



TERRITORIAL WORKSHOP SWITZERLAND

SWITZERLAND AS A BUSINESS LOCATION WHY INVEST IN SWITZERLAND?

Dominik Furgler
Prague, 5 March 2020

enabling new business

 **SWITZERLAND
GLOBAL
ENTERPRISE**

WHY SWITZERLAND?



What do you know about Switzerland?



Roger Federer

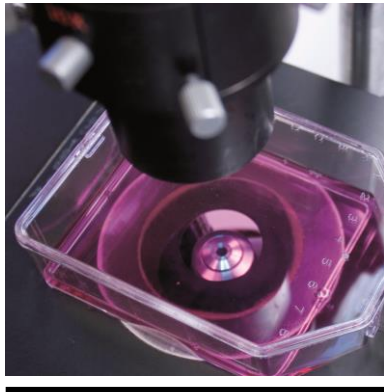


Swiss Chocolate

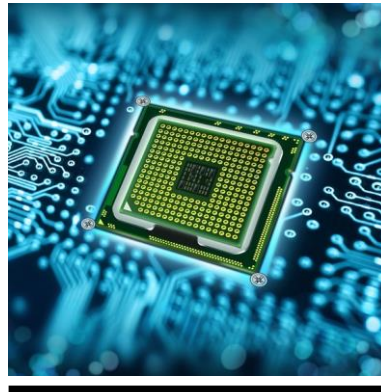


Luxury Watches

What you also ought to know



**Hotspot for research
and development**



**Small but high
performing**



**A country full of
bright minds**

Innovation in Switzerland



1st



1st place – Quality of research infrastructure in international rankings

1st



1st place - World Talent Ranking

1st



1st place - IP protection

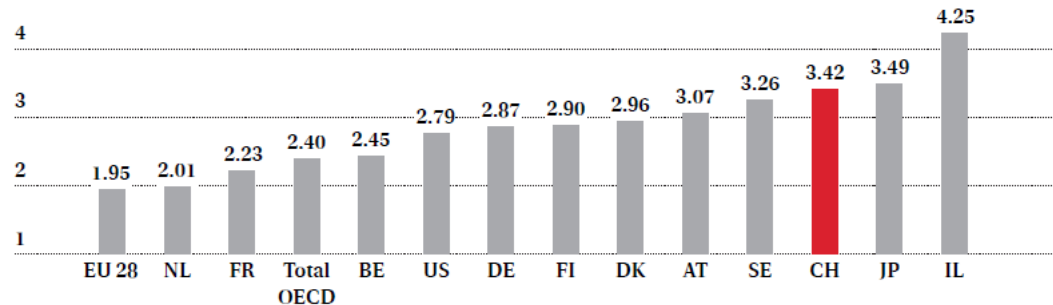
22



22 CHF billion invested in R+D in Switzerland

International Rankings for Gross Domestic Expenditure on R+D As a percentage of GDP

