



# Doing Business with Switzerland and Principality of Liechtenstein



EFTA



**EFTA Seminar Colombia**  
**December 4, 2017**  
**Markus Stern**

# Colombia

## Import countries 2016

Importers	Trade indicators					
	Value exported in 2016 (USD thousand)	Trade balance 2016 (USD thousand)	Share in Colombia's exports (%)	Growth in exported value between 2012-2016 (% p.a.)	Growth in exported value between 2015-2016 (% p.a.)	Ranking of partner countries in world imports
World	30,984,392	-13,904,975	100	-17	-13	
United States of America	10,119,844	-1,826,989	32.7	-20	1	1
Panama	1,912,685	1,881,318	6.2	-11	-20	58
Netherlands	1,206,370	895,068	3.9	-17	-19	8
Ecuador	1,199,721	394,937	3.9	-12	-16	79
United Kingdom	481,857	66,239	1.6	-20	-24	4
Germany	475,869	-1,231,813	1.5	-1	-4	3
Belgium	450,954	249,077	1.5	-2	-6	13
Italy	439,126	-323,143	1.4	-1	-10	10
Japan	427,631	-687,999	1.4	7	-18	5
Korea, Republic of	402,062	-486,842	1.3	4	75	9
Canada	387,534	-379,311	1.3	3	-7	11
Switzerland	376,208	-10,829	1.2	-13	-10	17
Aruba	339,469	321,680	1.1	-25	-81	170
Guatemala	303,393	242,463	1	-22	39	77
Bahamas	303,044	291,438	1	-10	-55	107

← 21

# Trade Colombia with Switzerland and Liechtenstein 2016



# Principality of Liechtenstein at a glance 2016

Surface area:	160 km <sup>2</sup>
Capital:	Vaduz
Population:	about 37'666
Languages:	German
Life expectancy:	Male 79 years Female 84 years
Export* (2014):	3'040 million \$
Imports* (2014):	2'040 million \$

\* without Switzerland

Import products: agricultural products, raw materials, energy products, machinery, metal goods, textiles, foodstuffs, motor vehicles



# Switzerland at a glance 2016

Surface area: 41'285 km<sup>2</sup>  
Dimensions: North-South 220 km East-West 348 km  
Capital: Berne  
Population: about 8.4 millions  
Languages: German 64%  
French 19%  
Italian 8%  
Rhaeto-Romansch 1%  
others 8%



Conquering the Swiss and Liechtenstein market:  
marketing, import regulations, distribution networks,  
import promotion services

EFTA

EXPORT PROMOTION SEMINAR  
Bogota, December 4, 2017

Export: \$ 298 billion (210 without gold etc.)  
Import: \$ 266 billion (174 without gold etc.)

GDP: \$ 659 billion  
GDP per capita: \$ 78'700

Currency: 1.00 CHF = \$ 1.00 = 3.04 COP

# Import regulations and market requirements

- **Import duties, levies (anti-dumping), taxes, VAT, import licensing, quota, phytosanitary certificates, bans**
- **Standardisation**
  - technical specifications
  - performance of goods and services
  - ⇒ **CE Marking**
- **Quality management**
  - ⇒ **ISO 9000 series, ISO 22000 (food industry)**
- **Health and safety (no risk for the safety and health of persons)**
  - ⇒ **HACCP, Good Agricultural Practice (GAP), Good Manufacturing Practice (GMP) GlobalGap, IFS, BRC, organic certificate**
- **Environment, waste management**
  - ⇒ **ISO 14001, Ecolabeling, FSC, MSC**
- **Social accountability**
  - ⇒ **SA 8000, Fair trade (IFAT, IFOAM, Max Havelaar)**



