



Doing Business with Switzerland

Ruth Metzler-Arnold, Chairwoman of Switzerland Global Enterprise

Swiss Innovations



coffee pods

	Apr 5 FRI	Apr 6 SAT	Apr 8 MON	Apr 11 THU	Apr 15 MON	Apr 20 SAT
Tom	✓	✓	✓			✓
Paula	✓	✓		✓	✓	
John	✓	✓				✓
Emma		✓				

doodle


















e-guitar



Global Innovation Index

Global Innovation Index 2018 rankings

Country/Economy	Score (0–100)	Rank	Income	Rank	Region	Rank	Efficiency Ratio	Rank	Median: 0.61
Switzerland	68.40	1	HI	1	EUR	1	0.96	1	
Netherlands	63.32	2	HI	2	EUR	2	0.91	4	
Sweden	63.08	3	HI	3	EUR	3	0.82	10	
United Kingdom	60.13	4	HI	4	EUR	4	0.77	21	
Singapore	59.83	5	HI	5	SEAO	1	0.61	63	
United States of America	59.81	6	HI	6	NAC	1	0.76	22	
Finland	59.63	7	HI	7	EUR	5	0.76	24	
Denmark	58.39	8	HI	8	EUR	6	0.73	29	
Germany	58.03	9	HI	9	EUR	7	0.83	9	
Ireland	57.19	10	HI	10	EUR	8	0.81	13	
Israel	56.79	11	HI	11	NAWA	1	0.81	14	
Korea, Republic of	56.63	12	HI	12	SEAO	2	0.79	20	
Japan	54.95	13	HI	13	SEAO	3	0.68	44	
Hong Kong (China)	54.62	14	HI	14	SEAO	4	0.64	54	
Luxembourg	54.53	15	HI	15	EUR	9	0.94	2	
France	54.36	16	HI	16	EUR	10	0.72	32	
China	53.06	17	UM	1	SEAO	5	0.92	3	
Canada	52.98	18	HI	17	NAC	2	0.61	61	
Norway	52.63	19	HI	18	EUR	11	0.64	52	
Australia	51.98	20	HI	19	SEAO	6	0.58	76	
Austria	51.32	21	HI	20	EUR	12	0.64	53	
New Zealand	51.29	22	HI	21	SEAO	7	0.62	59	



Sources: Global Innovation Index 2018

Top Universities

Europe's best universities, 2018

According to the Times Higher Education World University Rankings 2017
Overall ranking in brackets

1. University of Oxford, UK (1)
2. University of Cambridge, UK (2)
3. Imperial College London, UK (8)
4. ETH Zurich, Switzerland (10=)
5. University College London, UK (16)
6. London School of Economics and Political Science, UK (25=)
7. University of Edinburgh, UK (27=)
8. LMU Munich, Germany (34=)
9. King's College London, UK (36)
10= École Polytechnique Fédérale de Lausanne, Switzerland (38=)
10= Karolinska Institute, Sweden (38=)

	2018	2017	School name	Country	Programme name	Weighted salary (US\$)
<input type="checkbox"/>	1	1	University of St Gallen 	Switzerland	MA in Strategy and International Management	108,621
<input type="checkbox"/>	2	2	HEC Paris 	France	HEC MSc in Management**	96,249
<input type="checkbox"/>	3	4	London Business School 	UK	Masters in Management	89,801
<input type="checkbox"/>	4	5	Essec Business School	France / Singapore	MSc in Management**	93,461
<input type="checkbox"/>	5	6	ESCP Europe	FR / UK / DE / ES / IT	ESCP Europe Master in Management**	80,346
<input type="checkbox"/>	6	10	Università Bocconi, SDA Bocconi 	Italy	MSc in International Management	77,452
<input type="checkbox"/>	7	15	University College Dublin: Smurfit	Ireland	MSc in International Management	68,400