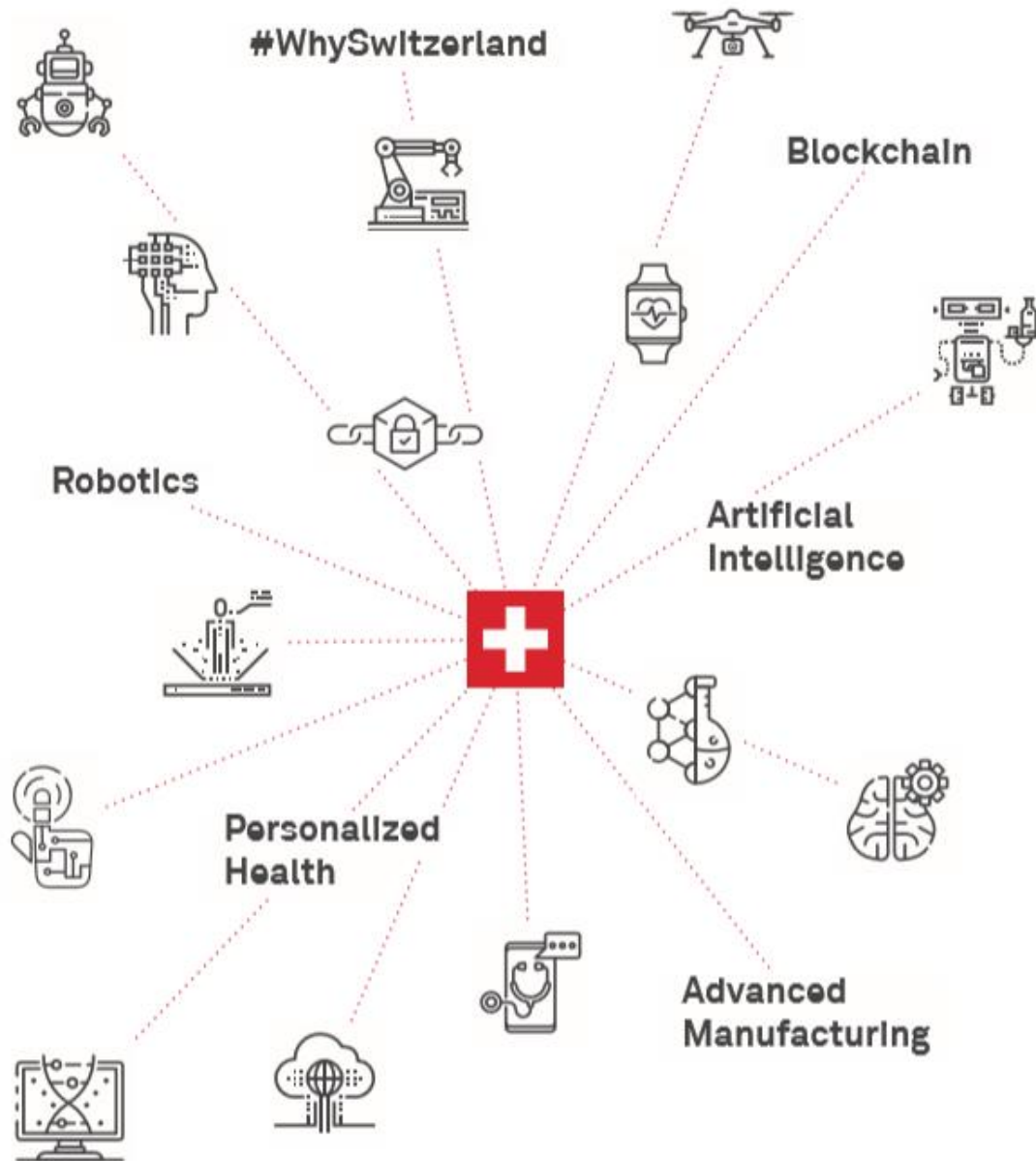
International Rankings for Gross Domestic Expenditure on R+D
As a percentage of GDP



At a Glance:

