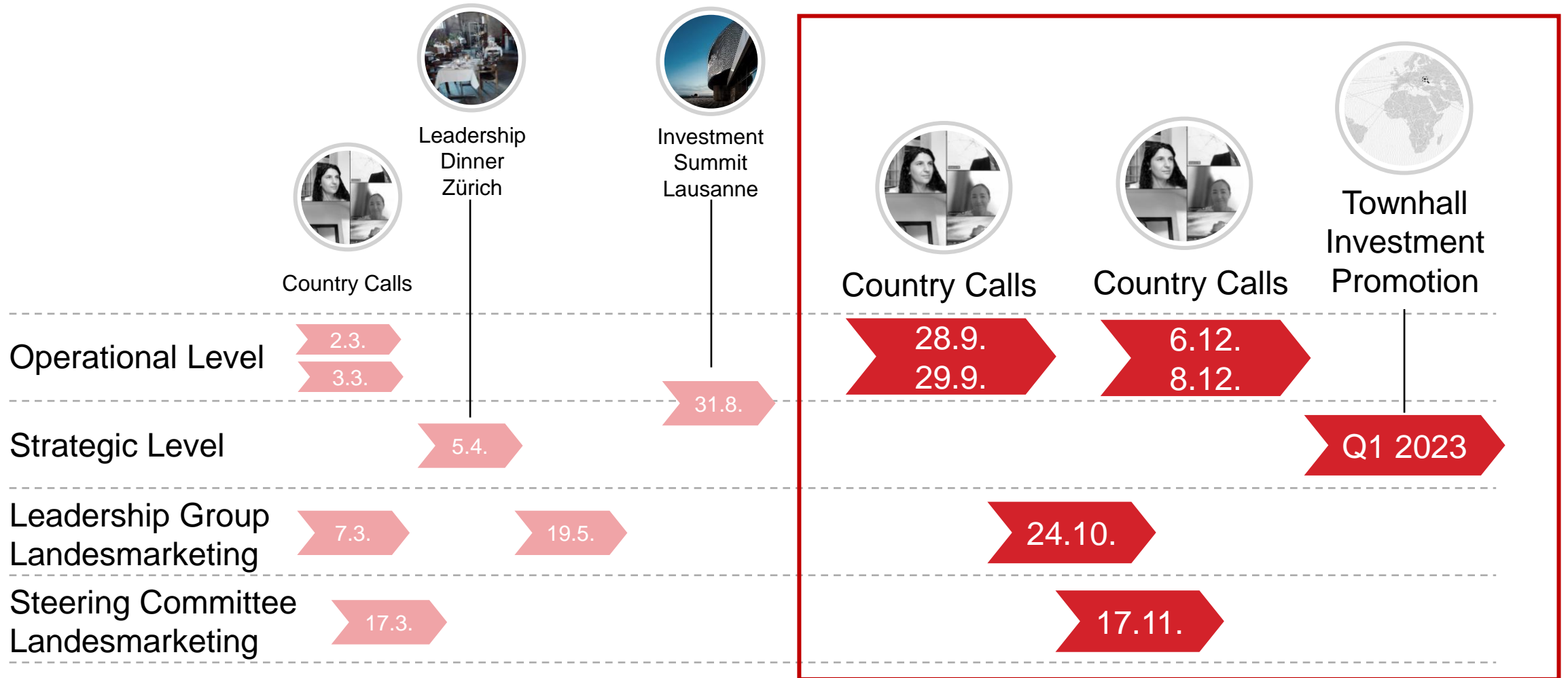
Manuel Haymoz
Delegate, San Francisco, CA



Lisette Müry
Delegate, New York, NY



NEXT TOUCHPOINTS



WHAT A RHYTHM, WHAT A BEAT



ISABELLE MORET

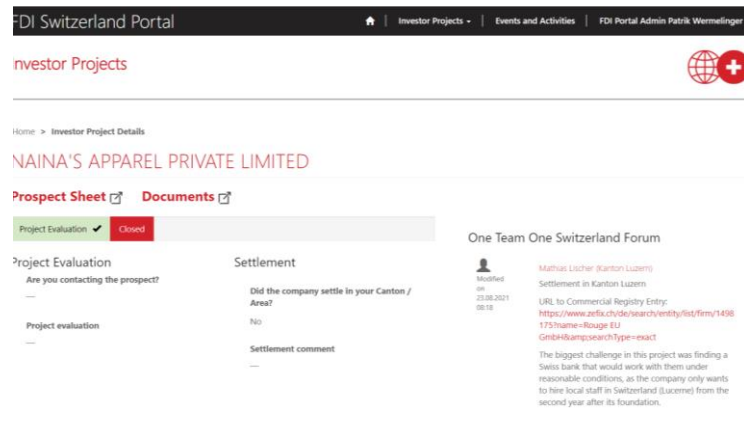
**CHEFFE DU DÉPARTEMENT DE
L'ÉCONOMIE, DE L'INNOVATION, DE
L'EMPLOI ET DU PATRIMOINE DU
CANTON DE VAUD**



WRAP-UP AND OUTLOOK



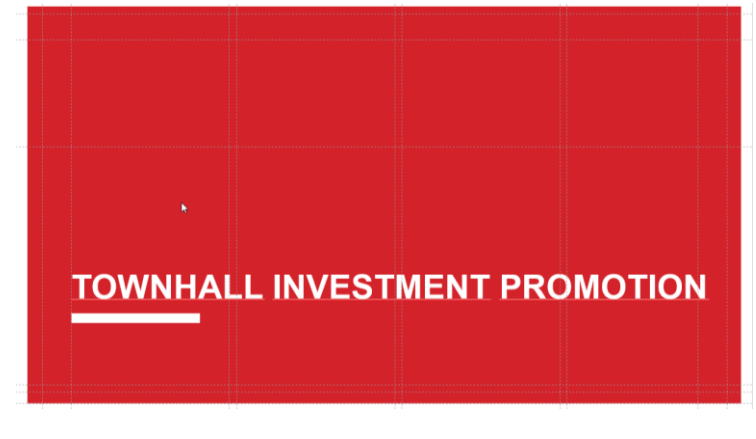
OUTLOOK



Visit FDI
Switzerland
Portal 2.0



Use «why
switzerland»
presentation



Next Town-
hall in Q1/23

See you at the

INVESTMENT SUMMIT 2023