Sources: World Economic Forum, Financial Times 2019

Switzerland – Key Facts



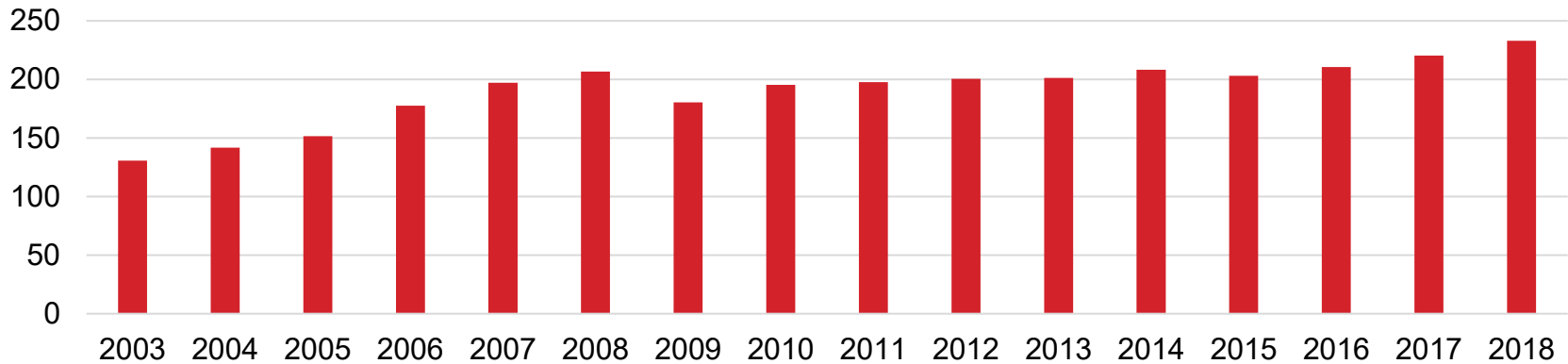
- 8,4 million inhabitants
- 25% foreign population
- Surface of 42.285 sq km
- GDP: 680 billion (in USD)
- Export: 239 billion (in USD)
- Import: 206 billion (in USD)