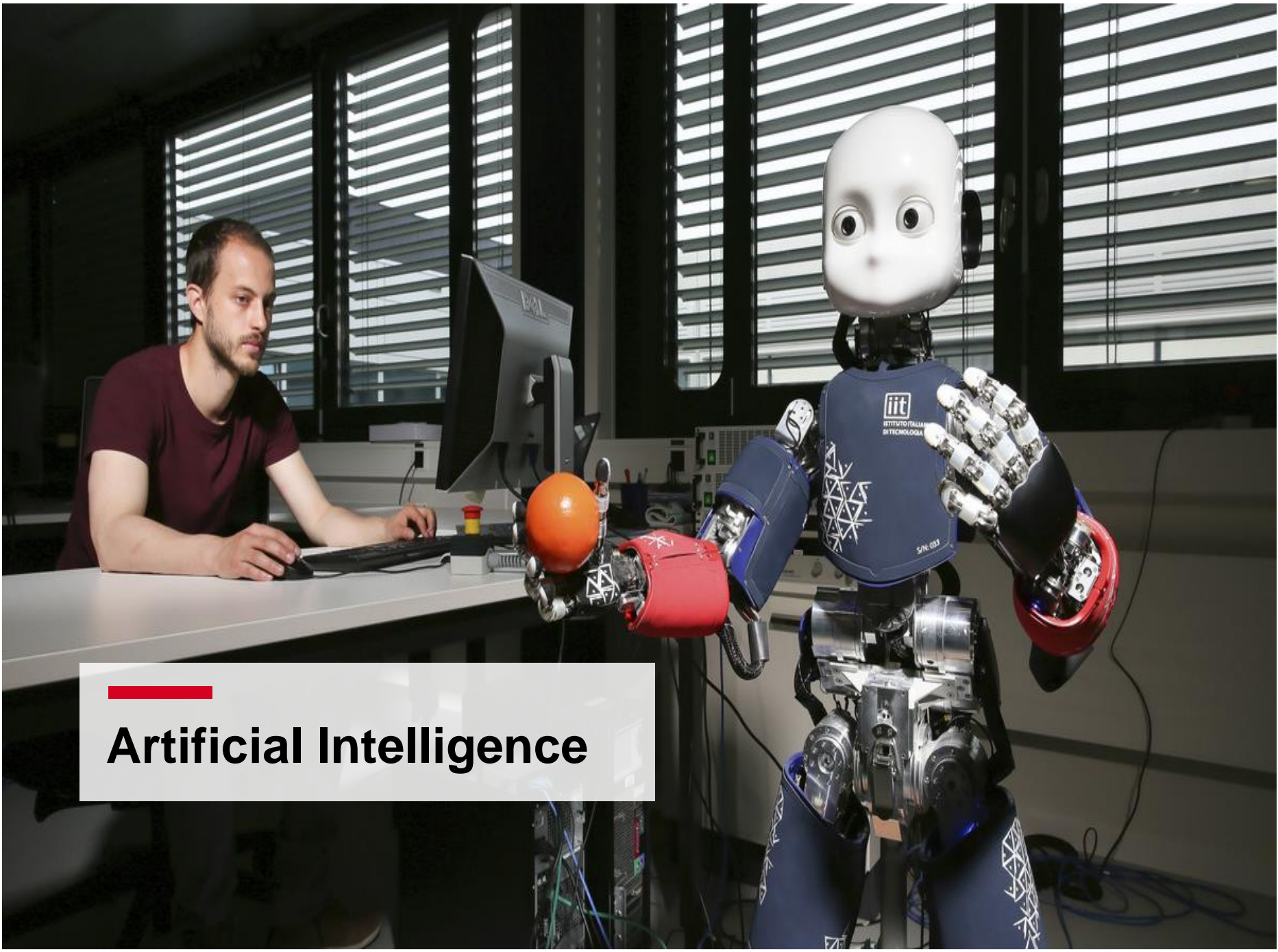
- Swiss global corporations heavily invest in R&D which has led to a very high competitiveness
- Presence of renowned research institutes
- Ability to effectively turn research results into marketable products.
- The intellectual property sector provides an excellent framework and ideal conditions for protecting and harnessing innovation.

