



Export promotion services offered by Osec

Marktstudie Deutschland
Medizintechnik

Market Report UK
Healthcare Market

Market Report Asian
Automotive Market

Market Report Brazil
Nanotechnology

Market Report Brazil
High Tech Security

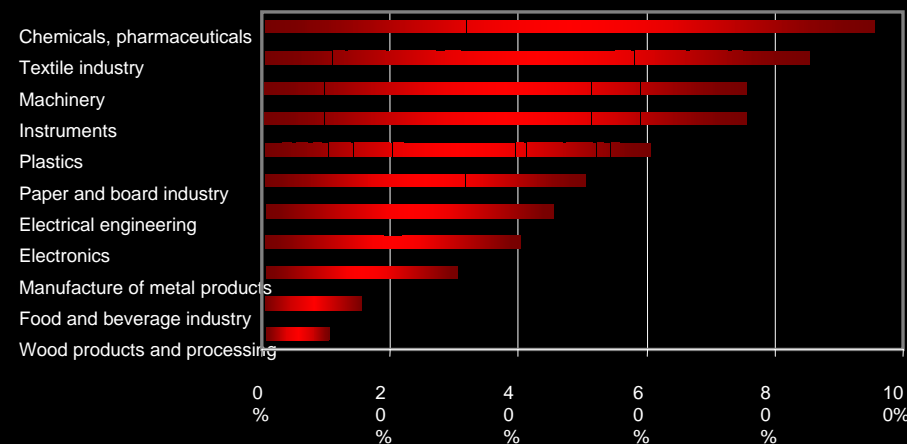
Consulting

- Export audit
- Basic consulting
- Local Market Information
- Plattform building
- Business Partner Search
- Trend-spotting

