



Discussion status on the Foreign Trade Promotion and the relation to the bilateral Chambers of Commerce

Daniel Küng, CEO of Osec Business Network Switzerland
SwissCham Annual General Meeting, Diessenhofen, May 18, 2007





Agenda

- Facts on Swiss Trade
- Osec BNS – track record
- What's changing in 2008
- Key elements of our strategy
- Relation Osec BNS – Chambers/SwissCham: present situation & outlook



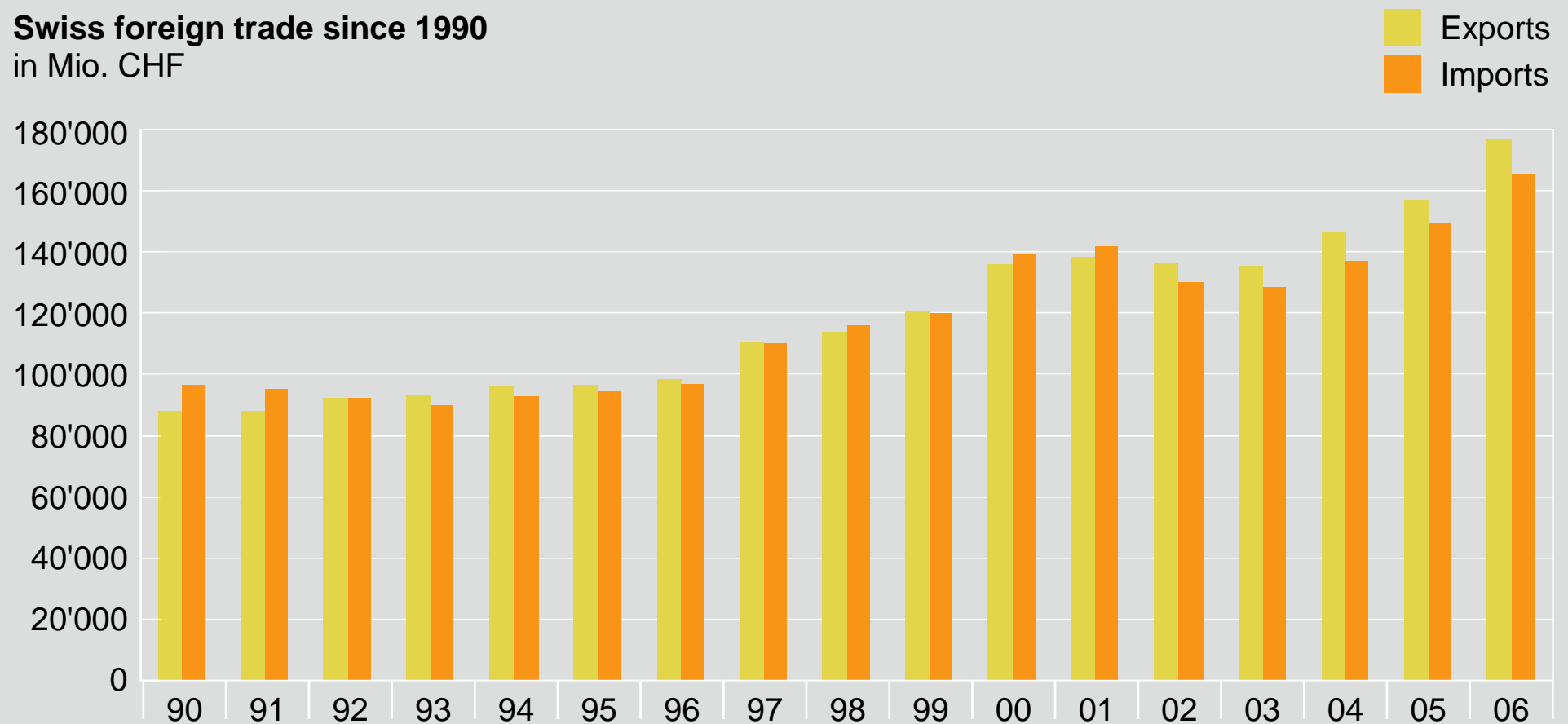
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Facts on Swiss Trade

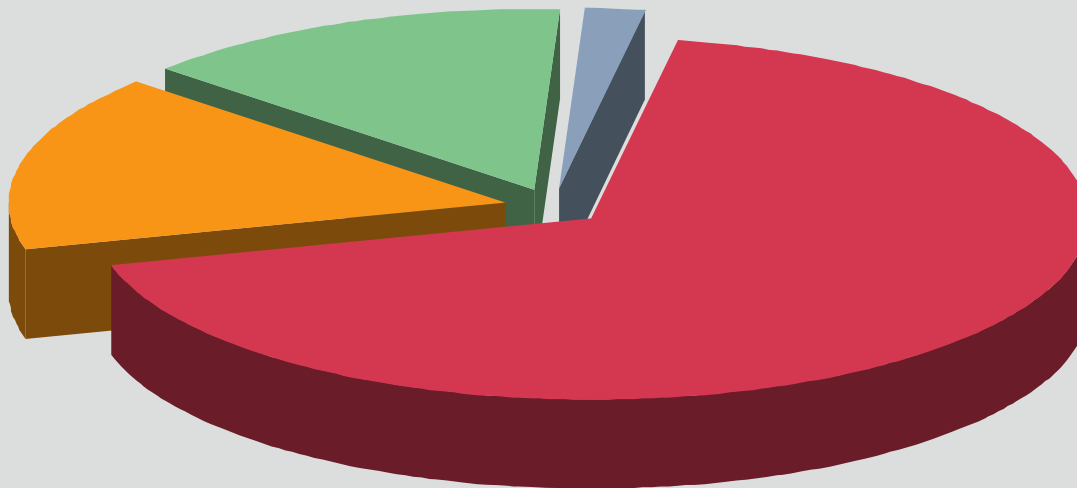
Swiss foreign trade since 1990
in Mio. CHF