SwissTech





Blockchain



Artificial Intelligence

Facts and Figures about Switzerland



41,285 km²
area of Switzerland

Bern
is the capital

8.42 million
inhabitants

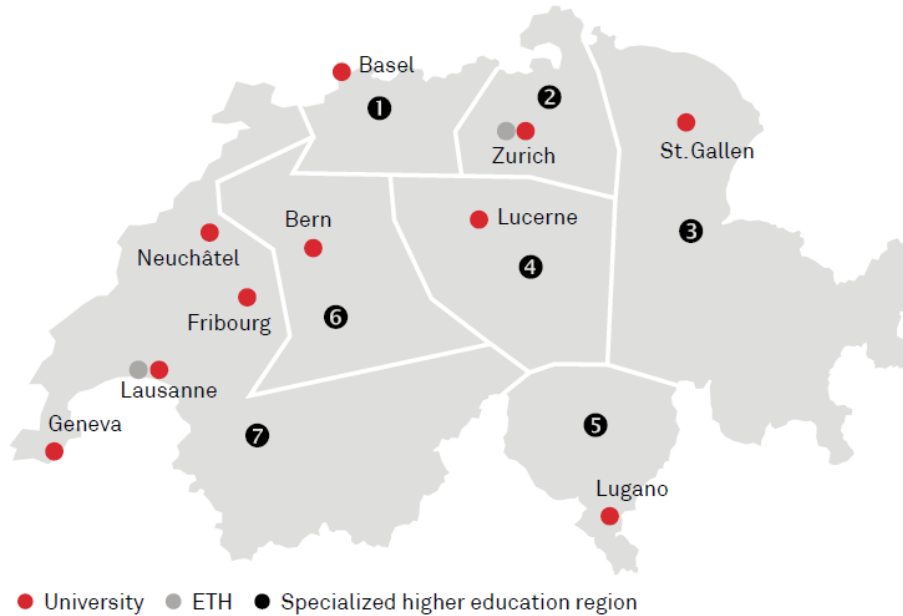
500 million consumers
Can be reached in Europe

4 national languages
German, French, Italian,
Rhaeto-Romanic

Strong Education System



Universities and Institutes of Technology



Specialized higher education region

- 1 University of Applied Sciences Northern Switzerland (Fachhochschule Nordwestschweiz)
- 2 University of Applied Sciences Zurich (Fachhochschule Zürich)
- 3 University of Applied Sciences Eastern Switzerland (Fachhochschule Ostschweiz)
- 4 University of Applied Sciences Central Switzerland (Fachhochschule Zentralschweiz)
- 5 University of Applied Sciences Southern Switzerland (Scuola Universitaria Professionale della Svizzera Italiana)
- 6 University of Applied Sciences Bern (Fachhochschule Bern)
- 7 University of Applied Sciences Western Switzerland (Haute école spécialisée de Suisse occidentale)

Sources: State Secretariat for Education, Research, and Innovation (SERI), 2017

Labor Market in Switzerland



1st



1st place – Attractiveness for highly qualified workers

3.1



3.1 percent unemployment 2017

1st



1st place – Efficiency of the job market

63



63 percent of women active in the labor force (ages 15-64) 2017

Attractiveness as a location for talent

Level of Attractiveness for recruiting talent to a country

| Country | Ranking |
|-------------|---------|
| Switzerland | 1 |
| Singapore | 2 |
| USA | 3 |
| Norway | 4 |
| Sweden | 5 |

| Country | Ranking |
|-----------------|---------|
| Finland | 6 |
| Denmark | 7 |
| United Kingdom | 8 |
| The Netherlands | 9 |
| Luxembourg | 10 |

Source: Global Talent Competitiveness Index, 2018

At a Glance:

- Switzerland has one of the most liberal labor legislation in the world and is highly attractive for employers
- The incidental wage costs are comparatively low
- Number of strikes is lower than in any other European country
- Switzerland is very appealing to highly-qualified employees as it offers a high quality of life and extremely reasonable salaries

Attractive Taxes



Flexible fiscal policy, fair taxes

- Mild fiscal climate
- Moderate tax burdens thanks to «debt brake»
- Federalist system
- Reliable double taxation agreements
- Easy and reliable tax system
- Efficient cooperation with tax authorities
- No «exit taxes»

Customs and Import/Export of Goods



186

CHF billion in imported goods



221

CHF billion in exported goods



52.2

share of GDP comprised by exports (with precious metals)



