



INSTITUTE  
OF EXPORT  
& INTERNATIONAL TRADE

## Doing Business in **Switzerland**

Zurich centre cityscape

[www.Switzerland.DoingBusinessGuide.co.uk](http://www.Switzerland.DoingBusinessGuide.co.uk)

Visit the Website and download the free Mobile App

SUPPORTED BY:

BRITISH | CHAMBER OF  
SWISS | COMMERCE



Department for  
International Trade



Download the app and get started



# Is your business expanding to Switzerland?

---

## We can help with that

Explore new markets with easy access to office space in 3,000 locations across 106 countries. It's easy to set up and we can get you started today.

**Call us and we'll show you how**  
**+41 22 533 21 42 [regus.ch](https://regus.ch)**

**Regus**

# CONTENTS

## ■ 9 Switzerland overview

---

Welcome from Lesley Batchelor OBE, FIEEx (Grad) –  
Director General, Institute of Export & International Trade



Foreword from Her Majesty's Ambassador  
to Switzerland & Liechtenstein, Jane Owen

---

Introduction from Noel McEvoy, Director – Department  
for International Trade Switzerland & Liechtenstein



Foreword from James Woodeson, Secretary General  
of The British-Swiss Chamber of Commerce

---

Introduction from Marieke Hood, Head of the Swiss  
Business Hub UK + Ireland, Switzerland Global Enterprise  
(S-GE)

---



## ■ 21 About the Department for International Trade (DIT)

## ■ 27 About this Guide

# Help available for you



## ■ 29 Why Switzerland?

- 30 • Summary
- 31 • Geography
  - General overview
  - Government overview
- 33 • Economic overview
- 34 • Switzerland and UK trade

## ■ 39 Help available for you

- 41 • Overview
  - Support from the Department for International Trade (DIT)
- 45 • Support from The British-Swiss Chamber of Commerce (BSCC)
  - Support from the Institute of Export & International Trade (IOE&IT)

## ■ 51 Getting here and advice about your stay

- 54 • Entry requirements
- Safety and security
- 57 • Local laws and customs
- Health
- 58 • FCO travel advice

## ■ 63 Sector-specific opportunities

- 66 • Government tenders in Switzerland
  - Aid-funded business opportunities
- 68 • Berne regional development
  - Biotechnology and pharmaceuticals
- 69 • Chemicals
- 70 • Corporate education
- Cyber security
- 71 • Defence and security
- 72 • Financial, professional and business services sector
- 73 • Food and drink
- Healthcare and medical technology (Medtech)

# CONTENTS

- 74 • ICT and innovation
- 75 • Large research centres
- Retail and luxury
- 76 • Recruitment services

## ■ 81 Preparing to export

- 83 • Consultation and bespoke research
- 84 • Getting started in the Swiss market



51

## ■ 87 How to do business in Switzerland

- 89 • Legal considerations
- 91 • Tax and customs considerations in Switzerland
- 93 • Shipping your goods to Switzerland



63

## ■ 97 Business etiquette, language & culture

- 99 • Overview
- Swiss public holidays

## ■ 103 What are the challenges?

- 105 • Challenges to doing business in Switzerland
- Business risk
- 106 • Getting finance to fulfil an export contract to Switzerland



81



87



97



103

Expanding to Switzerland?  
We help you reach out.

SwissGlobal –  
more than mountains,  
watches and chocolate

- We localise your texts
- We adapt your brand messages and website
- We translate your commitment into words
- We help you set up business so you can reach out and profit

**Contact us**  
**and learn more about how to conquer the Swiss market.**



SwissGlobal Language Services AG

Phone +41 56 203 20 20  
[welcome@swissglobal.ch](mailto:welcome@swissglobal.ch)  
[www.swissglobal.ch](http://www.swissglobal.ch)



# CONTENTS

111



## Resources

- **111 Resources**
- **112** What does membership of the Institute of Export & International Trade mean?
- **114** Focusing on qualifications. Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade
- **117** The British Embassy Berne
- **122** Supporting organisations contact details
- **124** Market experts contact details
- **131** Useful links
- **139** Trade shows
- **142** Map of Switzerland
- **147** Quick Facts

---

### SUPPORTING ORGANISATIONS

---



UK Export  
Finance



Department for  
International Trade





„THE CIRCLE“, Zurich-Kloten Airport

# „The Circle“ of trust.

HRS Real Estate AG develops sites and realises significant construction projects in Switzerland. With quality, costs and schedule warranty. You can rely on it.



## **HRS Real Estate AG · HRS Renovation AG**

Areal- und Immobilienentwickler, General- und Totalunternehmer

Walzmühlestrasse 48 · CH-8501 Frauenfeld · Telefon +41 52 728 80 80

frauenfeld@hrs.ch · [www.hrs.ch](http://www.hrs.ch)

BASEL · CHUR · DÉLÉMONT · FRIBOURG · GENÈVE · GIUBIASCO · GÜMLIGEN | BERN  
KRIENS | LUZERN · NEUCHÂTEL · ST.GALLEN · ST · SULPICE · VADUZ · ZÜRICH



## Switzerland overview

The Swiss economy has weathered the economic storm in Europe well over the past years, despite continued upward pressure on the Swiss Franc. Switzerland's economy benefits from a highly-skilled labour force, a stable political environment, liquid and sophisticated financial markets, low taxes, strong domestic purchasing power, a well-developed infrastructure, a stable macroeconomic environment and a strong service sector.

Switzerland is a diverse and mature economy with opportunities in all sectors. Business links between Switzerland and the UK are extremely strong with more than 80 flights per day linking the UK with Switzerland.

Switzerland is the UK's most important non-EU trading partner after the USA. There is a strong trading relationship in both trade in goods and trade in services.

Key factors that can benefit British trade into Switzerland include strong demand for high-quality products and services with competitive prices, a highly automated and efficient manufacturing sector, and the strong Swiss Franc makes UK products highly competitive.

More than 24.6% of Switzerland's population of 8.23 million are non-Swiss, with a large percentage living in the main cities of Zurich, Geneva, Basel and Berne. Swiss cities regularly feature amongst the best places in the world for expatriates to live, largely due to political stability, low crime rates and good medical facilities.

### MARKET EXPERTS



Thank you to our Market Experts



[www.export.org.uk](http://www.export.org.uk)  [@ioexport](https://twitter.com/ioexport)

Choosing a great export training partner can really help your company take off in the export trade! We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business. **Join us today**



**Membership : Training : Qualifications : Advice**

Call: +44 (0) 1733 404 400 : email: [institute@export.org.uk](mailto:institute@export.org.uk)



## **Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade**

The Doing Business in Switzerland Guide looks at a highly complex and globally connected market that is home to several of the largest multinational corporations and international bodies in the world.

The Swiss trading position in relation to the EU is one that the UK will do well to look at closely as it forges its own relationship with the EU post-Brexit. Switzerland is a member of the EFTA and has a free trade agreement with the EEC dating back to 1972. With its global network of 28 free trade agreements with 38 partners beyond the EU the Swiss are a lot further along the journey of trade negotiations and indeed are still in the process of expanding their reach. Interestingly, 51% of the Swiss exports are to markets outside the EU.

All this leaves Switzerland as one of the strongest economies in the world. Manufacturing is its strongest sector, particularly around chemicals, health, and pharmaceutical goods. The famed Swiss ingenuity and precision also makes for a strong scientific community and Geneva is home to many key international bodies like the UN and the WTO.

It could be said that the Swiss have never had it so good with the strength of their free trade agreements giving consumers a broad range of global products to buy from and at competitive prices too. The agreements also offer Swiss producers the benefits of cheaper imports for component parts and raw materials.

The 8.3 million Swiss population are known to value high quality and innovative products, including cutting edge technologies – strong export areas for the UK of course. Over 5 million are employed, many in surrounding countries, such is the importance of their international services industry both domestically and in the global market. Again this could provide an interesting blueprint for the future shape of the UK economy.

Culturally, in business and trade the UK and Switzerland have plenty in common and much to learn from each other. Switzerland is an increasingly important partner for the UK going forwards and, as always, the Institute is here to help you sell into the Swiss market through our training, helpline and education programmes.

**Lesley Batchelor OBE, FIEEx (Grad)**

**Director General – Institute of Export & International Trade**

[www.export.org.uk](http://www.export.org.uk)

# Big challenges demand smart collaborations



## Private Bank

Big challenges suddenly seem small when you harness the power of collaboration. That's why we work across the whole of the Barclays network and beyond to approach the challenges you face with fresh thinking. By bringing together the right people, ideas and opportunities, we connect you to new possibilities. Imagine what we could achieve together.

[barclays.ch/privatebank](http://barclays.ch/privatebank)



Barclays offers private banking products and services to its clients through Barclays Bank PLC and its subsidiary companies. Barclays Bank (Suisse) SA is a Bank registered in Switzerland and regulated and supervised by FINMA. Registered N°. CH-660.0.118.986-6. Registered Office: Chemin de Grange-Canal 18-20, P.O. Box 3941, 1211 Geneva 3, Switzerland. Registered branch: Beethovenstrasse 19, P.O. Box, 8027 Zurich. Registered VAT N°. CHE-106.002.386. Barclays Bank (Suisse) SA is a subsidiary of Barclays Bank PLC registered in England, authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. It is registered under N°. 1026167 and its registered office is 1 Churchill Place, London E14 5HP.



## British Embassy Berne

### Foreword from Her Majesty's Ambassador to Switzerland & Liechtenstein, Jane Owen

I am delighted to welcome you to this guide on doing business in Switzerland. The Institute of Export & International Trade is working with the British Government to help companies find new business opportunities globally and we look forward to helping you navigate the Swiss market successfully.

Iconic British names have had a long affinity with Switzerland, starting with the desire of British alpinists to climb Swiss peaks, to Sherlock Holme's famous tussle with Professor Moriarty at the Reichenbach Falls which popularised Swiss mountain holidays. Today the famous names here include GlaxoSmithKline, Lush, EasyJet, Land Rover and a host of smaller players.

Switzerland is one of the UK's top business partners, with bilateral trade reaching £35 billion in 2016. It is our 6<sup>th</sup> largest export market and tenth largest trading partner, triggering very large investments in both services and manufacturing.


The Swiss & the British have developed particularly strong links in financial & business services, pharmaceutical products, manufactured goods, IT & retail. Located at the heart of Europe, Switzerland projects steady economic growth, and offers excellent opportunities for companies with high quality products looking for long term relationships. The Global Innovation Index puts Switzerland at the top of the league table, and so if you have a high-tech product or service, Switzerland is a great country to explore for collaboration opportunities.

I hope that my teams in Berne and Geneva can join the IOE&IT in supporting you to develop your business in Switzerland, a country where the old adage is certainly true: "you never get a second chance to make a first impression". This is a demanding, complex market, with four national languages, and subtly different business cultures. It's useful to know how the local cantonal system works and how to access decision makers and marketing. Please get in touch and ask how we can help.

**Jane Owen**

**Her Majesty's Ambassador to Switzerland & Liechtenstein**

<https://www.gov.uk/world/organisations/british-embassy-berne>



*«Creating added value together.»*

BDO Ltd



**Contact us:**

Schiffbaustrasse 2, 8005 Zurich, +41 44 444 35 55

Entfelderstrasse 1, 5001 Aarau, +41 62 834 91 91

Route de la Corniche 2, 1002 Lausanne, +41 21 310 23 23

Landenbergstrasse 34, 6002 Lucerne, +41 41 368 12 12

Biberiststrasse 16, 4501 Solothurn, +41 32 624 62 46

[www.bdo.ch](http://www.bdo.ch)

Auditing | Accounting | Taxes | Consulting





## Department for International Trade

### Introduction from Noel McEvoy, Director – Department for International Trade Switzerland & Liechtenstein

With offices at the British Embassy in Berne and in Geneva, the Department for International Trade offers tailored support to Swiss & Liechtenstein companies seeking to expand their business in the UK.

Through our Overseas Market Introduction Service (OMIS) we provide market access support, country and sector specific business advice as well as targeted in country visits to export-ready UK companies.

We also assist companies who are seeking to grow their UK business through outward direct investment strategies into Switzerland & Liechtenstein.

I trust that this guide you will allow you to discover the many trade and investment opportunities to be seized in Switzerland & Liechtenstein. Our dynamic and experienced economic promotion team is committed to facilitating your business development.

We look forward to hearing from you.

#### **Noel McEvoy**

**Director – Department for International Trade Switzerland & Liechtenstein**

<https://www.gov.uk/world/organisations/department-for-international-trade-switzerland>

INTERNATIONAL  
SCHOOL  OF  
LAUSANNE

# SEEKING A TOP IB EDUCATION FOR YOUR DAUGHTER OR SON?

Look no further than the  
International School  
of Lausanne.

**EXCELLENT  
IB RESULTS**

**HOLISTIC  
APPROACH**

**STRONG  
PARTNERSHIPS  
BETWEEN STUDENTS,  
TEACHERS AND  
PARENTS**

**WORLD-CLASS  
CAMPUS**

**www.isl.ch**

+ 41 21 560 02 02

info@isl.ch

Chemin de la Grangette 2  
1052 Le Mont-sur-Lausanne  
Switzerland



## **Foreword from James Woodeson, Secretary General of The British-Swiss Chamber of Commerce**

When thinking of Switzerland, for the British, what is the first image that comes to mind? Chocolate? Cheese? Cuckoo Clocks? Try these instead. Global centre for pharmaceuticals and life sciences. High-tech and precision manufacturing. Home of the 'crypto valley'. Global centre for commodities trading. A dynamic and diverse finance industry. Innovators. Entrepreneurs. Investors. And don't forget...some of the most highly regarded educational institutions in the world. A superb destination for tourism in all seasons. A fantastic quality of life. Amongst the wealthiest nations in the world, with an annual per capita income of almost CHF 80,000, equivalent to over GBP 60,000.

Switzerland is a destination for export where quality is valued. Where relationships matter. It can take time to build your market in Switzerland and it's worth it. According to data published by the The Observatory of Economic Complexity, Switzerland was the 3<sup>rd</sup> largest export market for the UK in 2015, with a total value of \$32.5 billion (noting that gold comprises 77% of this figure alone). Meanwhile, the UK was the 8<sup>th</sup> largest market for Switzerland, with a total value of \$11.2 billion. There already exists a significant trading relationship. This is a fantastic test market for your company. If you succeed in Switzerland, you can succeed almost anywhere.

The British-Swiss Chamber of Commerce is a 97 year old, bilateral chamber. We were founded in 1920 in Zurich. We now have Chapters in eight locations: Basel, Berne, Central Switzerland, Geneva, Lichtenstein, London, Ticino and Zurich. Our purpose is simple. We connect our members to create opportunities and inspire them to action. We do this through a dynamic programme, of up to 100 events across our locations. We have over 525 members from start-up to multinational. We are also growing.

Our membership is not limited to British or Swiss firms. We are an international group that welcomes individuals and firms with an interest in trade between the two nations. We engage our members and thought leaders via our 'think tank', our Public Affairs Commission. This has representatives from a broad spectrum of industries. This drives our content agenda and ensures we are at the forefront of thought leadership. Our Headquarters is in Zurich and we have a private room available for members to use at their convenience. This is a great base for identifying suitable partners and customers.

We are also proud to have a dynamic and engaged group of Patrons. Our biggest supporters. As a non-profit association, we focus on our member needs and support the growth of bilateral trade between the UK and Switzerland.

**James Woodeson**

**Secretary General – The British-Swiss Chamber of Commerce**

[www.bscc.co.uk](http://www.bscc.co.uk)



## LOOKING AT SETTING UP A BUSINESS IN SWITZERLAND?

Our experts provide specific information about administrative and legal conditions, practical to can take when setting up a company, the attractive labor market and laws, costs, tax, real estate, etc.

We answer any questions you may have about Switzerland as a business location, support you in putting together the required documentation and put you in touch with the appropriate local contacts in Switzerland.

Free-of-charge and unbureaucratic. Contact us:

**Marieke Hood, Head of Swiss Business Hub UK + Ireland**

Embassy of Switzerland, London, [marieke.hood@eda.admin.ch](mailto:marieke.hood@eda.admin.ch), +44 20 7616 6050, [s-ge.com](http://s-ge.com)

OFFICIAL PROGRAM



[s-ge.com/invest](http://s-ge.com/invest)





## Introduction from Marieke Hood, Head of the Swiss Business Hub UK + Ireland, Switzerland Global Enterprise (S-GE)

"Enabling new business" is Switzerland Global Enterprise's motto. As such, we are delighted to be collaborating with the Export Guide.

Our team in London, the Swiss Business Hub UK + Ireland, is in touch daily with UK entrepreneurs looking at Switzerland as a springboard to international success. Switzerland is indeed a fantastic location for this. It is a reliable, predictable platform to trade with the European Union and beyond, whilst maintaining optimal flexibility and agility.

We have more than 120 agreements with the EU, covering all industries and enabling smooth international business relationships with our continental European partners. We are also the only country to have signed trade agreements both with China and Japan. In Switzerland, the public authorities are extremely approachable, business friendly and solution-oriented. The labour laws are the most flexible and straight-forward in Europe and the Swiss confederation consistently works to reduce red tape and enforce the most attractive framework conditions for business.

Switzerland offers an outstanding manufacturing environment. The Swiss industrial production per capita is higher than in Germany, the US or China, and focuses on the most complex, regulatory sensitive outputs. Our British contacts from the pharma, medical device and advanced engineering industries are very interested in this capability. In Switzerland, you will find every possible supplier in a radius of 300km – fertile ground for potential partnerships.

Finally, international rankings consistently place Switzerland amongst the very best for R&D and competitiveness. The potential for collaborations between Swiss private and public applied research institutions and UK companies is enormous: life science, fintech, nanotech, artificial intelligence and data analytics are currently in the spotlight but the scope of opportunities is vast.

Switzerland has everything in place to be a platform for UK companies to thrive internationally: savoir-faire, skills, regulatory framework, as well as inspiration and ambition. Switzerland Global Enterprise and its London office, the Swiss Business Hub UK + Ireland, are here to support UK companies interested in setting-up operations in Switzerland. I look forward to future collaborations, keep in touch and meet with us in our Swiss or UK offices!

**Marieke Hood**

Head of the Swiss Business Hub UK + Ireland,  
Switzerland Global Enterprise (S-GE)

<http://www.s-ge.com/en/invest-switzerland>



HM Government



## OPPORTUNITY AWAITS

Right now, there are thousands of people all over the world looking for the expertise, goods and services of UK businesses. The demand is out there. You could be too.

To find your opportunity, search **Exporting is GREAT**



## Department for International Trade (DIT)

(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

### Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

[www.contactus.trade.gov.uk/office-finder/](http://www.contactus.trade.gov.uk/office-finder/)

General enquiry number: +44 (0) 207 215 5000  
Department for International Trade  
3 Whitehall Place  
London  
SW1A 2AW  
United Kingdom

Email: [enquiries@trade.gsi.gov.uk](mailto:enquiries@trade.gsi.gov.uk)

# Compare, switch and save

**My money,  
my decision.**

## **comparis.ch – a successful idea**

comparis.ch is Switzerland's leading online comparison service. At [www.comparis.ch](http://www.comparis.ch), consumers can easily and quickly compare rates, services and offerings. The company is based in Zurich, counts over 150 employees and is one of the largest websites in Switzerland with 6.5m visits monthly.

Comparis offers a wide range of services in the fields of insurance, mortgages, personal loans and property via its three main subsidiaries, plus access to comprehensive property listings and car ads on its online marketplaces.



Health  
insurance



Car  
insurance



Car  
market



Property  
market



Personal  
loans



Contents/  
personal  
liability

**comparis.ch**



[www.Switzerland.DoingBusinessGuide.co.uk](http://www.Switzerland.DoingBusinessGuide.co.uk)



Visit the Website and download the free Mobile App



View this guide online

### Website and Mobile App features include:

- Latest business news
- Up-to-date travel advice
- Interactive 'Supporting Organisations' and 'Market Experts' profiles
- Essential contact details
- Listings with links to up-and-coming trade shows
- Links to the Department for International Trade (DIT) support services.