# Import duties [www.tares.ch](http://www.tares.ch)

Further search options

**Header data**

Transport direction	Import from	Iso/Country:	CO Colombia
Date	09.11.2017		

**HTML documents**  
[Decisions](#)   [Explanatory notes](#)  
[Notes](#)   [Remarks](#)

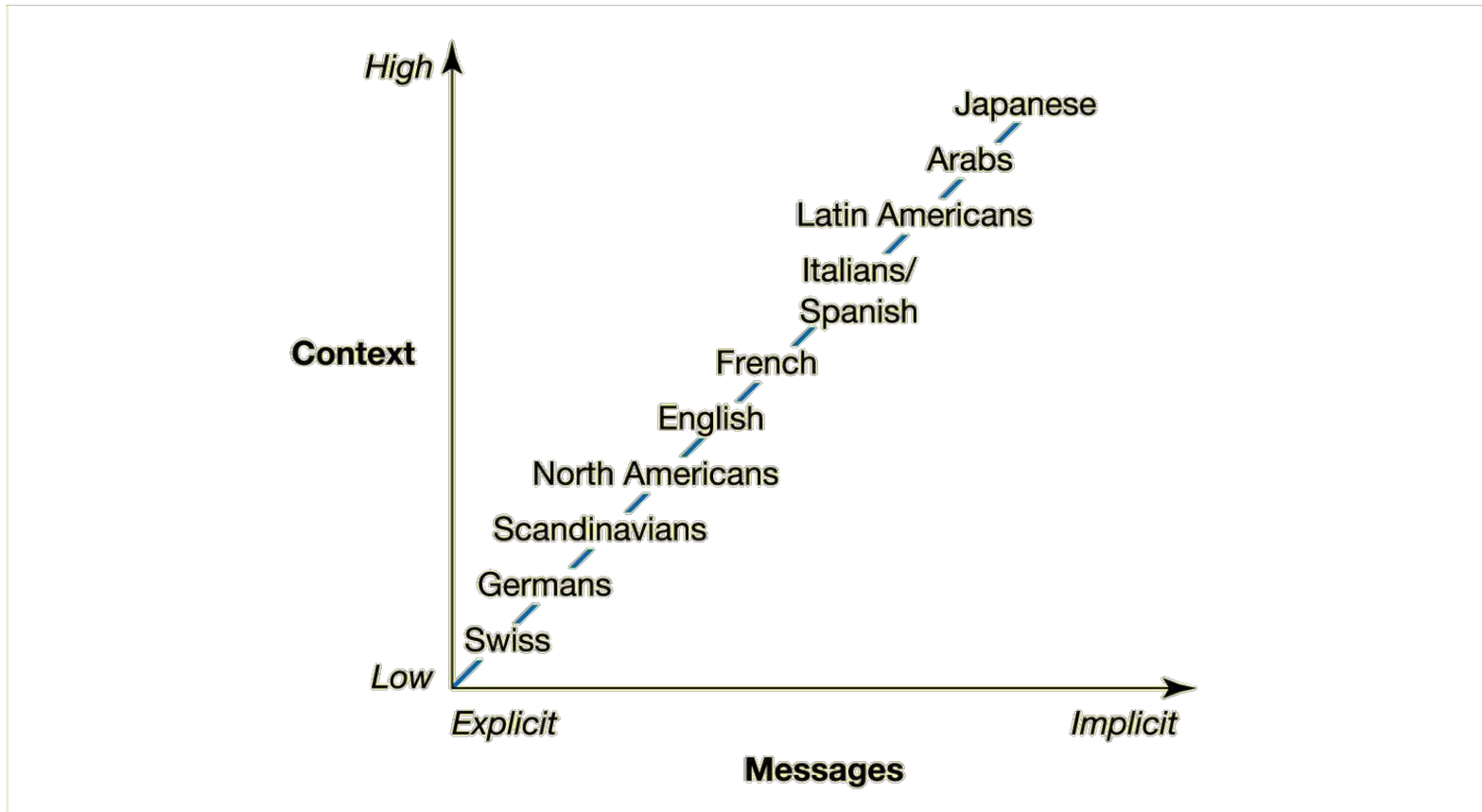
**Tariff search**

**Display details**   [Display all rates](#)

Tariff number	RC	CRKC	Text
6112			Track suits, ski suits and swimwear, knitted or crocheted: - women's or girls' swimwear
6112.4100			-- of synthetic fibres
<b>Duty rates:</b>			
		<b>Normal</b>	<b>446.00 Fr.</b> per 100 kg gross
		<b>CO</b>	<b>9.00 Fr.</b> per 100 kg gross
<a href="#">Value added tax:</a> 8 % objects under art. 55 para. 1 VAT Act (s. "Remarks", "Value Added Tax")			
<a href="#">Additional tax:</a> 10 % of the net weight			
<a href="#">Remarks on how to fill out the declaration / additional data</a>			
		<b>Net mass</b>	<b>in kg with 3 decimals</b>
		<b>Supplementary units</b>	<b>in units</b>
<b>Abbreviations:</b>			
	CO		Colombia
	Normal		Normal rate

The above-mentioned data are not binding. Texts of legal provisions take precedence in any case. Rates of duty other than the "normal" ones can only be applied if the conditions of origin are adhered to, if preferential treatment is applied for in the customs declaration and if valid proof of origin is provided (cf. also "notes").

# The contextual continuum of differing cultures





## Comparing low-and high-context cultures

Characteristic	Low-context	High-context
Communication	Explicit, direct	Implicit, indirect
Business/ work habits	Deal oriented, rewards based on achievement	Relationship oriented, rewards based on seniority

Ethical trading

Make sure that trade does not contravene human- and labour rights, development, social responsibility and environment

# Trends in Switzerland and Liechtenstein

**Sustainability Marketing**  
Netzwerk-Koordination

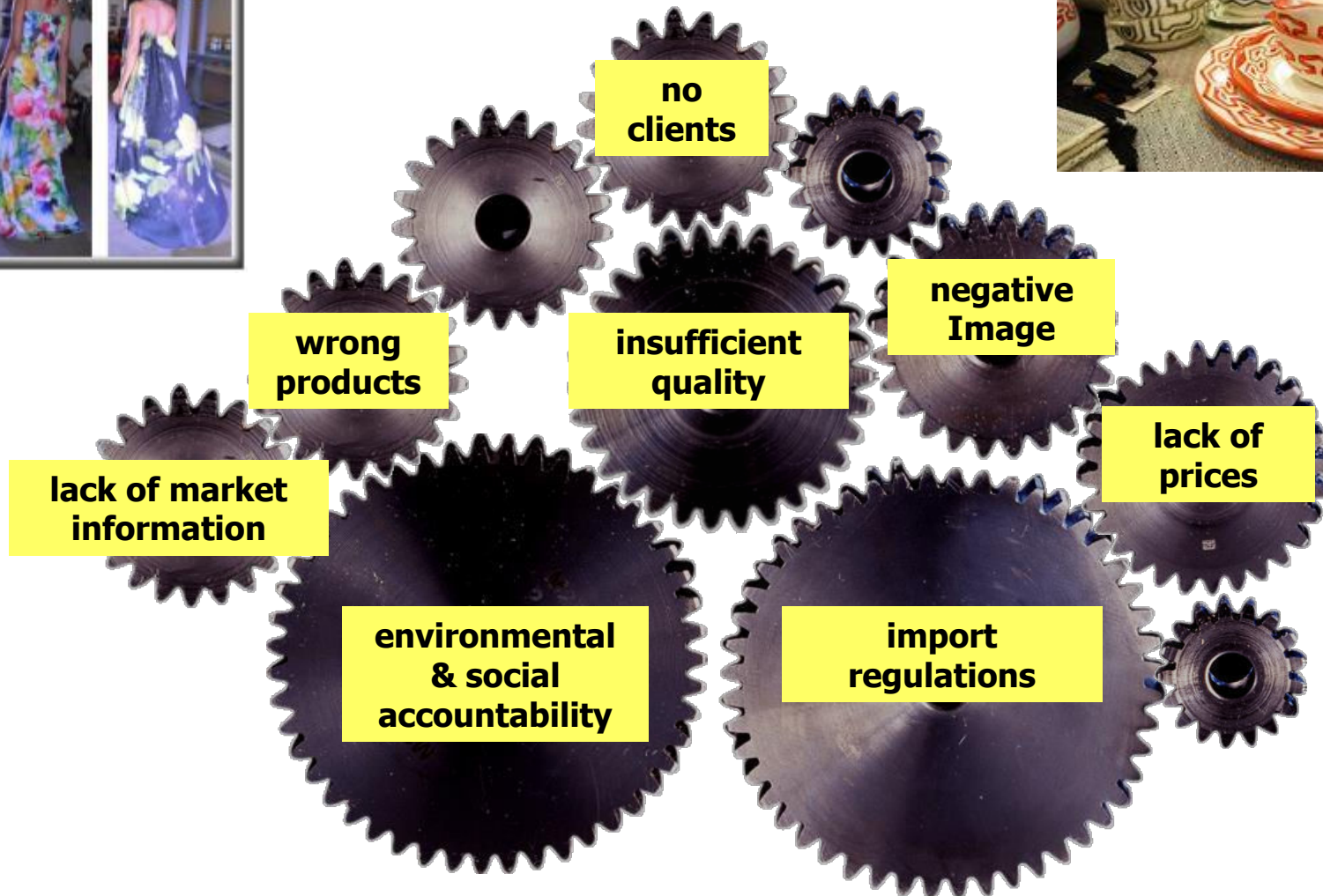
**Customer requirements**

**Ecology**

**Social Aspects**



# Neglecting market trends



# The vital first step to export success

- Trade and Market information Switzerland/Liechtenstein
- Country-specific rules and regulations in the export-import and investment fields
- New business opportunities
- Norms and standards, quality requirements, certificates, appropriate design
- Export marketing planning: a must



# You, as a potential exporter

- Is my company ready to export?
- Where can I obtain expert information on foreign markets?
- Where and how can I find new sales outlets?
- How do I locate the right business partner in my target market?
- Who can help me launch products and services in Switzerland and Lichtenstein?
- Where can I find new suppliers?



