



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Montreal
Swiss Business Hub Canada

 **SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business



CANADA: Business Opportunities

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1. Tasks & Services of Swiss Business Hubs





Tasks

Looking for export opportunities in the Canadian market for Swiss SME's and startups.

- Researching and compiling information about the relevant target market
- Clarification of business opportunities in relevant industries
- Contacts with trade organizations and public institutions
- Joint promotion projects (such as attendance of trade fairs in Swiss Pavilions)
- Wide range of networking events

Services

The Hub's services include:

- market information;
- certification support;
- detailed market and product analysis;
- search for distributors, local representatives and partners and support for the establishment of communication channels;
- B2B / B2C sales pipeline development;
- individual consulting and coaching of SMEs;
- site location evaluation;
- organization of events and fact finding missions for Swiss companies, associations and official delegations.
- Tradeshow participation and ancillary services.

2. Country Information





2.1 General Information & Economic Indicators

Canada			Compare to Switzerland
Land Area	9'984'670 km ²	← 242 bigger	41'277 km
Population	35'623'680 (growth ratio 0.73%)	← 4,32 more	8'236'303 (growth ratio 0.63%)
GDP (nom) in US\$ GDP Capita in US\$	\$ 1'799 Bn \$ 48'466		698 Bn \$ 82'892
Unemployment	6,2%		3%



2.1 General Information & Economic Indicators

Country Comparison Switzerland - Canada

Switzerland and Canada in International Rankings	Switzerland	Canada
WEF (Global Competitiveness Index 2017/2018)	1	14
Ease of doing Business (World Bank Report 2018)	33	18
The Global Innovation Index 2018 www.globalinnovationindex.org	1	12
The 20 Lowest Risk Countries Marsh Political Risk Map 2018	1	4
Index of Economic Freedom 2017 (The Heritage Foundation, www.heritage.org)	4	9
Big Mac Guide 2018 Time at work needed to afford a Big Mac in minutes	Zürich 13.4 Geneva 15.4	Toronto 15 Montreal 18



2.2 Trade & Business Partner Switzerland

Business Implications

Switzerland and Canada are very similar:

- Excellent business environment
- Strong IP protection
- Globally competitive
- Open to trade
- Pro-Business Government
- Highly educated & skilled labor-force
- High quality living environment
- Both countries have a large and influential neighbor at their doorstep



2.2 Trade & Business Partner Switzerland

Foreign Direct Investment

Foreign Direct Investment 2016 (in CHF million)

	2015	2016	Change	Share
Swiss FDI in Canada				
Capital flow	-1'792	-2'486		
Stock	49'825	49'653	-0.3%	4.1%
Number of staff employed in Canada	33'573	32'353	-3.6%	1.6%
Canadian FDI in Switzerland				
Capital flow	577	-131		
Stock (by ultimate beneficial owner)	38'211	35'534	-7.0%	3.7%
Number of staff employed in Switzerland	3'633	N/A		

Source: Swiss National Bank



Why making business in Canada?

- Bilateral trade between Switzerland and Canada is strong and continues to grow
- Increased opportunities due EFTA Free Trade Agreement
- 200+ Swiss companies doing business in Canada



3. Market Overview





3.1 SWOT – Analysis 2018

Strengths	Weaknesses
<ul style="list-style-type: none">• Low unemployment• Low public debt• Solid banking sector• Excellent level of education• Proximity to USA• Energy independence• Stable currency• Abundant natural resources• Attractive for FDI in commodities sector	<ul style="list-style-type: none">• Low export diversification (75% of exports to USA)• Highly dependent on energy & commodity prices• Trade deficit• Protectionism in certain sectors (e.g. dairy)• Innovation and productivity weakness• Skills mismatch in the labor market
Opportunities	Threats
<ul style="list-style-type: none">• Free Trade Agreements (EFTA+CETA)• Rising Energy Demand in emerging markets• Interest in Investments in the Canadian commodities sector• Stronger US dollar	<ul style="list-style-type: none">• Global economic uncertainty• Volatile energy & commodity prices• Overvalued USD• European identity crises• Climate policies• Increasing US protectionism• Upcoming local & federal elections



3.2 Economic Trends & Outlook

The Canadian economy is experiencing a phase of solid growth with high private consumption being the main contributor.

GDP

The Canadian economy is expected to generate a nominal growth rate of 2.0%,

Threats to the new deal USMCA and escalating global trade tensions may open to a new focus on different markets and therefore more opportunities for bilateral trade.

Imports &
Exports

Bilateral trade of goods in 2017 has increased by 19%. Mainly due to Swiss International Airline's purchase of CS300 planes from Bombardier.



3.3 Overview / Priorities 2019

Cleantech Sustainable Building

- New study on opportunities for Swiss companies about the Canadian sustainable building sector
- Presentation of the study result in Zürich (date TBD)
- Organization of a Fact Finding Mission 1st week December (participation at The Building Show in Toronto)

ICT – Artificial Intelligence

- Canadian superclusters (Advanced Manufacturing, Digital Technologies and Scale AI): the door is open but implementation still at the beginning.

Retail Fashion and apparel

Bringing new brands to Canada ! 3 possible scenarios

1. Through a collaboration with a major retailer (project over several months)
2. By opening a Swiss Pop Up Store
3. By starting a combined e-commerce + marketing project

MEM

Food processing machine industry
Generally, Manufacturing and processing machinery can now be written off in the first year of purchase.



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Grazie !