Powered by



# A partner that never fails to impress



Customised  
solution  
design



Efficient  
project  
management



Attractive  
pricing



Professional  
Business  
Support



Innovative  
products



upc  
business



## About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

**[www.DoingBusinessGuides.com](http://www.DoingBusinessGuides.com)**

**Contact IMA**  
Office address

International Market Advisor  
1 Clough Street  
Buxton  
SK17 6LJ  
United Kingdom

Email  
[info@ima.uk.com](mailto:info@ima.uk.com)

General enquiries switchboard  
+44 (0) 1298 79562

Media enquiries

Newsdesk & out of hours  
+44 (0) 1298 79562



YOU HAVE A DREAM?  
*...We have the Project*

PLAGARO COWEE  
ARCHITECTURE, ZÜRICH

Pfarrgasse 10, CH-8704 Herrliberg Zürich.  
[info@plagarocowee.com](mailto:info@plagarocowee.com) // [www.plagarocowee.com](http://www.plagarocowee.com)

## ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Switzerland Guide** is to provide you with basic knowledge about Switzerland; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Switzerland. Full contact details are available in this guide.

To help your business succeed in Switzerland we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- website: [www.Switzerland.DoingBusinessGuide.co.uk](http://www.Switzerland.DoingBusinessGuide.co.uk)
- a 'free' downloadable 'mobile device-friendly' app
- this full colour hard-copy brochure
- PDF download/e-flipbook (available on the guide website)

### Doing Business in Switzerland Guide Team:

Project Director:	Craig Smith
Managing Editors:	Olivia Taylor / Brian Underwood
Sponsorship Manager:	James Clowes
Creative Managers:	Paul King / Claire King
Creative Consultants:	Twistedgifted <a href="http://www.twistedgifted.com">www.twistedgifted.com</a>
Production Co-ordinator:	Megan Collingwood

**[www.Switzerland.DoingBusinessGuide.co.uk](http://www.Switzerland.DoingBusinessGuide.co.uk)**

'Doing Business in Switzerland Guide' published in the UK by International Market Advisor Ltd.  
© 2018 International Market Advisor Ltd (unless otherwise stated). All rights reserved.  
Contains public sector information licensed under the Open Government Licence v3.0.



Printed using materials  
from sustainable sources

## SWITZERLAND

Switzerland is the world's most competitive economy for the seventh consecutive year according to the World Economic Forum's (WEF) 2017-18 Global Competitiveness Index.





## Why Switzerland?

### Summary

#### Area:

41,285 km<sup>2</sup> (15,940 mi<sup>2</sup>)

#### Population:

8.3 million

#### Population growth rate (change):

1.1%

#### Population density:

201 people per km<sup>2</sup>

#### Urban population:

74%

#### Capital city:

Berne (population: 133,000)

#### Official languages:

German, French, Italian, Romansh

#### Currency:

Swiss Franc (CHF)

#### Nominal GDP:

US \$669.0 billion

#### Real annual GDP growth:

1.4%

#### GDP per capita:

US \$80,345.6

#### Annual inflation rate:

-0.4%

#### Unemployment rate:

3.3%

#### General government gross debt:

43.3% of GDP

#### Fiscal balance:

0.1% of GDP

#### Current account balance:

10.5% of GDP / US \$70.5 billion

#### Exports of goods to UK:

£10,126 million

#### Imports of goods from UK:

£8,602 million

#### Exports of services to UK:

£3,604 million

#### Imports of services from UK:

£12,386 million

#### Inward direct investment flow:

US \$-26.3 billion

#### Exports + imports as share of GDP:

118.5%

*[Source – FCO Economics Unit, Oct 2017;  
World Economic Forum; ONS Pink Book 2017;  
Swiss Federal Statistical Office 2017]*



## Geography

Switzerland is a small Alpine country in west-central Europe, about twice the size of Wales and lying between latitudes 45° and 48° N, and longitudes 5° and 11° E. It borders France to the west, Germany to the north, Liechtenstein and Austria to the east and Italy to the south.

The southern half of the country is high Alpine, with 48 mountains at 4,000 m (13,000 ft) above sea level or higher. The smaller Jura Mountains are in the west of the country, around Lake Geneva and the border with France.

The centre and north of the country is the Central, or Swiss Plateau, the most densely-populated area with the country's largest cities. This plateau is partly forested, partly open pastures, with grazing herds, vegetables and fruit fields plus a number of large lakes including Lake Constance (Bodensee) on the German/Austrian border.

## General overview

Switzerland is the world's most competitive economy for the seventh consecutive year according to the World Economic Forum's (WEF) 2017-18 Global Competitiveness Index: <http://www3.weforum.org/docs/GCR2017-2018/05FullReport/TheGlobalCompetitivenessReport2017%E2%80%932018.pdf>

The Swiss economy has weathered the economic storm in Europe well over the past years, despite continued upward pressure on the Swiss Franc. Switzerland's economy benefits from a highly-skilled labour force, a stable political environment, liquid and sophisticated financial markets, low taxes, strong domestic purchasing power, a well-developed infrastructure, a stable macroeconomic environment and a strong service sector.

Switzerland is a diverse and mature economy with opportunities in all sectors. Business links between Switzerland and the UK are extremely strong with more than 80 flights per day linking the UK with Switzerland.

*[Source – DIT/gov.uk]*

## Government overview

Founded in 1848, the Swiss Federal State comprises of 26 cantons, each with extensive political powers. Berne is the federal and administrative capital although Zurich is considered the financial and commercial centre. Other major cities include Geneva, Basel and Lausanne.

Traditionally, Swiss politics are characterised by consensus and stability, and voters have a large say in the political and administrative life of their country, through a long-standing tradition of referenda on a wide range of issues. National elections are held every four years, next scheduled for autumn 2019.

Largely because of its strong commitment to neutrality, Switzerland is not a member of the EU, EEA or NATO, although it participates in some of NATO's activities as a member of the Partnership for Peace (PfP) programme and it is a member of European Free Trade Association (EFTA).

A series of bilateral agreements between Switzerland and the EU currently govern the relationship, for example, land and air transport and free movement of persons, which came into force on 1<sup>st</sup> June 2002.

A second package of accords was signed in October 2004 which includes measures to combat tax evasion within the EU. In 2009, Switzerland became a member of the Schengen Agreement.

Switzerland has been a member of EFTA since 1959 and a member of the World Trade Organization (WTO) since 1995. Switzerland joined the UN in September 2002 after a narrow vote in favour, but remains keen to steer a neutral course. In 2013 Switzerland launched its candidacy for a non-permanent seat on the UN Security Council for the 2023-2024 term.

Switzerland has recently signed tax agreements with the UK, Germany and many other states. Switzerland has exchange of information relationships with 120 jurisdictions and is actively co-operating on the development of a global standard for the automatic exchange of information (AEI) under the auspices of the OECD. On 27<sup>th</sup> May 2015, Switzerland and the EU signed an agreement regarding the introduction of the global standard for the automatic exchange of information in tax matters. Switzerland and the 28 EU member states started to collect account

data last year and will exchange this information from this year.

Switzerland signed a Free Trade Agreement with China that entered into force in June 2014, the first country in Europe to do so. Switzerland currently has a network of 28 free trade agreements (FTAs) with 38 partners outside the EU.

Switzerland is not a member of the European Union (EU), and is not likely to join in the foreseeable future, but it has extensive access to the single market through a series of complex bilateral agreements, including free movement of persons. Switzerland has brought much of its regulation and practices into line with EU standards. However, protectionist measures remain in some areas – agriculture and recruitment services are instances which have recently affected British companies.

After a key Swiss referendum on 9<sup>th</sup> February 2014 that voted in favour of curbing immigration through imposing strict caps and quotas on work and residence permits issued to foreigners (including EU nationals), the future shape of Switzerland's relationship with the European Union was under debate for almost two years.

In December 2016 the Swiss Parliament decided not to fully follow the constitutional article but to implement a free movement-compatible and more business-friendly new immigration law. The new law gives preference to residents (Swiss and non-Swiss) by providing information on open positions first to registered unemployed persons.

It can therefore be understood as a sort of information advantage and “soft” preference model, as the employer has to consider the employment of the registered local residents but is free to employ the candidate it wants.

Additionally, the advantage model is only applied in still-to-be-defined regions and job sectors where unemployment is exceptionally high. The exact way of application of the new law is to be defined by the Federal Council.

More than 24.6% of Switzerland’s population of 8.23 million are non-Swiss, with a large percentage living in the main cities of Zurich, Geneva, Basel and Berne. This reflects in part the high bar in becoming Swiss by naturalisation: one must have resided in Switzerland for at least 12 years before applying for citizenship.

*[Source – FCO Overseas Business Risk/gov.uk]*

## Human rights

Swiss cities regularly feature amongst the best places in the world for expatriates to live, largely due to political stability, low crime rates and good medical facilities. In January 2013, the Economist Intelligence Unit ranked Switzerland as the best place in the world to be born, citing stability (economic and political) in uncertain times.

Human rights are comprehensively guaranteed in Switzerland and it is often at or near the top in international civil liberties and political rights rankings. The rule of law and strength of democracy are strong, as are respect for human rights and tolerance. Promoting respect for human rights is a constitutional objective of Swiss foreign policy and a permanent feature of political discussions. Freedom of speech is respected and recognised and there is a free, albeit small, press.

*[Source – FCO Overseas Business Risk/gov.uk]*

## Economic overview

Swiss economic growth was weak in the second half of 2016. Leading indicators are, however, pointing to an upward trend in 2017. Economic growth in Switzerland was anticipated to accelerate to +1.6% in 2017 (previously +1.8%) and to +1.9% in 2018 (unchanged), underpinned by domestic demand in particular.

The job market should benefit from the economic recovery and unemployment was expected to drop to 3.2% in 2017 and 3.1% in 2018. The beginning of 2017 saw an increase in available jobs. According to a representative survey, for the first time in three years there are again more companies that are planning to create jobs than ones that are planning to reduce staff numbers.

Financial services constitute just over 10% of Swiss GDP and Swiss financial institutions are currently adapting to a new international regulatory environment. Swiss core inflation is still historically low and the Swiss National Bank (SNB) expects inflation to rise slightly to 0.3% in 2017. For 2018, the inflation forecast has been revised slightly downwards to 0.4% from 0.5%. The SNB expects inflation to reach the 1.1% threshold in mid-2019.

Switzerland is home to a number of multinationals, and exports are significant contributors to GDP. Its most important trading partners are the industrialised countries. The EU is Switzerland’s main trading partner followed by the USA, China and Hong Kong. Switzerland is the fourth main trading partner of the EU.

*[Source – FCO Overseas Business Risk/gov.uk]*

## Switzerland and UK trade

Switzerland is the UK's most important non-EU trading partner after the USA. There is a strong trading relationship in both trade in goods and trade in services. According to SNB, There was a net trade surplus in goods of CHF 5.1 billion in 2015 and a net trade deficit in services of CHF 2 billion. This adds up to a net trade surplus of CHF 3.2 billion for Switzerland (approx. £2.4 billion); i.e. a trade deficit for the UK.

*[Source – Swiss National Bank (SNB)]*

Key factors that can benefit British trade into Switzerland include:

- strong demand for high-quality products and services with competitive prices
- highly automated and efficient manufacturing sector
- strong Swiss Franc makes UK products highly competitive
- Switzerland is a springboard for third-country business

*[Source – FCO Overseas Business Risk/gov.uk]*

## Benefits for UK businesses

Benefits for UK businesses exporting to Switzerland include:

- favourable exchange rate
- flight times under two hours
- English widely spoken

- multicultural market suitable for product testing
- Europe's highest per-capita income
- similar legal and regulatory environment to the UK

## Strengths of the Swiss market

Strengths of the Swiss market include:

- central location in Europe
- political and financial stability
- excellent public infrastructure
- highly-educated workforce
- high productivity
- innovative country with high spend on research and development and technology
- purchasing power amongst the world's highest
- reliable business, legal and regulatory environment
- low value added tax (VAT) compared to many European Union (EU) countries
- 43,000 British nationals live in Switzerland and over 700,000 British tourists visit annually

Doing business in Switzerland is very similar to doing business in the UK. If your product or service is successful in the UK, there is a good chance you will be successful in Switzerland.

### Industries importing into Switzerland

The top ten industries importing into Switzerland are:

1. gems, precious metals
2. pharmaceuticals
3. machinery including computers
4. vehicles
5. electrical machinery, equipment
6. organic chemicals
7. optical, technical, medical apparatus
8. mineral fuels including oil
9. plastics, plastic articles
10. furniture, bedding, lighting, signs, prefab buildings

You can read more about what Switzerland imports at World's Top Exports: <http://www.worldstopexports.com/switzerlands-top-10-imports/>.

See also the EU's practical guide to doing business in Europe, at: [http://europa.eu/youreurope/business/index\\_en.htm](http://europa.eu/youreurope/business/index_en.htm), which gives detail on rules and processes common to European countries, including Switzerland.

The British-Swiss Chamber of Commerce (BSCC) offers professional advice and services for UK companies in, or entering, the Swiss market. See: <http://www.bscc.co.uk/>.

The 'Help available for you' section provides further details on organisations which can offer you support in Switzerland. In addition:

- In the latest report (2016), Switzerland was ranked 5<sup>th</sup> out of 176 countries in Transparency International's latest Corruption Perceptions Index (the UK ranked 10<sup>th</sup>): [http://www.transparency.org/news/feature/corruption\\_perceptions\\_index\\_2016](http://www.transparency.org/news/feature/corruption_perceptions_index_2016).
- Switzerland is ranked 33<sup>rd</sup> out of 190 in the World Bank's latest Ease of Doing Business Index (2018). The UK ranks 7<sup>th</sup>: <http://www.doingbusiness.org/data/exploreeconomies/switzerland>.
- The World Economic Forum's Global Competitiveness report 2017-18 ranks Switzerland 1<sup>st</sup> out of 137 (the UK is ranked 8<sup>th</sup>): <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/>.

You can contact a Department for International Trade (DIT) Switzerland export adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation if you are interested in exporting to Switzerland.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Switzerland, at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#switzerland>.

[Source – DIT/UKEF/gov.uk]

## Why Switzerland?

Switzerland, a country that fits 6 times in the UK, has much more to offer than 51 peaks higher than 4,000 m, 1,484 lakes and 12,950 hectares of forest. As a leading conference and incentive destination, we can host events of up to 5000 participants in traditional or state-of-the-art conference venues. Many UK companies have chosen Switzerland for their European headquarters; and every year the number is growing.

### **Travel made simple**

Five airports, of which two are international hubs combined with the most integrated public transportation network in Europe takes you to any destination in Switzerland. Short travel times – easy access!

### **Switzerland has it all.**

8.3 million inhabitants sharing four languages and cultures, varied gastronomy and scenery in every season – Europe in a nutshell!

### **Welcoming for centuries.**

Switzerland's hospitality has always been regarded as the best asset in the country's history of tourism. It also served to attract many contemporary figures such as Albert Einstein, Charlie Chaplin, and organisations including UN, FIFA, the International Olympic Committee and many more for which the land of the oldest democracy in the world became a home base.

### **Traditional & Innovative.**

From authentic mountain chalets to renowned Swiss Grand hotels, from medieval castles to state-of-the-art congress centers – variety in abundance!

### **Environmentally aware.**

World-class sustainable infrastructures, waste & energy recycling, car-free alpine resorts, variety of local products, home of the solar collector, the SIGG bottle and the mountain railway – go green, go Switzerland!

### **Value for money.**

Lowest VAT rates in Europe, breakfast and public transportation generally included in room rate, competitive value pricing in Swiss Francs, excellent multilingual knowledge, stability in politics and economics – guaranteed success!

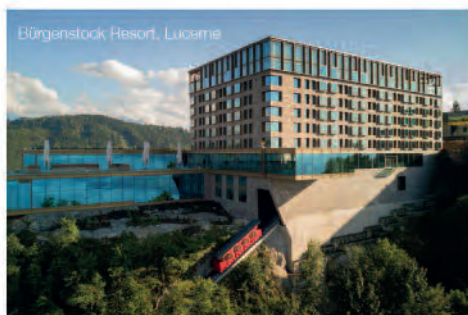
## Switzerland Convention & Incentive Bureau

Based in London, the Switzerland Convention & Incentive Bureau offers the following services free of charge:  
Researching appropriate destinations and venues, submitting contacts and information and assisting with site inspections.  
Contact us on [scib.uk@switzerland.com](mailto:scib.uk@switzerland.com) or [mySwitzerland.com/meetings](http://mySwitzerland.com/meetings).

## News

### **Bürgenstock Resort, Lucerne** **[www.buergenstock.ch](http://www.buergenstock.ch)**

Opened this summer, the new Bürgenstock Resort offers 383 rooms in 4 hotels, 12 restaurants and bars, one of the largest spas in Switzerland and 31 meeting rooms with capacities of up to 850 people.



### **The Circle, Zurich** **[www.thecircle.ch](http://www.thecircle.ch)**

Opening in Autumn 2019: Zurich Airport is currently planning two hotels Hyatt Regency and Hyatt Place, providing 550 rooms. It will have conference facilities for 1,500 people and additional rooms for meetings and exhibitions.



### **Aquarium of Aquatis Hotel, Lausanne** **[www.aquatis.ch](http://www.aquatis.ch)**

The Hotel Aquatis\*\*\* with its 147 rooms and its modern conference centre (300 pax) is located next to the biggest fresh-water aquarium in Europe. It is possible to privatise the venue for meetings and events.  
Opening this October.





## SWITZERLAND

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales.



HELP AVAILABLE FOR YOU

# ARE YOU EXPANDING YOUR BUSINESS TO SWITZERLAND?



WE WILL GET YOUR EMPLOYEES HOME –  
**RELAXED AND HAPPY!**

---



## Help available for you

### Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small- and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)  
See: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services> for further information.

In addition, The British-Swiss Chamber of Commerce (BSCC) can assist as the premier professional forum for British expats and UK-related business in Switzerland, by organising regular high-level events and networking opportunities, facilitating business development by providing targeted exposure for their members' goods and services, and providing news and information relevant to the UK-Swiss business community, serving as a conduit for member-to-member communication. See: <http://www.bscc.co.uk/> for further information.

**The following details are a selection of support services available for you:**

## Support from the Department for International Trade (DIT)

### Business opportunities

UK companies are set to benefit from a unique new programme presenting real-time export opportunities that you can apply for online.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

'Exporting is GREAT' provides business advice and expertise to support you at every step on your exporting journey, from initial interest to selling in-market and using the latest technology to connect these businesses with live export opportunities.

### Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshaw Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP 'Trade Access Programme' and the English national regions.

### **DIT Events Portal**

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide companies with more detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and also allow users to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.trade.gov.uk/>.

### **DIT webinars**

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.trade.gov.uk/> and search for webinars.

### **Other DIT services**

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Switzerland. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local international trade advisers
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Swiss customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Switzerland
- support to participate in trade fairs in Switzerland
- opportunities to participate in sector-based trade missions and seminars

- access to major buyers, local government and supply chains in Switzerland
- advice on forming international joint ventures and partnerships
- exploratory visits to Switzerland
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

### DIT E-Exporting Programme

DIT's E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports. DIT's E-Exporting Programme helps UK companies who are:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office in the UK, to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.contactus.trade.gov.uk/office-finder>
- meet a Digital Trade Adviser (where relevant), to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends



[www.export.org.uk](http://www.export.org.uk)  [@ioexport](https://twitter.com/ioexport)

Choosing a great export training partner can really help your company take off in international trade! We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business. Our team of experts can help with questions on documentation, export controls, Bribery Act, Customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics...

**Join us today**



**Membership : Training : Qualifications : Advice**

Call: +44 (0) 1733 404 400 : email: [institute@export.org.uk](mailto:institute@export.org.uk)

### **In-market support**

If you already export, and have decided Switzerland is part of your business strategy, you are advised to contact the DIT team in Berne prior to your visit to discuss your objectives and what help you may need (see the 'Resources' section at the end of this guide). They can provide a range of Swiss-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Switzerland, or to promote your company and your products/services.

*[Source – DIT/gov.uk]*

### **Support from The British-Swiss Chamber of Commerce (BSCC)**

The British-Swiss Chamber of Commerce are an international group with members from many different industry sectors – backed by some of the biggest brands in Britain and Switzerland. They offer a forum for debate, networking and access to key decision makers and influencers and welcome members from all sectors and nationalities.

For more information on how the BSCC can help you, or on becoming a member, contact them at: <http://www.bscc.co.uk>.

*[Source – British-Swiss Chamber of Commerce]*

### **Support from the Institute of Export & International Trade (IOE&IT)**

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Their team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a Technical Helpline. See: [https://www.export.org.uk/page/Export\\_Helpline](https://www.export.org.uk/page/Export_Helpline).
- A voice for your ideas and concerns. The IOE&IT represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.

- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: [https://www.export.org.uk/events/event\\_list.asp](https://www.export.org.uk/events/event_list.asp).
- Inclusion in surveys to research the attitudes and changes to world trade.

Open to Export can be accessed at: <http://opentoexport.com/>.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

*[Source – Institute of Export & International Trade]*



### Open to Export

Open to Export is the IOE&IT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media where businesses can ask any export question, and learn from each other.

BÄR  
& KARRER



# Local footprint, global reach

[baerkarrer.ch](http://baerkarrer.ch)

## Experts at your side

We are a renowned Swiss law firm with over 150 lawyers servicing corporate and private clients. Our core business includes giving advice on innovative, complex transactions and representation of our clientele in litigation, arbitration and regulatory proceedings. In addition, we offer notarial and fiduciary services. Our track record across practice areas is remarkable and dates back to 1969 when we were founded. Our services and solutions are continuously being assessed and ranked by independent research agencies in the legal market and have received repeated awards.

With our head office in Zurich and branch offices in Geneva, Lugano and Zug, we are present in all three main language areas of Switzerland. This allows us to be close to our clients while offering our bespoke services in the respective language. We aim to stay lean in order to be agile, specialized and highly efficient not only in the advice we provide but also in our service delivery. Our strong brand is underpinned by our long lasting client relationships and the trust we have earned over four decades.

## Our key practices

### Arbitration

Bär & Karrer represents clients in commercial arbitrations and related court and enforcement proceedings. We act in ad hoc and institutional arbitrations governed by Swiss or foreign law. We are experienced in proceedings administered by major arbitral institutions, including the ICC, the Swiss Chambers of Commerce, WIPO, LCIA, the Vienna Center, the Stockholm Chamber of Commerce, AAA/IDCR and CAS. The quality, size, and experience of our international arbitration team allow us to handle large and complex cases. Members of our arbitration team regularly serve as party-appointed arbitrators, sole arbitrators and chairpersons of arbitral tribunals, as well as acting as mediators.

*"The lawyers are commercial in their view, innovative and relentlessly pursue the interests of their clients."*

*Client in Chambers 2017*

### Banking & Insurance

Bär & Karrer has an established practice advising banks, securities dealers, insurance and reinsurance companies, and other financial institutions in Switzerland and around the world.

We represent financial institutions, issuers, investors and other market participants in enforcement

proceedings of the Swiss Financial Market Supervisory Authority (FINMA).

### Capital Markets

Our capital markets team has extensive experience representing issuers and underwriters in domestic and international securities offerings. We provide transactional services as well as specific advice in connection with the issuance of securities and subsequent trading in secondary markets. We are regularly retained by leading investment banks and Swiss public companies to advise them on IPOs, rights offerings, convertible bonds, hybrid instruments and other securities transactions.

*"They don't just provide the legal point of view but see the economic impact of every decision."*

*Client in Chambers 2017*

### Financing

Bär & Karrer's finance team advises banks and other financial institutions and companies on domestic and cross-border financing transactions across a wide range of industries.

Our experience of acting not only for arranging banks and lenders but also for borrowers, issuers and private equity sponsors enables us to provide professional, efficient and timely advice to all parties of a financing transaction.

### Litigation

Our litigation practice encompasses all types of corporate and commercial disputes and all related issues. We act in employment law litigation, disputes involving trusts and estates as well as all bankruptcy-related proceedings. In addition to ordinary civil proceedings, our forensic practice is regularly involved in pursuing enforcement action, seeking interlocutory remedies (attachments and other interim measures) as well as representing our clients in international legal assistance, and administrative proceedings.

We represent clients before all courts and administrative authorities in Switzerland. Our resources allow us to handle all kinds of disputes efficiently, from routine matters to large and complex multinational litigation.

### Mergers & Acquisitions

We have extensive experience and expertise in dealing with complex domestic and cross-border transactions. We act on major deals as well as on smaller transactions. We advise our clients on the full range of corporate transactions, including acquisitions and divestments of privately owned companies, auctions, friendly and hostile takeovers, spin-offs, mergers, transaction finance, and restructurings.

## Private Clients

We advise private clients and their families on all matters relating to matrimonial property and succession law, including domestic and international estate planning, estate administration and executorships. We also assist our clients with the taking up of residence and domicile in Switzerland and in relation to setting up legal structures, including trusts or other structures in foreign jurisdictions. Furthermore we represent our clients in all types of litigation involving trusts, gifts, wills, estates and matrimonial property before Swiss courts and, together with correspondent law firms, before foreign courts and in multi-jurisdictional disputes.

## Tax

We advise and represent our Swiss and international clients on all matters related to direct and indirect taxes, customs duties, and other levies. We act for corporations and individuals, financial institutions, institutional and private investors, partnerships, trusts, estates, and foundations. We aim to provide our clients with optimal and stable solutions tailored to their needs within the framework of domestic and international fiscal laws and treaties.

We rely on our excellent working relationships with tax experts in other jurisdictions and with representatives of the Swiss federal, cantonal and municipal tax authorities to provide our clients with comprehensive tax planning solutions.

## White Collar Crime

Our White Collar Crime team defends individuals and companies in complex criminal matters and represents victims of fraud and other such wrongdoing in asset tracing cases before criminal law authorities.

We have extensive experience in conducting investigations to explore suspected criminal acts and regulatory breaches on behalf of corporations in Switzerland and around the world. We investigate incidents to assess criminal and civil liability and to determine their impact on our clients. Furthermore, we advise our clients on the implications of criminal breaches and on how best to respond to them.

## Further practice areas

- Competition Law
- Corporate & Commercial
- Corporate Governance
- Data Protection
- Employment
- Energy
- Funds, Financial Products & Asset Management
- Intellectual Property & Technology

- Internal Investigation & Crossborder Proceedings
- Life Sciences
- Listed Companies
- Media, Entertainment & Sports
- Notarial Services
- Real Estate
- Reorganization & Insolvency
- Social Security & Pensions
- Transport & Logistics

## Awards

Bär & Karrer was repeatedly awarded "Switzerland Law Firm of the Year" by the most important international legal ranking agencies in recent years. Among our most recent awards are:

- Best in trusts & estates 2017 by Euromoney LMG
- Chambers European Award 2016
- Mergermarket M&A Award 2016
- Trophée du Droit 2016
- Most recommended firm in Switzerland 2016 by The Legal 500
- International Financial Law Review (IFLR) Award 2015
- The Lawyer's European Award 2015
- Citywealth Magic Circle Award 2015 (International Law Firm of the Year EMEA)

## Contacts



### Zurich

Bär & Karrer Ltd.  
Brandschenkestrasse 90  
CH-8027 Zurich  
Switzerland  
T: +41 58 261 50 00  
F: +41 58 261 50 01  
zurich@baerkarrer.ch

### Geneva

T: +41 58 261 57 00  
geneva@baerkarrer.ch

### Lugano

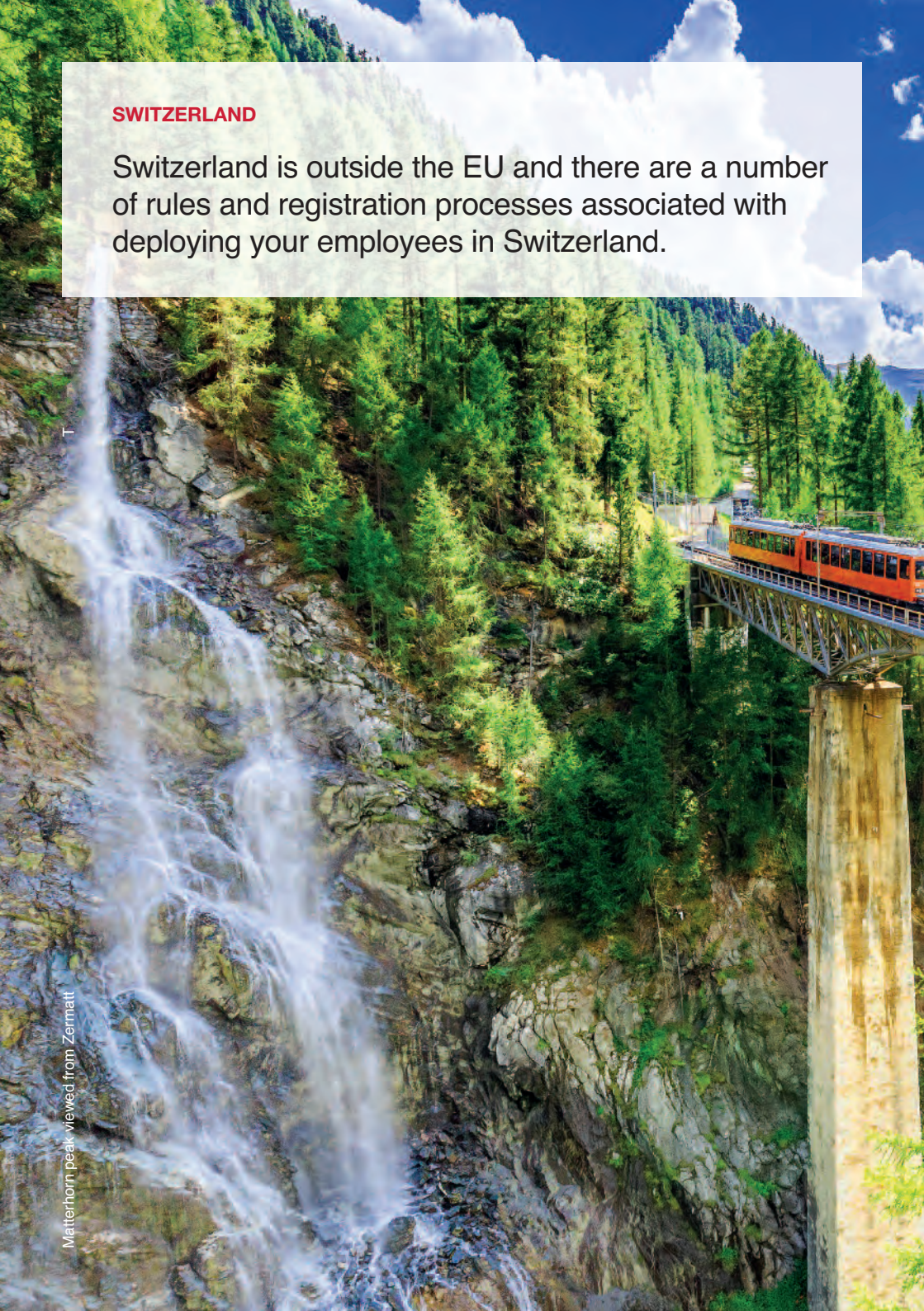
T: +41 58 261 58 00  
lugano@baerkarrer.ch

### Zug

T: +41 58 261 59 00  
zug@baerkarrer.ch

## SWITZERLAND

Switzerland is outside the EU and there are a number of rules and registration processes associated with deploying your employees in Switzerland.





GETTING HERE AND ADVICE ABOUT YOUR STAY

# SWISS – The Airline of Switzerland.



Doing business in Switzerland offers a ton of opportunities. But the first great opportunity you will actually encounter long before you even set foot there.

As the national carrier, Swiss International Air Lines is not just from but also made of Switzerland. We know it's the little things that make the big difference. And just like the country and its people are

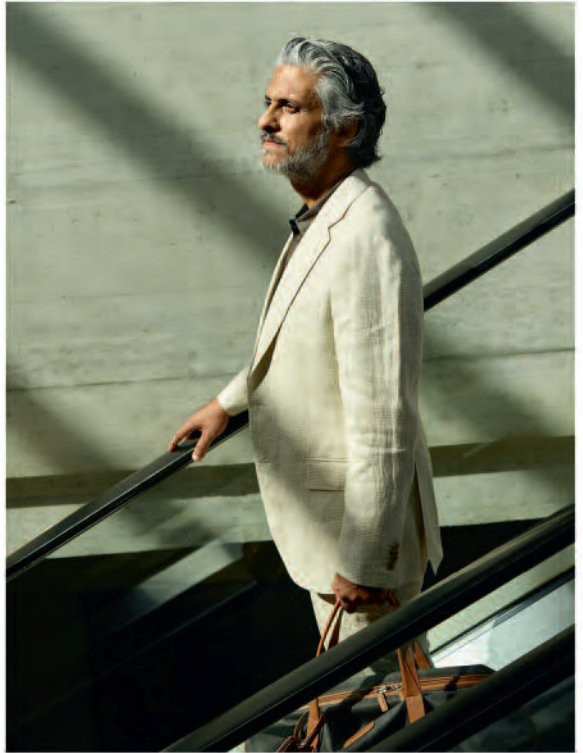
world-renowned for their precision and efficiency, we've made it our purpose and passion to bring these values to the whole world – no matter where you're coming from or where you're going to. As a true market expert, we are your ideal partner for travelling to and from the heart of Europe while you simply enjoy the world-famous Swiss quality and hospitality.

### **An award-winning Business Class**

While it might be a business trip to you, we're determined to make sure it feels like a mini-vacation in and for itself. A vacation that starts before you even see any plane: with lounge access, priority check-in and priority boarding, your trip is off to a good start.

Once aboard a new, more ecological, bright and silent Bombardier C Series, you get to enjoy the privacy of our award-winning Business Class, where the neighbouring seat is always vacant, a fine glass of champagne or some of our delicious Swiss specialties from fresh regional products.

After touchdown, a separate Business Shuttle awaits you in Zurich if your aircraft does not dock at a gate after landing. Your baggage is of course given priority treatment and will be unloaded first to ensure your journey with us ends on a high note.



### **180 weekly flights from the UK**

If there are two things we Swiss are known for, it's timekeeping and accounting. So, it's only natural for us to understand that your time is money. With 180 weekly flights from the UK to Switzerland, we can match your every schedule perfectly. And even if Zurich might not be your final destination, we offer short connections to more than 100 destinations all around the world.

Whatever your business in Switzerland is: we make sure you'll arrive there relaxed and ready to get a running start.

## Getting here and advice about your stay

### Entry requirements

#### Passport validity

If you are a British citizen or British subject with right of abode in the United Kingdom, you do not need a visa to enter Switzerland. Your passport should be valid for the proposed duration of your stay. No additional period of validity beyond this is required.

#### Working in Switzerland

Switzerland is outside the EU and there are a number of rules and registration processes associated with deploying your employees in Switzerland.

The Swiss Federal Office for Migration at: <https://www.sem.admin.ch/content/sem/en/home.html> provides the most up-to-date information on employee residency rules.

### Safety and security

#### Crime

There is a low rate of serious crime in Switzerland. However, the British Embassy has received increased reports of theft especially in larger cities, at Geneva Airport and on trains to/from Geneva.

Watch out for pickpockets, confidence tricksters and thieves in city centres, airports, railway stations, on trains and in other public places. Do not leave your luggage unattended at any time. Do not keep your passport, credit cards and other valuables in the same place. Use the inside compartments in bags where

possible. Carry your bag across your body rather than on your shoulder. Pickpockets can work in gangs: one to distract you while the other one goes into your bag. Keep your belongings close to you in restaurants and bars. Alcohol and drugs can lead to you being less alert, less in control, and less aware of your environment. If you are going to drink, know your limit and take sensible precautions. Do not become separated from friends.

See: <https://www.gov.uk/government/publications/travel-safely-travel-aware> for a leaflet produced by the British Embassy and the Swiss transport police, which gives more advice on what to do if you are pickpocketed, including useful contacts. The emergency number for the Police is 117.


#### Scams

Foreign visitors and residents can be targeted by scam artists. Scams can cause great financial loss. If you receive an e-mail claiming to be from Her Majesty's Revenue and Customs (HMRC) offering a tax refund on provision of your bank details, you should make absolutely sure that it is not part of a scam.

#### Road travel

Road users have to comply with Switzerland's traffic laws, such as speed limits, rules on alcohol intake and child security, or risk fines or other punishments. See: <https://www.ch.ch/en/how-behave-road-traffic/>.

Follow instructions given by local police and officials on the main alpine transit routes and in areas of heavy traffic congestion.



A reflective jacket and a warning triangle are compulsory and must be kept within easy reach (not in the boot). You must also have a first aid kit in the car. Radar detectors are prohibited in Switzerland whether in use or not. The limit for alcohol in the bloodstream is 0.5% and police may request any driver to undergo a breath test or drugs test. Swiss traffic regulations are strictly enforced. Any serious breach of the regulations can result in heavy fines and/or imprisonment.

The speed limit on Swiss motorways is 120km/h unless otherwise indicated. To travel on Swiss motorways, road users must purchase and display a vignette (sticker) or face large on the spot fines. You can buy a vignette at most border crossings, petrol stations, post offices, by phone (+800 1002 0030) and online at: <https://www.ch.ch/en/swiss-motorway-sticker/>. The price of a vignette is currently CHF 40.

Serious traffic offences, including driving over the speed limit, (see: <https://www.ch.ch/en/driving-over-speed-limit/>) can lead to criminal prosecution. You may face detention while awaiting trial. There is no standard penalty because sentencing varies from canton to canton.

If you receive a traffic fine while driving in Switzerland you might be asked to pay on the spot. If you wish to challenge the fine, you can appeal in writing to the competent Swiss authority by the deadline, giving your reasons and presenting documentary proof.

Under Swiss federal law, unpaid fines can subsequently be changed into a prison sentence. Fines imposed by the Swiss

authorities can be enforced on Swiss territory for a period of three years. This measure encourages foreign motorists who wish to re-enter Switzerland to pay their fine.

Many roads are narrow and winding and road conditions can deteriorate fast even in summer, especially during heavy rainfall and subsequent snowfall at higher altitudes. You should reduce your speed significantly to suit the conditions.

Alpine winters often make driving more difficult. You should equip your car with winter tyres and snow-chains, and check road conditions prior to departure. The Swiss motoring organisation, TCS, has up-to-date information on its website: <https://www.tcs.ch/> (in German, French and Italian only).

Drivers must be 18 years of age and hold a full valid UK, or other EU/EEA, driving licence, insurance and vehicle documents. There is no need for an International Driving Permit.

In 2016 there were 216 road deaths in Switzerland. See the European Commission, AA and RAC guides on driving in Switzerland at:

- [http://ec.europa.eu/transport/road\\_safety/going\\_abroad/switzerland/index\\_en.htm](http://ec.europa.eu/transport/road_safety/going_abroad/switzerland/index_en.htm);
- <http://www.theaa.com/driving-advice/driving-abroad>;
- <https://www.rac.co.uk/drive/travel/country/switzerland/>.

Motorway journeys are usually trouble-free, but if you are involved in a car accident, use the orange emergency phones to ask for help.

### Rail travel

Information about rail services is available on the Swiss Travel System website: <https://www.myswitzerland.com/en-gb/transport-travel/getting-around.html>.

### Outdoor sports activities

Make sure your insurance covers you for sports activities such as skiing, potholing, mountain biking and mountaineering. Travel insurance should also include mountain rescue services and helicopter costs.

Many accidents happen due to insufficient information, inappropriate equipment or overestimation of your own capabilities. Do not undertake any activity alone, and consider hiring a guide for expert advice. Always leave copies of your itinerary with someone. Follow the advice given by local authorities and guides. To ignore such advice could put yourself and other mountain users in danger.

The following alpine hazards exist throughout the year:

- avalanches and snow drifts
- landslides and flooding
- glacial crevasses and hollows
- rockfall
- thunder storms and lightning
- altitude sickness

- sun exposure
- sudden weather changes

You should:

- take note of weather forecasts and conditions
- make sure you are physically fit and have the necessary experience
- be in a team of at least two
- inform someone of your plans
- take warm clothes and wet weather gear
- use sun block (SPF20 or higher) and sun glasses

To check the latest avalanche risk, visit the website of the Swiss Federal Commission for Snow and Avalanche Research at: [https://www.slfr.ch/en.html?no\\_cache=1](https://www.slfr.ch/en.html?no_cache=1).

Observe all warnings about avalanches and where appropriate consider carrying search equipment. Conditions on roads in mountainous areas can quickly become difficult in winter. You should carry water, food and warm clothing and medicines in your vehicle.

Off-piste skiing is highly dangerous. You should follow all safety instructions carefully given the danger of avalanches in some areas and particularly during times of heavy snow. Avalanche beepers (receivers) are the most common rescue devices and when properly used provide the fastest way of locating an avalanche victim.

Read more about how to stay safe on the slopes at: <https://www.gov.uk/guidance/winter-sports-stay-safe-on-the-slopes>.

For more information and advice on enjoying outdoor activities safely and responsibly, visit the official website of Swiss tourism at: <http://kanuland.myswitzerland.com/en/behaviour-en-route.html>.