Swiss Foreign Trade Facts

Exports by destination



Total exports in billion CHF



Source: Federal Customs Administration 2019

Switzerland Global Enterprise - since 1927



Swiss Pioneers



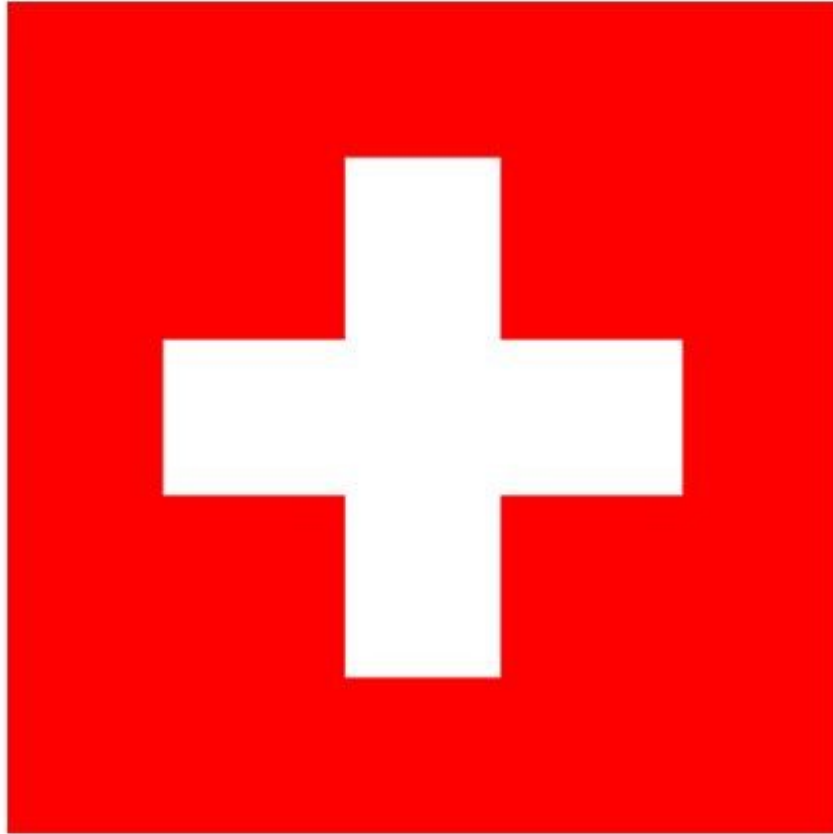
Sigvaris



Thermoplan



Alupak

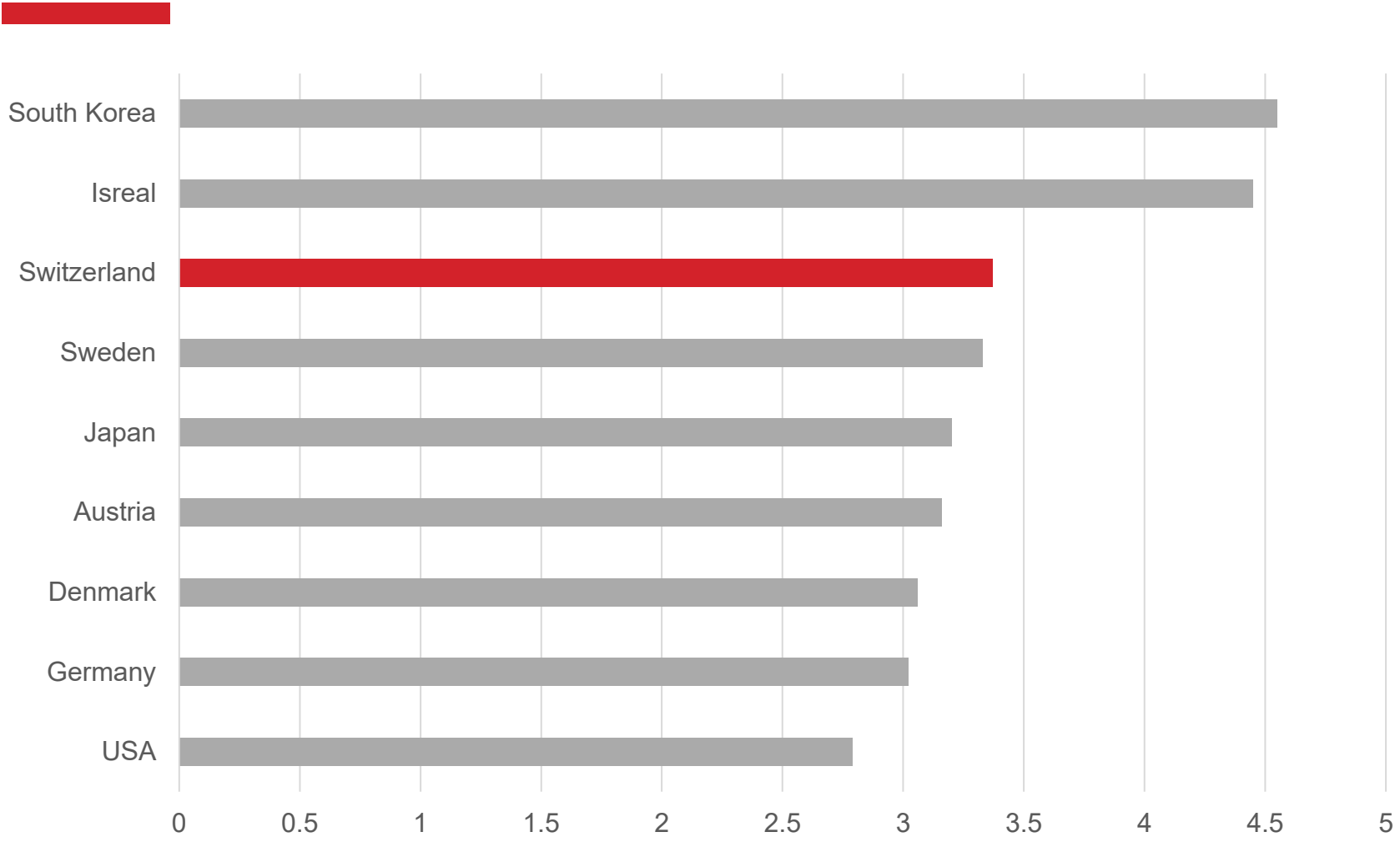


Switzerland - your
gateway to Europe.