# Fresh fruit: import 2016

	tons 2016	values m \$	tons 2015	value m \$
<b>Pome fresh</b>	<b>21 012</b>	<b>17</b>	<b>13 326</b>	<b>13</b>
Apples	11 055	6	6 359	4
Pears	9 957	11	6 967	9
<b>Stone fruit fresh</b>	<b>50 856</b>	<b>96</b>	<b>52 644</b>	<b>93</b>
Abricots	8 691	20	9 419	22
Cherries	3 288	14	3 060	9
Nectarines	20 800	34	22 854	34
Peaches	10 502	19	10 891	18
Plums	7 575	9	6 420	10
<b>Berries fresh</b>	<b>34 496</b>	<b>162</b>	<b>32 801</b>	<b>134</b>
Strawberries	14 905	53	14 422	45
Blackberries	232	2	182	1
Raspberries	2 987	34	2 817	28
Black currents	78	1	111	1
Cowberries, blueberries	4 671	46	3 684	35
Gooseberries	11	0	12	0
Kiwis / Kiwis	11 612	26	11 573	24
<b>Exotic fruit</b>	<b>232 035</b>	<b>365</b>	<b>229 746</b>	<b>345</b>
Pineapple	20 065	23	20 079	20
Avocados	13 821	45	11 374	28
Bananas	89 848	102	87 241	99
Dates	2 752	15	2 420	13
Figs	1 480	5	1 693	7
Guavas, Mangos, Mangosteen	14 712	40	13 467	37
Papaya fruit	2 091	5	2 235	5
Grapes	33 771	72	34 012	73
Watermelons	26 615	16	27 407	18
other melons	26 880	42	29 818	45
<b>Citrus fruit</b>	<b>145 845</b>	<b>193</b>	<b>143 909</b>	<b>173</b>
Mandarins	44 255	63	44 714	62
Oranges	70 465	72	69 218	67
Grapefruit	7 092	8	7 156	8
Lemons	24 033	50	22 821	36

# Exotic fruit from Colombia: import 2016

		quantity kg	value \$
<b>Coconut</b>	Total CH	744'725	1'663'638
	Colombia	7'417	4'685
<b>tropical nuts</b>	Total CH	9'179	138'088
	Colombia	0	0
<b>Dates</b>	Total CH	2'759'420	16'620'837
	Colombia	880	6'141
<b>Figs</b>	Total CH	1'479'642	5'885'469
	Colombia	1'202	8'117
<b>Pineapple</b>	Total CH	20'090'015	25'360'314
	Colombia	204'245	241'862
<b>Avocado</b>	Total CH	13'825'626	45'784'826
	Colombia	254'394	941'888
<b>Guava, Mango</b>	Total CH	14'712'108	42'944'339
	Colombia	6'962	20'564
<b>Oranges</b>	Total CH	70'484'330	72'830'739
	Colombia	0	0
<b>Mandarin</b>	Total CH	44'281'505	63'061'518
	Colombia	0	0
<b>Lemon, Lime</b>	Total CH	24'044'857	50'903'564
	Colombia	21'326	45'120
<b>Kiwi</b>	Total CH	11'611'072	24'875'287
	Colombia	0	0
	<b>Total CH</b>	<b>204'042'479</b>	<b>350'068'619</b>
	<b>Colombia</b>	<b>496'426</b>	<b>1'268'377</b>

# Swiss market textile, fashion

## **Total market: 9 bn \$**

Luxury labels (high price)

Market penetration/no names (low price)

## **Sales outlets**

Fashion boutiques: > brands, > 2'200 stores

Department stores: 113

Wholesalers/large retailers/discounters: > 1'000

## **Import**

6203-Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches and shorts: \$ 727 m

6204-Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, bib and brace overalls, breeches and shorts: \$ 816 m

6112.31-Men's or boys' swimwear of synthetic fibres, knitted or crocheted: \$ 3,2 m

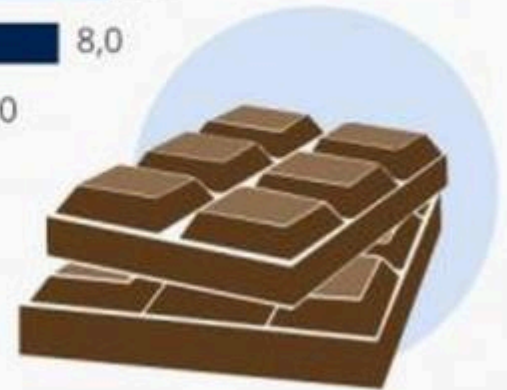
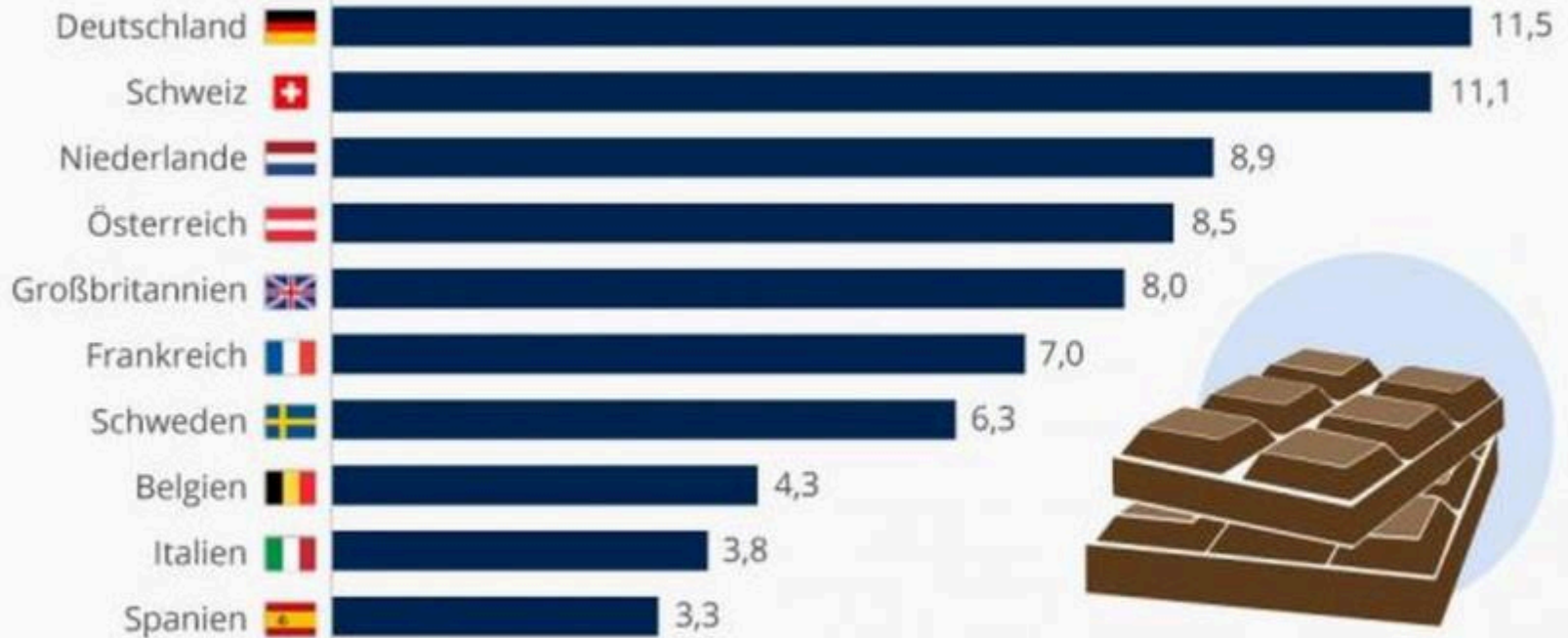
6112.41-Women's or girls' swimwear of synthetic fibres, knitted, crocheted: \$ 80,2 m