### **Terrorism**

Terrorists are likely to try to carry out attacks in Switzerland. Attacks could be indiscriminate, including in places visited by foreigners.

There is a heightened threat of terrorist attack globally against UK interests and British nationals, from groups or individuals motivated by the conflict in Iraq and Syria. You should be vigilant at this time.

Find out more about the global threat from terrorism, how to minimise your risk and what to do in the event of a terrorist attack. See: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

*[Source – FCO Travel Advice/gov.uk]*

### **Local laws and customs**

Smoking has been banned throughout Switzerland in the workplace and in most enclosed spaces accessible to the public, including bars, restaurants, cinemas, schools, shopping centres and sports centres. Exceptions can be made at a local level where smoking licences are sometimes granted to small restaurants, cafés and bars. Larger restaurants and bars have the option of providing separate areas for smokers.

*[Source – FCO Travel Advice/gov.uk]*

### **Health**

Visit your health professional at least four-to-six weeks before your trip to check whether you need any vaccinations or other preventive measures.

Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealth-Pro website: <https://travelhealthpro.org.uk/countries> and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>.

There is an increased risk of tick bites from April to October. The Ministry for Health warns of a significant number of Lyme disease and tick-borne encephalitis (TBE) cases annually. For more information read insect and tick bite avoidance at: <https://travelhealthpro.org.uk/factsheet/38/insect-and-tick-bite-avoidance>.

If you are visiting Switzerland you should get a free European Health Insurance Card (EHIC) before leaving the UK. See: <https://www.nhs.uk/NHSEngland/Health-careabroad/EHIC/Pages/about-the-ehic.aspx>. The EHIC is not a substitute for medical and travel insurance, but it entitles you to state-provided medical treatment that may become necessary during your trip. Any treatment provided is on the same terms as for Swiss nationals.

If you do not have your EHIC with you or you have lost it, you can call the Department of Health Overseas Healthcare Team (+44 191 218 1999) to get a Provisional Replacement Certificate.

The EHIC will not cover medical repatriation, ongoing medical treatment or non-urgent treatment, so you should make sure you have adequate travel insurance and accessible funds to cover the cost of any medical treatment and repatriation.

If you need emergency medical assistance during your trip, dial 112 or 144 and ask for an ambulance. If you are referred to a medical facility for treatment you should contact your insurance/medical assistance company immediately.

*[Source – FCO Travel Advice/gov.uk]*

### FCO travel advice

If you are travelling to Switzerland for business, the Foreign & Commonwealth Office (FCO) pages on gov.uk have up-to-date travel advice to help you prepare for your visit overseas and to stay safe and secure while you are there.

Contact: [traveladvicepublicenquiries@fco.gov.uk](mailto:traveladvicepublicenquiries@fco.gov.uk). This email service only offers information and advice for British nationals planning to travel abroad.

If you need urgent help because something has happened to a friend or relative abroad, contact the Consular Assistance team on +44 (0)20 7008 1500 (24 hours).

If you are abroad and need emergency help from the UK Government, contact the nearest British Embassy, Consulate or High Commission.

For advice please visit the FCO travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/switzerland>.

*[Source – FCO Travel Advice/gov.uk]*

### Travel insurance

Take out comprehensive travel and medical insurance before you travel. See the FCO Foreign Travel Insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.



**stc**  
switzerland  
travel centre

For Business

**SWITZERLAND**



For Leisure



Meeting room on Mount Pilatus



STC Switzerland Travel Centre is a company of the Swiss Federal Railways SBB, Switzerland Tourism, The Swiss Hotel Association and a number of private regional railways.

With a wealth of experience and unrivalled knowledge of the whole country, our teams in Zürich, London and Stuttgart offer you a high quality service.

As your specialist for Switzerland we are able to provide you with a full range of travel products and services for your business needs.

- + We partner with a number of family-run hotels to guarantee a warm welcome, personal touch and authentic experience.
- + Switzerland is world-renowned for its efficient public transport system. By using this service, you can reduce your carbon footprint and with a range of tickets, we will find a suitable and cost effective solution to suit your journey. If you would prefer to travel by car, we can arrange private transfers for you.
- + We offer flights from major and regional airports in the UK to Switzerland with a wide range of airlines.



River rafting with Outdoor Interlaken



Cheese fondue

Switzerland is the perfect destination for team building, incentives and events with endless activities and delicious cuisine on offer.

- + Explore the beautiful scenery amongst lakes and mountains with a number of outdoor sports from hiking and cycling to river rafting and skiing.
- + Embark on memorable journeys and gain new perspectives from helicopters, cable cars, and scenic rail.
- + Savour regional delicacies including fondue, a favourite winter warmer, raclette or rosti. Enjoy a chocolate masterclass, or visit the village of Gruyeres to sample Switzerland's famous exports, chocolate and cheese! Enjoy wine tasting in the UNESCO vineyards of the Lavaux or choose to dine at stunning heights in a cable car or atop a mountain.

Contact: Adrian Millan

**STC SWITZERLAND TRAVEL CENTRE**

30 BEDFORD STREET, LONDON WC2E 9ED


TELEPHONE: 0207 420 4900 | EMAIL: SALES@STC.CO.UK

[WWW.SWITZERLANDTRAVELCENTRE.CO.UK](http://WWW.SWITZERLANDTRAVELCENTRE.CO.UK)



**Switzerland.**  
get natural.

**hotelleriesuisse**  
Swiss Hotel Association

 **SBB CFF FFS**



Grindelwald First Flyer



## SWITZERLAND

The exchange rate makes the Swiss market favourable for British exporters and Swiss purchasing power is one of the world's highest. Switzerland offers major export opportunities in the areas of pharmaceuticals, financial and business services, energy, ICT and to large scientific research centres.



# THE CIRCLE: *Zurich's new destination*

THE  
**CIRCLE**  
AT ZÜRICH AIRPORT

THE CIRCLE is an architecturally striking complex of buildings within walking distance of the terminals which has been designed to serve a wide variety of uses. The site will offer an unprecedented blend of business and lifestyle, culture and entertainment, hotels and conference facilities, education and healthcare.

THE CIRCLE represents the logical next step for the airport's retail centres. Over 150,000 passengers, commuters, visitors and staff frequent Zurich Airport every day. Drawing on the airport's footfall and infrastructure, THE CIRCLE is a uniquely attractive location.

Attractive offices, two Hyatt Group hotels with a convention centre, health clinic, various brand worlds, along with art, culture, restaurants and education facilities: THE CIRCLE offers an

innovative mix of uses that will generate synergies and create a unique atmosphere throughout the complex. It boasts a distinctive characterful setting: inviting plazas, lanes and THE PARK are the perfect places to relax, shop and simply enjoy life.

THE CIRCLE has direct underground and street-level links to Zurich Airport and its wide range of shopping and dining options. Direct flights, intercity trains, S-Bahn rapid transit service plus access to the local public

transport network and the motorway as well as underground car parking represent the optimum transport infrastructure – THE CIRCLE is rising up at the best-connected location in Switzerland.

However, not only the location and multi-use concept are extraordinary, architect Riken Yamamoto's vision sets new standards for Switzerland. From the outside THE CIRCLE presents a unified appearance that references the predominant



**Inspiring moments, lively encounters, undreamt-of possibilities:**  
THE CIRCLE is the place to be at Zurich Airport. The new centre offering 180,000 m<sup>2</sup> of floor space is set to enhance Zurich's attractiveness well into the future.

shapes of the airport. Within the complex itself, however, the flair of a small-scale city centre is evoked. Yamamoto was tasked with creating 180,000 m<sup>2</sup> of usable floor space over an area of approximately 30,000 m<sup>2</sup>.

He has masterfully succeeded by making six different buildings out of one, and breaking these buildings up towards THE PARK, creating a downtown ambience within THE CIRCLE. The project is being realised through a joint ownership company, with Flughafen Zürich AG and Swiss Life AG holding stakes of 51% and 49% respectively. The investment costs run to approximately CHF 1 billion. Development, management and all operating responsibilities will be handled by Flughafen Zürich AG on behalf of the joint ownership company.

Following six years of project development, marketing and planning, construction work began in the spring of 2015.

Around 200 people are currently working on the biggest construction site in Switzerland and this number is constantly increasing. THE CIRCLE is rising up, and Zurich's new destination is gradually taking shape. The workers on the building site are mainly occupied with pouring concrete at present. Completion is scheduled for 2019.

As far as sustainability is concerned, THE CIRCLE is setting new standards. Heating and cooling needs will be met with energy stored in underground thermal storage units, while energy and water consumption will be minimised through recovery systems.

Photovoltaic arrays installed on the roof of the complex are a further source of renewable energy. THE CIRCLE will meet the highest level of LEED® certification – platinum – and Minergie accreditation will also be sought.

Prospective tenants are showing great interest, and over half the floor space is already let. Owing to over-capacity, the office market is undoubtedly the most difficult one at present, but we are getting positive feedback and are confident that the excellent locations and our modern high-quality premises will find tenants.

**Flughafen Zürich AG**  
The Circle. P.O. Box  
CH-8058 Zurich-Airport

[thecircle@zurich-airport.com](mailto:thecircle@zurich-airport.com)  
[www.thecircle.ch](http://www.thecircle.ch)



## Sector-specific opportunities

The exchange rate makes the Swiss market favourable for British exporters and Swiss purchasing power is one of the world's highest. Switzerland offers major export opportunities in the areas of pharmaceuticals, financial and business services, energy, ICT and to large scientific research centres.

You should carry out as much market research and planning as possible before exporting to Switzerland, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

UK DIT's trade specialists can help you identify local representatives for your products in Switzerland. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

UK DIT provides free international export sales leads from its worldwide network. You can search for export opportunities in Switzerland at: <https://opportunities.export.great.gov.uk/>.

## Government tenders in Switzerland

Simap.ch is an electronic platform shared by the Swiss Federal Government, cantons and communes for public procurement purposes at: [www.simap.ch](http://www.simap.ch).

It offers a simple procedure for public contract-awarding authorities to post their tenders and relevant tender documents.


Interested bidders and companies are given an overview of all existing contracts across Switzerland and can download both the tenders and tender documents. They can ask any questions they may have directly on a question/answer forum on the portal.

See the Swiss State Secretariat for Economic Affairs (SECO) for more information on Swiss public procurement, at: [https://www.seco.admin.ch/seco/en/home/Publikationen\\_Dienstleistungen/Publikationen\\_und\\_Formulare/simap.html](https://www.seco.admin.ch/seco/en/home/Publikationen_Dienstleistungen/Publikationen_und_Formulare/simap.html).

## Aid-funded business opportunities

Aid-funded business also offers prime export opportunities. 24 United Nations (UN) organisations are headquartered in Geneva making it a significant centre for UN procurement of products and services. The main organisations in Geneva in terms of procurement are:

- World Health Organization: [www.who.int](http://www.who.int)
- United Nations High Commissioner for Refugees: [www.unhcr.org](http://www.unhcr.org)
- United Nations Office at Geneva: [www.unog.ch](http://www.unog.ch)
- International Labour Organization: [www.ilo.org](http://www.ilo.org)



The UN Global Marketplace (UNGM) provides access to UN tenders at: [www.ungm.org](http://www.ungm.org) and statistics on types and value of procurement carried out by each UN organisation. You must register here to be a potential supplier to the UN system.

Companies interested in doing business with the UN should:

- have relevant products or services
- be established for at least three years (if bidding for large contracts/ international tenders)
- have some export experience

In addition, both of the International Red Cross organisations are headquartered in Geneva and have many similar requirements to the UN:

- International Federation of the Red Cross and Red Crescent Societies: [www.ifrc.org](http://www.ifrc.org)
- International Committee of the Red Cross: [www.icrc.org](http://www.icrc.org)

In Geneva there is a particular focus on health, emergency relief and crisis recovery. Typical products and services required include:

- medical equipment and supplies
- pharmaceuticals
- generators
- vehicles

- basic tools
- communications equipment
- water and sanitation supplies
- shelter and domestic items
- specialised consultancies
- specialised training (to be delivered in French and English)
- inspection services
- freight forwarding

This is not an exhaustive list as requirements vary according to the UN's response to global events.

Liaison with the UN organisations in Rome is handled by the UK Government office in Geneva. The Rome agencies focus specifically on the food and agriculture sector:

- Food and Agriculture Organization of the United Nations: [www.fao.org](http://www.fao.org)
- World Food Programme: [www.wfp.org](http://www.wfp.org)
- International Fund for Agricultural Development: [www.ifad.org](http://www.ifad.org)

Contact Eleanor Baha MBE, Deputy Director at DIT for further information on Aid Funded Business Opportunities – [eleanor.baha@mobile.trade.gov.uk](mailto:eleanor.baha@mobile.trade.gov.uk)

## Berne regional development

The Canton of Berne offers wide regional diversity which can benefit your business directly. The Bern Economic Development Agency is committed to improving the business environment in all their regions.

There is tremendous potential right across the canton which they want to make available to businesses by implementing related projects and providing infrastructure.

A strong business location depends on the existence of efficient regional structures on the ground. Their expertise in economic development and their in-depth knowledge of local conditions will drive both your business and the development of the region forward. See the Bern Economic Development Agency site for more information on moving to Berne, start-ups, companies and innovation, at: <http://www.berninvest.be.ch/berninvest/en/index/tourismus/tourismus/projekte.html>.

### Notice

Regional development plays a key role in the Canton of Berne. It promotes infrastructure, development and bid-development projects. The Canton of Berne provides interest-free loans for building infrastructure, while contributions for innovative, growth-orientated projects are possible. The support is co-ordinated with the project in individual cases. The Canton of Berne co-operates closely with its partners in the regions.

To find out more about the process, subsidised projects, regional partners and events, visit the Department of Economic Affairs (beco Berner Wirtschaft) website:

[http://www.vol.be.ch/vol/de/index/wirtschaft/tourismus\\_regionalentwicklung/regionalpolitik.html](http://www.vol.be.ch/vol/de/index/wirtschaft/tourismus_regionalentwicklung/regionalpolitik.html).

*[Source – Bern Economic Development Agency/Department of Economic Affairs]*

## Biotechnology and pharmaceuticals

Switzerland has a leading position in the global pharmaceutical and biotech industries. The city of Basel is a European centre of 'big pharma', and the country has a strong biotech industry. 'Health Valley' (biotech cluster in the French-speaking part of Switzerland) is the fastest growing cluster in the world and third European cluster after Cambridge and Oxford.

Switzerland's biotechnology sector has:

- 219 biotech companies
- 60 biotech suppliers
- a turnover of CHF 5.133 billion (2015)

Switzerland is also an advanced pharmaceutical market with:

- per-capita expenditure on drugs among the highest in the world
- consumption centred on patented pharmaceuticals
- a ready market for cutting-edge therapies

High levels of out-of-pocket expenditure have resulted in the development of a mature and competitive consumer health sector.

Switzerland has become one of the global leaders in the development and production of biopharmaceuticals, vaccines and diagnostics (red biotechnology). 85% of all Swiss biotech companies play an active role in this field. There is growth potential in:

- agricultural (green) biotechnology
- industrial (white) biotechnology
- bioinformatics
- human life sciences (new compounds and molecules, drug delivery technology)
- nutraceuticals
- contract research organisations (CRO)
- instrumentation, systems and equipment

Swiss pharmaceutical companies are also interested in partnerships with UK universities and research centres/start-ups in innovative therapeutic areas (gene therapy, liquid biopsy, etc.).

Contact Trade Officer: [marie.gow@mobile.trade.gov.uk](mailto:marie.gow@mobile.trade.gov.uk) for more information on biotech and pharmaceuticals business opportunities.

[Source – DIT/gov.uk]

## Chemicals

Given the premium Switzerland places on research and development, innovative UK businesses and companies with a niche chemical product will have a competitive edge.

Also, due to its geographical characteristics and the comparative lack of natural

resources, Switzerland has to import virtually all the raw materials used in chemical-pharmaceutical production processes.

More than 80% of these imports are from European countries. In Switzerland, the focus is largely on the composition of substances rather than on synthesis, which mainly takes place in neighbouring countries.

The Swiss chemical and pharmaceutical industry operates nearly exclusively in speciality areas; around 90% of the Swiss chemical industry's overall product portfolio are specialities. With more than 30,000 different products, it is exceptionally differentiated.

Opportunities in the Swiss chemical-pharmaceutical industry may arise where a UK business provides any of the following:

- highly innovative or niche products
- high-value ingredients – products or substances in the speciality area, such as pharma intermediates, agrochemical active ingredients or agrochemical intermediates
- sought-after molecules made from renewable resources and with very specific, extraordinary characteristics
- ICT solutions
- vitamins / flavours / fragrances
- crop protection agents
- speciality and fine chemicals

The following business types will be particularly interesting to Swiss buyers:

- businesses that act as specialised sub-contractors and/or service providers

- multi-purpose producers who are capable of reacting to changing needs; especially companies offering the added value of environmental consideration and/or sustainability
- chemical building blocks, technical and research services, contract manufacturing options, sampling and analysis services, waste treatment technologies and other related business solutions

Contact Trade Officer: **daniela.schild@mobile.trade.gov.uk** for more information on chemicals opportunities.

*[Source – DIT/gov.uk]*

### Corporate education

Switzerland is home to many multinational companies and international organisations including:

- The United Nations Office at Geneva (UN): **www.unog.ch**
- World Health Organization (WHO): **www.who.int**
- International Committee of the Red Cross (ICRC): **www.icrc.org**
- European Organization for Nuclear Research (CERN): **www.cern.ch**

They all use English as their business language and have significant training needs.

Competition from both local and international companies is very strong. UK companies working in specialised sectors or topics are more likely to succeed.

It is an advantage if training courses can be delivered in French and/or German, in addition to English.

Previous experience in working with international organisations, like the UN, helps to start negotiation with other organisations.

Contact Trade Officer: **marie.gow@mobile.trade.gov.uk** for more information on corporate education business opportunities.

*[Source – DIT/gov.uk]*

### Cyber security

The Reporting and Analysis Centre for Information Assurance (MELANI) co-ordinates cyber security issues in Switzerland. See: **<https://www.melani.admin.ch/melani/en/home.html>**.

A 'National strategy for Switzerland's protection against cyber risks' was created to address the threat of cybercrime. This strategy provides a framework to address cyber risks more efficiently.

Switzerland is particularly vulnerable to cyber-attacks because of its high-tech infrastructure and financial services sector. The potential risks for banks, large companies, local authorities, hospitals, energy and water infrastructures, rail and air transport are increasing.

Because of these risks, federal experts have strengthened their crisis management plans and are asking stakeholders to:

- review their procedures with a focus on cyber security
- focus on protection of vulnerable high-tech infrastructures and commercial assets
- create an in-depth Public Private Partnership (PPP)
- find efficient, feasible and tailor-made solutions

The result is a growing market for cyber security solutions in critical infrastructure protection and for commercial sectors.

Opportunities for potential UK suppliers within the Swiss cyber security market are many and varied. They include products and services providing protection against:

- theft of information
- unwanted external agents taking control of computer systems
- destruction of computer systems

DIT's Export Control Joint Unit (ECJU) issues licences for the export of strategic goods. You should check your goods are meeting the legal requirements for export. See: <https://www.gov.uk/government/organisations/export-control-organisation>.

Contact Trade Officer: [e.steiner-holmes@mobile.trade.gov.uk](mailto:e.steiner-holmes@mobile.trade.gov.uk) for more information on cyber security business opportunities.

*[Source – DIT/gov.uk]*

## Defence and security

The Swiss security and defence market has grown at 6% to 8% annually over the last decade.

The Swiss defence department, Federal Department of Defence, Civil Protection and Sport DDPS (<https://www.energie-vor-bild.admin.ch/vbe/de/home.html>) offers opportunities in the areas of:

- telecommunications
- personal equipment and clothing
- armoured personnel carriers
- maintenance and spare parts
- emergency response
- airports
- unlawful migration
- drug trafficking

The Swiss are becoming more security conscious and are investing significantly in individual alarms. Complex, professionally installed systems are preferred. Major supermarkets and department stores are now offering a growing selection of security devices and systems.

After years of almost total domination by local companies the market is opening up to new products and suppliers. Professional security systems are becoming the standard with the majority of medium and large companies.

Swiss law has recently been adapted to allow more CCTV camera installations to maintain public order.

Additionally, Swiss rail, road and public safety operators are constantly updating their emergency response methods.

DIT's Export Control Joint Unit (ECJU) issues licences for the export of strategic goods. Check your goods are meeting the legal requirements for export. See: <https://www.gov.uk/government/organisations/export-control-organisation>.

