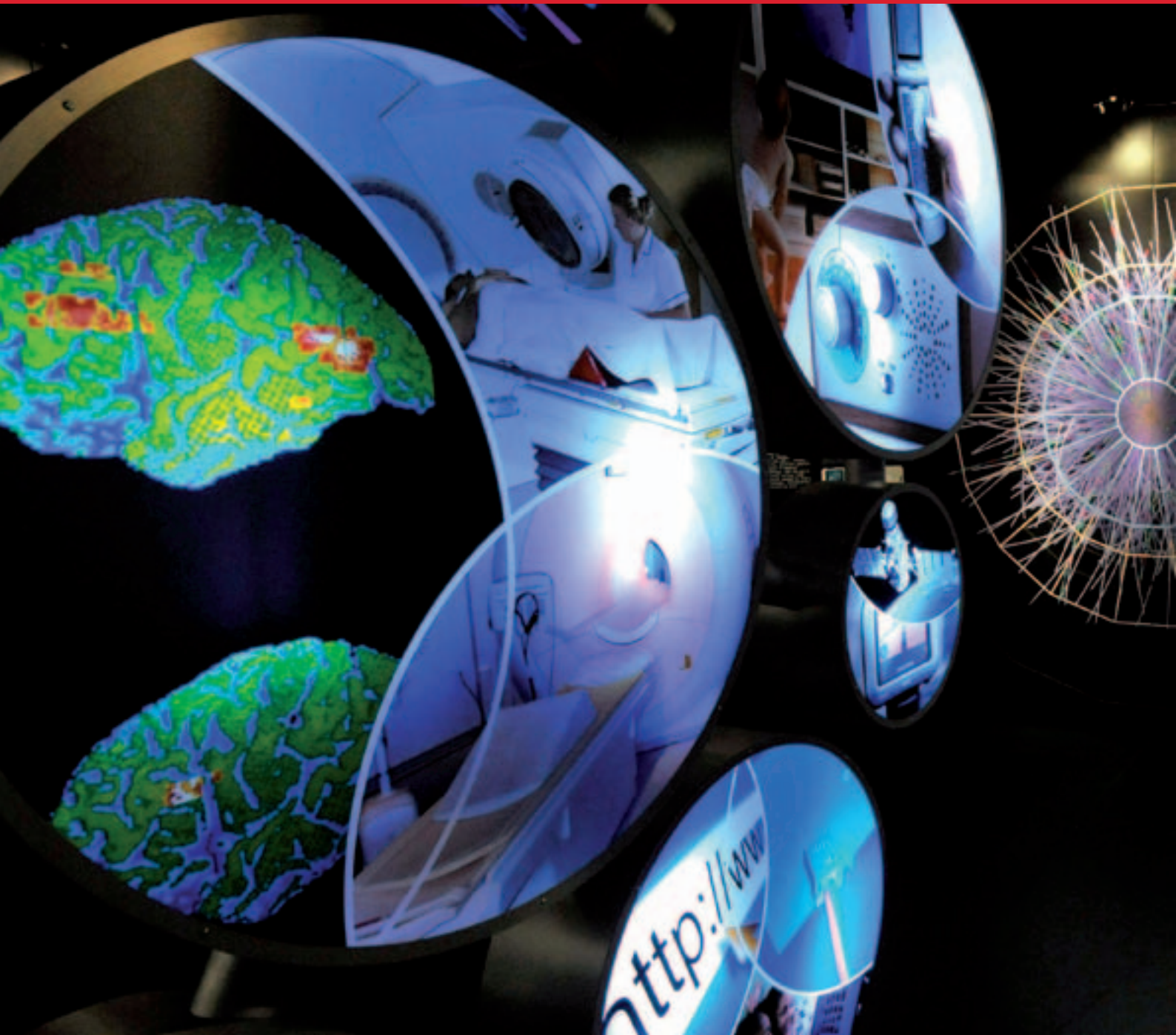


Annual Report 2011.

osec.ch



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Welcome message from Johann N. Schneider-Ammann.

Now more than ever, innovation is vital to the competitiveness of Switzerland's export industry. So it is no accident that the theme running through this Osec Annual Report is Swiss innovations. Swiss entrepreneurs long ago recognised that the path to prosperity in their home country depends in great part on doing business abroad. They realised that the markets beyond our borders were much larger. Back then,

«Switzerland has virtually no raw materials of its own and has therefore, over the decades, developed into a country based on know-how and innovation.»

they succeeded by delivering high-quality products – and the success story continues to the present day. Switzerland has virtually no raw materials of its own and has therefore, over the decades, developed into a country based on know-how and innovation. It is vital that we continue to take the message of «Swissness» abroad and, through innovations, successfully market it as a seal of quality. After all, our ability to innovate does not just benefit exporters: innovations also help to create high-quality jobs and generally enhance Switzerland's attractiveness as a business location.

The global economic environment is in a constant state of flux. It is therefore especially important that Swiss companies continue to strive for broad geographic

diversification when selling their products and services internationally. The negative impact of the strong Swiss franc on the export industry underscores once again the importance of identifying new markets and broadening one's horizons beyond exports to the EU and North America. Markets further away present many opportunities for exporters, but there are also specific risks involved. Free trade agreements provide valuable support in opening up such markets, and also help to reduce those risks.

Swiss companies must work tirelessly to retain their standing in international markets. That means an ever-changing catalogue of responsibilities for the federal export promotion organisation. Osec can provide effective support to its clients as they seek to internationalise their operations, and is constantly working to adapt its offering to evolving needs. Parliament voted extra funding for Osec in the autumn session of 2011, thereby ensuring that it can increase the provision of services designed to help businesses tap into more distant markets. It is an expression of confidence in Osec, but also imposes on it a duty to continue providing the best possible support to Swiss SMEs.



Johann N. Schneider-Ammann



Johann N. Schneider-Ammann
Head of the Federal Department of
Economic Affairs (FDEA)

«Reacting faster and more flexibly to changing market requirements.»



Mr Küng, last autumn the Swiss Parliament granted Osec extra funding for export promotion. What does that mean for the organisation?

Above all, we see it as a vote of confidence in us. When I joined Osec in 2005 the talk was very much about abolition. Fortunately that didn't happen – and repeated motions in Parliament to cut funding for Osec never achieved a majority. Equally, though, there was never any scope for extra funding. Now, finally, it has worked out – and that shows that Parliament too believes Osec performs a valuable service for our SMEs.



Daniel Küng
CEO, Osec

The extra funding amounts to about CHF 2 million net per year. How will it be used?

First, we want to raise awareness among exporters of the countries that Switzerland has recently concluded free trade agreements with or where negotiations are ongoing. Second, we want to make companies aware of export opportunities beyond the euro and dollar areas, to improve their resilience to currency issues. With that in mind, over the next few years we'll be setting up additional Swiss Business Hubs that can provide sound, expert local advice to Swiss exporters in promising new markets.

Mrs Metzler-Arnold, what role will the President of Osec's Supervisory Board play in arguing the case for state-funded export promotion in Parliament?

The President and the CEO speak with the same voice on that issue. Last summer, though, I had very little work to do, because there was broad acceptance of the need for Osec to support SMEs, not least due to the strength of the franc.

That acceptance ultimately fed through into the political process.

What has been your personal experience of that acceptance?

People I know generally approved of my decision to take on the position of President of Osec. Of course there was some criticism, but most of it was limited to older problems that are no longer relevant. I fully recognise that disagreements and differences of opinion can occur now and then when you are dealing with an organisation such as Osec, which is at the interface of politics and business and, as such, is expected to respond to manifold needs and deliver a wide variety of services to satisfy them. That is normal and, in fact, no bad thing.

Mr Küng, the broad acceptance that Osec enjoys is surely no accident. What is the organisation doing differently now compared to four years ago?

We have managed to involve our partners more closely in what we do. That brings with it extra synergies, efficiency and know-how. Back in 2005, Osec was still doing everything itself. Today we still do some of the work, but now we also act as a platform organisation that, first and foremost, coordinates the provision of services by third parties. That enables us to offer SMEs additional competencies as they seek to internationalise their operations.

