

Doing Business with Switzerland and other EFTA countries



AELC/EFTA



EFTA Seminar Lima, September 26-27, 2007

Switzerland at a glance 2006

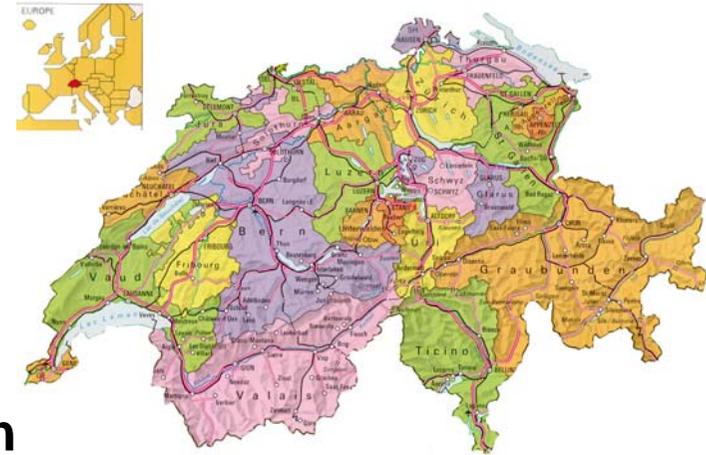
Surface area: 41'285 km²

Dimensions: North-South 220 km East-West 348 km

Capital: Berne

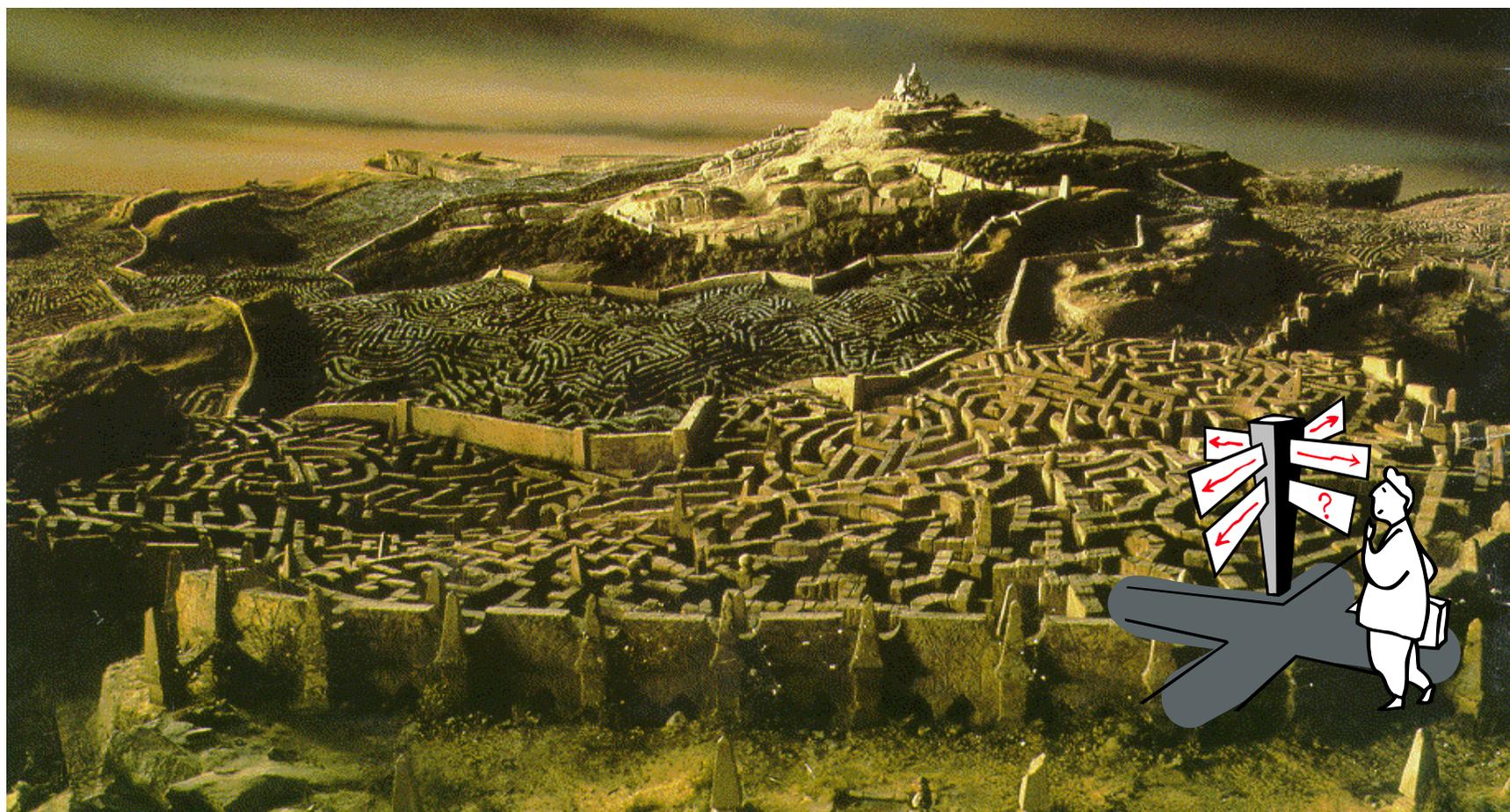
Population: about 7,5 millions

Languages: German 64%;
French 19%;
Italian 8%;
Rhaeto-Romansch
others 8%



	<i>Total</i>	<i>Per capita</i>
Gross Domestic Product / GDP (USD)	334 bln	44'600
Export total (USD)	148 bln	19'721
Import total (USD)	142 bln	18'908

Your export market is also ...



... your “import market“

Regulations and market requirements

- **Health & safety**
- **Patents**
- **Environmental aspects & social accountability**
- **Quality management, Total Quality Management (TQM)**
- **Import duties, levies (food products, anti-dumping), taxes, VAT, import licensing, quota, phytosanitary certificates, bans**
- **Tariffs & non-tariff barriers (technical norms, CE label – EU conformity)**
- **Environment, Social accountability**



Import duties www.tares.ch

Printout of the electronic customs tariff / t@res

Search parameter:
Transport direction:
Import
Tariff number:
6206.3090

Date:
24.09.2007
RC:

Country of origin:
Colombia
Key:

Tariff number	RC	CRKC	Text
6206			Women's or girls' blouses, shirts and shirt-blouses:
6206.30			- of cotton:
6206.3090			- - other

Duty rates: **Normal** 390.00 Fr. per 100 kg gross
 GSP 195.00 Fr. per 100 kg gross

Value added tax: 7.6% biens visés à l'art. 77b LTVA (v. "Remarques", "TVA")

Additional tare: 10 % of the net weight

Remarks on how to fill out the
declaration / additional data:

Net mass in kg

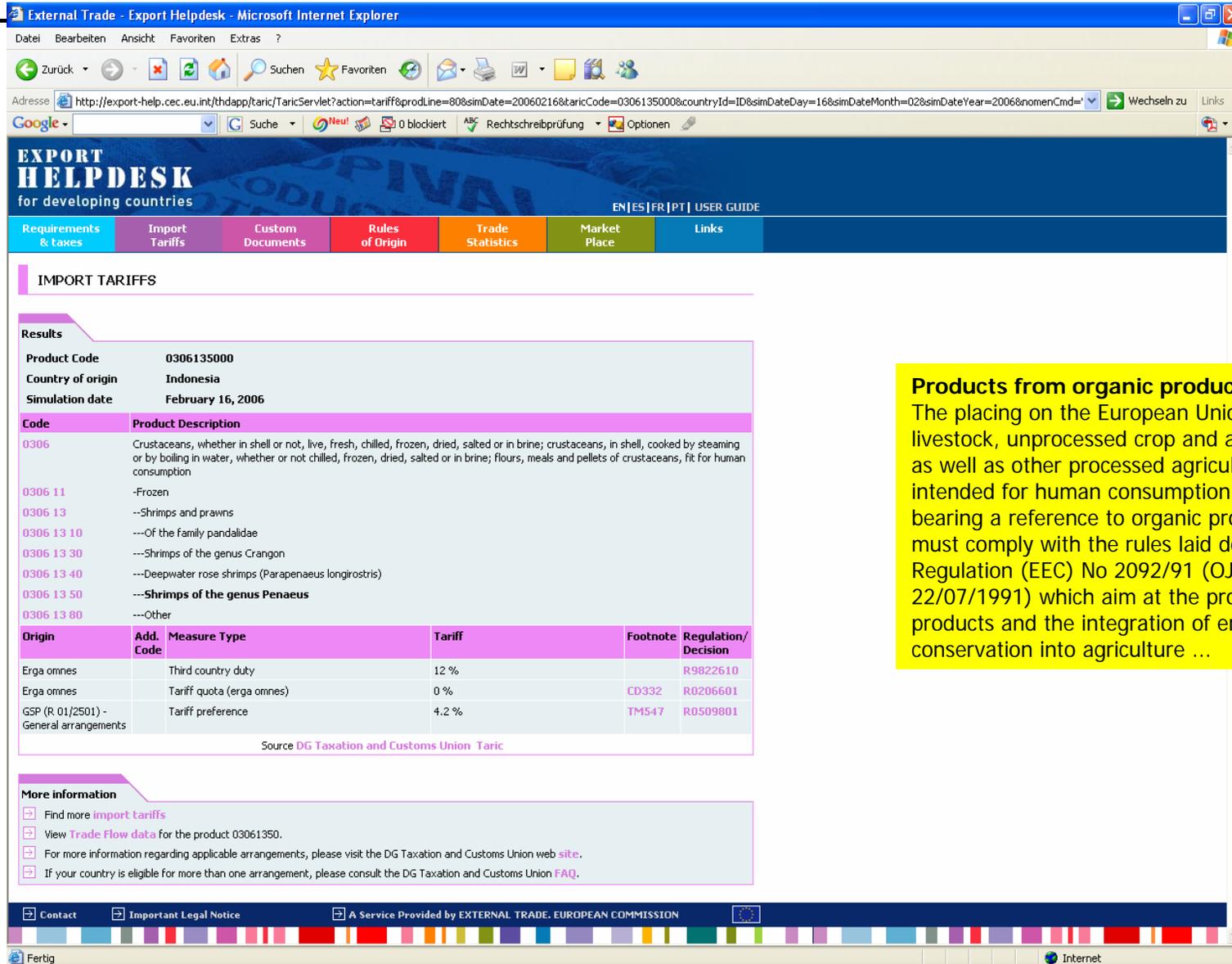
Supplementary in units
units

Abbreviations: **GSP** Developing countries and territories
 Normal Normal rate

This is not a tariff information. The above-mentioned data are not binding. Texts of legal provisions are determining in any case.

Regulations and market requirements

<http://export-help.cec.eu.int/thdapp/taric/TaricServlet>



EXTERNAL TRADE - Export Helpdesk - Microsoft Internet Explorer

Adresse <http://export-help.cec.eu.int/thdapp/taric/TaricServlet?action=tariff&prodLine=80&simDate=20060216&taricCode=0306135000&countryId=ID&simDateDay=16&simDateMonth=02&simDateYear=2006&nomenCmd=>

EXPORT HELPDESK

for developing countries

EN | ES | FR | PT | USER GUIDE

- Requirements & taxes
- Import Tariffs
- Custom Documents
- Rules of Origin
- Trade Statistics
- Market Place
- Links

IMPORT TARIFFS

Results

Product Code: 0306135000
Country of origin: Indonesia
Simulation date: February 16, 2006

Code	Product Description
0306	Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; crustaceans, in shell, cooked by steaming or by boiling in water, whether or not chilled, frozen, dried, salted or in brine; flours, meals and pellets of crustaceans, fit for human consumption
0306 11	-Frozen
0306 13	--Shrimps and prawns
0306 13 10	---Of the family pandalidae
0306 13 30	---Shrimps of the genus Crangon
0306 13 40	---Deepwater rose shrimps (<i>Parapenaeus longirostris</i>)
0306 13 50	---Shrimps of the genus Penaeus
0306 13 80	---Other

Origin	Add. Code	Measure Type	Tariff	Footnote	Regulation/ Decision
Erga omnes		Third country duty	12 %		R9822610
Erga omnes		Tariff quota (erga omnes)	0 %	CD332	R0206601
GSP (R. 01/2501) - General arrangements		Tariff preference	4.2 %	TMS47	R0509801

Source DG Taxation and Customs Union Taric

More information

- Find more [import tariffs](#)
- View [Trade Flow data](#) for the product 03061350.
- For more information regarding applicable arrangements, please visit the DG Taxation and Customs Union [web site](#).
- If your country is eligible for more than one arrangement, please consult the DG Taxation and Customs Union [FAQ](#).