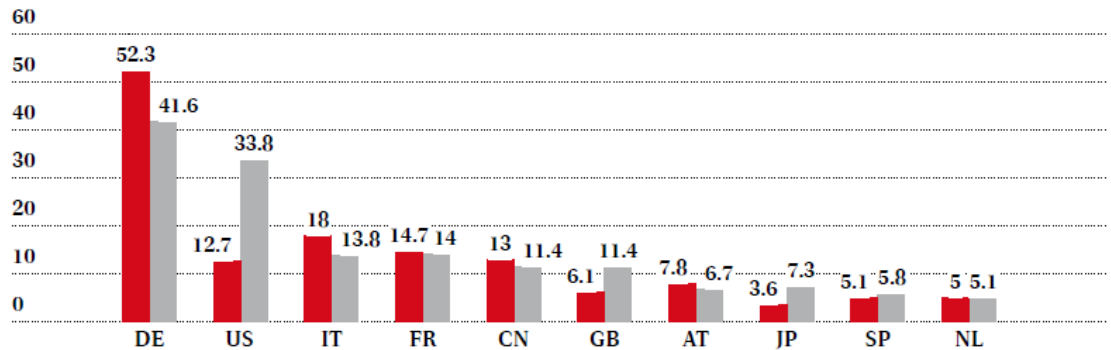
53.1

percent of exports are to the EU



Switzerland's 10 Most Important Trading Partners

■ Import and ■ export 2017 (CHF billion)



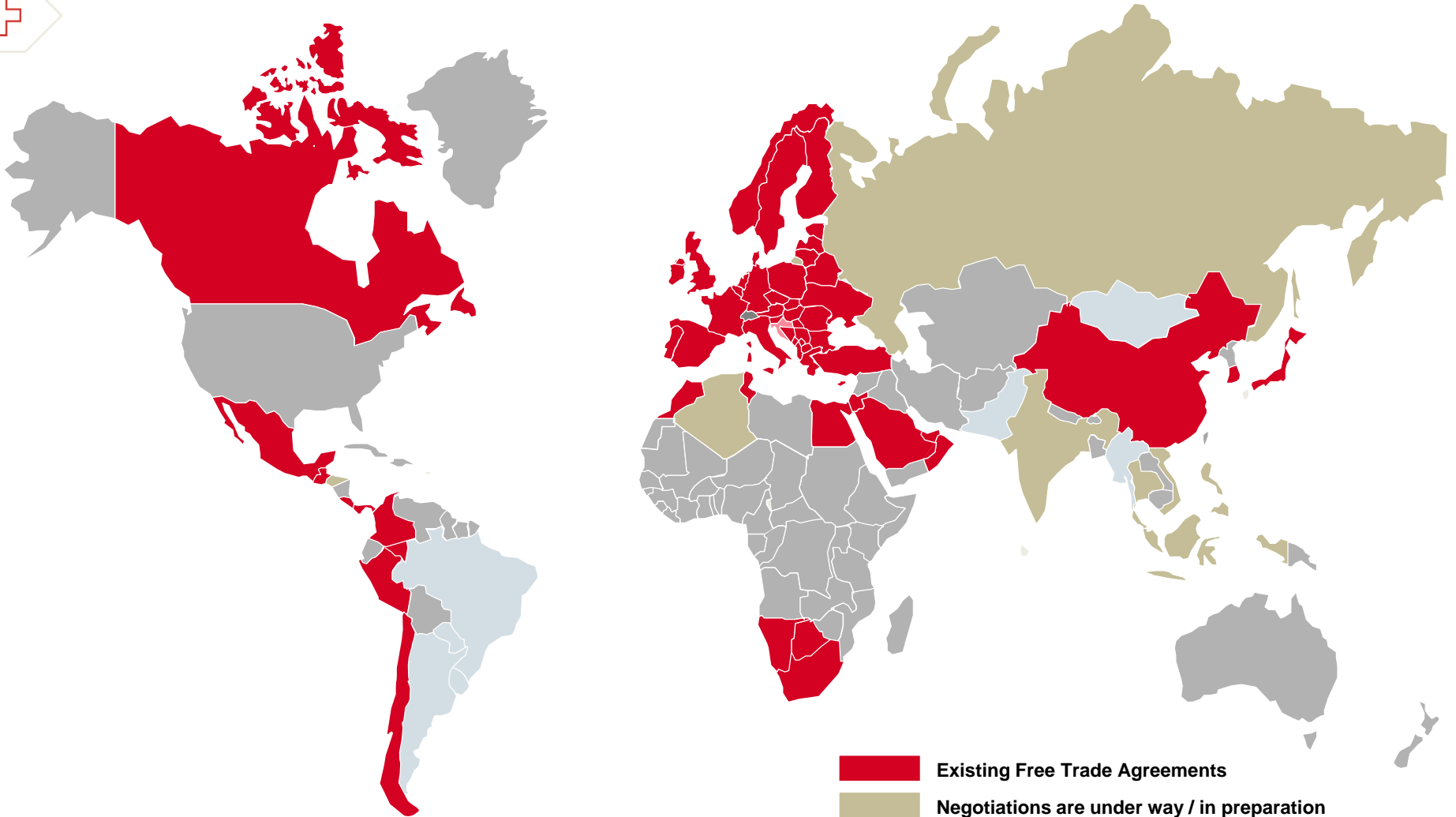
Source: Swiss Federal Customs Administration, 2018