Do SMEs also benefit from the reorganisation that Osec launched in the year under review?

Yes, of course. We can react faster and more flexibly to new and changing market

requirements. Take the strong franc, for example. That's one area where SMEs expect rapid solutions. We can't always offer an instant remedy, unfortunately. But at least we are now in a position to respond swiftly to new challenges facing Switzerland's export industry and propose a battery of measures that are as effective as we can make them. To achieve that, we need to constantly re-evaluate the services we offer. This is an ongoing task, and one that's made more important by the fact that we have no power to influence or shape economic policy.

Mrs Metzler-Arnold, do you sense that Osec has become more flexible?

My impression is that, contrary to my initial concerns, the organisation is comparatively very flexible. I also sense that approach in the management, and that helps us to adapt our services quickly and simply to the changing needs of exporting SMEs. After all, the prime beneficiary of the additional funding from the Swiss government is not Osec but SMEs that are already exporting or are looking to do so in the near future.

Mr Küng, you said earlier that Osec has managed to involve its partners more closely, or rather get them to take their responsibilities seriously. What relationship does Osec enjoy with the Chambers of Commerce?

We work well with the cantonal Chambers of Commerce, and our recently signed framework agreement with the Chambers of Commerce and Industry of Switzerland (CCIS) is a reflection of that fact. We're now planning affiliation agreements with the individual Chambers. When it comes to Foreign

Trade Chambers, we are currently working closely with 30 of the 50 or so institutions currently in existence. That relationship too now enjoys a higher profile.

Mrs Metzler-Arnold, Osec once again has three performance mandates for the next four years. As well as export promotion, there is import promotion and also promoting Switzerland as a business location to foreign companies, with the aim of encouraging them to set up operations in the 26 cantons. Has Osec succeeded in building its «house of internationalisation»?

The house has been built, but it will never be finished. We're on the right track for the next four years, but the Supervisory Board is already thinking about how our performance mandates might look four years from now, or will need to look if we are to continue building the «house of internationalisation».



Ruth Metzler-Arnold
President of the Supervisory Board, Osec

Innovation – the engine of economic prosperity.



Wherever you go in the world, innovation – for Joseph Schumpeter the actual implementation of a novel technology or organisation in the production process and not simply the corresponding invention – is seen as the driving force of economic prosperity. What that means is the financial advantages that come from improvements, such as through higher productivity (and therefore lower production costs) or monopoly prices justified by the uniqueness of a product or service.

Prizes are awarded for innovation, innovation parameters are compared and country ratings compiled that purport to identify the nations with the greatest innovative power. Gratifyingly, Switzerland regularly comes at or near to the top of such rankings. To take one example: «Switzerland is the European champion in innovation once again,» as the federal authorities reported in February 2011, referring to the EU's Innovation Union Scoreboard, which placed the country at the head of Europe's innovative nations again, reporting an above-average growth of 4 % in innovative achievement.

Top scorer in multiple indices

As in the previous year, Switzerland also achieved first place in the World Economic Forum's 2011 Global Competitiveness Index. Of 133 countries examined, Switzerland not only headed the overall ranking but was also close to the top on a whole raft of indicators, including infrastructure, health care, institutions and innovation.

Broad capacity for innovation

Innovation and Switzerland – two concepts that are closely linked and synonymous with an almost unparalleled story of economic success. Over the last 200 years, Swiss entrepreneurs have delivered groundbreaking and innovative products and services in almost all the relevant areas and sectors, setting international standards and opening up new markets. In so doing, they have created prosperity and a level of welfare that means Switzerland today is one of the world's leading nations not just in terms of innovation, but also as regards income and income distribution, unemployment and quality of jobs, public spending ratio and government debt and – last but not least – education, health and social security. It is that special cultural and political climate that has fostered innovation and entrepreneurship; and contrary to the persistent assumption that Switzerland grew rich on the back of financial services and chocolate making, the strength of our country lies in the breadth of its innovativeness. Indeed, it is that same capacity to innovate that makes Switzerland an attractive location for major foreign companies to set up and do business.

However, past success and an outstanding position today are no guarantee that the future will be equally bright. An increasingly harsh wind is blowing through the international competitive environment. More than ever, economic fluctuations and political upheaval call for swift reactions and a proactive – and innovative – approach to the future if the Swiss economy is to maintain its current status.

Informing, advising, networking

For Swiss companies – and especially SMEs – being innovative means developing and producing competitive products and, wherever possible, positioning them internationally. Acting on behalf of the Swiss Confederation within its agreed performance mandates, Osec plays a key role in securing entry to new markets for Swiss products and services, and indeed opening the eyes of potential investors to the comparatively wide-ranging advantages of Switzerland as a business location.

Osec's specialists inform, advise and connect; they closely monitor, analyse and evaluate trends and developments in the international markets on behalf of the Swiss economy, drawing conclusions that reflect the needs and competencies of Switzerland's exporters, and meeting new challenges with new solutions – in short, being innovative.

Success story

This Annual Report, too, reflects the commitment and innovativeness of Osec, its partners and members. On the pages that follow, you will find a wealth of information and revealing success stories that demonstrate in practice how a carefully considered and skilful approach combined with the urge to innovate can help companies achieve success abroad.

«In the industrial environment especially, many technological problems remain unsolved – and that's where thinking and acting innovatively has a vital role to play.» That is the view of Nils A. Reinke, Chief Technology Officer of Winterthur Instruments GmbH, who is revolutionising the (export) market for coating measurement systems. The Swiss ambassador to India, Philippe Welti, plays his part in promoting Switzerland abroad, and has developed an enduringly successful strategy for attracting Indian investors: «Writing to potential investors directly and talking to them face to face is an innovation that lends extra quality to location marketing.» Representing Osec's third area of activity, Eve Bächtold, Project Manager in the Swiss Import Promotion Programme, comments: «To ensure adequate quality, we had to take an innovative approach to exporting alpaca clothing to Europe.» For a more detailed insight, see the articles starting on page 8, which illustrate innovation at work in every facet and area of Osec's activities.



EXPORT PROMOTION

« Exhibiting in Osec's SWISS Pavilion gave us the chance to present our product to the trade experts. »

NILS A. REINKE



In the SWISS Pavilion at Hannover Messe a young company gets off to a flying start.

Physics professor Nils A. Reinke is Chief Technology Officer (CTO) of Winterthur Instruments GmbH. A spin-off from the Zurich University of Applied Sciences (ZHAW) in Winterthur, the company is looking to revolutionise the market for coating measurement systems. Demand for its CoatMaster product is strong – thanks in no small part to its appearance in the SWISS Pavilion at the 2011 Hannover Messe.

Enlightening conversations, more than 60 contacts, specific enquiries and even some initial orders: for Winterthur Instruments GmbH, a spin-off from the Zurich University of Applied Sciences (ZHAW) in Winterthur, the 2011 Hannover trade fair was a success. «Exhibiting in Osec's SWISS Pavilion gave our small start-up company the chance to present our product to the trade experts,» says professor Nils A. Reinke.

That product is the prototype of CoatMaster, a development that «offers major benefits for both society and industry». As Nils A. Reinke explains, «Our technology permits the non-contact and non-destructive testing of coatings for a range of parameters such as thickness, thermal properties and adhesion in multi-layer coating systems.» It uses infrared measurement – a fast and simple process – to precisely measure wet, powdery, sticky or even hot coatings immediately after they are applied, enabling corrections to be made where required. Conventional methods cannot be used until the coating has dried after application, which can take up to 24 hours.

An example from the aviation industry demonstrates the potential savings that CoatMaster can deliver. To test the ceramic coating of turbine blades, samples have to be cut up and examined for air inclusions under the microscope – at a cost of around CHF 3,000. With CoatMaster, the same operation can be carried out in a second at an estimated cost of just 0.1 centimes.