Facts on Swiss Trade

Export countries 2006

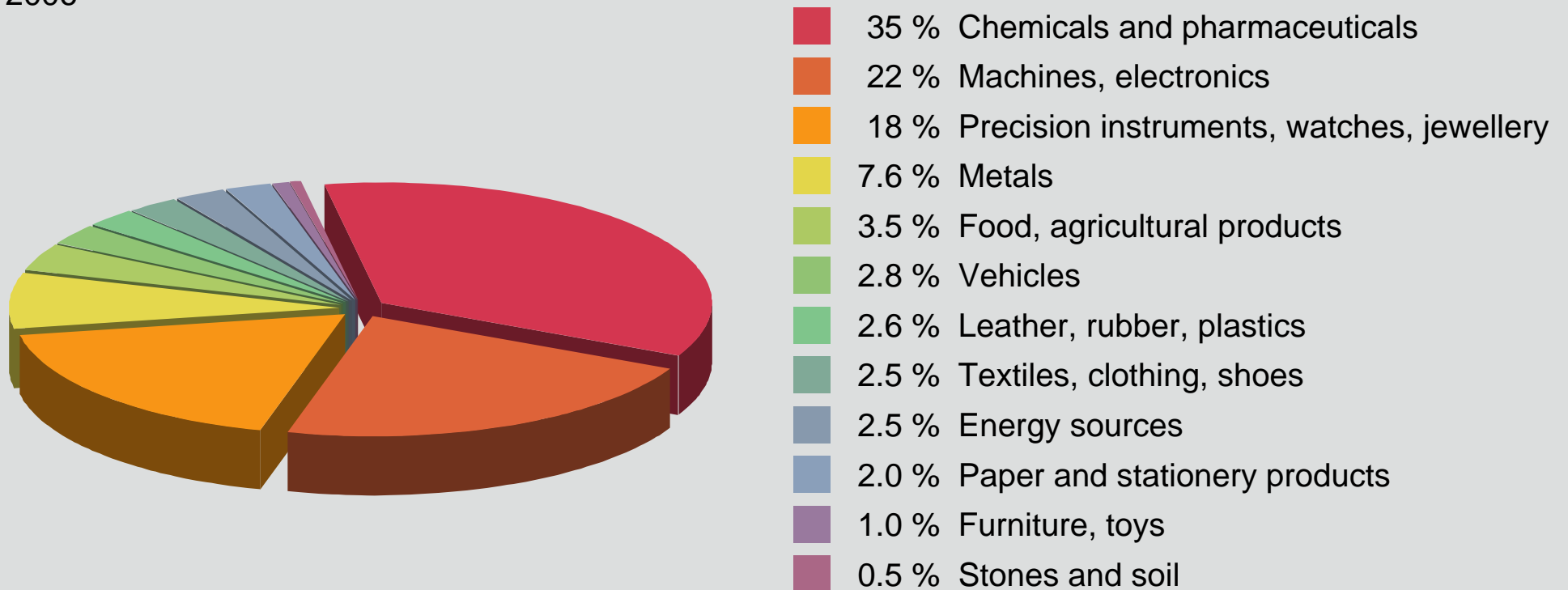


- 68 % Europe
- 20 % Germany
- 9 % Italy
- 9 % France
- 5 % Great Britain
- 16 % Asia
- 4 % Japan
- 2 % China
- 14 % America
- 10 % USA
- 2 % Africa / Oceania



Facts on Swiss Trade

Exports by industrial sector 2006





Facts on Swiss Trade

Who is exporting?

Total number of businesses in Switzerland	300,000	
<ul style="list-style-type: none"> of which large businesses with > 250 employees 	1,028	<i>(0,3%)</i>
<ul style="list-style-type: none"> of which SMEs with < 250 employees 	297,692	<i>(99,7%)</i>
Exporting businesses	36,750	<i>(12,3%)</i>
<ul style="list-style-type: none"> of which < 1/3 of turnover in exports 	21,344	<i>(7,2%)</i>
<ul style="list-style-type: none"> of which between 1/3 and 2/3 of turnover in exports 	6,568	<i>(2,2%)</i>
<ul style="list-style-type: none"> of which > 2/3 of turnover in exports 	8,677	<i>(2,9%)</i>



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Osec BNS Track record in 2006

- Mandates: 360 (+18%)
- Contacts to customers: 13,660 (+51%)
- Customer satisfaction Advice: 92% (+2.2%)
- Customer satisfaction Trade fairs: 90%
- Members Osec: 1,268 (+0.3%)
- Staff Osec: 80 (+ 60 abroad in the SBH's)
- 37% of the Swiss companies know Osec (unprompted awareness)