Contact | Important Legal Notice | A Service Provided by EXTERNAL TRADE. EUROPEAN COMMISSION

Fertig | Internet

Products from organic production

The placing on the European Union (EU) market of livestock, unprocessed crop and animal products as well as other processed agricultural products intended for human consumption or animal feed bearing a reference to organic production methods must comply with the rules laid down by Council Regulation (EEC) No 2092/91 (OJ L-198 22/07/1991) which aim at the promotion of quality products and the integration of environmental conservation into agriculture ...

Peru and Switzerland

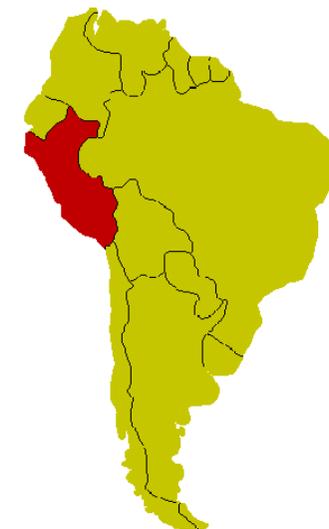
Trade of Goods Switzerland - Peru 2006 (USD)



Total: Mil. \$ 27.6



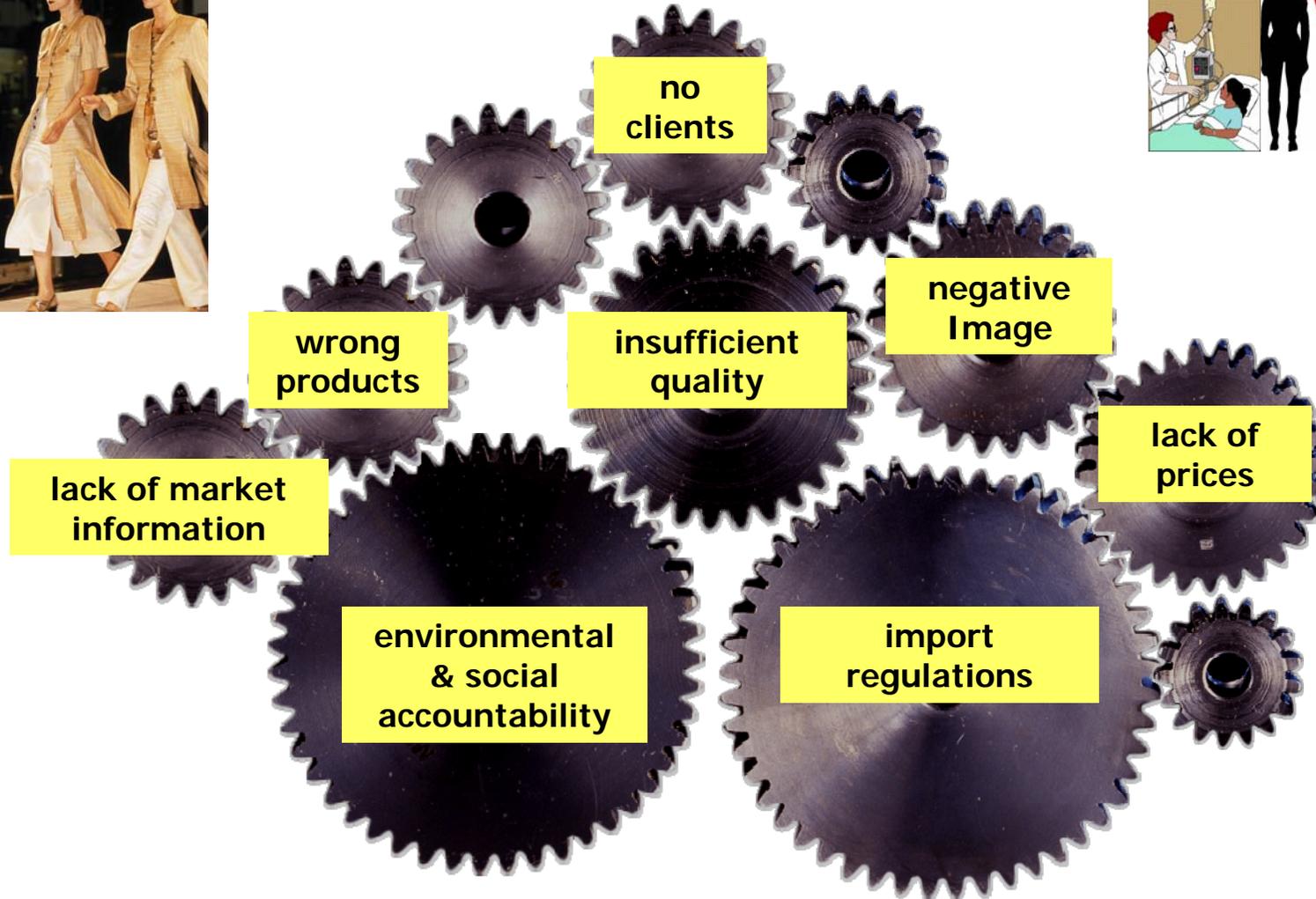
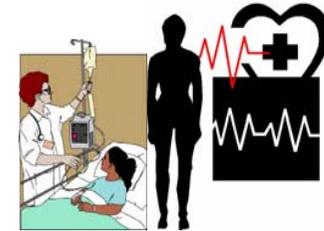
Total: Mil. \$ 74.1