The measurement system was developed at the ZHAW in Winterthur as part of a four-year research project. Nils A. Reinke, Professor of Physics and Sensor Technology, and mathematics lecturer Andor Bariska head an interdisciplinary team at the university that «develops and implements brilliant ideas». The first CoatMasters have already been delivered to waiting customers, and new devices are being produced. Meanwhile the company is busy tinkering and testing, modifying and refining.

CoatMaster's next high-profile appearance in the SWISS Pavilion has already been organised. Nils A. Reinke promises: «We'll be using the Osec platform again at Hannover Messe in 2012, but this time we'll be showing not a prototype but a finished product.»

WINTERTHUR INSTRUMENTS GmbH

Winterthur Instruments GmbH was founded on 13 January 2011 as a spin-off from the Zurich University of Applied Sciences (ZHAW) in Winterthur, and is headed by Andor Bariska (CEO) and Professor Nils A. Reinke (CTO). The young company has a number of part-time employees. Production is currently still carried out at the ZHAW. Its non-contact, non-destructive measurement system has won the ITG Innovation Award, the Venture Kick Award and the Heuberger Winterthur Prize for Young Entrepreneurs. It has also received support from the Federal Foundation for the Promotion of the Swiss Economy through Scientific Research.

www.winterthurinstruments.com



Informing. Advising. Networking.

1,932

COUNSELLING INTERVIEWS

1,077

MANDATES

387

PROJECTS WITH EXTERNAL EXPERTS

The increasing strength of the Swiss franc in the first half of 2011 added extra urgency to export promotion activities and support for Swiss SMEs. The current situation underscores that good information, practical advice and the right contacts are vital to successful internationalisation.

Consultations on specific countries

Despite – or perhaps because of – the difficult economic environment, there was great demand for Osec's consultancy services in the year under review. The strength of the Swiss franc meant that Swiss exporters were on the lookout for new markets and growth opportunities to compensate for trends such as declining sales in established markets. Projects oriented towards Europe once again accounted for around half of the consultation services provided. There was also heightened interest in more distant markets, reflecting increased awareness of the fact that recently concluded free trade agreements with a number of countries open up new business opportunities.

The additional measures (consultation sessions) launched by Osec to counteract the strong franc focused on management of currency risks and hedging in collaboration with Osec partners, and explaining business opportunities at international financial institutions.

Systematic support for key export sectors helped to ensure that consultations were more closely geared to customer requirements. The emphasis in 2011 was on information and communication technology (ICT) and food. Both individual

consultation sessions and larger events for representatives of these sectors were used to raise awareness of business opportunities at the global level.

Osec organised a number of foreign trips for companies in 2011, enabling participants (mostly SMEs) to gain an initial overview of the economic situation and establish their first contacts with potential business partners in interesting target markets. The trips, generally concentrating on specific sectors, covered destinations including Peru, Colombia, Canada, Russia and the Philippines.

Western Switzerland and Ticino

The work of Osec's branch offices in Lausanne and Lugano focused on advising export-oriented SMEs and organising courses and events.

A wide range of events were arranged in French-speaking Switzerland, and the 44 country-specific consultation days and training sessions on business-related topics attracted great interest. Firms were invited to export dialogues and lectures run in association with cantonal Chambers of Commerce and Industry as well as other business organisations, while 10 country-specific consultation days, five export dialogues and numerous expert lectures were staged in Ticino. A further service provided was the Export Newsletter Ticino.



Content management/e-business

Osec introduced structured content management during 2011, to improve client access to the export and country knowledge of Osec and the Swiss Business Hubs. This resulted in a sharp increase in the amount of high-quality content (such as the Osec Analysis) available during the second half of the year, delivering better and more timely information to the various stakeholder groups. In future, companies interested in internationalisation will receive more than just details of current events: Osec consultants and the heads of the Swiss Business Hubs will be supplying additional analyses and interviews with an in-depth insight into the markets that are attractive and relevant for Swiss exporters. Simultaneously, the Osec website has been overhauled to make it more accessible and user-friendly for tablet PC users. There is now also an option to subscribe to articles on the website as a news feed. Other features include a password-protected members' area and a personalised member dashboard.

SWISS Pavilion

«The platform for successful presentations» was used by more than 200 Swiss and Liechtenstein companies in 2011 to obtain professional support and introduce themselves to a broad specialist audience at international trade fairs under the «Switzerland» brand umbrella. Osec provided organisational and administrative assistance before, during and after the fairs, saving the companies time, resources and energy and freeing them up to concentrate on their core business, fostering contacts and acquiring new customers.

The SWISS Pavilion brings exhibitors and visitors together, providing a forum for interesting discussions and valuable exchange of ideas. The SWISS Pavilion in the research and development section of Hannover Messe, the Hanover trade fair, is the product of a successful collaboration between Osec and the Swiss Confederation's innovation promotion agency (CTI), the Swiss National Science Foundation, the Swiss Technology Award and the Swiss Business Hub in Germany.

Forum for Swiss Foreign Trade and Investment

The Forum for Swiss Foreign Trade and Investment is now established as a valuable meeting point for Swiss and Liechtenstein exporters. The 9th Forum took place on 7 April 2011. It was attended by around 528 participants and was entitled «New territory – land of opportunity».

Osec Export Award

The Osec Export Award was presented for the fourth time at the 2011 Forum for Swiss Foreign Trade and Investment. The prize in the «Step-in» category went to Baumot AG in Fehraltorf, and in the «Success» category to OVD Kinegram AG in Zug. Both firms impressed the judges with their systematic and targeted methods.

1,258,000

VISITS TO WWW.OSEC.CH

18

SWISS PAVILIONS

MEMBERS

A woman with blonde hair, smiling, is working in a workshop. She is wearing a green tweed jacket over a pink ruffled blouse. She is holding a thin metal rod and working on a piece of metal on a workbench. The background shows various workshop equipment and a teal wall.

« I would really appreciate it if an organisation such as Osec could lend us a helping hand in new business areas such as e-business and provide practical solutions to support us. » FIDES P. BALDESBERGER

Demonstrating creativity, preserving values – redefining cosmetic tweezers.

Fides P. Baldesberger has set new standards with stylish, high-quality cosmetic tweezers, and transformed Rubis into a household name in the process. But she would still welcome support in areas such as logistics and e-business.

Every day the world's top make-up artist Bobbi Brown and millions of others like her around the globe use tweezers that were manufactured in Switzerland. Hand made from top-quality steel and exquisitely designed, they are both practical and aesthetically pleasing. The company is headed by Fides P. Baldesberger, an art historian, former gemmologist and proprietor of Outils Rubis SA in Stabio.

In 1984, Fides P. Baldesberger inherited a block of shares from her father and, soon after, took over the reins of an ailing company that produced tweezers for the watchmaking and electronics industries. She soon realised what had to be done: «We needed a second string to our bow, a product that we could use to make a name for ourselves – I wanted to go into the consumer goods industry,» she recalls.

Despite the lack of distribution channels and the rapid emergence of copies, Rubis cosmetic tweezers were a triumphant success. «My refusal to compromise and insistence on producing high-quality and therefore more expensive products sold exclusively under the Rubis name paid off,» Fides P. Baldesberger. Thus began a brand that today is world famous.

Rubis products are now also sold via an e-shop – a project that has cost Fides P. Baldesberger a great deal of time, money and anxiety, and continues to do so. Apart from the technical effort involved, there is the administrative burden of completing the customs formalities required when supplying to the EU. To reduce the inconvenience and frustration for herself and her customers, she has teamed up with another entrepreneur to establish a storage facility in Geilingen, Germany, from where orders destined for EU countries are dispatched. «We are manufacturers, production is our strength, but we lack the infrastructure for the retail trade that goes with e-business,» she says. It's an area where Fides P. Baldesberger would appreciate support. She is convinced that many other SMEs experience similar problems. «I would really appreciate it if an organisation such as Osec could pool the interests of its members and lend them a helping hand in new business areas such as e-business by providing practical solutions to support them.»