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What's changing in 2008

osec

business network
switzerland



LOCATION 
Switzerland

SOFI
SWISS ORGANISATION FOR
FACILITATING INVESTMENTS

 **serv**

Schweizerische Exportrisikoversicherung
Assurance suisse contre les risques à l'exportation
Assicurazione svizzera contro i rischi delle esportazioni
Swiss Export Risk Insurance

sippo 
— swiss import —
promotion programme



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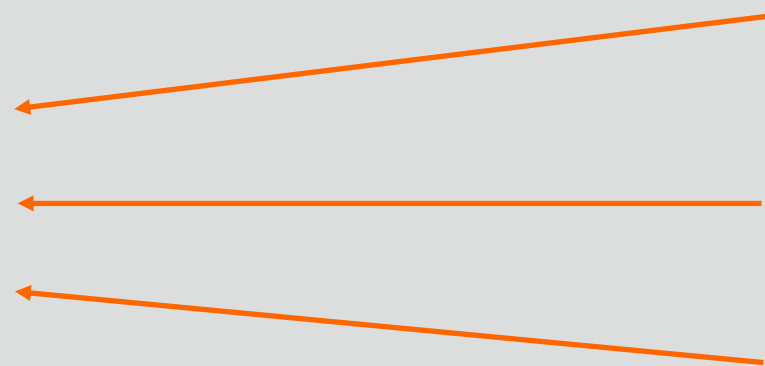
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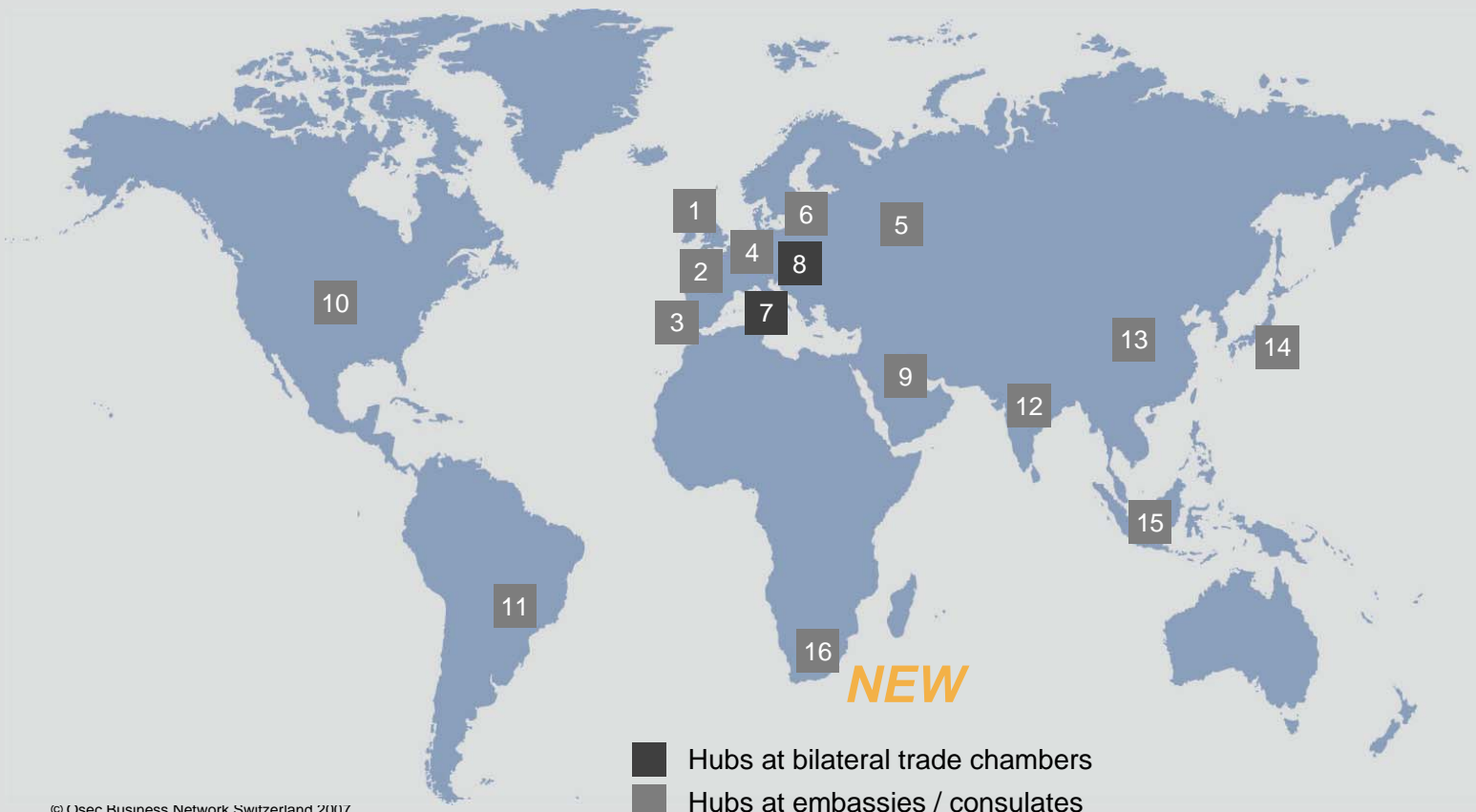


