



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland
Swiss Business Hub USA

 **SWITZERLAND
GLOBAL
ENTERPRISE**



SWISS BUSINESS HUB USA

Mandate



Export Promotion

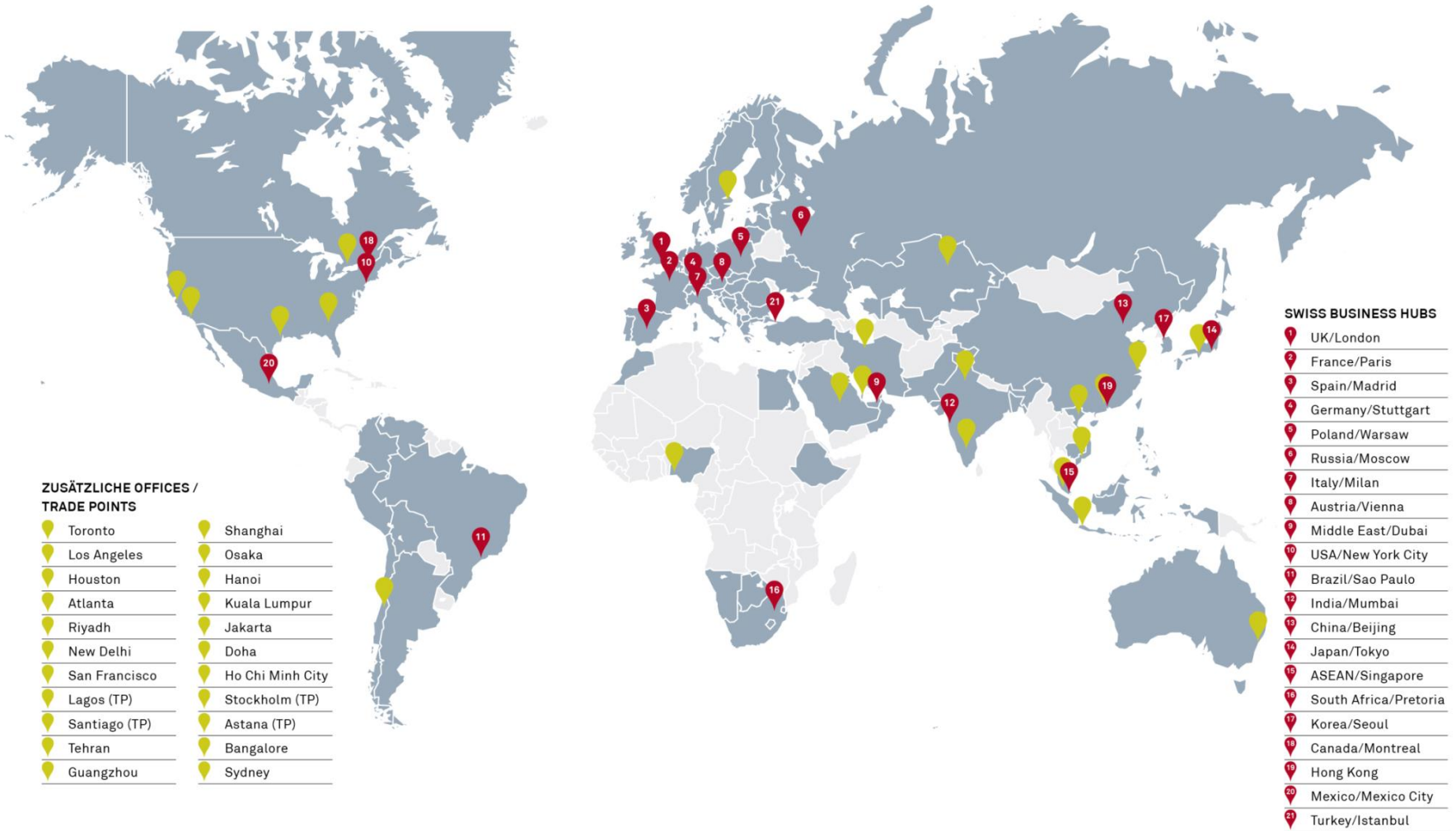
Support Swiss and Lichtenstein companies in their export activities.



Investment Promotion

Provide information about the strengths and the framework conditions of the Swiss business location towards potential investors.

Global Network – covering 70 countries



Swiss Business Hub USA

Team



Export Promotion

Individual 1:1 support



Your current situation in your expansion ?

- First consulting free of charge



Your needed market information to get on?

- Target market search
- Individual country and market analysis



Your needed contacts in the target country?

- Search of clients or partners
- Fact Finding Missions



Your way to set up your local presence?

- Legal and tax clarification
- Operations

Go Global



EXAMPLES EXPORT PROMOTION

Food Challenge 2017

- Swiss Food & Beverage suppliers get the chance to be part of a Swiss Promotion at Fairway Market, a New York specialty food retail chain.

Investor Search

- Rehabilitation device manufacturer based in Ticino is looking for investors. The device is about to receive FDA clearance and the company needs money to go to market.

Assembly Shop Location Search

- Milling machine manufacturer with existing U.S. business decided to move part of the production (assembly shop) to the U.S. by finding a suitable location in New Jersey.

Fact Finding Mission

- Medical communication company decided to expand to the U.S. by opening up a subsidiary and hiring local people.

OPPORTUNITIES ENTERING U.S. MARKET



STRENGTHS Swiss Companies

- High quality/Specialized
- Innovation
- Skilled workforce
- Swissness

OPPORTUNITIES

- Large U.S. consumer market with significant purchasing power
- Promising economic outlook, positive U.S. GDP growth projections across sectors and decrease in unemployment
- High capacity for innovation and technical know-how
- Ample VC fundraising opportunity for Swiss tech companies

OPPORTUNITIES ENTERING U.S. MARKET



OPPORTUNITIES

Market Potential for Swiss Exporters	Trend 2016	Trend Forecast 2017
Chemicals	↑	↑
Pharma	↑	↑
MEM (Machinery)	↗	↗
Precision instruments	↗	↗
Watches	↓	↘
Food, Beverages and Tobacco	↗	↗
Metals	→	→
ICT	↑	↑

How to do business in the U.S.?

Swiss Company	S-GE
Have human and financial resources available.	Is your extended team in the foreign market.
Commit up to 3 years till your first return on investment.	Supports you on your journey.
Determine your strategy, product portfolio and sales channels/regions.	Can generate a market analysis.
Network in the new market by attending conferences, shows or joining associations.	Is happy to set up a fact finding mission for you.
Find first customers and partners in the U.S.	Will perform a partner search for you.
Grow and open your own subsidiary in the U.S.	Will put you in contact with legal and tax experts.
Find your perfect office or production place.	Will connect you with the local state authorities and support you during the selection process.

Questions, ideas or a desire to grow? Connect with us!

Damian Felchlin
Export & Investment Promotion Switzerland
Swiss Business Hub USA

Consulate General of Switzerland
Pier 17, Suite 600
San Francisco, CA 94111

Phone: +1 917 289 9967

E-mail: damian.felchlin@eda.admin.ch

www.s-ge.com/switzerland/export/en/country/USA