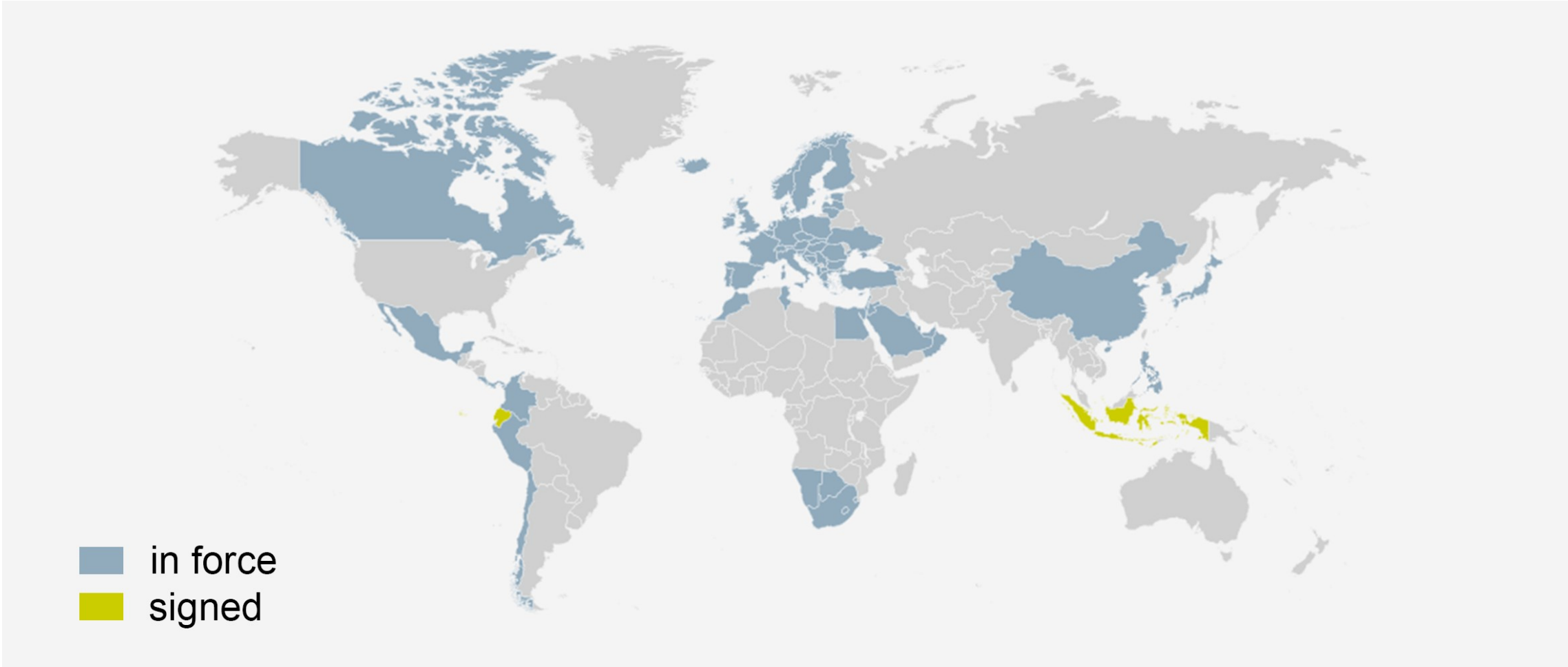


Research & Development (by GDP share 2017)



Sources: OECD, BFS 2017

Free Trade Agreements of Switzerland



Doing business with Switzerland?

Switzerland Global Enterprise acts as one-stop-shop to support you!



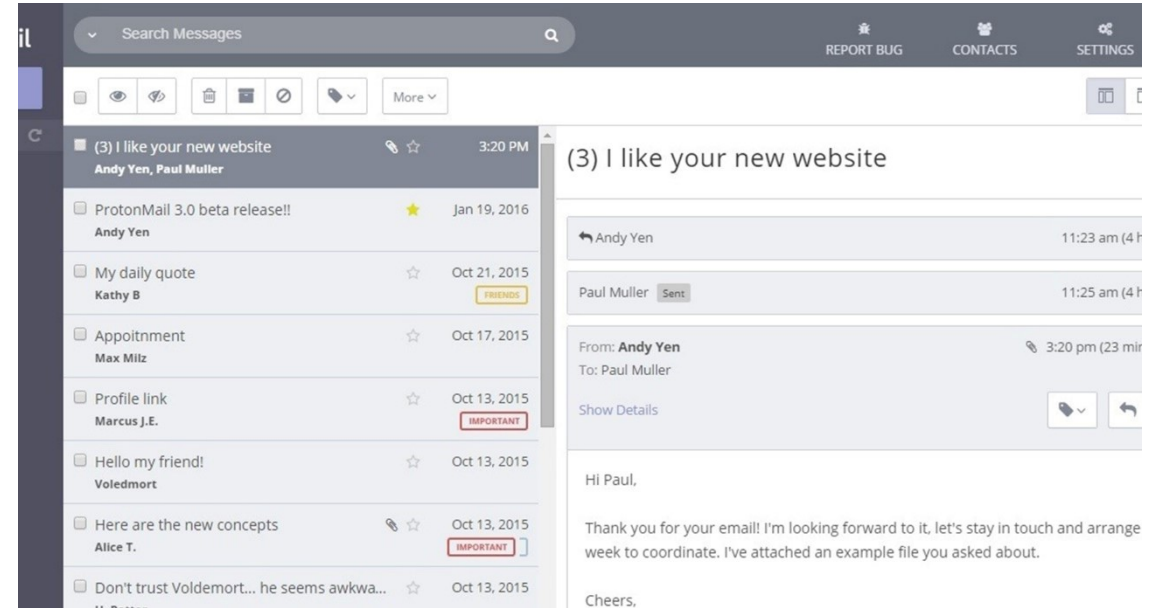
Clusters



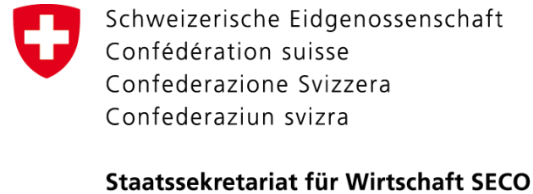
Grow your business – locate in Switzerland