Such assistance would help her move on from the groundwork carried out by the Swiss Business Hub in Tokyo to realise her next project: a web shop for the Japanese market.

OUTILS RUBIS SA STABIO

The SME was established more than 60 years ago, has a staff of 35 and is a world leader in the manufacture of high-quality, precision tweezers for laboratories, the watchmaking and electronics industries, and the cosmetics sector. Customers include Motorola, General Electric, Siemens and cosmetics firms such as Estée Lauder, Bobbi Brown Professional Cosmetics and MAC. The company's wide range of tweezers and nail scissors combines aesthetic appeal, functionality and design. The architecture of the company's headquarters also reflects the symbiosis of traditional craftsmanship and modernity: a timelessly elegant new administrative building with a long factory hall behind it.

www.rubis.ch



Supporting. Exchanging ideas. Coming together.

1,840

MEMBERS

15

PER CENT EXPANSION IN MEMBERSHIP

8

«GET TOGETHER»-EVENTS

The number of Osec members rose by 15 % in 2011 – from 1,603 to 1,840 – a clear vote of confidence in the organisation. Osec, which appointed former Federal Councillor Ruth Metzler-Arnold as President at its most recent Annual General Meeting, is targeting a sustainable 10 % expansion in membership per year over the medium term. The growth reflects the increasing need for support services in an environment that poses major challenges for exporting SMEs. Demand for advisory services rose sharply, and members demonstrated keen interest in briefing events on topical export-related issues as well as the platforms for sharing experiences. Last year, dominated as it was by the strength of the Swiss franc and a slowdown in economic growth in the most important export markets, brought Swiss exporters even closer together.

Annual General Meeting

The Annual General Meeting on 27 May 2011 was attended by 227 participants and offered selected members an opportunity to present their company. It was Osec's way of showing its appreciation to all its members, not least for the economic contribution that export-oriented Swiss companies make to the economy, year in, year out. Apart from the election of Ruth Metzler-Arnold as President of the Supervisory Board, succeeding Rolf Jeker, the highlight of the event in Zurich was the address by Sergio Marchionne. In an impressive speech, the Fiat boss expressed his respect for Switzerland and highlighted its advantages as a global business location.

Osec Member Get-Together

Last year, 300 SME representatives attended the Osec Member Get-Together (OMGT) series of events to find out more about the opportunities and risks of exporting. Recognised experts from the Osec partner network provided them with valuable information on topics such as patent law, licensing, potential cost savings in logistics, the risks of industrial espionage, the choice of business partners, and ways of avoiding the currency trap. Company representatives seeking more detailed information were referred to Osec specialists, contacts in Chambers of Commerce and Industry, or consultant partners.

Forum for Swiss Foreign Trade and Investment

The Forum for Swiss Foreign Trade and Investment brought numerous members together. Many took advantage of the opportunity to bring a guest with them to attend the lectures and workshops together and take the ideas and findings back with them to their companies. The Osec member lounge proved a popular place for members to meet.

Association membership

Alongside the familiar corporate memberships, association memberships are playing an increasingly important role. Additional agreements offer export-oriented members of sector associations the chance to become members of Osec.



The advantages for the association lie in the increased attractiveness of membership due to the expanded offering available, in the form of Osec's export services. For Osec, such agreements mean access to the association's sector know-how and the ability to deliver it even more precisely to its members through sector-specific services. Additionally, the association's channels of communication can be used to ensure that joint members receive export services even more closely tailored to their needs.

Partnerships and support

The agreement with the SwissRail Industry Association was extended for a further two years. This came after a year packed with highlights, starting with the export event in Bern in January at which six highly promising target markets for the Swiss rail industry were presented. June saw a delegation make a business trip to Russia, while SwissRail's appearance at the international trade fair in Dubai was supported by the local Swiss Business Hub GCC. The partnership with the Swiss Textile Association (TVS) was strengthened with a new agreement, which aims to provide even better support to the Swiss textile industry in the planning and implementation of its internationalisation projects.

An agreement with the Institute for Young Entrepreneurs (IFJ) enabled an investment in the highly promising «born global» segment via targeted services.

The food industry receives support on export-related issues thanks to close coordination of Osec's activities with the umbrella association Fial and its affiliated sector associations as well as with Proviande, the sector organisation for the Swiss meat industry. A survey of approaches to internationalisation in the ICT industry examined its export potential. The findings were used as the basis for three target market studies that were presented at the ICT summit in Lucerne last November.



LOCATION PROMOTION



« Our promotional activities can only succeed if we market Switzerland in a consistent fashion. »

AMBASSADOR PHILIPPE WELTY

Focused marketing and a unified platform – the smart way to position the brand «Switzerland».

Greater autonomy for the Swiss Business Hub, increased involvement of the Swiss Ambassador in focused marketing activities, new and prestigious events, and exclusive management meetings with decision-makers of target companies – it all adds up to a new approach to marketing Switzerland in India. Osec's successful Business Prospects model is now being rolled out in other countries.

As the Swiss Ambassador to India, his job is to successfully represent Switzerland's interests. For Philippe Welti, that also included marketing Switzerland as a business location. After taking up his post in Delhi in spring 2009, he travelled with the Swiss delegation «to see first hand how these events operated». He was disappointed: «There weren't enough relevant company representatives there,» he says, and identifies another problem: «The presentation, with competing cantonal representatives all talking up the merits of their individual regions, confused the Indians rather than winning them over.»

Together with Fabian Stiefvater, Head of the Swiss Business Hub (SBH) in Mumbai, Welti devised a new strategy that proved a resounding success as part of the Business Prospects pilot project. Their motivation: «Our promotional activities can only succeed if we market Switzerland in a consistent fashion.» The first step is to arrange an exclusive business lunch with the Ambassador, to which decision-makers from

selected companies identified through ongoing market observation are invited. The events are attended by CEOs and directors who are ready and willing to offer an insight into their corporate philosophy. Alongside these are management meetings with decision-makers of target companies looking to set up in Switzerland. These meetings, organised at the companies' headquarters, are an opportunity for cantonal and regional representatives, assisted by experts, to discuss planned investments and potential location projects in an atmosphere of mutual trust. As Welti emphasises, «This exclusive environment enables us to look into a company's soul and find out what its plans, needs and interests are.»

That comment is backed up by the success achieved in persuading foreign firms to set up in Switzerland over the last two years. As a result of the Business Prospects pilot project, the cantons granted Osec wider powers to look after potential investors in other countries under the new performance mandate; they include the US, France, Germany, Russia, China and Japan.

SWISS BUSINESS HUB, MUMBAI

Under Fabian Stiefvater's stewardship, a total of 16 CEO round tables, investor seminars and receptions were organised in 2011 as part of the campaign to market Switzerland as a business location. The exclusive ambassador lunches were attended by 124 selected companies, and the management meetings by 83. In total, around 700 initial contacts were made. There were 41 media reports on the various activities.

Thanks to the support of the Swiss Business Hub in Mumbai, six firms set up operations in Switzerland, and a further five investment projects are currently being processed. A total of 2,500 sets of details and brochures were sent to firms interested in locating in Switzerland, while the newsletter was posted to 2,200 recipients. The SBH Mumbai provided assistance to 10 firms during fact-finding missions by Indian investors in Switzerland.

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7,519
INITIAL CONTACTS

179
MEDIA REPORTS

Switzerland maintains its position as the world's most competitive country, leading the rankings for the third successive time in The Global Competitiveness Report 2011–2012 published by the World Economic Forum (WEF), ahead of Singapore and Sweden, which have swapped places at numbers 2 and 3. Behind them comes Finland, which has moved up three places compared to the previous year's rankings. The US, meanwhile, has slipped back once again and is now in fifth position. Germany, too, has dropped one place, to sixth. The remaining nations in the top ten are the Netherlands, Denmark, Japan (which suffered the biggest fall among the group, from number 6 to number 9) and the UK.