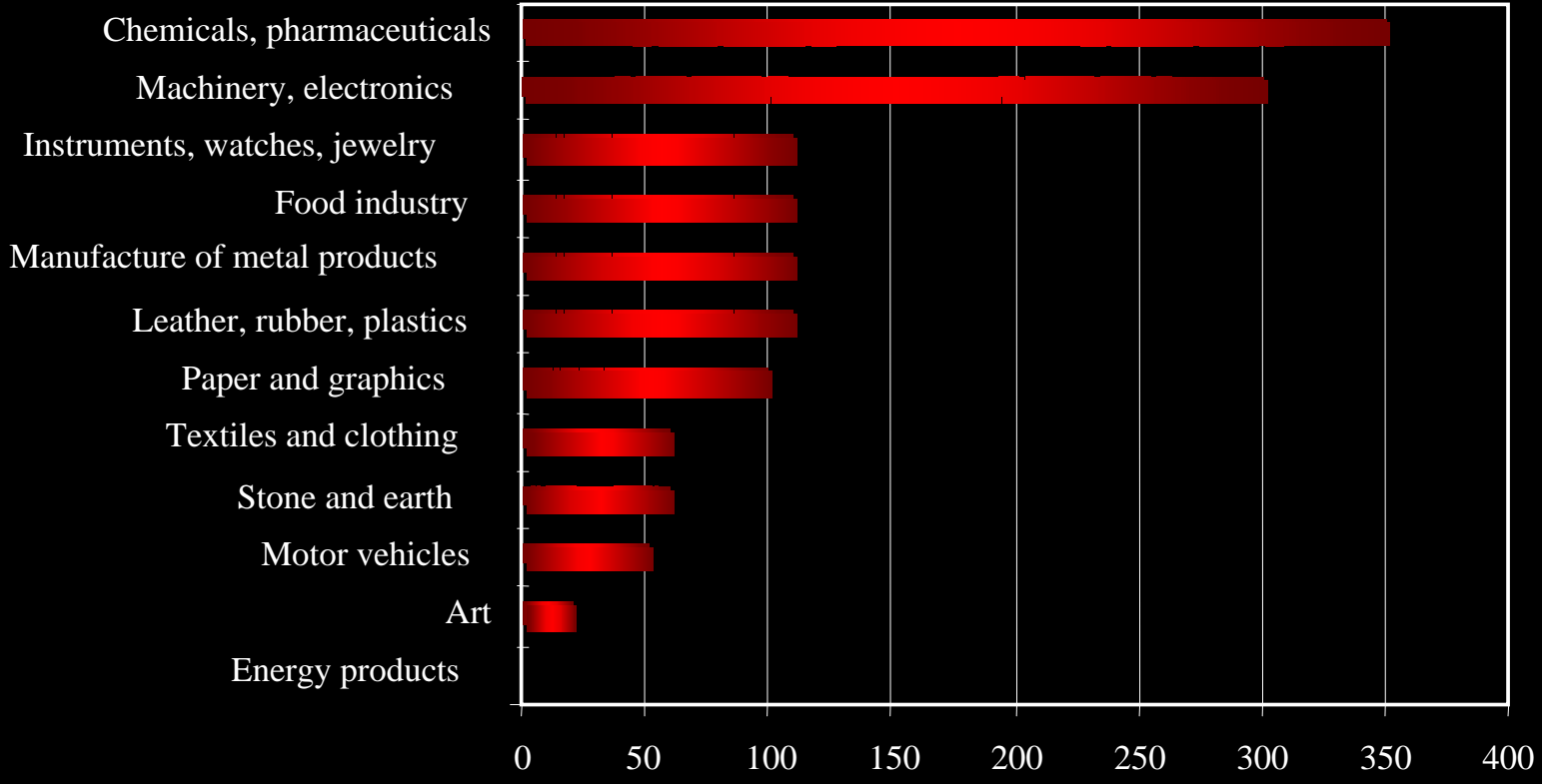


Switzerland depends on interaction with other countries

- Small home market
- 30'000+ exporting SME's
- Another 10'000 with export potential
- US\$ 150 bn exports
- US\$ 450 bn FDI stock
- High income from FDI
- 1/3 of Swiss-company-employed work force perform abroad



Export share



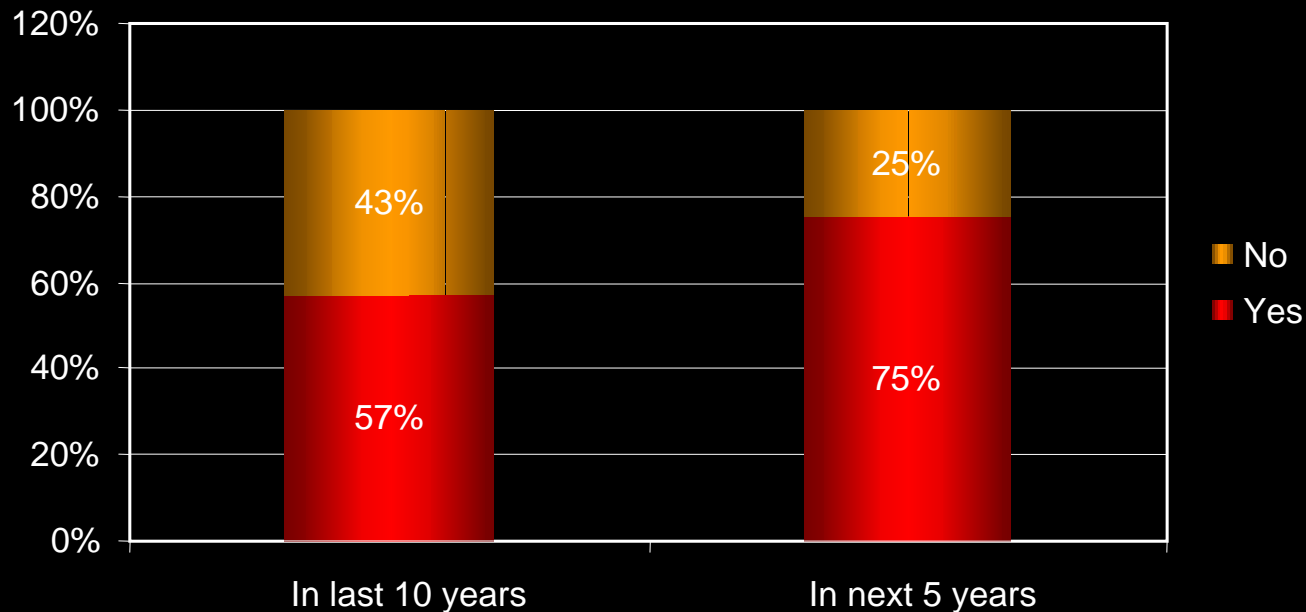


Trends

- Exports go on strong
- Growing trend towards relocation:
 - Small companies are following the big ones
 - Established ones are following new ones
 - Production is followed by service, admin, marketing and business processes
 - Eastern Europe followed by China, India, new EU, Asean
- Opportunities for companies outweigh risks
- Swiss economy will benefit
 - Production costs in Switzerland will fall
 - Present competitive disadvantages will fade
 - Competitiveness and prosperity will grow
 - Quality will not be affected
 - Structural change will find its way