# Chocolate

Swiss initiative for sustainable cocoa production

Switzerland: runner-up world champion, 11 kg per capita



# Chocolate

18 chocolate manufacturers

Total sales volume: 181'414 tons; value: 1.747 bn \$



Domestic sales	64'383 t	35%	904 m \$
Export	117'031 t	65%	843 m\$
Total	181414 t	100%	1.747 bn \$

Import for total consumption: 38.7%



## Switzerland

Chocolate and other food preparations containing cocoa	Value imported in 2016 (USD thousand)
Cocoa butter, fat and oil	177,671
Cocoa beans, whole or broken, raw or roasted	127,790
Cocoa paste, whether or not defatted	43,267
Cocoa powder, not containing added sugar or other sweetening matter	14,173
Cocoa shells, husks, skins and other cocoa waste	132



	Colombia's exports to Switzerland	Switzerland's imports from world
	Value in 2016, USD thousand ▼	Value in 2016, USD thousand
Chocolate and other food preparations containing cocoa	15	255,542
Cocoa beans, whole or broken, raw or roasted	0	127,790
Cocoa shells, husks, skins and other cocoa waste	0	132
Cocoa paste, whether or not defatted	0	43,267
Cocoa butter, fat and oil	0	177,671
Cocoa powder, not containing added sugar or other sweetening matter	0	

# Biscuits

24 biscuits manufacturer

Total production / turnover: 43'919 t, 448 m \$

Per capita consumption: 6.51 kg



Domestic sales	31'811 t	35%	346.8 m \$
Export	12'109 t	65%	101.2 m \$
Total	43'919 t	100%	448 m \$

Market share Swiss production: 58.4%

Imported biscuits: 41.6%

	imported value 2016, USD thousand
<b>Total</b>	90,963
<b>Sweet biscuits</b>	58,933
<b>Waffles and wafers</b>	32,030

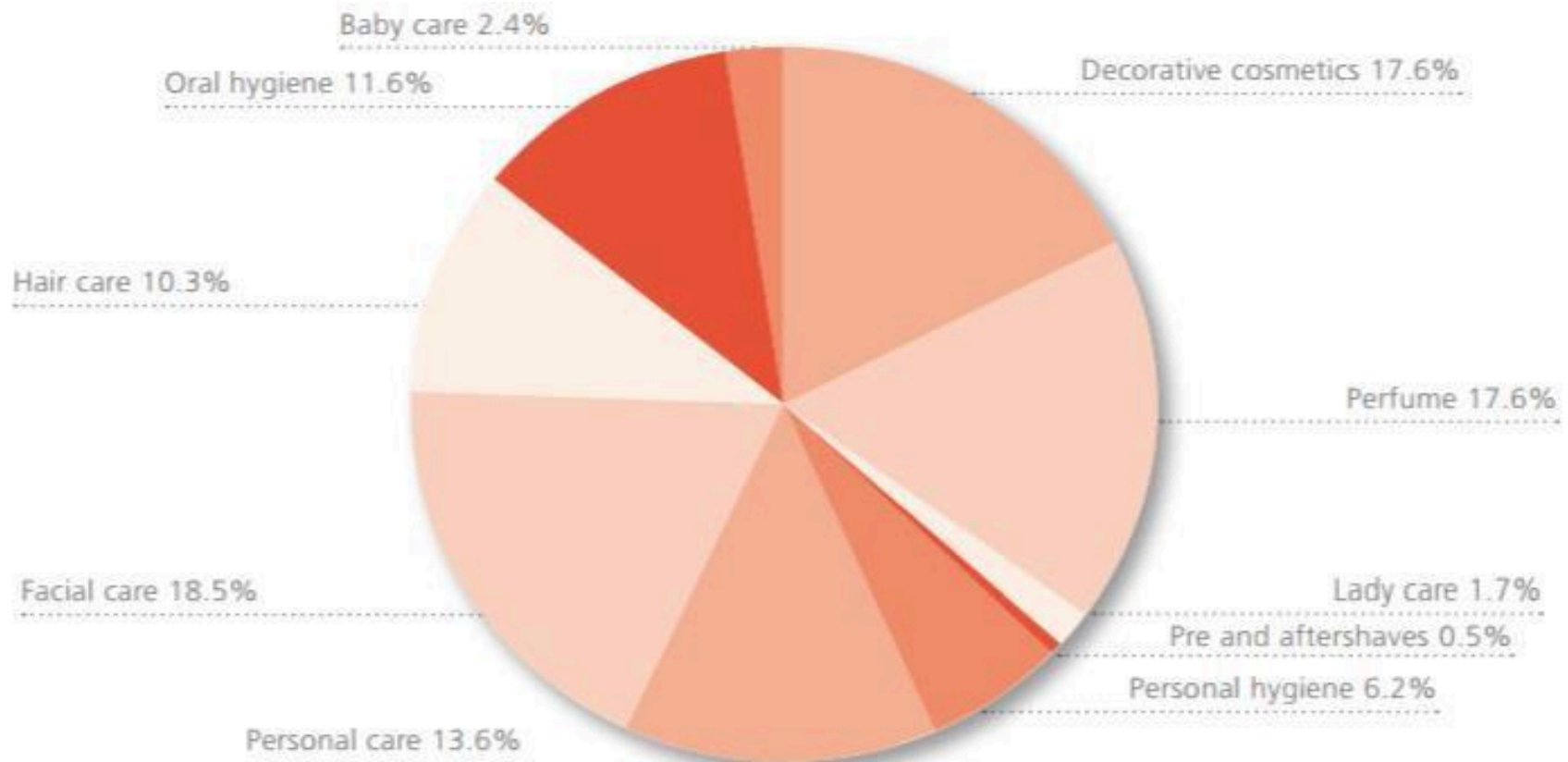
## Cosmetic Market 2016



### Revenue in CHF million (consumer prices)

	2013	2014	2015	2016	+/-
Decorative cosmetics	365.8	370.8	361.6	354.9	-1.9 %
Perfume	402.2	396.9	368.1	354.9	-3.6 %
Lady care	42.8	38.3	36.1	34.5	-4.5 %
Pre and aftershaves	16.2	14.0	12.5	10.9	-12.3 %
Personal hygiene	159.8	141.2	132.0	125.1	-5.2 %
Personal care	298.9	313.4	304.1	275.4	-9.5 %
Facial care	373.5	402.3	383.9	374.9	-2.4 %
Hair care	264.8	250.9	223.6	209.1	-6.5 %
Oral hygiene	267.8	254.4	241.6	234.6	-2.9 %
Baby care	54.7	51.6	49.8	48.0	-3.7 %
<b>Total</b>	<b>2'246.5</b>	<b>2'233.7</b>	<b>2'113.3</b>	<b>2'022.2</b>	<b>-4.3 %</b>