Switzerland...

- ...is one of the most globalized nations in the world when it comes to foreign trade.
- ...has a export surplus of over CHF 35 billion (2017)
- ...has one of the world's most concentrated networks of free trade agreements – including with the EU and China
- ...offers simple and transparent statutory framework conditions, as well as a highly modern customs procedure

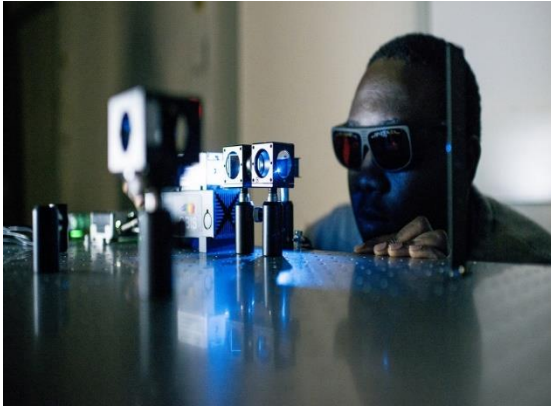
Overview Free Trade Agreements (FTAs)

Swiss Free Trade Agreements Overview



- Existing Free Trade Agreements
- Negotiations are under way / in preparation
- EFTA Declarations of Cooperation
- Feasibility study / exploratory contacts

Why Switzerland



- Innovation hub
- Interdisciplinary research location
- Pragmatic collaboration with companies
- Develop, test and validate your products in Switzerland