Contact Trade Officer: **e.steiner-holmes** @[mobile.trade.gov.uk](mailto:mobile.trade.gov.uk) for more information on defence and security business opportunities.

[Source – DIT/gov.uk]

## Financial, professional and business services sector

Switzerland is a world-renowned financial centre with two main clusters. Zurich is the main centre for retail banking and insurance. Geneva is the centre of private banking and wealth management. The 275 banks in Switzerland generate turnover of over £3,000 billion and employ 104,000 people.

Regulatory requirements imposed on banks have steadily increased, resulting in the departure of several international banks and major restructuring of others.

Opportunities for UK-registered companies are mainly in the financial technologies and business services sectors including:

- consultancy
- communication
- marketing
- legal services
- human resource (HR) services

Please note, however, that the competition, both local and international, is very high for these services.

Contact Senior Trade Officer: **anna.faber**@[mobile.trade.gov.uk](mailto:mobile.trade.gov.uk) (for the German-speaking market) or: **marie.gow**@[mobile.trade.gov.uk](mailto:mobile.trade.gov.uk) (for the French-speaking market) for more information on financial, professional and business services' opportunities.

The Swiss Code of Obligations (Swiss CO) establishes the statutory framework for accounting and auditing in Switzerland. The Swiss Expert Association for Audit, Tax and Fiduciary (EXPERTsuisse) is the professional accountancy organisation and International Federation of Accountants (IFAC) member in Switzerland. Contact the IFAC Switzerland site at: <https://www.ifac.org/about-ifac/membership/country/switzerland> for more information on accounting in Switzerland.

For more on the Financial Services sector in Switzerland, see the Swiss Bankers Association site at: [http://www.swissbanking.org/en/home?set\\_language=en](http://www.swissbanking.org/en/home?set_language=en) and the Swiss Federal Department of Finance at: <https://www.efd.admin.ch/efd/en/home.html> for information on financial policies and banking secrecy.

[Source – DIT/gov.uk]

## Food and drink

Switzerland was ranked the fourth largest per capita food importer in the world in 2015. It is a small but wealthy market. People are interested in high quality premium products that are unlike those already available on the market.

Total food and beverage imports from the UK into Switzerland were CHF 402.3 million in 2015.

The Swiss retail market is dominated by two major retailers, who together share about 75% of the market. A large portion of the rest of the market is made up of high quality retail chains.

Opportunities in Switzerland's food and drink sector include:

- 'free from' foods / healthier alternatives to existing product lines (no artificial colours and low sugar)
- ethnic food
- premium cuts of lamb and beef
- seafood
- alcoholic and innovative non-alcoholic beverages

Contact Trade Officer: [claire.parsons@mobile.trade.gov.uk](mailto:claire.parsons@mobile.trade.gov.uk) for more information on food and drink opportunities.

[Source – DIT/gov.uk]

## Healthcare and medical technology (Medtech)

At CHF 71.2 billion, Switzerland has the highest healthcare expenditure in the world after the US and Norway (10.9% of GDP). It also has the third-highest life expectancy in the world. Private health insurance is compulsory in Switzerland and Swiss people have easy access to the latest products and technologies.

Switzerland is a good export market in the healthcare field, especially for British companies which manufacture:

- innovative products in the pharmaceutical sector

- innovative products in the consumer health sector
- medical devices
- innovative products which fulfil World Health Organization (WHO) requirements

Contact Trade Officer: **marie.gow@mobile.trade.gov.uk** for more information on healthcare business opportunities.

*[Source – DIT/gov.uk]*

## ICT and innovation

In 2017 Switzerland topped the Global Innovation Index, see: <https://www.globalinnovationindex.org/analysis-indicator>. Its capacity for innovation influences all areas of its economy, notably those driven by technological developments. This, together with the pressure to digitise, opens the door to multiple business opportunities for UK companies.

The Swiss ICT sector generates an overall turnover of more than 20 billion Swiss Francs, which makes it one of the most important industry sectors for Switzerland. With a share of roughly 4.5% of Swiss GDP, the ICT sector is almost as important as the entire insurance sector.

Sectors investing most in information and communications technology (ICT) are media, banks, insurance companies, corporate services, research and development, printing and the public sector.

Potential opportunities in ICT include:

- Swiss outsourcing of IT services
- financial technology (FinTech) services
- insurance technology (InsurTech) services
- legal technology (LegalTech) services
- secure storage facilities for 'big data' in Switzerland where 10% growth per year is expected
- cloud services market to grow from £92 million in 2012 to £165 million in 2017
- mobile developments such as mobile end-devices and apps
- social computing
- process optimisation
- data security
- data processing
- telecommunications equipment
- electronics

Other growth areas are:

- innovative business models for energy companies
- transport and logistics

Contact Senior Trade Officer: **anna.faber@mobile.trade.gov.uk** for more information on technology and innovation opportunities.

*[Source – DIT/gov.uk]*

## Large research centres

CERN in Geneva ([www.cern.ch](http://www.cern.ch)) is one of the world's most important centres for fundamental research in physics. It is a centre of excellence in engineering, offering business opportunities in the region of £160 million per year.

The UK is one of the member states that make CERN's scientific achievements possible. CERN tries to achieve a balanced industrial return by doing business with firms in all the member states. Business is won through competitive bidding by companies in CERN's Member States. All CERN bidding documents are available in English.

CERN works with a diverse range of firms of all sizes. It requires a constant stream of supplies and services. These include:

- civil engineering
- power distribution
- superconducting magnets
- cryogenics
- ultra-high vacuum
- electronics
- mechanical engineering
- radiofrequency equipment
- computing infrastructure
- site maintenance

Contact Deputy Director: [eleanor.baha@mobile.trade.gov.uk](mailto:eleanor.baha@mobile.trade.gov.uk) for more information on large research centre opportunities.

[Source – [DIT/gov.uk](http://DIT/gov.uk)]

## Retail and luxury

Following the decision taken by the Swiss National Bank to remove the CHF/EUR cap in 2015, retail prices were lowered in order for local retailers to remain competitive with neighbouring EUR countries.

Switzerland is a relatively small market with corresponding sales volumes. Once established however, business relations are very pleasant, long-lasting and marked by a personal touch. The market's multicultural character makes it particularly suitable for product-testing.

With online trade in goods growing by about 10% year-on-year, e-commerce has opened an increasingly viable sales channel to add to the traditional retail model. Opportunities in the Swiss retail industry – local buyers and agents value:

- brand reputation
- originality
- quality and value for money
- reliability
- added value – keywords such as sustainable, ethical, fair-trade, organic, recycled, upcycled, cruelty-free, environmentally-friendly, not tested on animals, vegan
- relationship-building and personal contact
- ethically fair production and a balance between price, production process and quality

Contact Trade Officer: [daniela.schild@mobile.trade.gov.uk](mailto:daniela.schild@mobile.trade.gov.uk) for more information on retail and luxury opportunities.

[Source – [DIT/gov.uk](http://DIT/gov.uk)]

### Recruitment services

The recruitment services industry in Switzerland has grown in step with the needs of Swiss businesses. Over 300,000 individuals are placed with companies every year by employment agencies, which act as valuable partners by relieving the burden on HR departments.

Temporary employment boosts the competitiveness of companies and of Switzerland as a business location by providing firms with the ever-important flexibility needed to survive in a tough market and, in many cases, acting as a springboard into the job market. Employment agencies match the needs of businesses to the skills of job seekers, filling over 300,000 vacancies every year and achieving a turnover of almost CHF 7 billion.

For more information on recruitment in Switzerland, see the website of the swissstaffing Association, the official recruitment services body, at: <https://www.swissstaffing.ch/en/Sector-Politics/Sector/Recruitment-services.php>.

*[Source – swissstaffing Association]*



**Your success is launched here!**



**Bern Economic**  
Development Agency 

[www.berninvest.be.ch](http://www.berninvest.be.ch)



# Welcome to the Canton of Bern

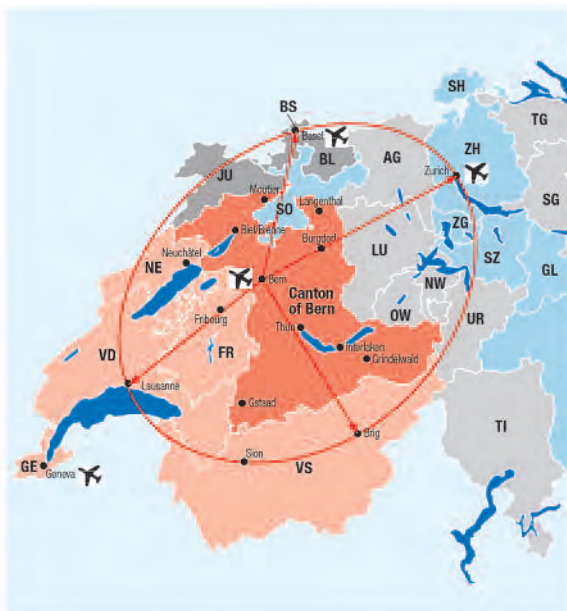
Get ready to discover excellence at every turn. It's in our infrastructure, our education system, our multi-lingual, highly qualified workforce and our business-friendly tax environment. Our location in the heart of Switzerland and Europe means we are ideally placed to access international markets. Bern is also Switzerland's capital city, so close contact with government bodies, politicians and authorities is guaranteed.

The Canton of Bern has been one of Switzerland's key industrial and high-tech hubs for many years – as evidenced by the many innovative companies who have set up, expanded and implemented projects here. Bern is home to highly-specialised SMEs operating as suppliers all over the world.

## Location

At the heart of Europe and Switzerland: we have 3.6 million inhabitants, 1.2 million workers and 114,000 students at nine universities within an hour's reach by road or rail.

Switzerland's biggest international airports – Zurich (180 destinations), Basel (90) and Geneva (110) – are just 1½ hours away from Bern by road or rail. Bern Airport has regular flights to major European airports. Bern is at the intersection of major north-south and east-west transport routes. Our motorways and roads are modern and efficient and our public transport system offers a high degree of mobility and flexibility.



## Innovation

The Canton of Bern has a long-standing tradition of innovation. Our innovation promotion services help businesses boost performance and competitiveness and increase added value. We actively promote knowledge and technology transfer (KTT) between the worlds of education, research and business. There are also numerous knowledge and technology transfer platforms:

**Switzerland Innovation Park Biel/Bienne (SIP)** supports and encourages business and innovation teams. It provides infrastructure (space and laboratories), research services and services for SMEs and start-ups and helps them to develop and create a marketable product.

**Swiss Smart Factory (SSF)** is one of the competence centres based in the Switzerland Innovation Park Biel/Bienne. It is the first model factory for Industry 4.0 in Switzerland.

**Sitem-insel** – the Swiss Institute for Translational and Entrepreneurial Medicine in Bern has been created to establish, operate and develop a National Centre of Excellence for Translational medicine.

**Empa**, an interdisciplinary research institute of the ETH Domain and the Swiss Federal Laboratories for Materials Science and Technology, conducts cutting-edge materials and technology research.



## Key sectors of the Bernese Economy

### Precision industry

Companies: 2 130; Employees: 56 300

The Swiss precision industry includes mechanical and electrical engineering (MEM industries), as well as the watchmaking industry. Companies such as Tornos, Feintool International Holding AG, Festo Microtechnology, Harting, GF Georg Fischer, Faulhaber Group and Schneider Electric all have a presence in the region.

### The ICT sector

Companies: approx. 1 400; Employees: 21 450

Leading Swiss telecom company Swisscom, German company T-Systems, Chinese company Huawei Technologies and American company eBay International, all have their Swiss headquarters in Bern. We have a large number of key clients such as government administrations, authorities and semi-public companies.

### Life science sector

Companies: approx. 280; Employees: 7 000 (excl. health care)

Medical technology companies such as Medtronic, Haag-Streit, Ypsomed, Straumann and Ziemer Group are operating in our region as well as Pharmaceutical companies and suppliers, such as CSL Behring, Paxvax, GlaxoSmithKline, Amerisource Bergen and Galenica.

## BEDA – Bern Economy Development Agency

**Your personalized support and assistance free of charge:**

- > Conducting individual evaluation visits
- > Granting tax holidays and other financial benefits
- > Support in finding your new business location (real estate and/or land)
- > Support and put in contact with partner i.e. notary and fiduciary
- > Support in relation with work and residence permits, social security, building approvals, etc.
- > Your dedicated team to make your project successful

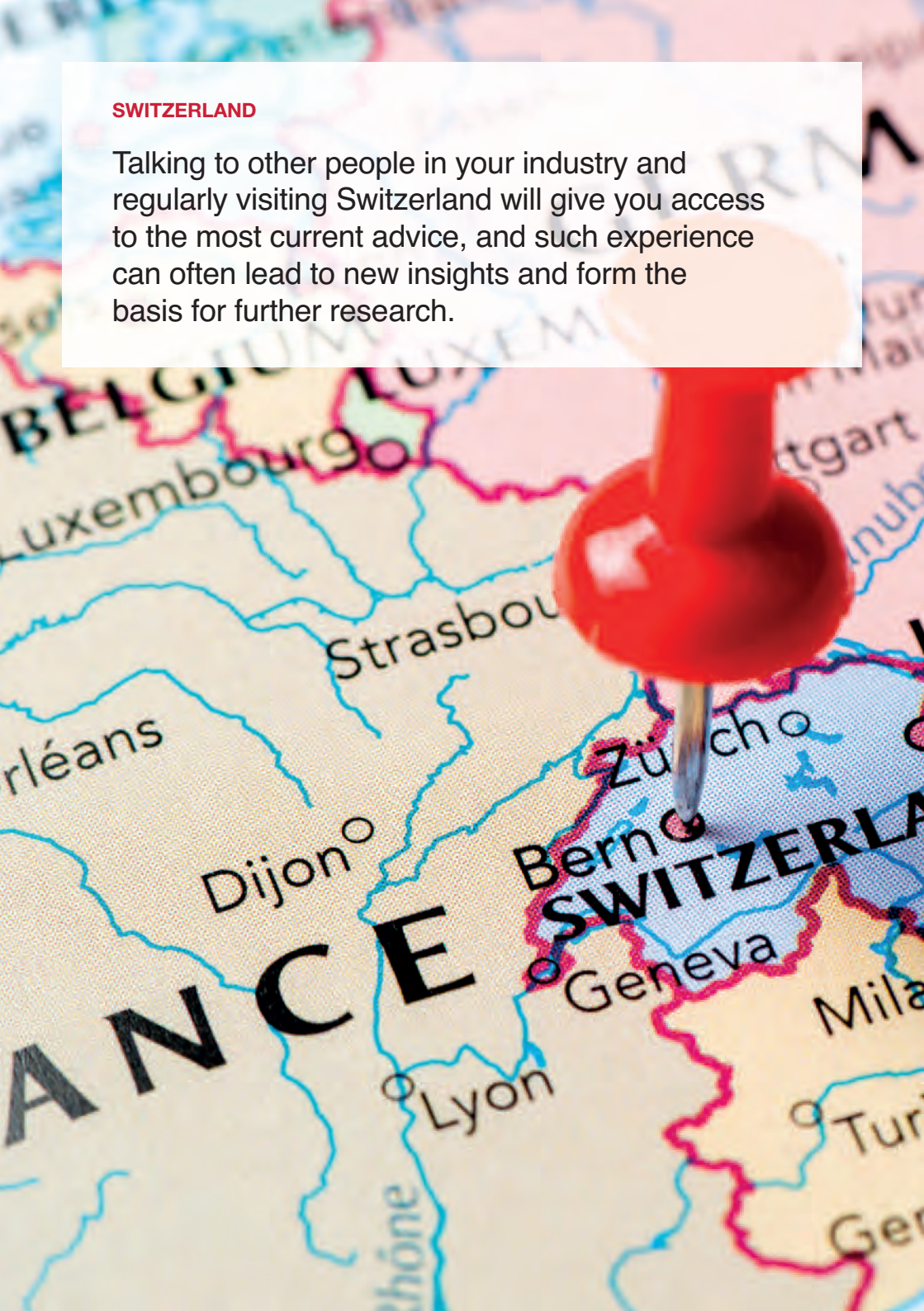


[www.berninvest.be.ch](http://www.berninvest.be.ch)

**Bern Economic  
Development Agency**  
Münsterplatz 3  
3011 Bern (Switzerland)  
Phone +41 31 633 41 20  
[info@berninvest.be.ch](mailto:info@berninvest.be.ch)

## SWITZERLAND

Talking to other people in your industry and regularly visiting Switzerland will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.







# INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

## The Art of Export

Choosing a great export training partner can really help your company take off in the export trade!

We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business.

Our main aim is to help you achieve your export and international trade goals.

If you do well, we do well.

**Join us today**

**Call: +44(0)1733 404 400**

**email: [institute@export.org.uk](mailto:institute@export.org.uk)**

**[www.export.org.uk](http://www.export.org.uk)**



## Preparing to export

### Consultation and bespoke research

You should research market entry requirements using both desk research and market visits, and to determine whether:

- there is a market for your product or service
- your pricing is competitive
- to adapt your business model

Find out more about marketing your goods and services for Switzerland at: <https://www.great.gov.uk/>.

You can also visit the DIT events portal at: <https://events.trade.gov.uk/> to find upcoming events and missions, and contact the DIT team in Switzerland at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us> for events and company launches at Embassy locations.

The questions listed below should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Switzerland strategy, although this may not be necessary or appropriate for all companies.

#### Your aims:

- Do you wish to buy from Switzerland, sell to Switzerland or both?

- Do you wish to establish your own company presence in Switzerland (for example through exporting directly, appointing a local partner or distributor, setting up a local office, partnership or co-operative)?
- Do you need to be involved in Switzerland at all?
- Do you see Switzerland as part of a wider plan including e.g. other nearby markets?

#### Your company:

- What are the unique selling points for your product or service?
- Do you know if there is a market for your product or service in Switzerland?
- Do you know if you can be competitive in Switzerland?
- Are your competitors already in Switzerland? If so, what are they doing?
- Do you have the time and resources to handle the demands of communication, travel, product delivery and after-sales service?

#### Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know where in Switzerland you should start?
- Do you know how to locate and screen potential partners, agents or distributors?

- Have you carried out any Switzerland-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' should form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Switzerland will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.

There are a number of trade shows held in Switzerland each year – these can be useful to test product viability in the market. The DIT Tradeshow Access Programme at: <https://www.gov.uk/guidance/tradeshow-access-programme> provides funding in the form of grants for eligible businesses to attend overseas trade shows. The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://events.trade.gov.uk/> to find upcoming events and missions in Switzerland.

Find out more about marketing your goods and services for Switzerland, at: <https://www.great.gov.uk/>.

Contact the DIT team in Switzerland at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contactus> for events and company launches at Embassy locations.

### Getting started in the Swiss market

There are many ways to develop your business in Switzerland. These include:

- using direct sales through direct marketing, mail order, telemarketing or the most popular forms, teleshopping and internet sales
- setting up a business entity/local office
- working with international distributors or agents
- working with wholesalers acting as importers
- using trading companies that operate, for example, networks of bonded warehouses

Visit: <https://www.great.gov.uk/> for guidance on how to research overseas markets, as well as a range of other important issues for exporters.

Consult local English-speaking lawyers to avoid costly mistakes and ensure you start out in the way that is best suited to your sector of activity. See: <https://www.gov.uk/government/publications/switzerland-list-of-lawyers>.

## Direct exports and sales in Switzerland

Direct exports means you supply your products direct to the customer. You handle all the logistics of marketing, selling, sending overseas and getting paid. If you do not have a high level of fluency in business German, French, Italian or Romansch, you may wish to use local representation. Options include using an agent, distributor or wholesaler. The Department for International Trade (DIT)'s trade specialists can help you identify local representatives for your products in Switzerland. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

## Online selling to Switzerland

Internet penetration in Switzerland is among the highest in Europe, and the population's global attitudes mean they are open to shopping with international retailers. Half of Swiss shoppers make an online purchase every month.

Find out about DIT's E-Exporting programme at: <https://www.gov.uk/guidance/e-exporting>, which can help you export your products to Switzerland.

Check out the gov.uk online marketplace in Switzerland site at: <https://selling-online-overseas.export.great.gov.uk/>, where DIT has negotiated listings at better-than-commercial rates.