The Business Network Switzerland

- Swiss Business Hubs in 85 target countries (soft trade partners)
- Bilateral chambers of commerce abroad (project partners)
- Embassies, consulates general, consulates (standardized basic provision)
- Private specialists (case-by-case collaboration)
- Federal organizations (SOFI, SIPPO, SERV)



The SBH's



- 1 Great Britain
- 2 France
- 3 Spain
- 4 Germany
- 5 Russia
- 6 Poland
- 7 Italy
- 8 Austria
- 9 Dubai
- 10 USA
- 11 Brazil
- 12 India
- 13 China
- 14 Japan
- 15 ASEAN
- 16 South Africa

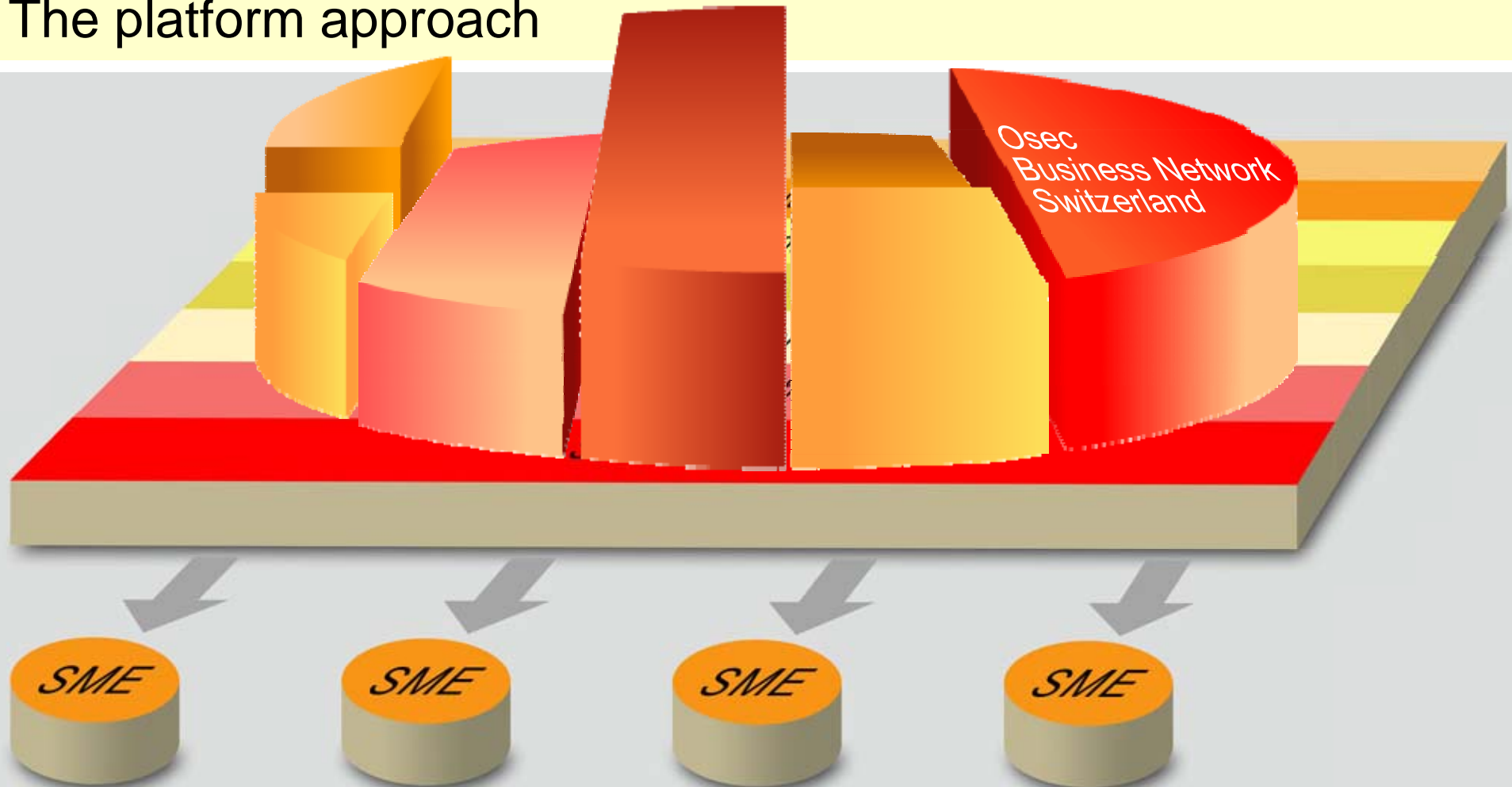


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- **Key elements of our strategy**
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Key elements of our strategy: The platform approach





Key elements of our strategy: Customer Orientation

Customer segments

Starters

- Exports account for <5% of current turnover
- Very limited or no past experience with exports
- No full resources assigned to exports
- No export strategy
- No fixed direct or indirect representation outside Switzerland