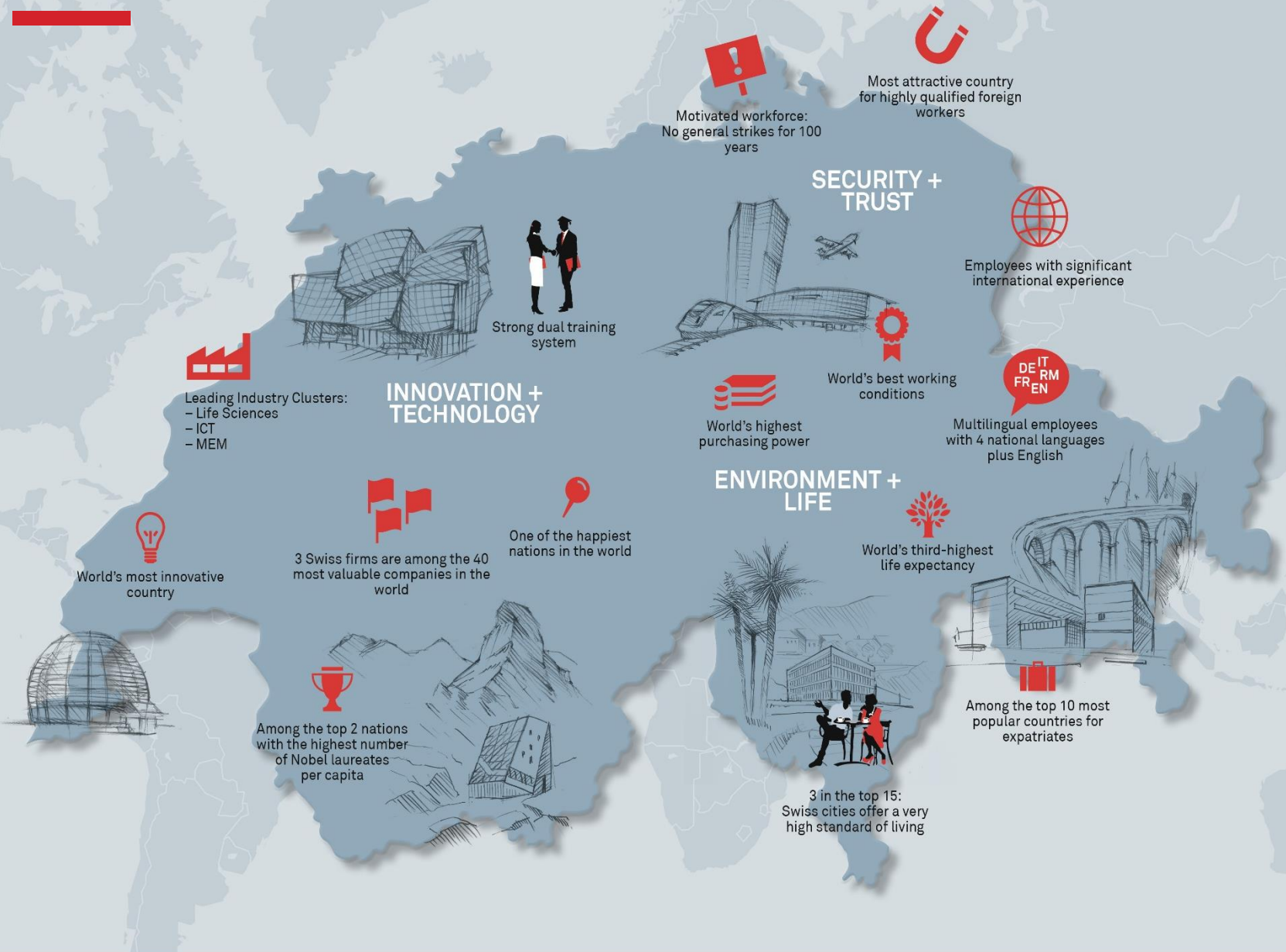


- Switzerland is a tech location in:
- Artificial Intelligence
- Blockchain
- Advanced Manufacturing
- Personalized Health
- Robotics



- “Swiss Made” is a global brand
- High Quality Software
- Trust in Data Protection

Business Location Switzerland



SWISS GLOBAL ENTERPRISE (S-GE)

[HTTPS://WWW.S-GE.COM/EN/INVESTMENT-PROMOTION](https://www.s-ge.com/en/investment-promotion)

[HTTPS://WWW.S-GE.COM/EN/WHO-WE-ARE](https://www.s-ge.com/en/who-we-are)

SWISS-CZECH CHAMBER OF COMMERCE (HST)

[HTTP://WWW.HST.CZ/CS/](http://www.hst.cz/cs/)