It is notable that Switzerland leads the field not just in the overall ranking but also in the subcategories of «Labor market efficiency», «Technological readiness» and «Innovation». It is also among the top three in two other subcategories, namely «Business sophistication» and «Higher education and training».

Other measures also confirm Switzerland's competitiveness and capacity for innovation in the international arena. They include the Global Innovation Index 2011, published by the renowned global business school INSEAD. It lists 125 economies, with Switzerland topping the table after moving up from fourth position in 2010. The remaining top ten most innovative nations are: 2. Sweden, 3. Singapore, 4. Hong Kong, 5. Finland, 6. Denmark, 7. the US, 8. Canada, 9. the Netherlands and 10. the UK. The biggest gainers in the ranking were developing and transition countries, chief among them Serbia (up from 101 to 55), Vietnam (from 71 to 51), Brazil (from 68 to 43) and China (from 43 to 29). This is a trend that will have to be monitored closely, since it means Switzerland will face tougher challenges as it seeks to defend its leading position in innovation and competitiveness during the years ahead.

Sought-after location

Potential investors, too, are in no doubt about the advantages Switzerland has to offer, and this is reflected in the roll-call of leading companies from around the world setting up business here in 2011. Today, more than 1,000 foreign firms direct their European or global activities from Switzerland, with around 6 out of 10 US corporations choosing the country as the location for their European headquarters. The figures are proof that Switzerland remains a desirable business location, not



least because it offers the benefits many companies need in order to survive in the global marketplace and successfully market their products and services.

New strategic orientation

The term of the first performance mandate that Osec signed with the State Secretariat for Economic Affairs (SECO) and the cantons a few years ago ended on 31 December 2011. It set out the ways in which Osec is to promote Switzerland abroad as a location for business. Osec informs potential foreign investors about the operating conditions and particular strengths of Switzerland as a commercial location, and the procedures involved in setting up business here. It analyses market potential, target groups and relevant trends and provides this information to the cantons, thereby helping them to assist foreign companies looking to establish themselves in Switzerland. Osec also coordinates the activities of all the bodies involved in promoting Switzerland as a business location.

Extended competence

In mid-2011, following several months of preparatory work, Osec negotiated a new performance mandate with its partners covering the years 2012 to 2015. The relationship of trust built up over previous years resulted in the cantons granting Osec increased powers to look after

potential investors under the new mandate. Osec will now be able to offer more advice to investors that are in the process of setting up in Switzerland, extending to all the important markets such as the US, France, Germany, Russia, China, Japan and India.

Previously, Osec's role was limited to providing a networking platform for cantonal and regional representatives and developing marketing activities for the relevant business promotion boards. Under the new arrangements, Swiss Business Hubs can approach target companies directly, manage relationships and assist investors until they decide on where to set up business. Then, when it comes to the actual decision, the cantonal and regional business promotion boards take over and assist investors in selecting their preferred location. This change of strategy is



Coordinated throughout Switzerland. Efficiently and effectively.

80

EVENTS

7

TARGET MARKETS

a sensible move, because it takes account of investors' need for holistic support from Switzerland's official foreign representative organisation. In addition to its existing target markets in Germany, France, Russia, the US, India, China and Japan, Location Promotion will be extending its basic offering of communication services, such as Handbooks for Investors, brochures and websites, for the UK, Italian and Brazilian markets.

Efficient planning and high quality

With the exception of Japan (earthquake, tsunami and Fukushima nuclear accident), there were no significant political or economic events in 2011 that necessitated adjustments to the location promotion programmes in the target markets. Qualitative improvements to event organisation, initial contacts and networking with interested local firms were made in all target markets during 2011, thanks to the market surveys launched at the end of the previous year.

Improvements to the planning and running of location marketing events had a positive impact on the satisfaction of participating cantons, know-how partners and investors in 2011. The verdict on the events organised by Osec was wholly positive. In all, Location Promotion organised over 80 different events in the year under

review, at which the special features of Switzerland were explained to potential investors. Its experienced teams delivered top-quality marketing of the country's advantages as a business location in all target markets. Location Promotion also further enhanced its collaboration with the cantons, leading to an improved and more coordinated approach.

Consistent image abroad

Projecting a consistent image of Switzerland abroad is a much-discussed issue. During 2011, Location Promotion therefore focused on improvements to marketing and training. These included revising its Handbooks for Investors and image brochures highlighting the advantages of Switzerland as a business location, focusing on issues such as political stability and legal certainty, the international culture and openness, low levels of public debt, entrepreneurship, the high quality of the education system, patent protection, high innovative capacity, unrivalled quality of



life, the geographical location at the heart of Europe and the first-class infrastructure. The layout and text of new editions will be brought into line with the advertising materials used by cantonal business promotion boards.

Enhanced training


Major emphasis was also placed on standardising the training offered to cantonal location promoters of the cantons and Osec. Osec organised a series of coaching events covering areas such as the basics of presentation techniques, with the aim of increasing coordination and standardisation of the content used by the Confederation and cantons. Last but not least, 2011 also saw the launch of the Osec Academy, with the first training week for staff of the cantonal business promotion boards, the business regions, the Swiss Business Hubs, SECO and Osec. Demand for these courses is strong, and Osec is clearly responding to a need. Formats such as these are open to everyone involved in location promotion, and enable Osec to enhance the quality of service provided to its clients across the board.

Location Summit

A further aspect of these activities were the two Location Summits organised by Osec in Bern and Basel during 2011, with the aim of improving coordination between business promoters at federal and cantonal level and establishing even greater consistency in the way in which Switzerland presents itself abroad. Both events were very well received by participants and are now a regular feature of the annual programmes of Switzerland's location promoters.



SWISS IMPORT PROMOTION PROGRAMME

A woman with short dark hair, smiling, stands in the center of the frame. She is wearing a black blazer over a maroon top and a long orange scarf. Her hands are on her hips. In the background, two mannequins are visible: one on the left wearing a yellow top, and one on the right wearing an orange blazer. The setting appears to be a clothing store or showroom.

« We soon realised that an unconventional approach was needed if we were to introduce these products to the luxury segment. »

EVE BÄCHTOLD

Alpaca clothing from Peru and Bolivia – from knitting cooperative to haute couture.

Opening up the European market for alpaca goods: that was the remit from the State Secretariat for Economic Affairs (SECO), and it was Project Manager and fashion expert Eve Bächtold who took up the challenge. Together with her team, she explored new avenues, banked on the adaptability of manufacturers, and guided them to success. Alpaca has now even taken its place among Parisian luxury labels.

Fashionable clothing made from Peruvian alpaca wool on the catwalks of Paris – what was merely a dream just a few years ago is now reality. And it is all thanks to a mandate from SECO that became a success story as part of an unconventional project by the Swiss Import Promotion Programme (SIPPO).

Coarse, scratchy, beige and brown pull-overs all with the same patterns: the reputation of Peruvian knitwear was anything but high when Project Manager Eve Bächtold and her team set about finding buyers for alpaca products in Europe.

Little demand from European consumers, little knowledge of European trends among producers in Peru and the assumption that individual customers were highly unlikely to go to South America on a shopping spree – the SIPPO team soon realised that «an unconventional approach was needed if we were to achieve sufficient quality for export,» as Eve Bächtold puts it. «In a departure from our normal practice, we decided to seek out an agent to handle sales.» It was a difficult undertaking, but in Paris they found a capable and well-networked agency that was won over by

the product and the project but was also aware that hard work would be needed.

Much had to be done to prepare the Peruvian producers for their launch on the European market. The choice of yarns and the colour charts needed to be expanded and adapted to meet EU standards. Sales documentation had to be prepared and collections developed that tied in with current trends. When news came from Paris that hand-knitted items were needed, a cooperative was established that, during peak periods, employed up to 800 native Peruvian women as part-time knitters.

Finally in 2009, after years of preparation, the agency organised the first selling mission in Paris. The presentation to French buyers of luxury goods – including representatives of Dior and Agnès B. – introduced the high-quality alpaca designer fashion and Peru as a production location. Orders followed and the groundwork was laid. The knitwear producers were able to increase production and create new jobs. Paris reports on the trends and the Peruvians produce the goods.