## Setting up a business entity in Switzerland

The main forms of business entity available in Switzerland are:

- corporation
- limited liability company
- general partnership
- simple partnership
- co-operative

However, instead of incorporating a company in Switzerland a business can be operated through a branch of a foreign company. The legal form of a 'trust' does not exist in Swiss civil law. Setting up a business in Switzerland requires the support of banks, consulting firms, trustees and attorneys specialising in company law. Registration is carried out by the commercial registry of the canton where the company is based.

The Swiss Federal Council has information and guidance on setting up a business as a foreign national in Switzerland, at: <https://www.kmu.admin.ch/kmu/en/home/concrete-know-how/establish-an-sme/starting-a-business/foreign-national.html>.

Contact the DIT team in Switzerland at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us> to help find tax and legal advisers before entering into agreements or setting up in Switzerland.

## Appointing an agent

Appointing an agent has several advantages, as they will:

- have a better understanding of the market
- know its rules and regulations
- represent you in your absence

However, you should check contracts carefully as agents can work for several companies.

## Licensing or franchising in Switzerland

Franchising in Switzerland is not very profitable due to limited market size and high operational costs.

Visit the international section of the British Franchise Association at: <http://www.thebfa.org/international> for more information on franchising.

## SWITZERLAND

Switzerland is not a member of the EU, but a member of the European Free Trade Association (EFTA). To facilitate free trade with the EU, Swiss legislation is adapted to EU law in several areas.

Fraumünster Church on the River Limmat, Zurich





"Switzerland offers an amazing international environment which is full of young, tech-savvy and multilingual people."

JAN VALENTIN  
MANAGING DIRECTOR

**KAYAK EUROPE**

Are you considering  
investing in Switzerland?

[s-gs.com/invest](http://s-gs.com/invest)



## How to do business in Switzerland

### Legal considerations

The European Economic Area (EEA) includes all 28 European Union (EU) countries plus Iceland, Liechtenstein and Norway. It allows them to be part of the EU's single market.

Switzerland is neither a member of the EU nor of the EEA, but is part of the single market. This means Swiss nationals have the same rights to live and work in the UK as EEA nationals.

There has been no change to the rights and status of EU or EEA nationals in the UK, and UK nationals in the EU or EEA as a result of the UK's referendum on membership of the EU in June 2016. See: <https://www.gov.uk/government/news/state-ment-the-status-of-eu-nationals-in-the-uk>.

The Federal Government of Switzerland legislates in areas such as trade and commerce, banking, foreign affairs, defence and taxation. Other areas of legislation are dealt with by individual cantons.

Contact the DIT team in Switzerland at: <https://www.gov.uk/world/organisations/depart-ment-for-international-trade-switzer-land#contact-us> to help find legal advisers for official transactions in Switzerland.

The Swiss Federal Customs Administration has information on the importation of banned and restricted goods, at: <https://www.ezv.admin.ch/ezv/en/home/information-companies/bans--restrictions-and-conditions.html>.

### Export licences for Switzerland

You may need a licence to supply goods to Switzerland which are on the UK strategic export control lists.

Find out about supplying goods to Switzerland which are on the UK export control lists, at: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>.

Some other products may need certification and licensing.

Find out which products will need certification or licensing before they can be exported to Switzerland, at: <https://www.gov.uk/starting-to-export/licences>.

### Law on marketing and selling in Switzerland

Swiss consumer and data protection laws have been widely harmonised with the laws of the EU. If you are selling to consumers (rather than businesses) you must comply with EU consumer protection law. Find out about consumer rights in the EU at: [http://europa.eu/european-union/life/consumer-rights\\_en](http://europa.eu/european-union/life/consumer-rights_en).

The Swiss Federal Consumer Affairs Bureau (FCAB) has a complete list of Swiss consumer protection laws and regulations at: <https://www.konsum.admin.ch/bfk/de/home.html>.

### Standards and technical regulations in Switzerland

Switzerland is not a member of the EU, but a member of the European Free Trade Association (EFTA). To facilitate free trade with the EU, Swiss legislation is adapted to EU law in several areas.

Products to be imported into Switzerland have to comply with Swiss requirements regarding product safety. The distributor (manufacturer or importer) is responsible for the safety of the product.

Switzerland has different requirements related to product safety. Suppliers and manufacturers have an obligation to make sure products are safe under Swiss regulations. Products must:

- meet relevant safety standards
- have clear instructions for proper use
- include warnings against possible misuse

Unlike in the EU, the CE marking is not compulsory for all products in Switzerland ([http://europa.eu/youreurope/business/product/ce-mark/index\\_en.htm](http://europa.eu/youreurope/business/product/ce-mark/index_en.htm)). However, as a member of the European agency for standards (CEN), Switzerland applies 'Harmonized European Standards' pertaining to health, safety and environmental criteria. All products covered by these standards must carry the CE label as a sign of compliance in all EU countries.

Products which conform to the technical requirements of the EU are allowed to be exported to Switzerland. However, there are exceptions. Find out more about product regulations in Switzerland at the Swiss Standards Association (SNV) (<http://www.snv.ch/en/>), which has details and links to all standards and certification organisations in Switzerland.

For more information on the Swiss legislation regarding product safety and the import of goods, including bans, restrictions and conditions contact the Swiss State Secretariat for Economic Affairs (SECO) at: <https://www.ezv.admin.ch/ezv/en/home/information-companies/bans--restrictions-and-conditions.html>.

If you do not comply with mandatory standards, you risk action being taken against you under the Swiss Federal Act on Product Safety (Produktsicherheitsgesetz, or PrSG): <https://www.admin.ch/opc/de/federal-gazette/2009/4477.pdf>.

For more information, see the European Commission (EC) guidance on EU trade with Switzerland, at: <http://ec.europa.eu/trade/policy/countries-and-regions/countries/switzerland/>.

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/>.

### **Protecting your intellectual property (IP) in Switzerland**

Trademarks, designs, patents and copyright are the principal forms of intellectual property protection available under Swiss law. They are all governed by legislation and you should register your intellectual property in Switzerland where appropriate.

Swiss law also provides protection against a person passing off goods or services as those of another, as well as protection for confidential information or trade secrets. The Swiss Federal Institute of Intellectual Property (IPI) at: <https://www.ige.ch/en.html> is responsible for intellectual property protection.

Read the Intellectual Property Office (IPO)'s guidance on IP protection abroad, at: <https://www.gov.uk/government/publications/protecting-your-uk-intellectual-property-abroad>.

Contact the DIT team in Berne at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us> to help find tax and legal advisers before entering into agreements in Switzerland.

### **Packaging and labelling your products for Switzerland**

Swiss Customs are very strict about the quality of packaging and labelling, particularly of food products. False descriptions are prohibited.

You should adapt your labelling and documentation to one or more of Switzerland's four main languages (German, French, Italian and Romansch). You must use the e-mark (<https://www.gov.uk/weights-measures-and-packaging-the-law/labelling-packaged-goods>) on packaging when exporting food products to Switzerland, but as Switzerland is not in the EEA they may still carry out their own weights and measures checks on your packages.

Product labelling needs to comply with Swiss law. However, the required information and form depend on the product and the position of the supplier in the supply chain. The DIT team in Switzerland at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us> can advise you.

### **Tax and customs considerations in Switzerland**

The UK and Switzerland have signed a double taxation agreement, ensuring the same income is not taxed in more than one country. See: [www.gov.uk/government/publications/switzerland-tax-treaties](https://www.gov.uk/government/publications/switzerland-tax-treaties).

#### **Value added tax (VAT)**

Switzerland is a member of EFTA. For trading purposes, goods moved between EFTA and EU members states are treated similarly to goods moved between EU member states.

The destination country principle applies to VAT, known as Mehrwertsteuer (MwSt), Taxe sur la valeur ajoutée (TVA) or Imposta sul valore aggiunto (IVA) in Switzerland. Goods to be exported are exempt from local tax in their country of origin. They are subject to tax at their destination – in effect an import tax.

In principle, VAT is levied on all imports of goods, even on consignments with 'no value'. The normal tax rate is 8%, which is the same rate applicable for domestic purchases. Some basic necessities, such as food, are subject to the reduced rate of 2.5%. Overnight stays at a hotel (incl. breakfast) are taxed at a special rate of 3.8%.

### **Excise duty in Switzerland**

You should check you have paid excise duty on any alcohol, alcoholic drinks, energy products, electricity or tobacco products you send to Switzerland.

Find out more about excise duty and duty drawback, at: <https://www.gov.uk/government/publications/excise-notice-207-excise-duty-drawback/excise-notice-207-excise-duty-drawback>.

### **Company and corporate tax in Switzerland**

Federal taxes are charged at a flat rate, while cantonal tax rates vary by location and sometimes by level of capital or profit. Direct federal taxes are levied on after-tax profits.

### **Cantonal taxes**

The cantons are free to decide on their own tax systems and tax rates. They have the power to charge any tax that the Swiss Confederation does not claim exclusive rights over. This means that the tax laws and tax rates vary widely from canton to canton.

### **Communal taxes**

Communal tax systems are regulated by cantonal tax legislation. However, communes set their own tax rates.

Read more about taxes in Switzerland from the Swiss Federal Tax Administration at: <https://www.estv.admin.ch/estv/en/home.html>.

Contact the DIT team in Berne at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us>, to help find local tax advisers before entering into agreements in Switzerland.

### **Customs and documentation**

The Swiss Customs Administration at: <https://www.ezv.admin.ch/ezv/en/home/customs-declaration.html> regulates all goods imported into Switzerland. Customs duty and VAT Mehrwertsteuer (MwSt), Taxe sur la valeur ajoutée (TVA), Imposta sul valore aggiunto (IVA) may apply to goods entering Switzerland.

However, tax rates depend upon a number of factors, including the type of goods and services and the country of origin. All imported goods and services must be cleared with customs.

You can get export tariffs numbers and additional information from the Swiss Customs Administration at: <https://www.ezv.admin.ch/ezv/en/home/information-companies/customs-tariff---tares.html>.

Switzerland applies the Harmonized Customs System (HS). Customs duties are generally levied in Swiss Francs (CHF) on the basis of weight.

There are also environmental taxes collected as prepaid royalties by the distributor/importer for the elimination of

waste, which are included in the retail selling price. These taxes are enforced by the Swiss Federal Office for the Environment (FOEN): <https://www.bafu.admin.ch/bafu/en/home.html>.

Find more information on customs and duties on goods entering Switzerland at: <https://www.ezv.admin.ch/ezv/en/home/information-companies/taxes-and-duties.html>.

### Shipping your goods to Switzerland

You can usually send samples of your goods through the postal system.

Your local post office can also be used to export small orders to Switzerland which can be easily packaged and are within the current weight restrictions.

If you are sending goods by post you must check that the items are not prohibited or restricted by mail services in the UK and in Switzerland.

Find out more about prohibited or restricted items in Switzerland on Royal Mail's website at: <http://www.royalmail.com/switzerland>.

When using postal services on a more commercial basis you must complete the required customs form with the commodity code that relates to your goods.

Find your commodity code in the UK Trade Tariff at: <https://www.gov.uk/trade-tariff>.

Find out how to contact the HMRC Tariff Classification Service for more help, at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts>.

You must get a Certificate of Posting ([https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/374167/ce132.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/374167/ce132.pdf)) form C&E 132 from the post office branch and ensure it is date-stamped. This supports the VAT zero-rating of your goods. If you are exporting UK duty-paid excise goods, you will need the Certificate of Posting form to support a claim for reimbursement of the UK excise duty.

For bigger orders, most businesses use a courier or freight forwarder. Special rules apply if you are shipping dangerous goods to Switzerland. See: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.



A pro-forma invoice (and licence, if you need one) must be attached to your consignment. Records of pro-forma invoices must be kept for four years.

The Common Transit procedure can be used for movements between the EU and the Common Transit countries. As a member of EFTA, Switzerland (together with Liechtenstein, Norway and Iceland plus Turkey, Macedonia and Serbia) is a Common Transit country.

Log in to the New Computerised Transit System (NCTS) at: <https://www.gov.uk/new-computerised-transit-system> to submit Union transit declarations to HMRC.

### **Terms of delivery for Switzerland**

Your contract should include agreement on terms of delivery using Incoterms. See: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

For bigger orders, most businesses use a courier or freight forwarder. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in Switzerland.

You can find freight forwarding companies to help you transport your goods to Switzerland via the British International Freight Association (BIFA) at: <http://www.bifa.org/home>, or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Find out more about shipping your goods to international markets, at:

<https://www.great.gov.uk/operations-and-compliance/plan-the-logistics/>.

### **UK Export Finance**

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Switzerland at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#switzerland>.

*[Source – DIT/UKEF/gov.uk]*



# LOOKING AT SETTING-UP A BUSINESS IN SWITZERLAND?

On behalf of the Swiss Confederation and the Swiss cantons, Switzerland Global Enterprise supports UK companies looking at setting-up a business and/or establishing a R&D partnership in Switzerland. Our experts provide specific information about administrative and legal conditions, practical steps to take when setting up a company, the attractive labor market and laws, costs, tax, real estate, etc. We answer any questions about Switzerland as a business location, support you in putting together the required documentation and put you in touch with the appropriate local contacts in Switzerland.

Free-of-charge, official and unbureaucratic.

## Contact us:

Marieke Hood, Head of Swiss Business Hub UK + Ireland  
Embassy of Switzerland, London  
[marieke.hood@eda.admin.ch](mailto:marieke.hood@eda.admin.ch), +44 20 7616 6050, [s-ge.com](http://s-ge.com)

OFFICIAL PROGRAM



[s-ge.com/invest](http://s-ge.com/invest)



## SWITZERLAND

Switzerland has four main languages (German, French, Italian and Romansch), so check which language is appropriate prior to any meeting or negotiations. Many business meetings take place wholly in English.



Kapellbrücke footbridge across the River Reuss, Lucerne



**SWISS  
GLOBAL**

LANGUAGE  
SERVICES

# The conquest of Switzerland

Switzerland is a popular country to set up business in, and every year a number of international companies open offices in its business-friendly economy. Some even move their headquarters to Switzerland, due to its low tax rates, great infrastructure and well-trained work force. In order to conquer the Swiss market-place, local language and cultural expertise is a crucial resource that you can use as a door opener for your new business venture. Let's have a closer look.

When entering a new market, it is essential to know the regional and social conditions in your desired country – or to have a partner who does. One key

factor is the language of the target country. In this respect, Switzerland is a special case with four national languages: German, French, Italian and Rhaeto-Romanic. From this point of view, the expression 'languages open doors to new markets' applies fourfold to Switzerland.

For the establishment of a new business, language matters in many respects. Not only website contents, but marketing or legal texts as well as other documents also have to be translated, localised or notarised. In these cases, a reliable, ISO-certified partner with local presence, the right expertise and competent

in-house and freelance language experts is essential to build a business in Switzerland.

It's as simple as that: the more languages, the larger the audience. Thus, investing in high-quality language services always pays off in the long term and opens doors for new business relationships. The conquest of the Swiss market might be a challenge, but with the right partner at your side, it's more than just a dream – it's an opportunity.



## Business etiquette, language & culture

### Overview

Efficiency, courtesy, cleanliness and order are all highly valued in Switzerland, and this is true in all areas of life, including business. Switzerland has four main languages (German, French, Italian and Romansch) so check which language is appropriate prior to any meeting or negotiations. Many business meetings take place wholly in English.

The working culture is very business-like. Meetings start punctually and you should arrive on time. They are generally orderly, planned and formal, and presentations well-prepared, thorough and detailed.

Managerial structures tend to be conservative and quite rigid, and hard work, proper observance of business etiquette and attention to detail expected.

### Swiss public holidays

2018

Day:	Date:	Holiday:	Comments:
Thursday	1 <sup>st</sup> March	Republic Day	Neuchâtel
Monday	19 <sup>th</sup> March	St Joseph's Day	Graubünden, Lucerne, Nidwalden, Schwyz, Solothurn, Ticino, Uri, Valais
Friday	30 <sup>th</sup> March	Good Friday	
Monday	2 <sup>nd</sup> April	Easter Monday	
Thursday	5 <sup>th</sup> April	Näfelser Fahrt	Glarus
Monday	16 <sup>th</sup> April	Sechseläuten	Zurich
Tuesday	1 <sup>st</sup> May	Labour Day	

# Languages open the door to Switzerland

## **Our language services:**

- Translation
- Proofreading
- Copywriting
- Transcreation
- Linguistic editing
- Review
- Printing proof
- Terminology services
- Style guide
- ...and many others

## **Our further services:**

- Notarisations
- Desktop publishing
- Project management
- Corporate solutions
- ...and many more

SwissGlobal -  
more than mountains,  
watches and chocolate.

**Contact us and learn more about  
opening new doors to success!**



**SwissGlobal Language Services AG**

**Phone +41 56 203 20 20**  
**welcome@swissglobal.ch**  
**www.swissglobal.ch**



## Swiss public holidays

2018

Day:	Date:	Holiday:	Comments:
Thursday	10 <sup>th</sup> May	Ascension Day	
Monday	21 <sup>st</sup> May	Whit Monday	
Thursday	31 <sup>st</sup> May	Corpus Christi	Aargau, Appenzell Innerrhoden, Fribourg, Jura, Lucerne, Nidwalden, Obwalden, Ticino, Uri, Valais, Zug
Saturday	23 <sup>rd</sup> June	Fête d'Indépendance	Jura
Friday	29 <sup>th</sup> June	SS Peter and Paul	Graubünden, Ticino
Wednesday	1 <sup>st</sup> August	National Day	Bundesfeier
Wednesday	15 <sup>th</sup> August	Assumption Day	Aargau, Appenzell Innerrhoden, Fribourg, Jura, Lucerne, Nidwalden, Obwalden, Schwyz, Solothurn, St. Gallen, Ticino, Uri, Valais, Zug
Thursday	6 <sup>th</sup> September	Jeûne genevois	Geneva
Monday	10 <sup>th</sup> September	Knabenschiessen	Zurich
Sunday	16 <sup>th</sup> September	Swiss Federal Fast	All regions except Geneva
Monday	17 <sup>th</sup> September	Bettagsmontag	Bern, Neuchâtel, Vaud
Tuesday	25 <sup>th</sup> September	St Nicholas of Flüe	Obwalden
Saturday	8 <sup>th</sup> December	Immaculate Conception Day	Regional Holiday
Tuesday	25 <sup>th</sup> December	Christmas Day	
Wednesday	26 <sup>th</sup> December	St Stephen's Day	Celebrated on 26 <sup>th</sup> December. Except Geneva, Jura, Neuch
Monday	31 <sup>st</sup> December	Restoration Day	Geneva

## SWITZERLAND

To make it easier to fulfil an export contract and grow your business, schemes are available to UK companies selling products and services to Switzerland. Contact your bank or specialist financial organisation for assistance.



View of Basel cityscape from the Minster



WHAT ARE THE CHALLENGES?



Specialists in executive, finance and  
technology recruitment solutions  
for clients in Switzerland

- Talent acquisition for clients establishing operations in Switzerland
- Consulting expertise in Swiss employment and payroll legislation
- International team with indepth Swiss market knowledge

[www.swisslinx.com](http://www.swisslinx.com) | [zurich@swisslinx.com](mailto:zurich@swisslinx.com)

**swisslinx**  
EXECUTIVE TECHNOLOGY FINANCE

## What are the challenges?

### Challenges to doing business in Switzerland

Switzerland is not a member of the EU and is not likely to join in the foreseeable future. Relations with the EU are governed by a series of bilateral agreements: [https://eeas.europa.eu/delegations/switzerland\\_de](https://eeas.europa.eu/delegations/switzerland_de) (site not in English). Protectionist measures remain in some areas – agriculture and recruitment services are instances, which have recently affected British companies.

However, there are certain unique challenges when doing business in or with Switzerland. These include:

- EU standards are not always adopted
- domestic rules and regulations apply
- highly regulated market
- difficult to ensure local legal compliance for certain industries and 'posted workers' (employees normally working in the UK, but temporarily working in Switzerland)
- slow decision-making because of the need for consensus and a reluctance to take risks
- Swiss consumers place a premium on quality

[Source – DIT/gov.uk]

## Business risk

### Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world.

In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case, it does not matter whether the acts or omissions, which form part of the offence, take place in the UK or elsewhere.

Switzerland and Liechtenstein have extremely low levels of corruption. According to Transparency International's latest Corruption Perceptions Index (CPI) for 2016, Switzerland ranked 5<sup>th</sup> out of 176 countries. Strict application of the WTO's procurement standards in Switzerland has had a positive impact. See: [http://www.transparency.org/news/feature/corruption\\_perceptions\\_index\\_2016](http://www.transparency.org/news/feature/corruption_perceptions_index_2016).