## Market shares 2016



# Wine from Colombia

Cauce Tal, Sierra Nevada de Santa Maria and Ocana

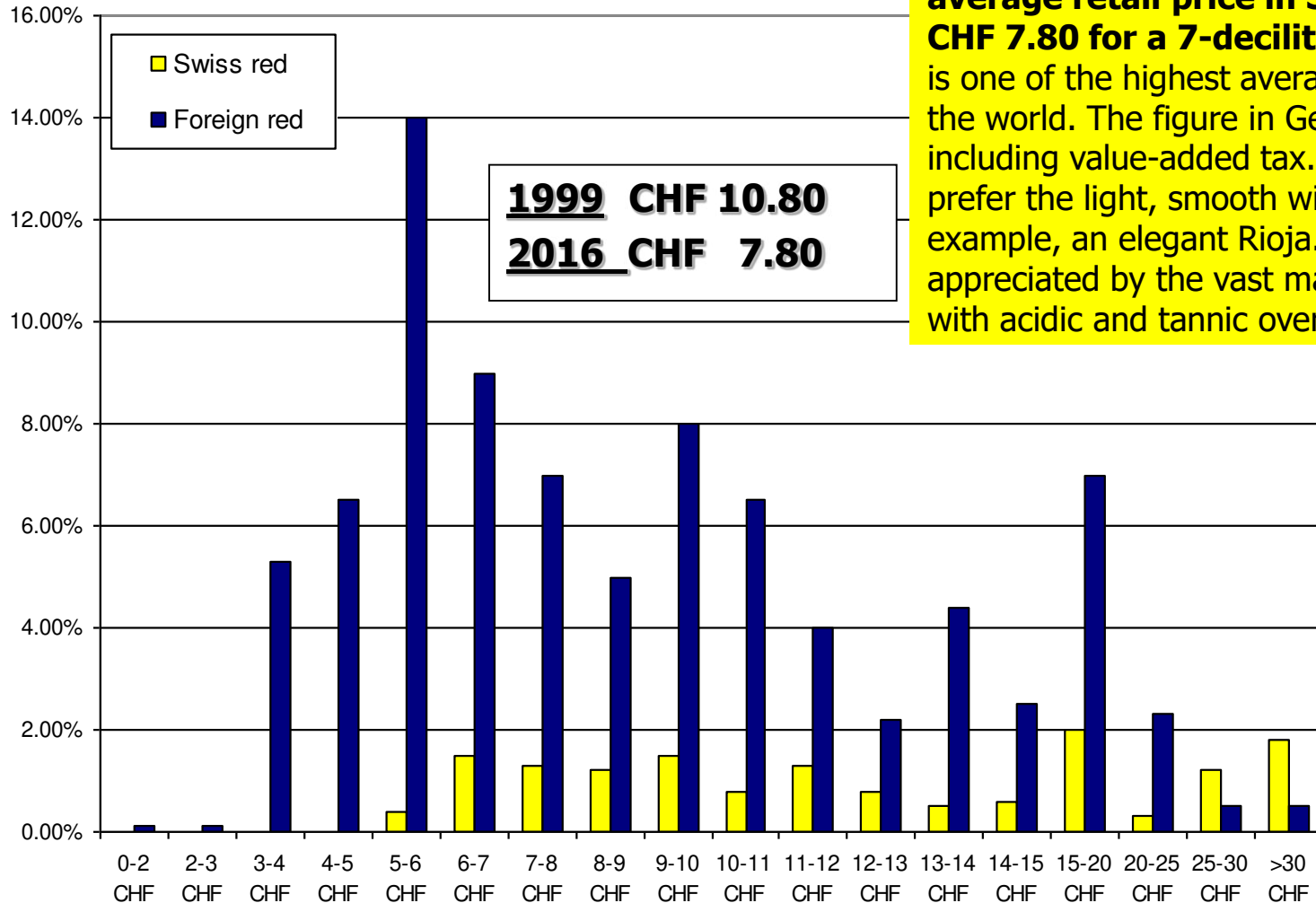
Exporters to Switzerland	Value imported in 2016 (USD thousand)	Share in Switzerland's imports (%)	Quantity imported in 2016
Italy	396,158	36.8	73,615
France	332,794	30.9	38,611
Spain	143,511	13.3	31,590
Germany	44,845	4.2	7,058
Portugal	36,141	3.4	10,602
United States of America	28,932	2.7	4,256
Austria	19,924	1.9	2,557
Argentina	16,859	1.6	3,247
Chile	14,457	1.3	3,381
Australia	9,069	0.8	2,378
South Africa	8,849	0.8	5,115



Colombia



# Shares per price level red wines in bottles in the supermarkets in 2016



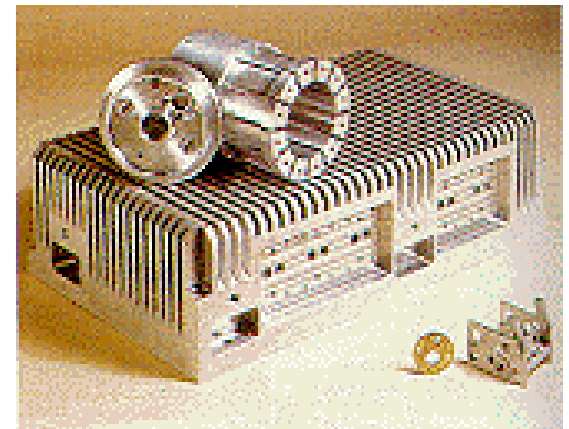
*Which wines sell best in Switzerland?*

First of all, it is a question of price. **The average retail price in Switzerland is CHF 7.80 for a 7-decilitre bottle.** That is one of the highest average retail prices in the world. The figure in Germany is EUR 2, including value-added tax. People usually prefer the light, smooth wines. For example, an elegant Rioja. What are not appreciated by the vast majority are wines with acidic and tannic overtones.



# Value Creation

- **Agricultural products and processed Food, Fruit & vegetable, herbs**
- **Home, interior design, furniture**
- **Fashion, clothes**
- **Technical products, electronics, software**
- **Leather goods, accessories**
- **Jewellery, handicrafts**
- **Eco-Tourism**



# Information about Colombia

Today the first international business contact for an interested buyer is:

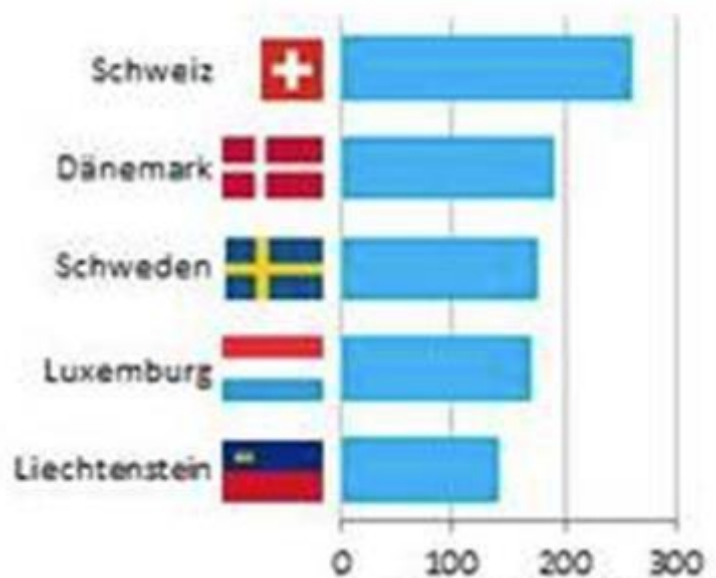


WWW. ? .CO

Made in Colombia

Produce of Colombia

# Organic agricultural production



Switzerland consumption  
per capita: > 300 \$  
(world champion)