Expanders

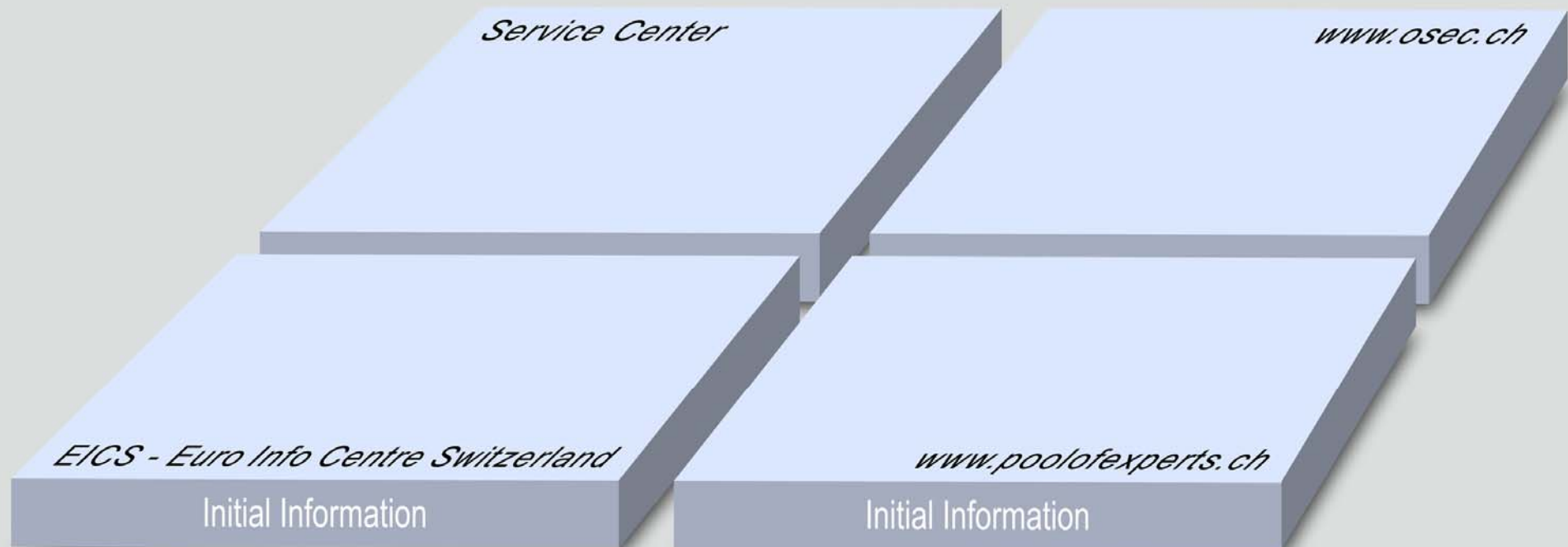
- Already doing business in at least one market – especially in neighbouring countries
- Exports account for between 10 and 30% of current turnover and growth
- Certain degree of export specialization within the company
- Export strategy partly fixed
- No direct representation outside Switzerland

Optimizers

- Exports a significant proportion of turnover (>30%)
- Internal resources fully dedicated to export
- Fixed export strategy
- Several direct and indirect representations in various countries