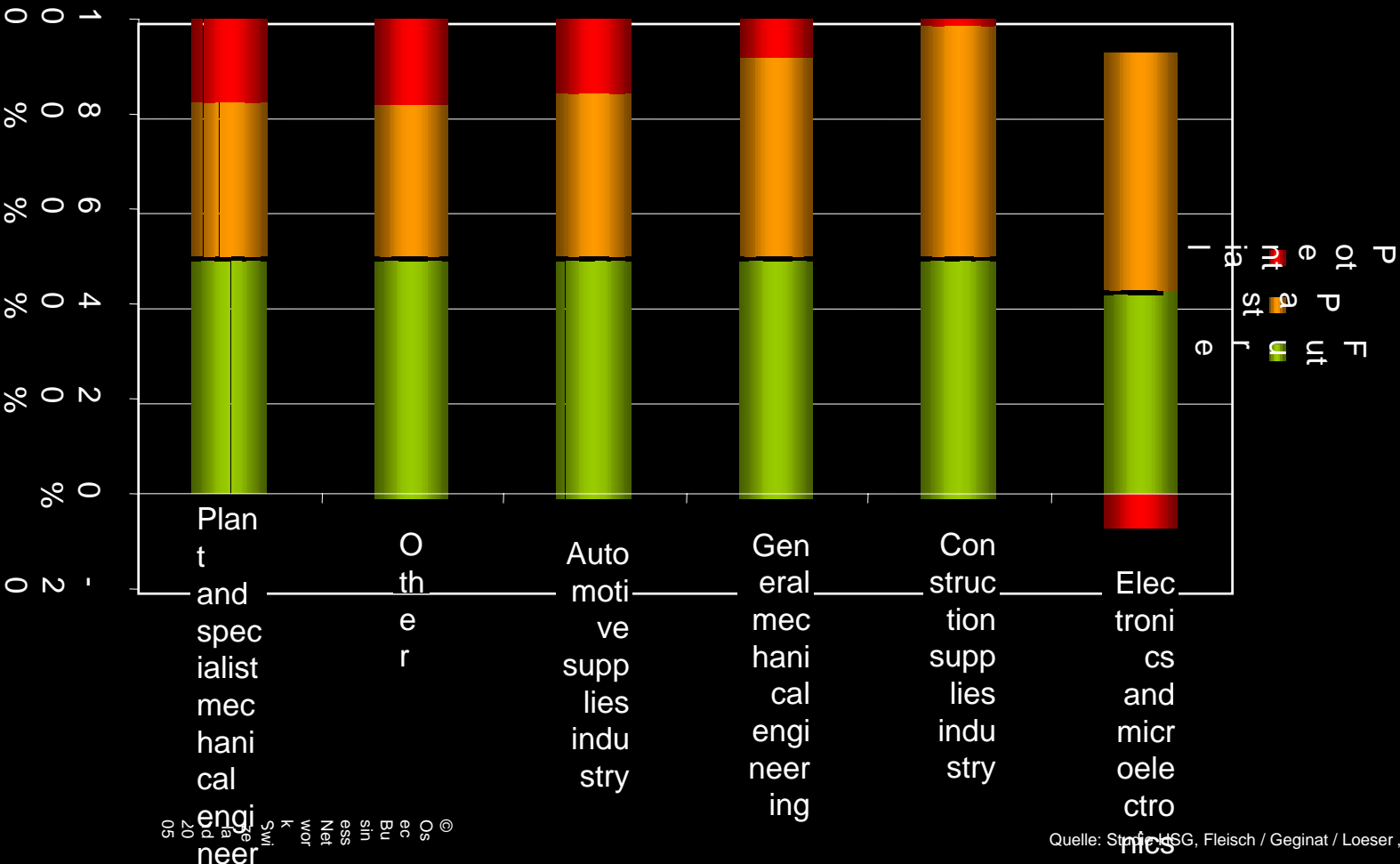
Direct investment – trends

Companies are relocating parts of operations abroad



Direct investment – trends

Relocation in selected sectors





My point - Conclusions

- Going international becomes a must for our companies
- Exports/FDI/Relocation: all beneficial to domestic prosperity
- Complementarity of Exports and FDI predominant
- Substitutional aspects negligible
- TPO acting in the interest of home market prosperity must combine trade and outward investment promotion
- Considering globalization of HQ's promotion of inwards investment also becomes essential