Peru's alpaca industry is taking off, and trade with Paris is booming. And, as Eve Bächtold reveals: «We're already looking to our next project: exporting alpaca fashion to – London.»

BOLIVIA, PERU, PARIS

The following companies took part in the Paris selling missions in 2009 and 2010:

Altifibres S.A., La Paz
Conceptos del Peru, Lima
D'Lugaro S.A.C., Lima
El Ayni S.A., Lima
La Victoria Fábrica de Tejidos de Punto S.A.C., Lima
New Expo S.A.C., Lima
Venator S.A.C., Lima
Mitayoq S.A., Lima
Artesanias Sumac S.R.L., Puno

Detailed information about all the Bolivian and Peruvian companies active in the alpaca sector can be found at:

www.sippo.ch



Enabling access. Building trust. Strengthening structures.

22,900,000

CHF EXPORT SALES GROWTH

1,175

NEWLY GENERATED JOBS

150

NUMBER OF ENQUIRIES FROM IMPORTERS

Preparing the ground and opening doors is the job of the Swiss Import Promotion Programme (SIPPO). Osec's 2008 mandate from the Swiss Confederation is to promote market access to Switzerland and Europe for SMEs from selected developing and transition countries, while at the same time increasing the competitiveness of production facilities in those countries. The services provided by SIPPO chiefly revolve around relaying market information to importers in Europe – including Switzerland – and exporters in developing countries. The aim is to build trading relationships between exporters and importers, and advise SMEs in developing countries on marketing and product management.

Sectors

Food

Fruits and vegetables, fish and seafood, natural ingredients, organic products

Non-Food

Home textiles, fashion and general clothing, handicrafts, home and garden furniture

Technical products

Information technology, timber for industrial purposes, plastic and rubber products, metal processing and mechanical engineering

Tourism

Sustainable and fair tourism

Highlights

Products of biodiversity

An insight into Peru's rich biological diversity and a chance to meet efficient and reliable suppliers were the twin goals of a five-day «buyer mission» to the South American state. It set out to give European purchasers access to high-quality natural products as well as some useful contacts. Peru is one of the 10 most biologically diverse countries in the world, with immense potential for the European food, cosmetics and pharmaceutical industries.

Furniture

FEYDOM, based in Skopje, Macedonia, is a design studio for manufacturers of upholstered furniture. Established in 2006, it has been part of the SIPPO Home Furniture project since 2010. The furniture, designed for sophisticated living, impressed visitors to the international furnishing show imm cologne 2011 with its combination of functionality and design. But potential importers had concerns about the quality and price. Thanks to advice from Osec, the company was able to substantially improve its competitiveness, and at imm cologne 2012 FEYDOM won the coveted Interior Innovation Award for its Q6 multi-functional sofa.

Tourism

New avenues were explored with advertising for nine sustainable tourism companies in South Africa, by involving the southern Germany region in marketing initiatives. Constructive meetings between company representatives and travel firms from Switzerland and southern Germany were arranged at the TTW tourism fair as



well as workshops in Zurich and Munich. These gave the South Africans an insight into the local tourism market and some promising contacts and new ideas for their own products to take back home with them.

Technical products

For the first time, a sourcing trip to Indonesia was organised in association with Procure Switzerland, Swissmem and the Swiss-Asian Chamber of Commerce (SACC). Purchasers from Switzerland, Germany and Austria visited 12 firms and were invited to a round table with Swiss Ambassador Heinz Walker. They met the CEO of Nestlé Indonesia, a marketing specialist from Holcim and local business representatives to learn about the capabilities and quality of Indonesian companies.

Jewellery

The SIPPO trend forecasts, drawn up in collaboration with experts, enable Peruvian jewellery designers to respond quickly to the latest developments in European fashion. A large proportion of the 11 designers advised by the SIPPO team exhibit regularly at trade fairs in Lima and Europe, offering their products either through their own shops or via new distribution channels. One particularly welcome development is that the Peruvians asked the SIPPO team for advice on setting up a sector association.

Future Outlook

The Federal Council approved the new SIPPO programme in December 2011. Support will now be provided on a number of levels: assistance to companies at international trade fairs in Europe, enhanced local export promotion structures, and targeted action to remove market obstacles through training in marketing, export preparation and the application of international standards. From 2012 to 2015, support will be provided to companies in focus countries, defined by SECO as part of the development cooperation. These countries are mainly in South-Eastern Europe, Africa, Latin America and Asia.

A maximum of CHF 27.6 million is available for the SIPPO programme. Synergies with other mandates issued by the Confederation in the area of Swiss export promotion, as well as a network of international and local experts, can also be exploited to implement its objectives.

The Swiss economy benefits in a number of ways from import promotion activities to assist developing and transition countries. The programme strengthens trade relations between the partner countries and Switzerland, boosts foreign trade and helps those countries progress economically. Import promotion also leads to a greater variety of attractive and sometimes unusual products on the Swiss market, from which consumers benefit. The programme also helps to reduce input costs for Swiss manufacturers.



NETWORK

« Sometimes you just have to roll up your sleeves and get stuck in; sometimes having contacts at the top levels of the associations is enough to open doors. »

BRITTA THIELE-KLAPPROTH



Proactively managing a network while remaining alert, flexible and authentic.

Britta Thiele-Klapproth opens the doors of the German market to Swiss SMEs. An experienced consultant, she arranges contacts, organises meetings and is forever finding new ways to bring providers and customers together. Her enthusiasm is infectious: she loves meeting people and is more than happy to roll up her sleeves and pitch in.

The contents of the plastic bag were too heavy. The handle broke, and smartly dressed Britta Thiele-Klapproth, clutching the oozing package bravely under her arm, tottered through the exhibition halls of InterMopro, an international dairy products fair in Düsseldorf. Alongside her, Aramis Andreazzi, head of Caseificio del Gottardo (see box), carted the remainder of the 25 kilograms of cheese from the Leventina to the wholesalers, hoping to persuade them to buy his high-quality Swiss product.

It was an effective debut. The next year, many at InterMopro still remembered the lady and the cheese man – and the Gotthardo cheese, which is now on the shelves of several German retailers.

«Sometimes you just have to roll up your sleeves and get stuck in; sometimes having contacts at the top levels of the associations is enough to open doors,» says Thiele-Klapproth, who has been a consultant at the Swiss Business Hub in Stuttgart for 10 years and is frequently on her travels. «Either way, you won't get anywhere without connections,» she adds, «which is why I go out there, keep my eyes and ears open, shake hands and make sure people remember me.»

«People» meaning first and foremost German dealers and entrepreneurs – especially in the fields of technology, mechanical and electrical engineering (MEM) and foodstuffs – who are organised into national clusters and were asking themselves: «How do I gain access to the Swiss?»

Britta Thiele-Klapproth and Osec launched a successful project during the last Hannover Messe, during which they asked German cluster experts, business promoters and cluster managers what their precise requirements were. Back in Switzerland, they contacted cantonal governments, businesspeople and representatives of research and development. The result was a business lunch at which Swiss and German entrepreneurs looking to expand their networks were able to discuss their specific concerns and potential opportunities for cooperation. Just a year later, the meeting had led to concrete projects and offered a practical demonstration of how to work together.

Britta Thiele-Klapproth is always enthusiastically tackling new projects. She is on the road, listening to what people say. «A network is never complete,» she says. «I'm constantly on the lookout for interesting new contacts.»

CASEIFICIO DEL GOTTARDO

Open to the public and with a shop, restaurant and museum, the Caseificio del Gottardo cheese dairy was created in 1997 from the former municipal dairy in Airolo. The cheese (Gottardo, Lucendro, Tremola, Airolo) and other dairy products such as butter, yoghurt and ice cream are made exclusively using milk from the Leventina. Groups of visitors can attend workshops at which they can make their own cheese and at the same time experience both a modern cheese-making operation and a traditional alpine cheese dairy.

www.cdga.ch



Global links. Combined activities.