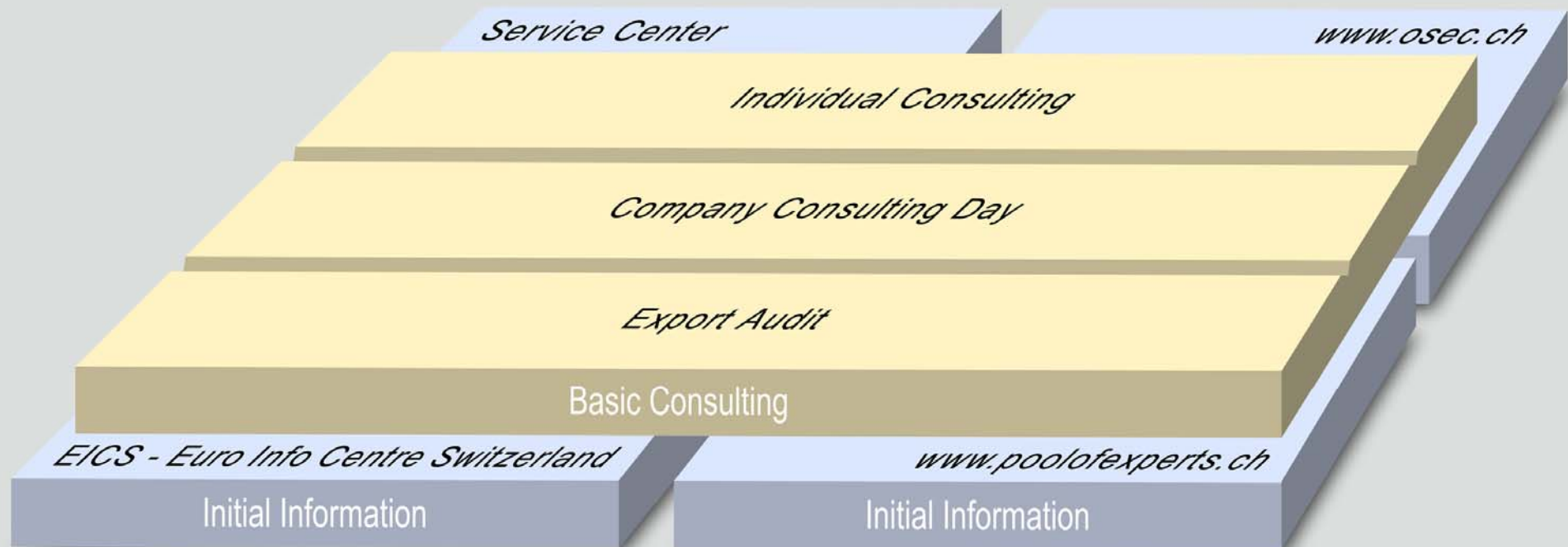


Key elements of our strategy: The Step-by-step model



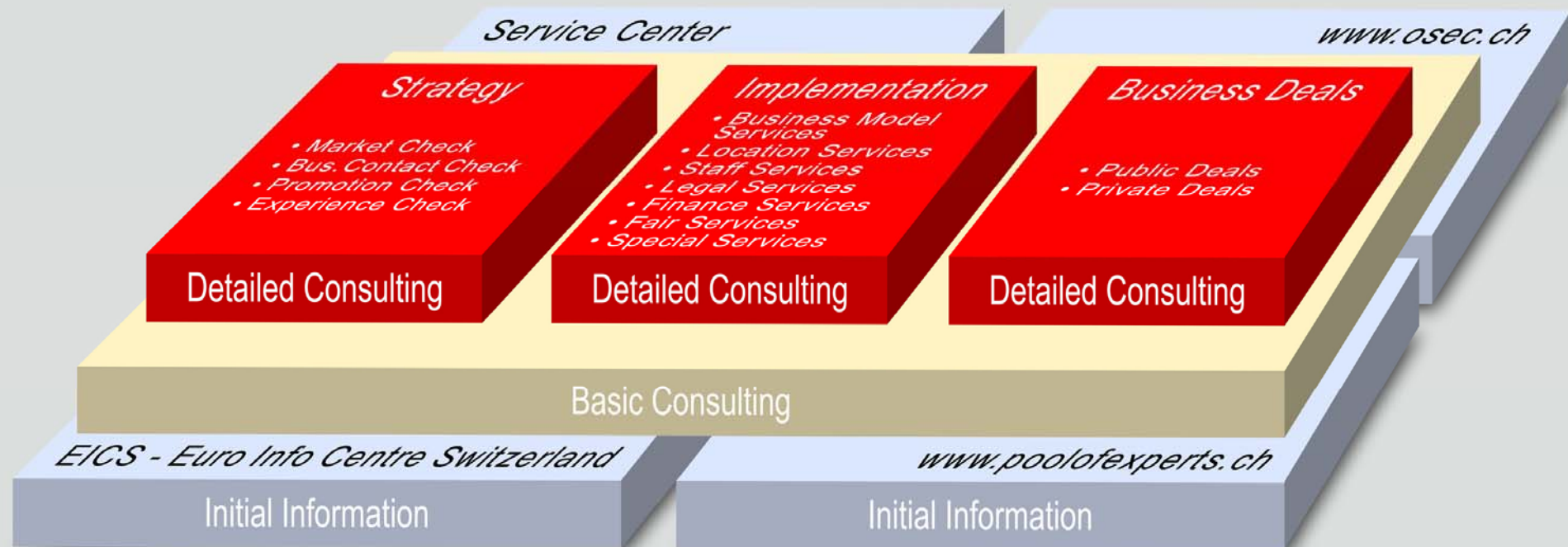


Key elements of our strategy: The Step-by-step model





Key elements of our strategy: The Step-by-step model





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Relation Osec BNS – Chambers/SwissCham: present situation & outlook