Grow your business – locate in Switzerland



Female Leaders



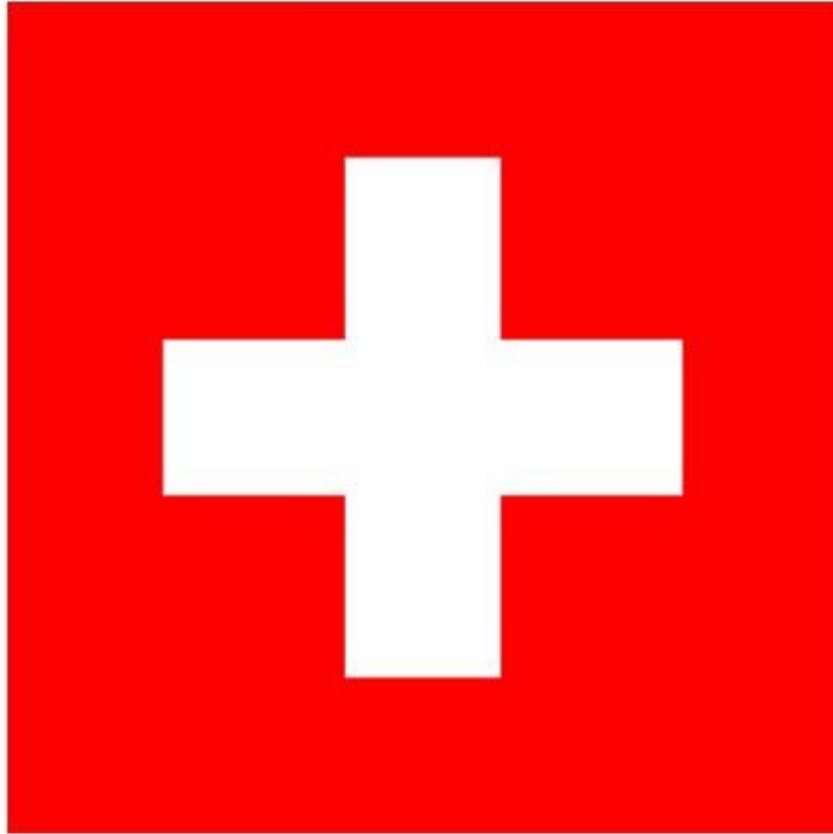
Global Competitiveness

The Global Competitiveness Index 4.0 2018 Rankings

Covering 140 economies, the Global Competitiveness Index 4.0 measures national competitiveness—defined as the set of institutions, policies and factors that determine the level of productivity.

Rank	Economy	Score1	Rank	Score
1	United States	85.6	—	+0.8
2	Singapore	83.5	—	+0.5
3	Germany	82.8	—	+0.2
4	Switzerland	82.6	—	+0.2
5	Japan	82.5	+3	+0.9
6	Netherlands	82.4	−1	+0.2
7	Hong Kong SAR	82.3	—	+0.3
8	United Kingdom	82.0	−2	−0.1
9	Sweden	81.7	—	+0.1
10	Denmark	80.6	+1	+0.7

Source: World Economic Forum 2018



Grow your business -
locate in Switzerland.

Why invest in Switzerland?



Market access + international network



Political stability + legal security



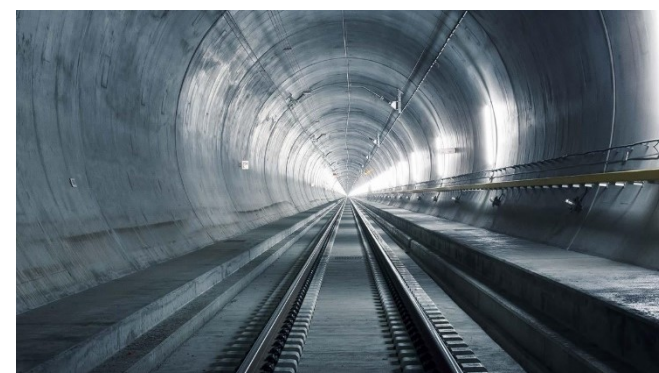
Best talents + education



Hightech-cluster + innovation



Taxes



Infrastructure

