



### Export Opportunities in Switzerland

In 2017, Switzerland ranked 17th among U.S. export destinations and 14th among Virginia export destinations. Some of the top opportunities for U.S. exporters in Switzerland include:

- Aircraft and Parts
- Automotive Parts
- Educational Supplies
- Electric Power Equipment
- Laboratory Instruments
- Medical Equipment
- Safety & Security Equipment
- Information & Communication Technologies

### Map of Switzerland



(U.S. Central Intelligence Agency)

### Top Virginia Exports to Switzerland

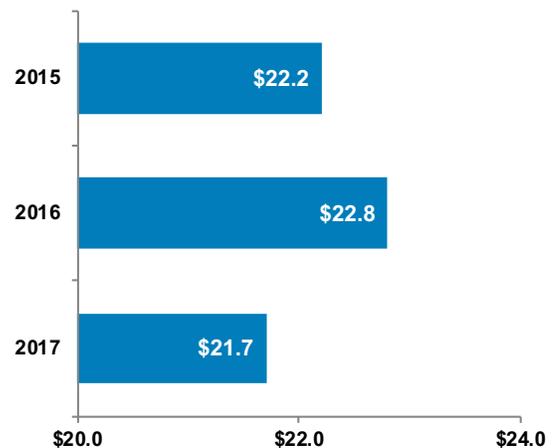
Export Category	2017 Value	Change 2017/2016
<b>All Commodity Chapters</b>	<b>\$263.1</b>	<b>9%</b>
Tobacco	\$208.4	9%
Industrial Machinery	\$27.4	-11%
Electrical Machinery	\$5.9	44%
Art & Antiques	\$4.2	∞
Organic Chemicals	\$4.1	29%
Medical Instruments	\$3.0	-6%
Aircraft & Spacecraft	\$2.1	344%
Paper & Paperboard	\$2.0	-1%
Arms And Ammunition	\$1.1	4676%
Essential Oils	\$0.9	-71%

(World Trade Atlas)

In US\$ Millions

### U.S. Exports to Switzerland

In US\$ Billions



(World Trade Atlas)



## Opportunities in Switzerland for Exporters

### Laboratory & Scientific Instruments

Total Swiss imports of laboratory equipment and scientific instruments have an estimated value of \$1.81 billion, as of 2016. 9.3% of this is imported from the U.S., which exports US\$168 million of these products to Switzerland. The Swiss market is an attractive market for U.S. suppliers of analytical and process control equipment and instruments, which enjoy an excellent reputation and are in high demand.

Switzerland's R&D spending, as a % of GDP, is third highest worldwide at 3.4%, behind Israel and South Korea both at 4.2%. This is equivalent to US\$15.2 billion in 2016. Switzerland is first in the 2017 Global Innovation Index due to high university/industry research collaboration and PCT patent applications.

### Electric Power Generating Equipment

Switzerland's power companies are continually seeking equipment to streamline and upgrade operations, and demand will continue to grow. To prevent a predicted energy shortfall by 2020 and avoid expensive power imports, Switzerland will require an estimated \$20-30 billion of investment in new generating facilities over the next 15-20 years. Consuming less, improving energy efficiency, and harnessing power renewable sources such as sun and wind are all officially encouraged.

Top opportunities include:

- Power management systems (IT)
- Switching and distribution equipment
- Energy efficient generation systems

### Medical Equipment

The combination of an aging population, rising living standards and new treatment methods is causing demand to grow at an above-average pace. As incomes rise, so do people's willingness to spend more on health services. Many Swiss doctors and professors have been trained/practiced in the U.S., and there is considerable interchange in procedures and techniques. These factors create a strong demand for U.S. equipment and supplies.

The best prospects for U.S. exporters include:

- Dental equipment
- Transplant services

### Safety & Security Equipment

According to SwissInfo.ch, fear of terrorism has created a thriving market for private security firms with 689 new companies forming in the last five years.