Present situation

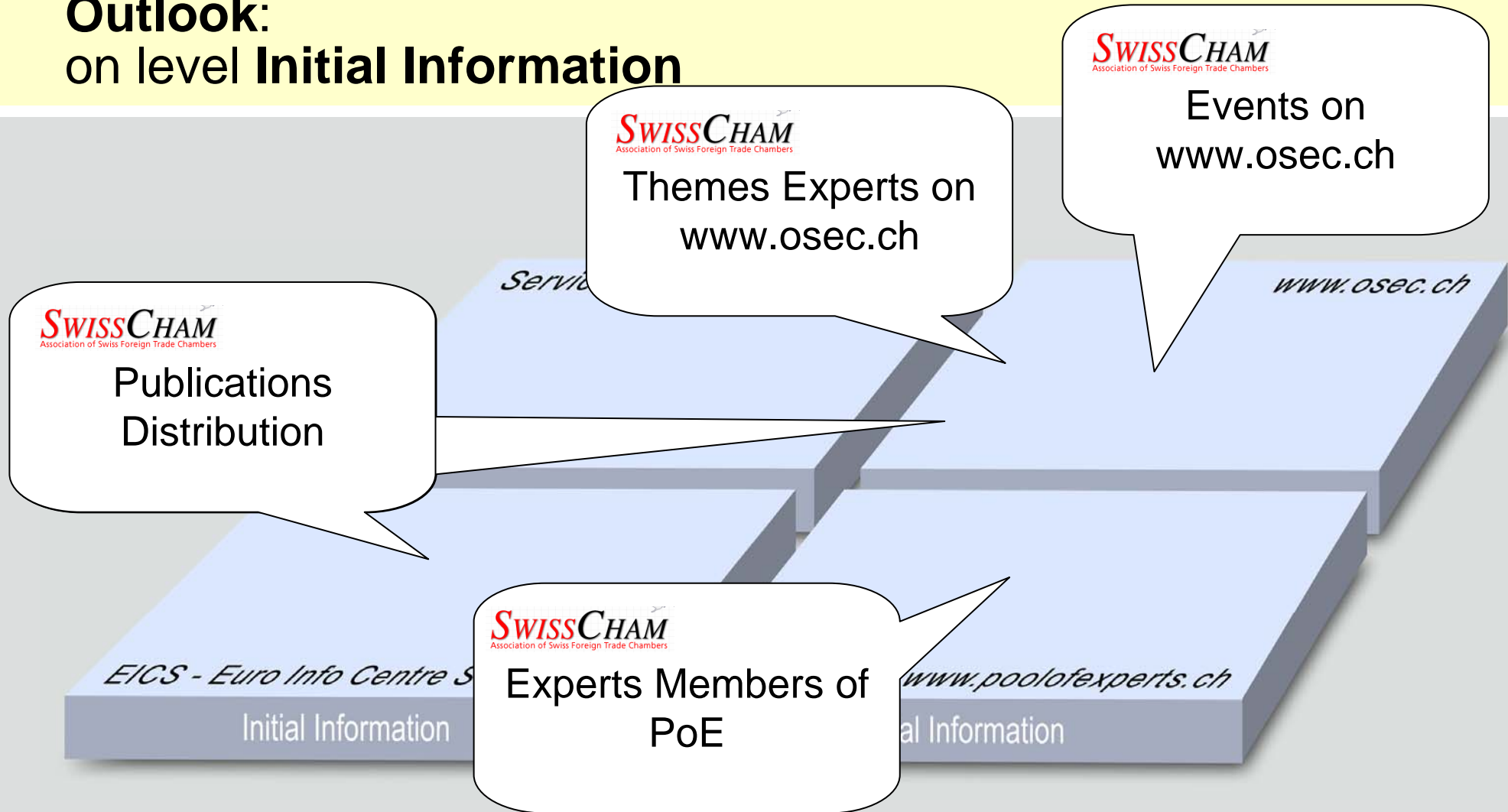
- Co-operation Chambers – Osec more intense than ever
- Referrals: 18 mandates passed to Chambers by Osec BNS
- Trade fairs: 15 Chamber projects supported by Osec BNS
- Common Events: 3 with SBCC Tallin and HST Prague
- Training
- Active dialogue Osec BNS with SwissCham