200,500

VISITS TO

WWW.POOLOFEXPERTS.CH

348

EXPERTS

WITHOUT OFFICIAL OSEC STATUS

122

EXPERTS

WITH OFFICIAL OSEC STATUS

18

SWISS BUSINESS HUBS

At the core of Osec's successful activity is its exceptional network, both in Switzerland and abroad. The organisation's close ties to companies, experts and organisations both private and public around the world mean it can make a powerful contribution to export promotion.

Chambers of Commerce and Industry

«Growth through internationalisation.»

That was the watchword for Osec and the Chambers of Commerce and Industry last year as, together, they helped many SMEs that are willing and able to export find their way into foreign markets. Companies benefited from both the specific knowledge and understanding of local business specialists and the know-how and international network of the Osec representatives.

At the end of 2011, Osec and the umbrella association Chambers of Commerce and Industry of Switzerland (CCIS) concluded a new framework agreement providing for a further strengthening of cooperation in future based on individual affiliation agreements.

Four country-specific consultation days as well as other events were organised at various Chambers of Commerce in German-speaking Switzerland in the year under review. Further regions are to be included at a later date, so as to provide optimum support to SMEs in all parts of the country.

Foreign network

Osec's global network consists of 18 Swiss Business Hubs in the country's key export markets. Close cooperation with bilateral Foreign Trade Chambers and the specialists of the Pool of Experts plays a crucial role.

The start of 2011 saw the opening of the new Swiss Business Hub in Toronto, enabling Swiss firms to take full advantage of the export free trade agreement with Canada (which offers benefits such as reduced customs duties).

Osec worked together with over 30 bilateral Foreign Trade Chambers over the last year, awarding mandates and delivering support services worth around CHF 1 million annually. The Chambers of Commerce, for their part, support Osec with their strong local networks and contacts to Swiss companies on the ground.

Further international cooperation agreements with key institutions were concluded in 2011. They included the China Development Bank, Kosgeb (the Small and Medium Enterprises Development Organization in Turkey) and KOTRA (the Korea Trade-Investment Promotion Agency). These agreements underline the attractiveness and importance of Osec in the international context.



Pool of Experts

The fully revised Pool of Experts online directory went live in spring 2011, making it easier than ever for Swiss and Liechtenstein SMEs to search for the export specialists they need.

Additional improvements during summer and autumn led to further strong growth in visitors to the website during the second half of the year.

In November a representative survey of experts was carried out with a view to further enhancing the benefits of the Pool of Experts for its members going forward.

The number of global experts rose from 458 in 2010 to 470 in 2011, 122 of whom received the Official Osec Expert seal of quality (compared with 110 of 458 a year earlier). The target for 2012 is to increase the number of accredited Official Osec Experts to over 150. Extensive improvements to the website, promotion and membership are also in the pipeline.

Partners and sponsors

During 2011, Osec once again received valuable support from its partner companies. The partnership with Credit Suisse was extended for a further four years, thus securing the Swiss big bank's continued backing for Osec as a premium partner in export promotion. Osec benefits from its partners in a number of ways, including the added value that their speakers bring to Osec events and the specialist knowledge they contribute to joint product development.

As part of joint marketing initiatives, the partners publicise Osec's services through their networks as well as sponsoring Osec's activities. The reorientation and enlargement of the service portfolio in the area of national location promotion also led to a further expansion of sponsorship offerings.



EXPORT PLATFORMS

« Our goal is to help Swiss medical technology companies become successful exporters. »

PATRICK DÜMMLER



Pooling know-how, sharing experience – achieving success with a solid foreign strategy.

As Managing Director of Medtech Switzerland, Dr Patrick Dümmler brings his medical technology expertise to bear. Some 1,300 Swiss SMEs benefit from the export platform's services – including Safrima AG, which gained valuable experience and potential new customers in the US.

Safrima AG, based in Worben near Biel, is a Swiss medical technology SME that is looking to explore potential sales opportunities abroad. Medtech Switzerland helped the family company attend two events in the US, establish contact with university clinics, and gain a valuable insight into the local market. This enabled Safrima AG to develop a product precisely tailored to the needs of US customers. The instrument, designed to permit the rapid removal of implants without complications, is now in the process of being patented.

«Our goal is to help Swiss medical technology companies become successful exporters,» says Dr Patrick Dümmler. The Managing Director of Medtech Switzerland is an economist who knows the sector inside out. Launched and supported by the medical cluster and Osec, the platform has offered the benefits of its expertise, extensive network and service range to numerous companies since commencing operations on 1 September 2010 with a staff of two. «We publish country reports, arrange seminars, offer trips for delegations to foreign markets, and organise

local networking events and SWISS Pavilions at international medical technology fairs,» Dümmler explains. The offering is being constantly expanded and adapted in response to changing market conditions.

Some 1,300 companies, between them employing a total of around 50,000 people and generating nearly 2 % of the gross domestic product, benefit from the Medtech Switzerland platform, which has now expanded to three consultants. They include manufacturers of medical technology products, their suppliers and specialised service companies: firms that, in Dümmler's view, have bright prospects for the future thanks to their high quality and innovative product range. The export platform will be at their side as they venture into foreign markets.

SAFRIMA AG WORBEN

Safrima AG is a medium-sized family company based in Worben near Biel. It has a staff of 26 and is involved in developing and manufacturing high-precision mechanical equipment and medical technology for implants and surgical instruments.

www.safrima.ch



International networking. Exploiting synergies. Successful marketing.

CLEANTECH SWITZERLAND

Chair: Patrick Hofer-Noser
 Managing Director: Rolf Häner
 Target countries: North America, China and other selected markets

www.cleantech-switzerland.com

Cleantech Switzerland, Medtech Switzerland, Ingenious Switzerland and Swiss Health: four export platforms that were created by Osec in 2009 as part of the federal stimulus measures, and have been successfully built up and expanded since. Investment is geared towards sectors with high growth potential. The task of the export platforms is to pool the interests of export-oriented Swiss SMEs and bring foreign demand and domestic supply together through targeted referrals. Osec provides support in a variety of ways, such as its network including the Swiss Business Hubs.

Cleantech Switzerland

Cleantech stands for technologies, processes, goods and services that aim to reduce environmental impact and enable sustainable use of natural resources and systems. The potential is vast: a global market volume of CHF 3.3 trillion is forecast for 2020. Switzerland is a leading international centre of innovation with ideal conditions for developing Cleantech products and services for markets worldwide – an advantage that has not yet been sufficiently publicised abroad.

Cleantech Switzerland successfully pooled the interests of this heterogeneous sector, with its multiple association structure, under a single umbrella brand for exports. The service offering targets project acquisition and, with it, a direct increase in sales for Swiss Cleantech companies. A consistent market image makes a key contribution to positioning Switzerland as a Cleantech nation.

The export platform also offers its members pooled sector marketing via the official Swiss network. At the end of 2011, Cleantech Switzerland had 14 member associations and 300 individual companies benefiting from its services as participants. Since the platform was launched in mid-2010, it has identified more than 120 projects and acted as an intermediary for nearly 40 partnerships. These in turn have led to more than 10 completed export transactions worth around CHF 2 million for Swiss Cleantech companies and a further CHF 2 million in added value for Swiss firms through referrals of new sources of supply.