You should read the information provided on the UK Government's bribery and corruption page at: <https://www.gov.uk/anti-bribery-policy>.

## Protecting your intellectual property (IP) in Switzerland

Trademarks, designs, patents and copyright are the principal forms of intellectual property protection available under Swiss law. They are all governed by legislation and you should register your intellectual property in Switzerland where appropriate.

Swiss law also provides protection against a person passing off goods or services as those of another, as well as protection for confidential information or trade secrets. The Swiss Federal Institute of Intellectual Property (IPI) at: <https://www.ige.ch/en.html> is responsible for intellectual property protection.

Read the Intellectual Property Office's (IPO's) guidance on IP protection abroad, at: <https://www.gov.uk/government/publications/protecting-your-uk-intellectual-property-abroad>.

Contact the DIT team in Berne at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us> to help find tax and legal advisers before entering into agreements in Switzerland.

## Organised crime

As in many other European countries, international organised criminal activity takes place in parts of Switzerland, in particular linked to drugs and people trafficking. There has been government action to tackle these issues (INTERPOL) and the UK and Switzerland work closely together in this area.

*[Source – FCO Overseas Business Risk/gov.uk]*

## Getting finance to fulfil an export contract to Switzerland

To make it easier to fulfil an export contract and grow your business, schemes are available to UK companies selling products and services to Switzerland. Contact your bank or specialist financial organisation for assistance.

UK Export Finance (UKEF) has significant risk capacity to support exports to Switzerland. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#switzerland>.

Contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager>, for free and impartial advice on your finance options.

## Getting paid in Switzerland

Globally, Switzerland ranks 68<sup>th</sup> out of 190 economies in the World Bank's "Doing Business – Ease of Getting Credit" report 2018, at: <http://www.doingbusiness.org/rankings>.

You may wish to talk to a specialist about finance, including how to get paid in Switzerland. This could be a bank, accountant or you can contact the DIT team in Switzerland at: <https://www.gov.uk/world/organisations/departments-for-international-trade-switzerland#contact-us> to help find a financial adviser in Switzerland.

Your contract will specify the terms for payment. If there is any dispute you will need to go through the Swiss legal system for resolution.

### **Payment risks in Switzerland**

UK Export Finance (UKEF) helps UK companies get paid by insuring against buyer default.

Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

### **Currency risks when exporting to Switzerland**

If you have not fixed your exchange rate you have not fixed your price.

You should consider whether the best option for you is to agree terms in Sterling or Swiss Francs in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

### **Transferring money from Switzerland**

It is legal to hold a bank account in Switzerland, providing any income or gains arising are declared to HMRC, and the funds in the account have been taxed as necessary. As part of the Foreign Account Tax Compliant Act (FATCA), taxpayers who are UK-compliant should authorise their Swiss bank to release their details to HMRC for verification.

Capital can be moved in and out of Switzerland without any restrictions in principal. However, Swiss customs officials have the right to perform routine checks. You are required to declare currency in excess of 10,000 Swiss Francs if you are specifically asked to do so by customs officials.





# We think outside the bank

Barclays offers private banking products and services to its clients through Barclays Bank PLC and its subsidiary companies. Barclays Bank Office: Chemin de Grange-Canal 18-20, P.O. Box 3941, 1211 Geneva 3, Switzerland. Registered branch: Beethovenstrasse 19, P.O. Box, authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.



## Private Bank

At Barclays Private Bank, we keep our minds and doors open to collaborations, so we can approach the challenges you face with fresh thinking. We work across the whole of the Barclays network and beyond, bringing together the right people, ideas and opportunities, to connect you to new possibilities. Imagine what we could achieve together.

[barclays.ch/privatebank](https://barclays.ch/privatebank)



(Suisse) SA is a Bank registered in Switzerland and regulated and supervised by FINMA. Registered N°. CH-660.0.118.986-6. Registered 8027 Zurich. Registered VAT N°. CHE-106.002.386. Barclays Bank (Suisse) SA is a subsidiary of Barclays Bank PLC registered in England. It is registered under N°. 1026167 and its registered office is 1 Churchill Place, London E14 5HP.

The background of the entire page is a close-up, slightly blurred image of the Swiss flag, showing the red field and the white cross. The flag appears to be waving, with soft folds and highlights. In the bottom left corner, there is a semi-transparent light orange rectangular box containing text.

## SWITZERLAND

Switzerland is a world-renowned financial centre with two main clusters. Zurich is the main centre for retail banking and insurance. Geneva is the centre of private banking and wealth management.





# INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

## What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

---

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



#### Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

---

#### **Institute of Export & International Trade**

Export House  
Minerva Business Park, Lynch Wood,  
Peterborough, Cambridgeshire,  
PE2 6FT, UK  
Telephone: +44(0)1733 - 404400  
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –  
Director General, Institute of Export & International Trade

## Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL\* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

---

## IOE&IT Qualifications in brief

[www.export.org.uk/page/qualifications](http://www.export.org.uk/page/qualifications)

- Level 1 Young International Trader  
(Available electronically)
- Level 2 International Trade Logistic Operations \*\*
- Level 3 Certificate of International Trade  
Certified International Trade  
Adviser
- Level 4 Advanced Certificate in  
International Trade
- Level 5 Diploma in International Trade  
Diploma in World Customs  
Compliance and Regulations
- Level 6 Foundation Degree jointly  
delivered with \*\*\* Anglia Ruskin  
University  
**Higher Apprenticeship in  
International Trade - the first  
so far.**

---

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

**The Advanced Certificate in International Trade** - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
  - i. Doing business & communicating in Arabic speaking markets
  - ii. Doing business & communicating in Spanish speaking markets
  - iii. Doing business & communicating in German markets
  - iv. Doing business & communicating in Chinese markets
  - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

**The Diploma in International Trade** - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

**BSc (Hons) in Management Practice** - International Trade with Plymouth University  
-Online 24 months

**MSc International Trade, Strategy and Operations** with Warwick University - 36 months part residential

---

[www.export.org.uk/page/qualifications](http://www.export.org.uk/page/qualifications) will give you more detail and a contact who will talk you through your options.

---

\*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

\*\* International Trade Logistic Operations is delivered through our approved centres

\*\*\* Anglia Ruskin University is Entrepreneurial University of the Year



**Switzerland.**  
meeting excellence.

Your next  
meeting room.

**The Switzerland Convention & Incentive Bureau.** Your contact for free advice on flight agreements, destinations, venues and activities for your next event in Switzerland.

E-mail: [scib.uk@switzerland.com](mailto:scib.uk@switzerland.com). [MySwitzerland.com/meetings](http://MySwitzerland.com/meetings)



## British Embassy Berne

### The British Embassy Berne maintains and develops relations between the UK and Switzerland and Liechtenstein.

The Embassy provides services to British nationals living in and visiting Switzerland and Liechtenstein.

#### **Urgent assistance**

If you are in Switzerland and you need urgent help (for example, you have been attacked, arrested or someone has died), call +41 (0)31 359 7700. If you are in the UK and worried about a British national in Switzerland, call 020 7008 1500.

#### **Get an emergency travel document**

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

#### **If you are not a British citizen or have not had a British passport before**

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Embassy Berne to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-embassy-berne#contact-us>.

Once you have contacted the Embassy, you will be advised to make an appointment to apply for an emergency travel document at the British Embassy Berne, here: [https://www.consular-appointments.service.gov.uk/fco/#/british-embassy-berne/issuing-an-emergency-travel-document/slot\\_picker](https://www.consular-appointments.service.gov.uk/fco/#/british-embassy-berne/issuing-an-emergency-travel-document/slot_picker).

#### **Other consular services**

##### **Notarial and documentary services**

The British Embassy Berne may be able to offer notarial services, including administer an oath, affirmation or affidavit; make a certified copy of a document and witness a signature. See the full list of notarial and documentary services they provide, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-switzerland>.

##### **Consular fees**

The British Embassy Berne charge fees for some of our services. See the full list of consular fees in Switzerland, here: <https://www.gov.uk/government/publications/switzerland-consular-fees>.

#### **Contact us**

##### **British Embassy Berne**

Thunstrasse 50  
3005 Berne  
Switzerland

**Email:** [info.berne@fco.gov.uk](mailto:info.berne@fco.gov.uk)

**Telephone:** +41 (0)31 359 7700

**Out of hours emergencies:**  
+41 (0)31 359 7700

# EXPECT SWITZERLAND, MEET THE WORLD.

THECIRCLE.CH  
HEADQUARTERS & OFFICES

Discover a new way of working in  
modular office spaces.

**YOUR INVITATION TO A NEW WOW.**

Coming in 2020

THE  
**CIRCLE**  
AT ZÜRICH AIRPORT



## Joining The British-Swiss Chamber of Commerce

### Become a member of The BSCC

The BSCC offers a range of memberships to suit your business or individual needs.

**Network:** Ideal for individuals, join our events at reduced rates and access the depth and reach of our network.

**Promote:** For new or small businesses seeking to market to a broader audience.

**Lead:** Your business is a leader in its field and you wish to sponsor events and be a thought leader.

**Influence:** You wish to directly influence the agenda and content of The BSCC.

**Patrons:** In addition to Influence Membership, become one of our key supporters and influencers. You sit on our Council. You shape and lead the agenda.

### Young Professional Group (YPG):

We're growing this dynamic group.

Contact us to find out how you can inspire the next generation or join their community.

BSCC membership offers the perfect platform to support your strategy every step of the way. To find out more about joining visit the website.



### Meet Caroline Rosenberger

BSCC Membership & Sponsorship  
Manager

### Here to help!

Please contact me for more information.

### Contact:

+41 44 422 31 31

caroline.rosenberger@bscc.co.uk

### BSCC Head Office

The British-Swiss  
Chamber of Commerce  
Bleicherweg 12  
8002 Zurich  
Switzerland

Tel: +41 44 422 31 31

### BSCC Chapter locations:

Basel • Berne • Central Switzerland  
Geneva • Lichtenstein • Ticino  
Zurich • UK

### BSCC YPG locations:

Basel • Geneva • London  
Zurich

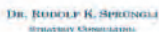
---

### PLATINUM PATRONS

---



PATRONS



INTERNATIONAL  
SCHOOL OF  
LAUSANNE

# MORE THAN 50 YEARS OF ACADEMIC EXCELLENCE IN SWITZERLAND

- Non-profit international school
  - Students 3-18 years of age
  - International Baccalaureate programme



ACADEMIC  
EXCELLENCE



HOLISTIC  
APPROACH



FAMILY  
SPIRIT



WORLD-CLASS  
CAMPUS

[www.isl.ch](http://www.isl.ch)

+ 41 21 560 02 02

[info@isl.ch](mailto:info@isl.ch)

Chemin de la Grangette 2  
1052 Le Mont-sur-Lausanne  
Switzerland



# LOOKING AT SETTING UP A BUSINESS IN SWITZERLAND?

Our experts provide specific information about administrative and legal conditions, practical to can take when setting up a company, the attractive labor market and laws, costs, tax, real estate, etc.

We answer any questions you may have about Switzerland as a business location, support you in putting together the required documentation and put you in touch with the appropriate local contacts in Switzerland.

Free-of-charge and unbureaucratic. Contact us:

**Marieke Hood, Head of Swiss Business Hub UK + Ireland**  
Embassy of Switzerland, London, [marieke.hood@eda.admin.ch](mailto:marieke.hood@eda.admin.ch), +44 20 7616 6060, [s-ge.com](http://s-ge.com)

OFFICIAL PROGRAM



[s-ge.com/invest](http://s-ge.com/invest)





### The Institute of Export & International Trade

Export House  
Minerva Business Park  
Lynch Wood  
Peterborough  
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: [www.export.org.uk](http://www.export.org.uk)



## UK Export Finance

UK Export Finance is the UK's export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit: <https://www.gov.uk/government/organisations/uk-export-finance>

### New business enquiries:

Telephone: +44 (0)20 7271 8010  
Email: [customer.service@ukexportfinance.gov.uk](mailto:customer.service@ukexportfinance.gov.uk)



### British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

<http://www.britishexpertise.org/bx/pages/bx.php>



## Department for International Trade

### **Department for International Trade (DIT):**

If you have a specific enquiry about the market which is not addressed by the information in this guide, you may contact

Email: [enquiries@trade.gsi.gov.uk](mailto:enquiries@trade.gsi.gov.uk)  
Tel: +44 (0)20 7215 8000  
Fax: +44 (0)141 228 3693

Website: [www.gov.uk/government/organisations/departments-for-international-trade](http://www.gov.uk/government/organisations/departments-for-international-trade)

Otherwise contact the DIT team in Berne directly, for more information and advice on opportunities for doing business in Switzerland:

### **Department for International Trade (DIT) Switzerland**

British Embassy Berne  
Thunstrasse 50  
3005 Berne  
Switzerland

Email: [info.berne@fco.gov.uk](mailto:info.berne@fco.gov.uk)  
Enquiries: +41 (0)31 359 7700



### **British Swiss Chamber of Commerce in Switzerland**

Bleicherweg 12  
8002 Zürich  
Switzerland

Tel: +41 44 422 31 31  
Email: [info@bscc.co.uk](mailto:info@bscc.co.uk)  
Website: <https://www.bscc.co.uk/>



### **International Market Advisor**

1 Clough Street  
Buxton  
SK17 6LJ  
United Kingdom

Email: [info@ima.uk.com](mailto:info@ima.uk.com)  
General enquiries switchboard  
+44 (0) 1298 79562

[www.DoingBusinessGuides.com](http://www.DoingBusinessGuides.com)

### **Media enquiries**

Newsdesk & out of hours  
+44 (0) 1298 79562

Law



baerkarrer.ch

**Bär & Karrer Ltd.**

Brandschenkestrasse 90  
CH-8027 Zurich  
Switzerland

T: +41 58 261 50 00

F: +41 58 261 50 01

zurich@baerkarrer.ch

**Geneva**

12, quai de la Poste  
CH-1211 Genève 11  
Switzerland

T: +41 58 261 57 00

geneva@baerkarrer.ch

**Lugano**

Via Vegezzi 6  
CH-6901 Lugano  
Switzerland

T: +41 58 261 58 00

lugano@baerkarrer.ch

**Zug**

Baarerstrasse 8  
CH-6302 Zug  
Switzerland

T: +41 58 261 59 00

zug@baerkarrer.ch

Bank / Financial Services



**Barclays Bank (Suisse) SA**

18-20 Chemin de Grange-Canal  
PO Box 3941  
1211 Geneva 3

Telephone: + 41 (0)22 819 5422

Website: [barclays.ch/privatebank](http://barclays.ch/privatebank)



**BDO AG**

BDO Ltd Schiffbaustrasse 2  
8005 Zürich

Phone: +41 44 444 35 55

BDO Ltd Entfelderstrasse 1  
5001 Aarau

Phone: + 41 62 834 91 91

BDO Ltd Route de la Corniche 2  
1002 Lausanne

Phone: +41 21 310 23 23

BDO Ltd Landenbergstrasse 34  
6002 Lucerne

Phone: +41 41 368 12 12

BDO Ltd Biberiststrasse 16  
4501 Solothurn

Phone: +41 32 624 62 46

Regional Development Agency



**Bern Economic Development Agency**

Münsterplatz 3  
3011 Bern (Switzerland)

Phone: +41 31 633 41 20  
Email: [info@berninvest.be.ch](mailto:info@berninvest.be.ch)

Website: [www.berninvest.be.ch](http://www.berninvest.be.ch)

Get more business news from the Canton  
of Bern: Magazine [berncapitalarea](http://berncapitalarea)

Insurance / Healthcare



**comparis.ch**

Birmensdorferstrasse 108  
CH-8003 Zürich

Telephone: +41 44 360 52 62  
Email: [info@comparis.ch](mailto:info@comparis.ch)

## Real Estate



### HRS Real Estate AG

Walzmühlestrasse 48  
CH-8501 Frauenfeld  
Switzerland

Telephone: +41 52 728 80 80

Email: frauenfeld@hrs.ch

Website: [www.hrs.ch/en/home/](http://www.hrs.ch/en/home/)

## School



### International School of Lausanne

Chemin de la Grangette 2  
1052 Le Mont-sur-Lausanne  
Switzerland

Telephone: +41 (0)21 560 02 02

Email: [info@isl.ch](mailto:info@isl.ch)

Website: [www.isl.ch](http://www.isl.ch)

Contact name: Jennifer Scanlon

## Architecture / Design Engineering Services

PLAGARO COWEE  
ARCHITEKTUR

PFARRGASSE 10, 8704  
HERRLIBERG ZH  
SWITZERLAND  
0041 (0) 76 345 77 33  
0041 (0) 44 536 12 82  
[INFO@PLAGAROCOWEE.COM](mailto:info@plagarocowee.com)  
[WWW.PLAGAROCOWEE.COM](http://WWW.PLAGAROCOWEE.COM)

### PLAGARO COWEE ARCHITEKTUR

Pfarrgasse 10  
8704 Herrliberg ZH  
Switzerland

Telephone: 0041 (0)76 345 77 33

Telephone: 0041 (0)44 536 12 82

Email: [info@plagarocowee.com](mailto:info@plagarocowee.com)

[www.plagarocowee.com](http://www.plagarocowee.com)

## Office Solutions / Office Services



### Regus Business Centers AG

Regus Bahnhofstrasse 100  
8001 Zürich  
Switzerland

Website: [www.regus.ch](http://www.regus.ch)

Telephone number: +41 22 533 21 42



#### Swiss International Air Lines

Reservations UK: 0345 601 0956

Website: [SWISS.COM](http://SWISS.COM)

#### Translation / Language Services



#### SwissGlobal Language Services AG

Website: [www.swissglobal.ch](http://www.swissglobal.ch)

#### Contact us:

Tel: +41 56 203 20 20

Email: [welcome@swissglobal.ch](mailto:welcome@swissglobal.ch)

Contact person: Mark Cheetham, COO  
[mark.cheetham@swissglobal.ch](mailto:mark.cheetham@swissglobal.ch)

#### Headquarters:

#### SwissGlobal Language Services AG

Bruggerstrasse 69

5400 Baden

Switzerland

Follow us on Twitter: [@SwissGlobal2016](https://twitter.com/SwissGlobal2016)

#### Executive, Technology and Finance Recruitment Solutions



#### Swisslinx

[www.swisslinx.com](http://www.swisslinx.com)

[zurich@swisslinx.com](mailto:zurich@swisslinx.com)

## Event Organisers / Conference Facility Services



### Switzerland Convention & Incentive Bureau (SCIB)

30 Bedford Street  
London  
WC2E 9ED

Tel: +44 (0)20 7845 7686

E-mail: [scib.uk@switzerland.com](mailto:scib.uk@switzerland.com)

Website: [www.myswitzerland.com/meetings](http://www.myswitzerland.com/meetings)

Contact person: Livio Goetz

Follow us on Twitter: @scib\_uk

## Government Trade & Investment Agency



### Switzerland Global Enterprise (S-GE)

Swiss Business Hub UK + Ireland  
Marieke Hood  
Head of the Swiss Business Hub UK + Ireland  
c/o Embassy of Switzerland  
16-18 Montagu Place  
W1H 2BQ London  
United Kingdom

Email: [lon.sbhuk@eda.admin.ch](mailto:lon.sbhuk@eda.admin.ch)

Phone: +44 20 7616 6000

Follow us on LinkedIn:

<http://www.linkedin.com/company/swiss-business-hub-uk-and-ireland>

## Travel Agency Services



### Switzerland Travel Centre Ltd.

30 Bedford Street,  
London,  
WC2E 9ED,  
United Kingdom

0207 420 4900

E-Mail: [sales@stc.co.uk](mailto:sales@stc.co.uk)

[www.switzerlandtravelcentre.co.uk](http://www.switzerlandtravelcentre.co.uk)

Contact: Adrian Millan



**The Circle**

Flughafen Zürich AG

The Circle

P.O. Box

CH-8058 Zurich-Airport

Email: [thecircle@zurich-airport.com](mailto:thecircle@zurich-airport.com)

Website: [www.thecircle.ch](http://www.thecircle.ch)

Relocation



**Touchdown Relocation Services AG**

Spindelstrasse 2

8041 Zürich

Switzerland

Tel: +41 43 399 8900

Email: [info@touchdown-reloc.ch](mailto:info@touchdown-reloc.ch)

Website: [www.touchdown-reloc.ch](http://www.touchdown-reloc.ch)

ICT / Telecommunications Services



**UPC Schweiz GmbH**

UPC Switzerland LLC

Richtplatz 5

8304 Wallisellen

Switzerland

Phone: 0800 678 105

E-mail: [business@upc.ch](mailto:business@upc.ch)

Website: [www.upc.ch/business](http://www.upc.ch/business)



YOU HAVE A DREAM?  
*... We have the Project*

PLAGARO COWEE  
ARCHITECTURE, ZÜRICH

Pfarrgasse 10, CH-8704 Herrliberg Zürich.  
[info@plagarocowee.com](mailto:info@plagarocowee.com) // [www.plagarocowee.com](http://www.plagarocowee.com)

## Useful links

### Country information:

BBC Website:

[http://news.bbc.co.uk/1/hi/country\\_profiles/default.stm](http://news.bbc.co.uk/1/hi/country_profiles/default.stm)

FCO Country Profile:

[www.gov.uk/foreign-travel-advice](http://www.gov.uk/foreign-travel-advice)

### Culture and communications:

ICC – The international language association:

[www.icc-languages.eu/links/156-the-national-centre-for-languages-cilt](http://www.icc-languages.eu/links/156-the-national-centre-for-languages-cilt)

### Customs and regulations:

HM Revenue & Customs:

[www.gov.uk/government/organisations/hm-revenue-customs](http://www.gov.uk/government/organisations/hm-revenue-customs)

### Economic information:

The Economist:

[www.economist.com/topics](http://www.economist.com/topics)

Trading Economics:

[www.tradingeconomics.com](http://www.tradingeconomics.com)

### Export control:

Export Control Joint Unit:

[www.gov.uk/guidance/beginners-guide-to-export-controls](http://www.gov.uk/guidance/beginners-guide-to-export-controls)

### Export finance and insurance:

British Insurance Brokers Association (BIBA):

[www.biba.org.uk](http://www.biba.org.uk)

UK Export Finance (formerly ECGD):

[www.gov.uk/government/organisations/uk-export-finance](http://www.gov.uk/government/organisations/uk-export-finance)

### Intellectual Property:

Intellectual Property Office:

[www.gov.uk/government/organisations/intellectual-property-office](http://www.gov.uk/government/organisations/intellectual-property-office)

World Intellectual Property Organization (WIPO):

[www.wipo.int/treaties/en/text.jsp?file\\_id=288514](http://www.wipo.int/treaties/en/text.jsp?file_id=288514)

### Standards and technical regulations:

British Standards Institution (BSI):

[www.bsigroup.com/en-GB/](http://www.bsigroup.com/en-GB/)

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

### Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>

### Trade shows:

British Expertise Events:

<http://www.britishexpertise.org/bx/pages/bx.php>

EventsEye.com online database:

[www.eventseye.com](http://www.eventseye.com)

DIT Events Portal:

<https://www.events.trade.gov.uk/>



## THE CIRCLE AT ZÜRICH AIRPORT

Inspiring moments, lively encounters,  
undreamt-of possibilities:

THE CIRCLE will become the place to be at Zurich Airport. A new centre with 180,000 m<sup>2</sup> of floor space is set to enhance Zurich's attractiveness well into the future.