Switzerland

organic production: 140'000 ha  
Sales: > 2.3 bn \$

Liechtenstein

organic production: 1'200 ha



Colombia

Organic production: 33'000 ha

Worldwide:

Organic production: 50'900'000 ha  
Market: > 90 bn \$

# Organic production

## Advantages

- Market opener / competitive product / price premium
- Steady buyer, co-operation
- Natural production sites
- Positive image
- Market trends in Europe



## Opportunities

- opportunities for smaller producers in rural areas
- favours "natural" production methods
- can often be applied in developing countries on current production, but needs certification



# Consumer Behaviour

## Reasons, why some consumers prefer organic products:

- 75% health-consciousness
- 60% environmental reasons
- 25% better taste



## How many consumers buy organic products?

- 20% of the consumers buy regularly organic products
- 50% of the consumers buy organic products once in a while
- 30% of the consumers never buy organic products

# What is Marketing?

## Marketing can be:

- Communication (quality, USP, region, certificates)
- Mailings, advertisement, publicity, trade fairs
- Reliability, confidence, trust
- Pricing, discounts, special offers, packaging, labels
- shopping center, house delivery, e-commerce
- a smile in the direct contact with your client / your customer



**Marketing is everything what helps to increase sales.**

# Traditional Marketing Mix

## PPPP

### Product Price Promotion Place

#### Product

- Products and services
- Product design (quality, design elements, packaging, brand)
- Extent of range
- Depth of range
- etc.

#### Price

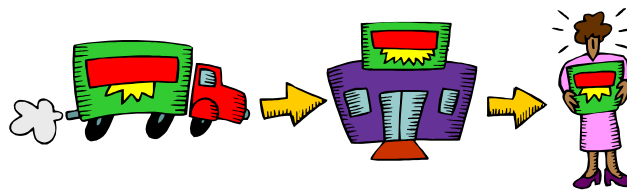
- Pricing method
- Style of pricing
- Discounts and rebates
- Trade margins
- Price relations within range
- etc.

#### Promotion

- Contacting customers (direct contact, selling/buying mission, trade fairs)
- Personal sales
- Sales promotion
- Advertising
- Direct marketing
- Public relations
- E-trade
- etc.

#### Place

- Distribution channels (specialised retailers, wholesalers)
- Style of supply
- Availability
- etc.



# Image Building



**A first impression cannot be repeated,  
cannot be made a second time**



# Pricing

- **Confidence**
- **Trust**
- **Communication**
- **Reliability**
- **Vision**

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**Price**



# Price: Top-Down calculation

<b>Consumer Price:</b>	<b>1'080</b>	
<b>VAT:</b>	<b>80</b>	<b>+ 8.0%</b>
<b>Market price minus VAT:</b>	<b>1'000</b>	
<b>Margin retailer:</b>	<b>250</b>	<b>= 25%</b>
<b>Price to retailer:</b>	<b>750</b>	
<b>Margin Wholesaler:</b>	<b>90</b>	<b>+ 12%</b>
<b>Price to wholesaler:</b>	<b>660</b>	
<b>Margin Importer:</b>	<b>33</b>	<b>+ 5%</b>
<b>Landed-cost price:</b>	<b>627</b>	
<b>Import duties:</b>	<b>188</b>	<b>+ 30%</b>
<b>Other costs (storage, banking):</b>	<b>15</b>	
<b>CIF (port of destination):</b>	<b>424</b>	
<b>Transportation costs:</b>	<b>120</b>	
<b>Insurance costs:</b>	<b>4</b>	
<b>FOB (port of shipment):</b>	<b>300</b>	
<b>Transportation costs factory to port:</b>	<b>5</b>	
<b>Export price Ex Works (EXW):</b>	<b>295</b>	
<b>Factory cost price:</b>	<b>255</b>	
<b>Export profit (per unit)</b>	<b>40</b>	

## Markets

- Retail and wholesale trade, general stores
- Discounters, cash-and-carry
- Catering trade, canteens, fast food
- Industry, Manufacturer, Processors
- Weekly markets and sales directly from the farm

# Swiss retail outlets 2016

## ➤ MIGROS Switzerland:

- over 80'000 employees
- 950'000 customers each day
- 1'820'000 m<sup>2</sup> total sales area



- 667 M stores in Switzerland and 6 stores in France and Germany
- 218 specialist retail stores (Do it+Garden, SportXX, Melectronic)
- Total 1'978 stores, subsidiaries (Denner, Globus, Interio, Digitec/Galaxus, Ex Libris, Schild, Office World etc.)
- 14 factories for food and nonfood products
- Migros has its own banks, travel agencies, gas stations, etc.

- Retail turnover: CHF 21.9 bn \$
- Group turnover: **CHF 27.7 bn \$**

- **MIGROS does not sell alcohol**



# Swiss retail outlets 2016

## COOP Switzerland:

- Retail stores 876
- Department stores 31
- Non-Food stores 708  
(Bau+Hobby, Interdiscount, TOP/TIP  
Lumimarkt, Christ Uhren & Schmuck,  
Import Parfumerie, Dipl. Ing. Fust, The Body Shop)
  
- 1'853'000 m<sup>2</sup> sales area
  
- Total: 1'978 stores
- Retail turnover: CHF 15.8 bn \$
- Group turnover: **CHF 28.3 bn \$**



# Swiss retail outlets 2016

## ➤ Food discounters:

- Aldi Suisse 185 shops / CHF 1.5 bln.
- Denner (Migros) 809 shops / CHF 3.1 bln.
- Lidl Suisse 109 shops / CHF 600 mil.