Ingenious Switzerland

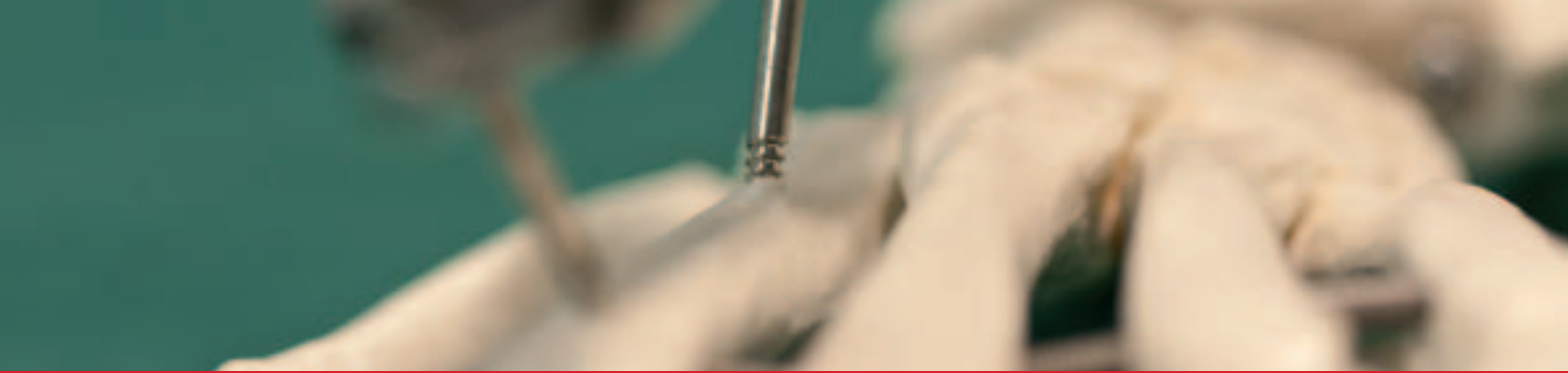
Ingenious Switzerland is the export platform for architecture, engineering and design. These three sectors are largely made up of SMEs, and promoting their foreign trade requires targeted support that reflects their focus on service provision. Ingenious Switzerland backs Swiss expertise, talents and products with services designed to help them succeed in foreign markets.

The services are based on three strategic pillars: support (education, overcoming market obstacles, etc.), matching (networking, creation of country/topic groups, trips for delegations), and image (increasing visibility, e.g. events, exhibitions, cooperation, trade fairs). These are implemented via three different market strategies: Blue Ocean (emerging markets such as Mongolia), Red Ocean (saturated markets) and Opportunity.

INGENIOUS SWITZERLAND

Chair: Patrick Reymond
 Managing Director: Daniel Racine
 Target countries: To date largely unexplored niche markets (e.g. Mongolia, Malaysia, Chile); niches, but also specific opportunities in existing markets (e.g. Singapore, EU)

www.ingenious-switzerland.com



The benchmark for the platform services is the Mongolia project, developed by Ingenious Switzerland in association with member firms, which has already achieved major success in opening up the market. By the end of 2011, over 100 members had joined the platform, generating orders worth USD 500,000.

Medtech Switzerland

Many firms in the medical technology sector have close ties with traditional industries, so there is a strong interdisciplinary network. In the past, however, export activity was chiefly the preserve of large corporations. SMEs often have only a limited international orientation. Medtech Switzerland aims to be their first port of call for export-related questions. The biggest challenges facing the sector are the strength of the Swiss franc and the efforts to save money on health care.

Sector representatives are positive about the platform's activities and see a significant need to raise the profile of Swiss medical technology SMEs abroad. The platform supports them in their target markets of the US, China and the EU as well as in Russia, India, Japan and Brazil.

Swiss Health

The outstanding quality of Swiss health services is not fully appreciated outside Switzerland. To date, few Swiss hospitals have focused on treating patients from abroad. Osec and the Swiss tourism board created the Swiss Health association to better exploit this potential. More than 30 hospitals – including private, acute and university clinics – have now joined the platform. The joint effort involving clinics and health service providers optimised the marketing of Switzerland as a medical destination at roadshows and promotional events both at home and abroad in 2011. The main target countries are the CIS states and the Gulf region.

International health tourism is a lucrative market. In addition to the provision of medical services in Switzerland, it has a significant and wide-ranging impact in terms of value creation through consumption, financial services, real estate and more besides.

MEDTECH SWITZERLAND

Chair: Erwin Locher
Managing Director: Patrick Dümmler
Target countries: USA, China, EU;
second priority: Russia,
India, Japan, Brazil

www.medtech-switzerland.com

SWISS HEALTH

Chair: Beat Villiger
Managing Director: Gregor Frei
Target countries: CIS states, Gulf region

www.swisshealth.ch

Swiss foreign trade 2011.

Exports by sectors	2011 in CHF million	Change in comparison to previous year (%)
Chemicals and related products	74,639	-1.67
Precision instruments, clocks/watches and jewellery	41,144	11.29
Machines, apparatus, electronics	36,855	1.15
Metals	13,024	2.24
Agricultural prod. without food and luxury foodstuffs	8,429	-0.81
Food and luxury foodstuffs	7,414	0.6
Energy sources	6,328	10.65
Vehicles	4,653	15.94
Leather, rubber, plastics	4,357	-2.79
Textiles, clothing, shoes	3,244	-4.2
Paper, stationery and graphic products	2,556	-12.55
Soft furnishings, toys, etc.	1,480	-2.3
Stones and earth	864	-2.92
Total	197,572	2.11

Exports by countries	2010 in CHF million	2011 in CHF million	Change in comparison to previous year (%)
Europe	119,963	119,728	-0.2
Germany	37,780	39,854	5.49
Italy	15,547	15,633	0.55
France	15,144	14,377	-5.06
Great Britain	9,078	8,250	-9.11
Austria	6,115	5,983	-2.16
Spain	6,346	5,772	-9.04
Russia	2,667	3,009	12.81
Poland	2,068	1,973	-4.58
Asia	39,538	43,323	9.57
China	7,079	8,439	19.2
Japan	6,426	6,399	-0.43
Hong Kong	5,298	6,294	18.81
Singapore	2,880	3,118	8.27
India	2,548	2,935	15.22
United Arab Emirates	2,153	2,714	26.08
South Korea	2,237	2,311	3.31
America	28,140	28,701	1.99
USA	19,478	19,947	2.41
Canada	2,743	2,760	0.62
Brazil	2,315	2,226	-3.84
Oceania	2,428	2,570	5.84
Africa	3,411	3,251	-4.7
South Africa	766	792	3.3
Total	193,480	197,572	2.11



Imports by sectors	2011 in CHF million	Change in comparison to previous year (%)
Chemicals and related products	37,432	-0.94
Machines, apparatus, electronics	30,724	-2.27
Precision instruments, clocks/watches and jewellery	17,599	-5.48
Vehicles	16,837	1.54
Energy sources	15,249	13.71
Metals	14,718	2.36
Agricultural prod. without food and luxury foodstuffs	13,313	-0.64
Food and luxury foodstuffs	9,655	-1.18
Textiles, clothing, shoes	8,879	-0.86
Leather, rubber, plastics	6,255	0.83
Soft furnishings, toys, etc.	5,226	-1.08
Paper, stationery and graphic products	4,580	-8.05
Stones and earth	2,915	-1.35
Total	173,725	-0.15

Imports by sectors * Focus countries SIPPO programme	2010 in CHF million	2011 in CHF million	Change in comparison to previous year (%)
Europe	139,736	140,967	0.88
Germany	57,267	58,388	1.96
Serbia*	66	64	-3.53
Ukraine*	58	53	-8.98
Macedonia*	20	40	97.42
Bosnia and Herzegovina*	29	36	25.72
Kosovo*	2.3	3.4	43.76
Albania*	3	2.9	-5.04
Montenegro*	0.3	0.9	236.89
Asia	21,185	19,884	-6.14
China	6,072	6,277	3.39
Vietnam*	2,886	1,112	-61.47
Indonesia*	162	163	0.27
Jordan*	3.7	5.1	36.99
America	10,992	10,579	-3.76
USA	8,154	7,828	-4
Colombia*	130	166	27.8
Peru*	43	45	4.12
Oceania	408	576	41.39
Africa	1,671	1,720	2.93
South Africa*	240	232	-3.31
Libya	485	136	-72.01
Ghana*	113	98	-13.42
Egypt*	63	56	-10.58
Total	173,991	173,725	-0.15

Sources: www.ezv.admin.ch



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