Outlook

- Co-operation Chambers – BNS
- Co-operation SwissCham – BNS
- Trade fairs



Outlook: on level Initial Information

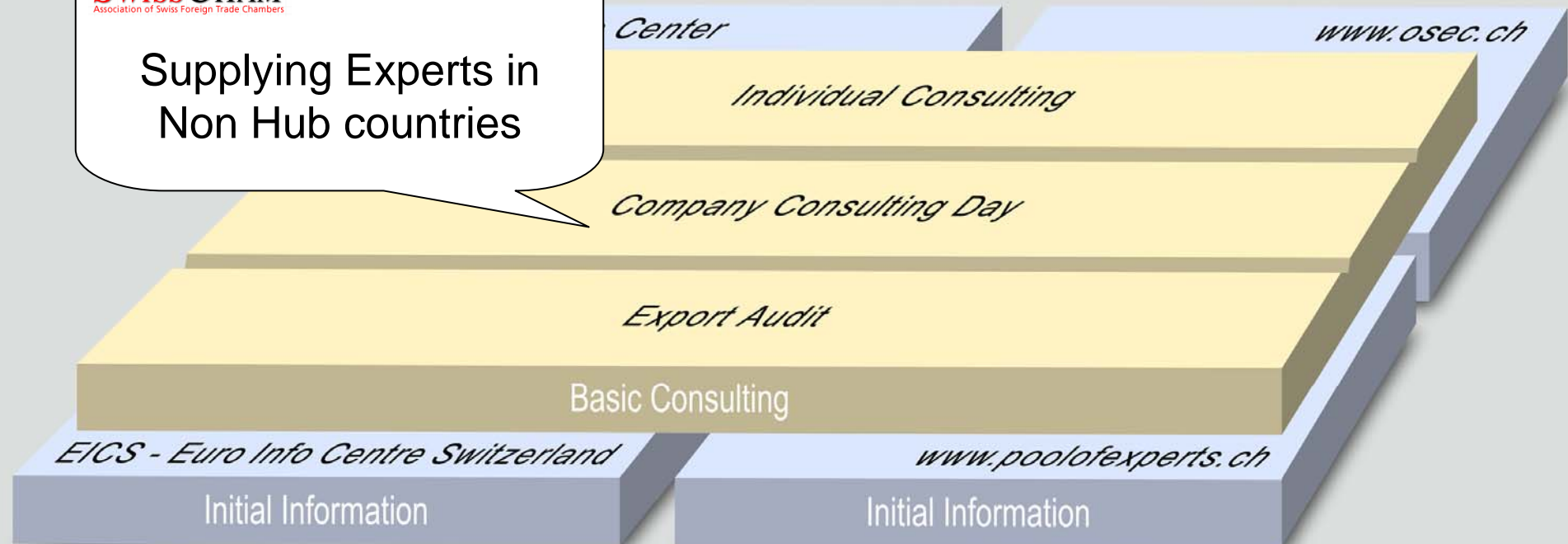




Outlook on level **Basic Consulting**

SWISSCHAM
Association of Swiss Foreign Trade Chambers

Supplying Experts in
Non Hub countries





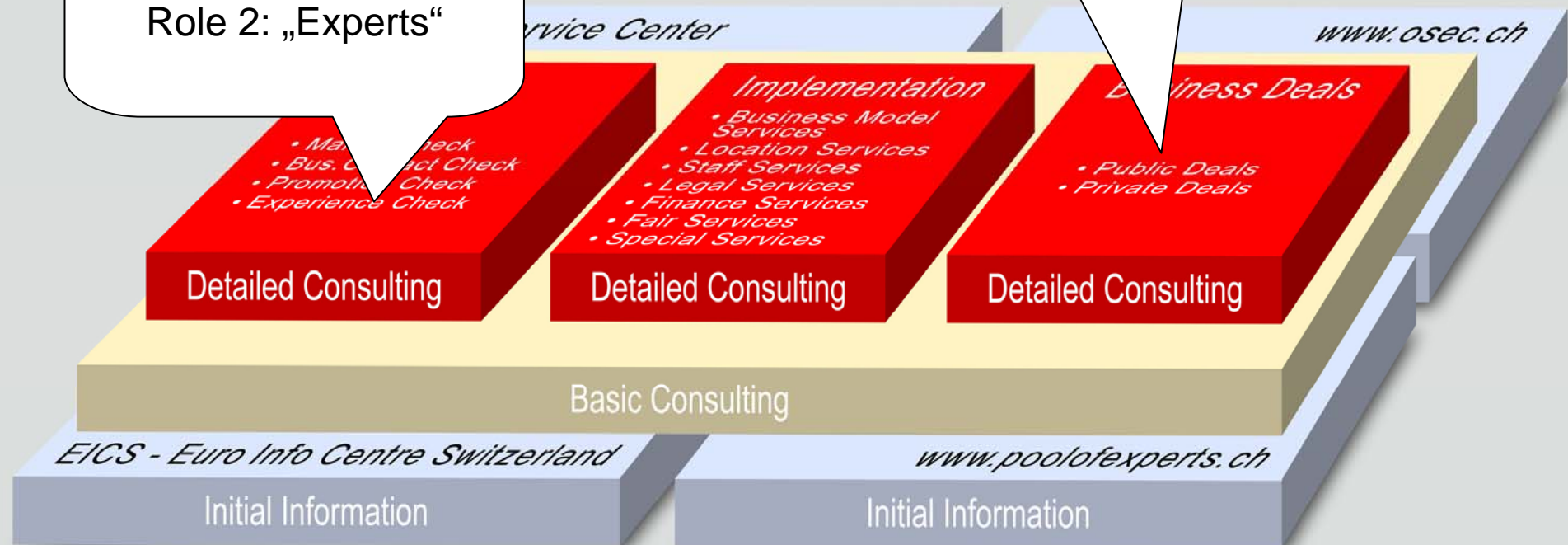
Outlook on level Detailed Consulting



Role 1: „nearly Hub“
Role 2: „Experts“



Co-Organisator for
Trendspottings





Outlook

Trade fairs

12.6-15.6.2007

Hospitalar, São Paulo (Brazil) together with Chamber of Commerce Switzerland-Brazil

14.7.-24.7.2007

Agroexpo Bogotá 2007 together with Cámara de Comercio Colombo Suiza

1.10.-5.10.2007

International Engineering Fair MSV 2007 (Tschechia) together with Chamber of Commerce Switzerland Middle Europe

6.10.-14.10.2007

Innsbrucker Herbstmesse 2007 together with Chamber of Commerce Switzerland-Austria

24.11.-29.11.2007

ITM Internationale Technische Messe, Plovdiv 2007 together with Bulgarian Swiss Chamber of Commerce (BSCC)



Outlook

Events, Training

Events:

- Two company consulting days together with Swiss-Baltic Chamber of Commerce (SBCC) Tallinn and Vilnius
- One company consulting day together with Handelskammer Schweiz-Tschechische Republik (HST) Prague

Co-operation:

- Co-operation between Osec and SwissCham Southern Africa (SCSA) Chapter Gauteng

Training:

- Further training of the employees of the bilateral chambers of commerce



Outlook

SwissCham

- **Secretarial & office facilities**

- general administration
- reporting to the president
- administration of members, marketing
- preparation and organisation of events, board meetings and annual general meetings



Good co-operation with bilateral Chambers of Commerce

Positive examples (just to name a few):

- Argentina
- Australia
- Brazil
- Portugal
- Tschechia
- France
- Poland
- ...



Thank you

The Service Center Business Network Switzerland:

0844 811 812

(From abroad: +41 44 365 57 70)

SwissCham Annual General Meeting 2007

Daniel Küng, CEO Osec Business Network Switzerland