- Total: 1'103 shops
- Turnover: **\$ 6 bn**



# Swiss retail outlets 2016

Independent retailers and food chain stores:

Landi / VOLG, Spar, TopCC, Maxi, PAM/Proxi, Groupe Magro, Otto's, Tschibo,

- ✓ Total: 2'367 shops
- ✓ Turnover: \$ 4.5 bn

Department stores:

COOP City, Globus, Jelmoli, Loeb, Manor

- ✓ Total: 113 stores
- ✓ Turnover: \$ 4.6 bn

Drugstores, pharmacies, perfumeries

- ✓ Total: 2'706 stores

# Swiss retail outlets Non-Food 2016

Branch	Firms	Shops	Turnover
Clothes	95	2'633	\$ 3.2 bn
Footwear	22	1'003	\$ 2 bn
Sport articles	24	1'104	\$ 1.5 bn
Furniture, hometextile	31	708	\$ 4.9 bn
Office world	8	89	\$ 500m
Toys, books, music	19	328	\$ 898 m
Multimedia, household, software	15	538	\$ 4.1 bn
optician shops	9	271	\$ 557 m
Cats & dogs	5	168	\$ 520 m
Do-it-yourself	6	183	\$ 1.9 bn
<b>Total sales</b>			<b>\$ 20.1 bn</b>



# Swiss retail outlets 2016

## Numerical distribution

- 53'000 retail outlets
- Retail trade turnover \$ 96.8 bn
  - of which food \$ 48.8 bn
  - of which non-food \$ 48.0 bn



## E-commerce / online

B2C (abroad & Switzerland):	\$ 7'050 bn
C2C	\$ 0.750 bn
Total:	\$ 7.800 bn
+ Pick-up abroad	\$ 0.250 bn



# Match-making exporter - importer

Information for importers (Brochures, newsletter, general promotion materials, Internet/Websites)

## – Contacts

- ⇒ Direct contact
- ⇒ Selling mission
- ⇒ Buying mission
- ⇒ Contact forums
- ⇒ Trade fairs

## – Follow-up

- ⇒ Interested buyer/importer
- ⇒ Interested seller/exporter
- ⇒ Ministry of Foreign Trade and Economic Relations
- ⇒ Industrial Associations
- ⇒ [www.sippo.ch](http://www.sippo.ch) / SIPPO Colombia ([rafael.suarez@sippo.com.co](mailto:rafael.suarez@sippo.com.co))
- ⇒ Proexport Colombia
- ⇒ Cámara de Comercio Colombo - Suiza
- ⇒ Colombian Embassy in Bern/Switzerland



### SWISSTrade

VSIG – Handel Schweiz | Commerce Suisse  
Commercio Svizzera | Swiss Trade



HANDELSchweiz  
VSIG – Handel Schweiz | Commerce Suisse  
Commercio Svizzera | Swiss Trade

COMMERCEsuisse  
VSIG – Handel Schweiz | Commerce Suisse  
Commercio Svizzera | Swiss Trade

- Home
- Press Releases
- Vernehmlassungen
- Services
  - Consulting
  - Paketversand DPD
  - Festnetz-Telefonie
  - Orderform
- Insurances
- Education
- Organisation
- Links
- Contact

## Services

Swiss Trade does not pursue any business purpose but is doing several services for its members.

Swiss Trade is today a modern service center with qualified collaborators using a modern infrastructure. In the center of our activities are the changing needs of our members. The only constant nowadays is the CHANGE, for us this is not just a slogan but daily business.

### Ausbildung/Formation

**BRANCHEHANDEL**  
Lehrpersonenfortbildung

**BRANCHECOMMERCE**  
Fortbildung universitäre Bildung

### Verbandssekretariate/Secrétariats des associations

**SSHV | ASCA**

**VSBM**

**VSEMH**

**VSWVP**

VERBAND DES SCHWEIZERISCHEN LEDER-GROSSHANDELS  
ASSOCIATION SUISSE DU COMMERCE DE CUIR EN GROS

**VSTH**  
VERBAND SCHWEIZERISCHER TUCH-UND WOLLENHÄNDLER

BODEN HANDEL SCHWEIZ  
SOL COMMERCE SUISSE

AGENTS OF SWITZERLAND  
A G S

VERBAND SCHWEIZERISCHER SCHUHGROSSISTEN  
ASSOCIATION SUISSE DES GROSSISTES EN CHAUSSURES

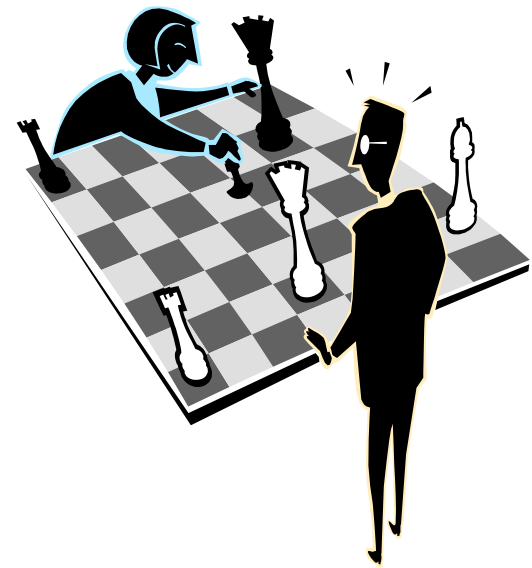
VSIG Handel Schweiz  
Postfach/Güterstrasse 79  
CH-4010 Basel  
Telefon +41 61 228 90 30  
Telefax +41 61 228 90 39

VSIG/Swiss Trade is the branch organisation of Swiss trade, of the Swiss Importer's Associations.

VSIG/Swiss Trade has approximately 3'500 members in over 35 different branches.