The site will offer an unprecedented blend of business and lifestyle, culture and entertainment, hotels and conference facilities, education and medicine.

THE CIRCLE is being built as part of a co-ownership structure: Flughafen Zürich AG holds 51% and Swiss Life AG 49%. Completion is scheduled for 2019.

### FACTS & FIGURES

Ground space: 37 000 m<sup>2</sup>

Total floor space: 180 000 m<sup>2</sup>

Park: 80 000 m<sup>2</sup>

Investments: CHF 1 billion

Projectleader & Owner: Flughafen Zürich AG

Co-Investor: Swiss Life AG

Architect: Riken Yamamoto & Field Shop, Tokio

Construction: HRS Real Estate AG

Sustainability: LEED Platin-Zertifizierung

Completion: End of 2019



**Travel advice:**

**FCO Travel:**

[www.gov.uk/browse/abroad](http://www.gov.uk/browse/abroad)

**FCO Foreign Travel Insurance:**

<https://www.gov.uk/guidance/foreign-travel-insurance>

**Healthcare abroad:**

**Travel health:**

[www.travelhealth.co.uk](http://www.travelhealth.co.uk)

**TravelHealthPro:**

<https://travelhealthpro.org.uk/countries>

**NHS (Scotland):**

<http://www.fitfortravel.nhs.uk/destinations.aspx>

**NHS Choices:**

<http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>

**International trade:**

**British Chambers of Commerce (BCC):**

[www.britishchambers.org.uk](http://www.britishchambers.org.uk)

**British-Swiss Chamber of Commerce:**

<https://www.bscc.co.uk/>

**British Council:**

[www.britishcouncil.org](http://www.britishcouncil.org)

**British Expertise:**

<http://www.britishexpertise.org/bx/pages/bx.php>

**British Franchise Association:**

<http://www.thebfa.org/international>

**British International Freight Association:**

<http://www.bifa.org/home>

**Centre for the Protection of National Infrastructure (CPNI):**

<http://www.cpni.gov.uk/>

**Confederation of British Industry (CBI):**

[www.cbi.org.uk](http://www.cbi.org.uk)

**Department for Business, Energy & Industrial Strategy (BEIS):**

<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

**Department for International Trade (DIT):**

<https://www.gov.uk/government/organisations/department-for-international-trade>

**DIT e-exporting programme:**

<https://www.gov.uk/guidance/e-exporting>

**Export Britain:**

<http://exportbritain.org.uk/>

**Exporting is GREAT:**

<https://www.great.gov.uk/>

**Foreign & Commonwealth Office (FCO):**

[www.gov.uk/government/organisations/foreign-commonwealth-office](http://www.gov.uk/government/organisations/foreign-commonwealth-office)

**Freight Transport Association:**

<http://www.fta.co.uk>

**Institute of Directors (IoD):**

[www.iod.com](http://www.iod.com)

**Institute of Export & International Trade (IOE&IT):**

[www.export.org.uk](http://www.export.org.uk)

**International Monetary Fund (IMF):**

<http://www.imf.org/external/index.htm>

**Market Access database:**

<http://madb.europa.eu/madb/indexPubli.htm>

**Open to Export:**

<http://opentoexport.com/>



YOU HAVE A DREAM?  
*... We have the Project*

PLAGARO COWEE  
ARCHITECTURE, ZÜRICH

Pfarrgasse 10, CH-8704 Herrliberg Zürich.  
info@plagarocowee.com // [www.plagarocowee.com](http://www.plagarocowee.com)

Organisation for Economic Co-operation and Development (OECD):  
<http://www.oecd.org/>

Overseas business risk:  
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:  
<http://www.transparency.org/>

UK Trade Tariff:  
<https://www.gov.uk/trade-tariff>

UK Visas:  
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:  
<http://www.doingbusiness.org/rankings>

World Economic Forum Global Competitiveness Report:  
<https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018>

#### Swiss websites:

Bern Economic Development Agency:  
<http://www.berninvest.be.ch/berninvest/en/index.html>

Department of Economic Affairs (beco Berner Wirtschaft):  
<http://www.vol.be.ch/vol/de/index.html>

easygov:  
<https://www.easygov.swiss/easygov/>

Federal Commission for Snow and Avalanche Research:  
[https://www.slf.ch/en.html?no\\_cache=1](https://www.slf.ch/en.html?no_cache=1)

Federal Customs Administration:  
<https://www.ezv.admin.ch/ezv/en/home.html>

Federal Department of Defence, Civil Protection and Sport (DDPS):  
<https://www.vbs.admin.ch/en/home.html>

Federal Department of Finance:  
<https://www.efd.admin.ch/efd/en/home.html>

Federal Institute of Intellectual Property (IPI):  
<https://www.ige.ch/en.html>

Federal Office for the Environment (FOEN):  
<https://www.bafu.admin.ch/bafu/en/home.html>

International Federation of Accountants, Switzerland (IFAC):  
<https://www.ifac.org/about-ifac/membership/country/switzerland>

My Switzerland:  
<https://www.myswitzerland.com/en-gb/home.html>

Reporting and Analysis Centre for Information Assurance (MELANI):  
<https://www.melani.admin.ch/melani/en/home.html>

State Secretariat for Economic Affairs (SECO):  
<https://www.seco.admin.ch/seco/en/home.html>

Swiss Bankers Association:  
[http://www.swissbanking.org/en/home?set\\_language=en](http://www.swissbanking.org/en/home?set_language=en)

Switzerland Global Enterprise (S-GE):  
<https://www.sge.com/en/publication/handbook-investors/handbook-investors>

SwissStaffing Association:  
<https://www.swissstaffing.ch/en/Home/>

Swiss Standards Association (SNV):  
<http://www.snv.ch/en/>

The United Nations Office at Geneva:  
<http://www.unog.ch/>

## ABOUT US

Launched in 2007, Start Up Overseas has become the definitive online resource for companies who are looking to expand internationally, export products or set up overseas operations.

We have all the information you will need to trade in 60 countries.

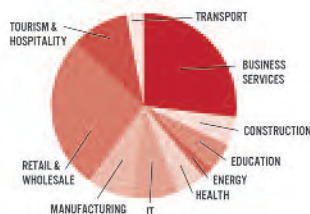
## LOOKING FOR HELP DOING BUSINESS IN SWITZERLAND?

You are not alone. In January 2017, 29,064 companies used Start Up Overseas to find up to date information – and to find service providers who could help.

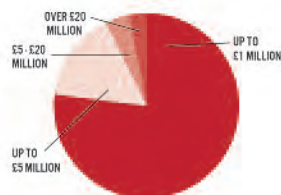
## WHY DO COMPANIES USE START UP OVERSEAS?

- **Country Guides** – the essential information you will need to trade on foreign soil.
- **Business Directory** – A helpful directory giving you the tools and contacts to run your business overseas.
- **Ask the Expert** – Experts are waiting to answer your questions
- **Start Up Overseas Forum** – Join our virtual community. Share knowledge & advice with people facing similar issues to you.
- **Editors News** – Subscribe to our free newsletter, and keep completely up to date with all the developments in international trade.

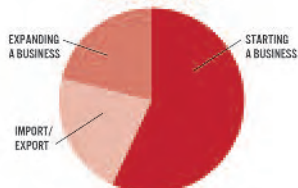
**INDUSTRY SECTORS**



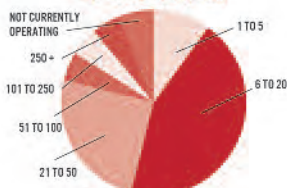
**TURNOVER**



**BUSINESS STATUS**



**NUMBER OF EMPLOYEES**



## WHAT OUR ADVERTISERS SAY:

*Accounting Advantage experience with Startupoverseas has been positive, since we have been able to help people to see Portugal as a potential market, and develop their business.*

*Startupoverseas provides us with the opportunity we need to reach other markets. Thank you for that.*

Claudia de Oliveira  
Azevedo Accounting Advantage

*The startupoverseas website is a great platform to interact directly with entrepreneurs and SME's and has generated a number of good leads from the UK and Asia for us.*

Nadia Rinawi RAK Free Trade Zone



## ADVERTISE WITH US

Launched in 2007, StartupOverseas is the first port of call for companies looking to trade internationally for the first time.

Over 25,000 unique visitors a month use our website to source information, and to find suppliers who can help them achieve their aims.

If your company provides a service to organisations entering new markets, then advertising on [www.startupoverseas.co.uk](http://www.startupoverseas.co.uk) can introduce you to new customers.

We offer a range of packages to suit all ambitions and budgets, so to find out more, email [admin@startupoverseas.co.uk](mailto:admin@startupoverseas.co.uk) or give us a call on +44 (0)117 907 3520



## CONTACTUS

To contact the sales team: [simon@startupoverseas.co.uk](mailto:simon@startupoverseas.co.uk)

To contact the editorial team: [caroline@startupoverseas.co.uk](mailto:caroline@startupoverseas.co.uk)

If you have any general questions email using the above details or call us on: +44 (0)117 907 3520. See more at: [www.startupoverseas.co.uk/aboutus](http://www.startupoverseas.co.uk/aboutus)

[www.startupoverseas.co.uk](http://www.startupoverseas.co.uk)

**FREE  
TICKETS**

AT [WWW.GOINGGLOBALLIVE.CO.UK](http://WWW.GOINGGLOBALLIVE.CO.UK)

 @GoingGlobalLive



**GOING  
GLOBAL**

RUNNING  
ALONGSIDE



**FOREIGN DIRECT  
INVESTMENT EXPO**

EUROPE'S LARGEST EVENT FOR  
**UNPARALLELED ADVICE ON  
HOW TO ENTER OVERSEAS  
MARKETS AND SUCCEED**

SEMINARS LED BY INTERNATIONAL BUSINESS EXPERTS

CUTTING EDGE SUPPLIERS TO HELP YOU SET UP OVERSEAS

1-2-1 ADVICE & INTERACTIVE FEATURES

CO-LOCATED WITH **THE BUSINESS SHOW**

**FREE  
TO ATTEND**  
[www.goinggloballive.co.uk](http://www.goinggloballive.co.uk)

Going Global runs every May at the ExCeL in London and every November at the Olympia in London. For the dates of the next event, please visit [www.goinggloballive.co.uk](http://www.goinggloballive.co.uk)

## Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/tradeshow-access-programme>.

IOE&IT's events:  
[www.export.org.uk/events/event\\_list.asp](http://www.export.org.uk/events/event_list.asp)

10 Times (formerly  
BizTradeShows.com):  
[www.10times.com/switzerland](http://www.10times.com/switzerland)

British Expertise Events:  
[www.britishexpertise.org/bx/pages/bx\\_events.php](http://www.britishexpertise.org/bx/pages/bx_events.php)

EventsEye.com online database:  
[www.eventseye.com](http://www.eventseye.com)

DIT online events search facility:  
[www.events.trade.gov.uk](http://www.events.trade.gov.uk)





## **Simon Chicken – Event Director of Going Global Live: Europe's leading event for expanding your business overseas**

### **Hi Simon, can you tell us about how Going Global Live started?**

The Prysm Group had been running The Business Show for 10 years. The Business Show is Europe's largest event helping UK based companies grow domestically. It became apparent that many of our 20,000+ visitors were looking to expand internationally. There was a need, and there was a gap in the market, so we launched Going Global Live at ExCeL in November 2014, and we've done 2 events each year ever since. Going Global Live takes place twice a year, in May and November. For more information including event dates, visit the website at: [www.goinggloballive.co.uk](http://www.goinggloballive.co.uk)

### **What can people expect to find at Going Global Live?**

Think of it as a trade show and conference. Visitors who come to the event will get up to date advice from world leading experts on the most attractive markets and overseas opportunities, and be able to speak to suppliers & service providers who can help with the challenging project of international expansion.



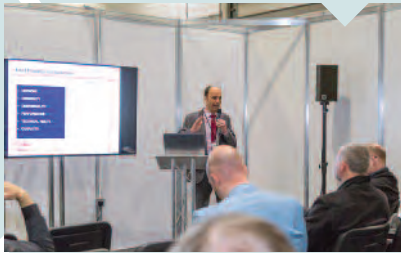
### **Why is it important for SMEs to attend the event?**

Research has shown businesses are 11% more likely to survive if they export their products, Great Britain is currently in a fantastic position where we have good trade deals in place and British products are in high demand. At Going Global Live we put all the suppliers and services companies will need to meet in order for them to achieve international expansion, all under one roof. Trying to meet with all of these people would take years to arrange and do, at the event you can do it in 2 days! If you are serious about taking your business to the next level, the event is a must attend.



**If you were to start trading in a new market, which country would that be and why?**

Iran. This is a massive market which is just opening up, and I would want to get there before my competitors. More importantly, I need an excuse to put a trip to Shiraz on business expenses. A city that is famous for poetry, roses and wine needs to be visited. I'm guessing the food is unbelievable too.



**Finally, what are your aims going forward?**

We've reached a point where the event has firmly established itself. Visitors leave our events with advice and knowledge they need to grow their company's further, however we still feel the event can reach a whole new height. So we're expanding the team and increasing the size of the exhibition. The show has the potential to be four times the size it is now, in terms number of exhibitors, seminars, and visitors at the event.





GERMANY



Y

- 1 Appenzell Ausser-Rhoden
- 2 Appenzell Inner-Rhoden
- 3 Basel-Landschaft
- 4 Basel-Stadt
- 5 Schaffhausen
- 6 Fribourg
- 7 Genève

- 8 Zug
- 9 Nidwalden
- 10 Obwalden
- 11 Bern
- 12 Solothurn
- 13 Vaud

An architectural rendering of a modern building with a curved glass facade. The building features a series of vertical glass panels that reflect the sky. A curved wooden deck runs along the side of the building, with a large white umbrella and several people sitting on it. The sky is a soft, hazy blue.

YOU HAVE A DREAM?  
*...We have the Project*

PLAGARO COWEE  
ARCHITECTURE, ZÜRICH

Pfarrgasse 10, CH-8704 Herrliberg Zürich.  
[info@plagarocowee.com](mailto:info@plagarocowee.com) // [www.plagarocowee.com](http://www.plagarocowee.com)

## Disclaimer

Whereas every effort has been made to ensure that the information given in this Guide is accurate, neither International Market Advisor (IMA), the Institute of Export & International Trade (IOE&IT), the British Embassy Berne, The British-Swiss Chamber of Commerce (BSCC), UK Export Finance (UKEF), Department for International Trade (DIT), or the Foreign & Commonwealth Office (FCO), accept liability for any errors, omissions or misleading statements and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

The purpose of the Doing Business Guides, prepared by International Market Advisor (IMA) is to provide information to help recipients form their own judgments about making business decisions as to whether to invest or operate in a particular country.

The report's contents were believed (at the time that the report was prepared) to be reliable, but no representations or warranties, express or implied, are made or given by IMA, the IOE&IT, the British Embassy Berne, The British-Swiss Chamber of Commerce (BSCC), UKEF, DIT or the Foreign and Commonwealth Office (FCO) as to the accuracy of the report, its completeness or its suitability for any purpose.

In particular, none of the report's contents should be construed as advice or solicitation to purchase or sell securities, commodities or any other form of financial instrument. No liability is accepted by IMA, IOE&IT, the British Embassy Berne, The British-Swiss Chamber of Commerce (BSCC), UKEF, DIT, or the FCO for any loss or damage (whether consequential or otherwise) which may arise out of or in connection with the report. No warranty is given, or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

Contains public sector information licensed under the Open Government Licence v3.0.



INTERNATIONAL  
SCHOOL OF  
LAUSANNE

ECC

Early Childhood  
Centre



## ENGLISH-SPEAKING PRESCHOOL FOR 3 AND 4 YEAR OLDS

- Play-based learning
- Specialist teachers for: French, library, physical education and music
- New custom-built facilities with outdoor play spaces
- Cooking classes and field trips
- Collaboration with, and open access to main school facilities
- After-school care



[www.isl.ch](http://www.isl.ch)

+ 41 21 560 02 02

[info@isl.ch](mailto:info@isl.ch)

Chemin de la Grangette 2  
1052 Le Mont-sur-Lausanne  
Switzerland

# Doing Business in Switzerland Guide **Quick Facts**

Location: Central Europe, east of France, north of Italy

Population: 8.3 million

Urban population: 74%

Capital city: Bern

GDP per capita: US \$ 80,345.6

Languages: German (or Swiss German) (official) 63%, French (official) 22.7%, Italian (official) 8.1%, English 4.9%, Portuguese 3.7%, Albanian 3%, Serbo-Croatian 2.4%, Spanish 2.2%, Romansch (official) 0.5%, other 7.1%

Religion: Roman Catholic 37.3%, Protestant 24.9%, other Christian 5.8%, Muslim 5.1%, other 1.4%, Jewish 0.2%, none 23.9%, unspecified 1.3% (2015 est.)

Government: federal republic (formally a confederation)

Legal system: civil law system; judicial review of legislative acts, except for federal decrees of a general obligatory character

Currency: Swiss Franc

Climate: temperate, but varies with altitude; cold, cloudy, rainy/snowy winters; cool to warm, cloudy, humid summers with occasional showers

Natural resources: hydropower potential, timber, salt

Natural hazards: avalanches; landslides; flash floods

Time difference: UTC+1

Internet country code: .ch

National holiday: Founding of the Swiss Confederation in 1291; since 1<sup>st</sup> August 1891 celebrated as Swiss National Day

National symbols: Swiss cross (white cross on red field, arms equal length); national colours: red, white

[Source: FCO Economics Unit, CIA World Factbook (January 2018)]



It's a  
business trip.

But it doesn't  
feel like one.