Export promotion services offered by Osec

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

Marktstudie Deutschland Medizintechnik
Market Report UK Healthcare Market
Market Report Asian Automotive Market
Market Report Brazil Nanotechnology
Market Report Brazil High Tech Security

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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
Exports – facts

Value creation in individual sectors

Productivity (value creation per employed person) in CHF 1000s

Source: CREDIT SUISSE Economic Research (estimate 2004)

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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

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Direct investment – trends
Companies are relocating parts of operations abroad

- In last 10 years:
  - No: 43%
  - Yes: 57%

- In next 5 years:
  - No: 25%
  - Yes: 75%

Source: HSG study, Fleisch / Geginat / Loeser “To relocate or not to relocate?”/”Verlagern oder nicht?” 2004
Direct investment – trends
Relocation in selected sectors

Quelle: Studie HSG, Fleisch / Geginat / Loeser "Verlagern oder nicht?" 2004
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