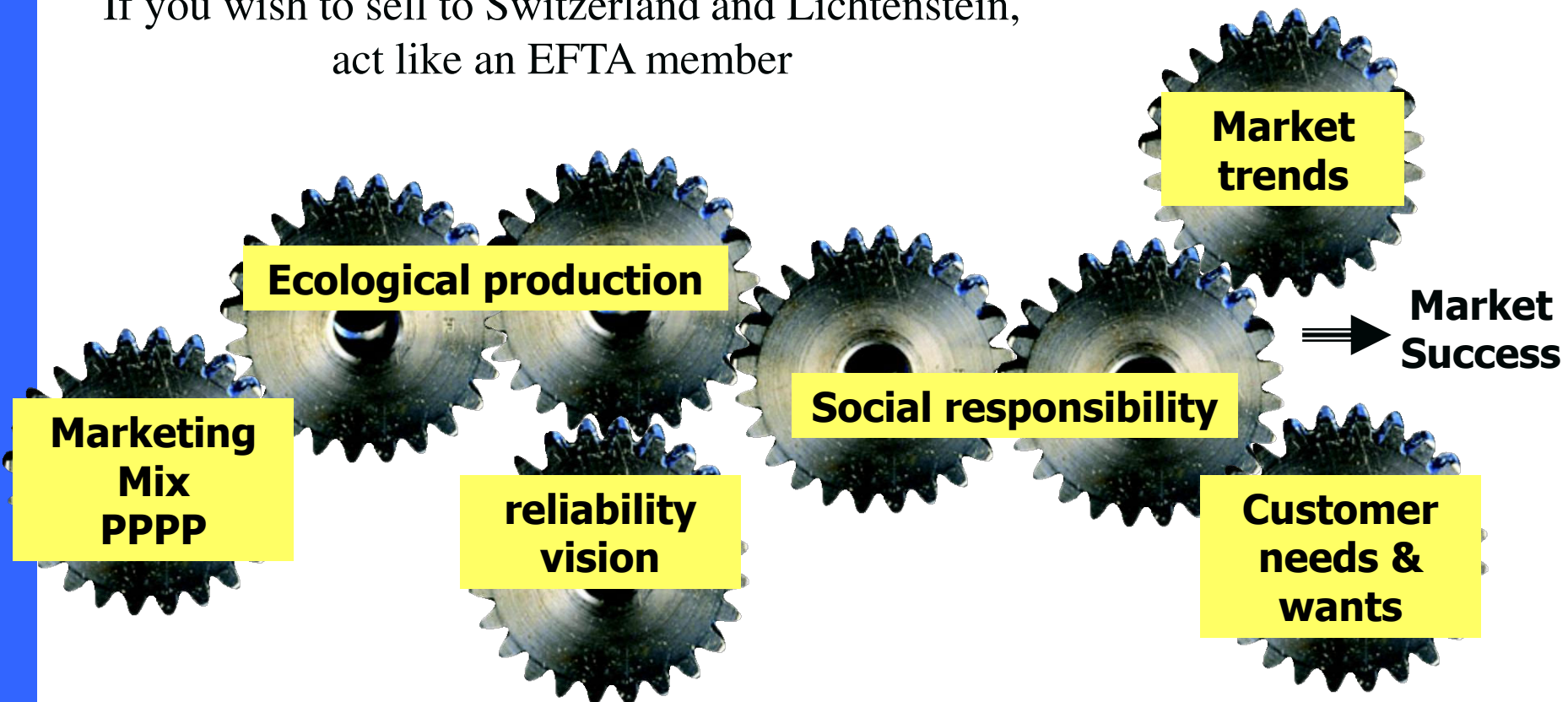
# Export Marketing Planning: a Must

- ✓ Market assessment and selection: **Switzerland & Lichtenstein**
- ✓ Company assessment
- ✓ SWOT
  - internal analyses: Strengths, Weaknesses
  - external analyses: Opportunities, Threats
- ✓ Strategic action
  - Business plan
  - Marketing plan
- ✓ Terms of payment
- ✓ Terms of delivery
- ✓ Price strategy



# Boosting your Exports

“When in Rome, do as the Romans do“  
If you wish to sell to Switzerland and Lichtenstein,  
act like an EFTA member



**Sustainability Marketing**

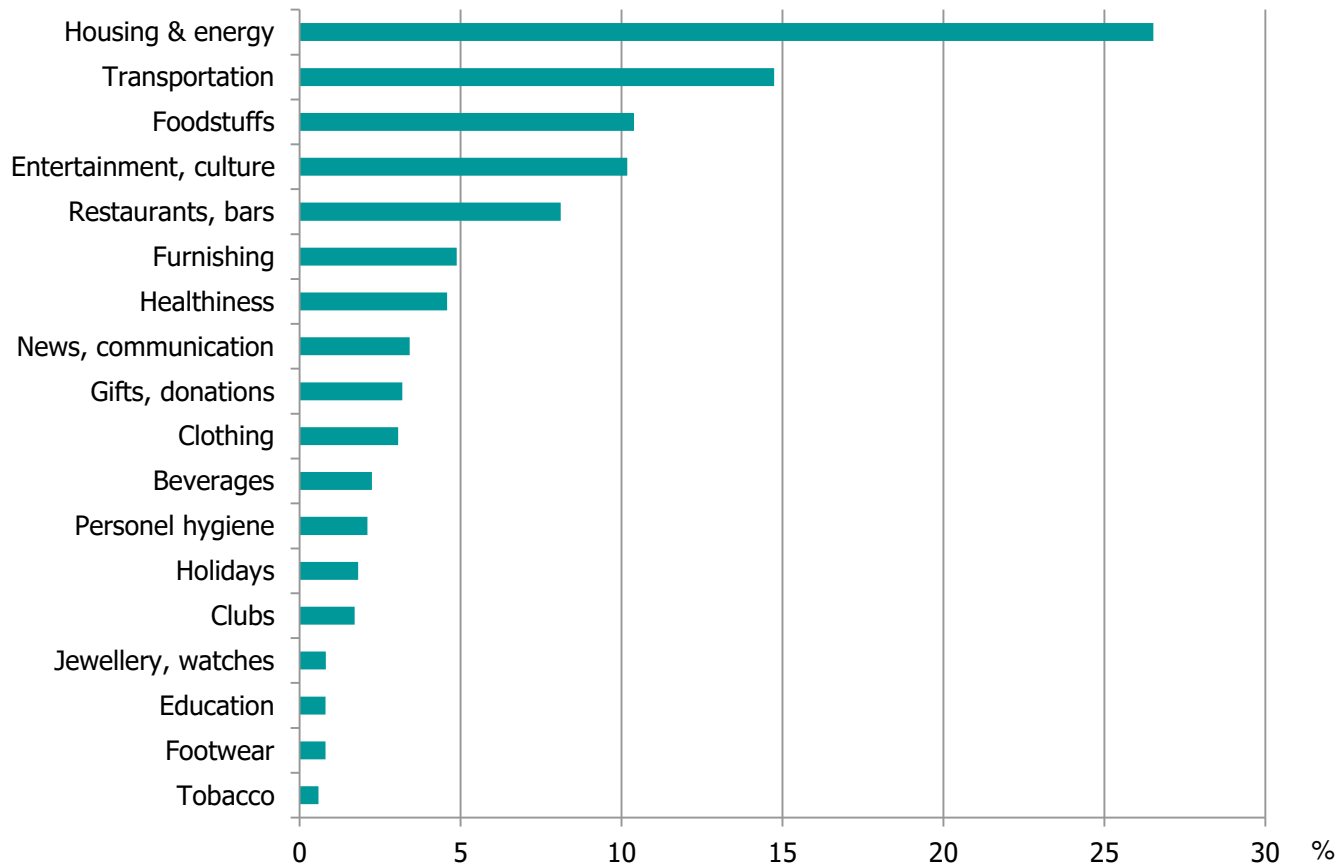
# Swiss company landscape

<b>Total companies in Switzerland</b>	<b>298,720</b>	<b>100%</b>
large companies with > 250 employees	1,028	0.3%
SMEs with < 250 employees	297,692	99.7%
<b>Exporting companies</b>	<b>36,589</b>	<b>12.2%</b>
with an export share < $\frac{1}{3}$ of total turnover	21,344	7.1%
with an export share between $\frac{1}{3}$ and $\frac{2}{3}$ of total turnover	6,568	2.2%
with an export share > $\frac{2}{3}$ of total turnover	8,677	2.9%

Source: Federal Statistics Office

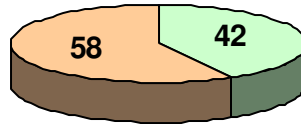
# How do we spend our money (2016)

3'640'000 households



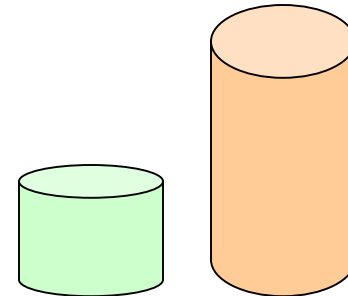
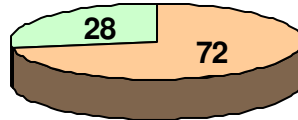
# How Switzerland gains profit out of international trade

**1.** Switzerland imports: 58% high-value and 42% low-value products.



**2.** The value related productivity of the high-quality products is proportionally better by 2:1

**3.** Switzerland exports: 72% high-value and only 28% low-value products.







Have you any  
questions



**Thank you**