Switzerland is a high-tech market with saturation in alarm installation but opportunities, particularly in Romandy, include:

- Access control systems
- Explosives and metal detectors
- Perimeter protection systems
- Airport passenger and baggage screening
- Video surveillance

(US Commercial Service)

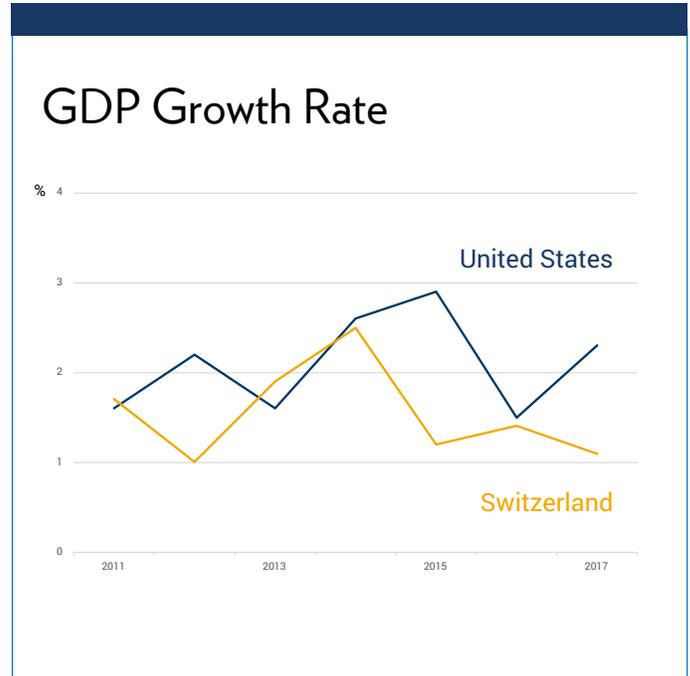


## Economic Overview

Switzerland, a country that espouses neutrality, is a prosperous and modern market economy with low unemployment, a highly skilled labor force, and a per capita GDP among the highest in the world. Switzerland's economy benefits from a highly developed service sector, led by financial services, and manufacturing industry.

The Swiss have brought their economic practices largely into conformity with the EU's to enhance their international competitiveness, but some trade protectionism remains, particularly for its small agricultural sector. The fate of the Swiss economy is tightly linked to that of its neighbors in the euro zone, which purchase half of Swiss exports. The global financial crisis of 2008, resulting economic downturn in 2009, and a weak franc stalled demand for Swiss exports and led Switzerland into a recession. Since then, the Swiss National Bank has maintained low and sometimes negative interest rates to boost the economy, as well as prevent appreciation of the franc.

(CIA World Factbook)



## Cultural Guide

- Business in Switzerland is often conducted in German or French, although English is widely spoken. Supporting documentation should be available in German or French.
- To establish a long-term relationship with customers in Switzerland, be prepared to meet their requirements, provide evidence of flexibility and a high level of service, and express your commitment to the market. Ongoing communication between suppliers and customers is important.
- During negotiations, be prepared to respond to detailed questions and avoid hard-sell or high-pressure business tactics. Decision-making is generally a slow process that involves thorough discussion and reflection. Final-decision making power ultimately rests at the top.

(U.K. Trade and Investment)

*Quality, reliability, technical criteria, and reputation are important to Swiss buyers.*

- Take the time to get to know your Swiss counterparts. Last names are used throughout business meetings and during introductions. Do not use first names in Switzerland until an older or more senior colleague suggests doing so.
- Swiss employees are expected to exhibit self-discipline and be quite formal. There is little humor or small-talk in professional and business environments.



Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: [ExportVirginia.org](http://ExportVirginia.org)

## Additional Resources

### [Switzerland Overview](#)

Global Edge - Michigan State University

### [Swiss Economy and Taxation](#)

InterNations

### [Doing Business in Switzerland](#)

Swiss-American Chamber of Commerce

### [Ease of Doing Business Report](#)

World Bank

### [Exporting to Switzerland](#)

United Kingdom Trade & Investment

### [The Global Innovation Index 2017](#)

INSEAD, WIPO

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