Trade Peru and Switzerland 2006 (USD)

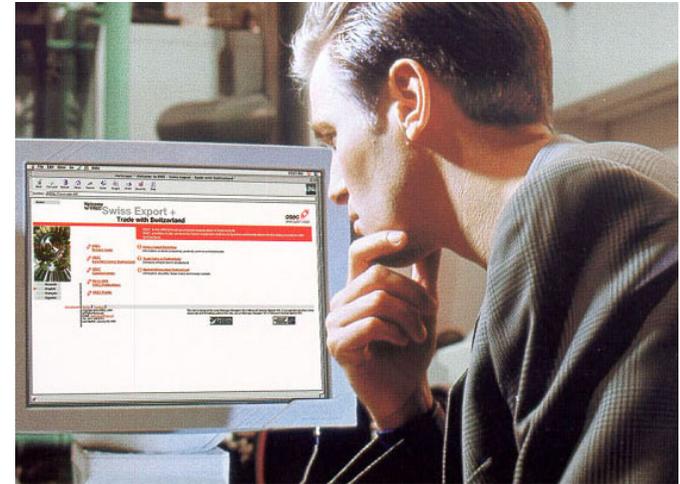
Product groups	Imports from Peru		Exports to Peru	
	USD	%	USD	%
Total	27'522'547	100	74'111'956	100
Food, agricultural products, fish & seafood	18'804'656	68.3	3'906'873	5.3
Energy products			8'638	0.0
Textile, clothing, shoes	1'176'069	4.3	1'074'005	1.5
paper and graphics	22'524	0.1	441'192	0.6
Leather, rubber, plastics	71'580	0.3	990'679	1.3
Chemicals and pharmaceuticals	134'838	0.5	25'637'289	34.6
Industrial minerals	308'471	1.1	41'746	0.1
Metal and metal products	227'778	0.8	1'677'455	2.3
Machines and electronics	5'923'415	21.5	28'478'150	38.4
Motor vehicles			147'606	0.2
Instruments, watches, jewellery	218'850	0.8	10'839'945	14.6
Miscellaneous products	59'910	0.2	817'915	1.1
Precious metals and stones	557'710	2.0	49'692	0.1
Art and antiques	16'744	0.1	769	0

Neglecting market trends



The vital first step to export success

- Trade and Market information CH/EU
- Country-specific rules and regulations in the export-import and investment fields
- New business opportunities
- Norms and standards, quality requirements, certificates, appropriate design
- Export marketing planning: a must



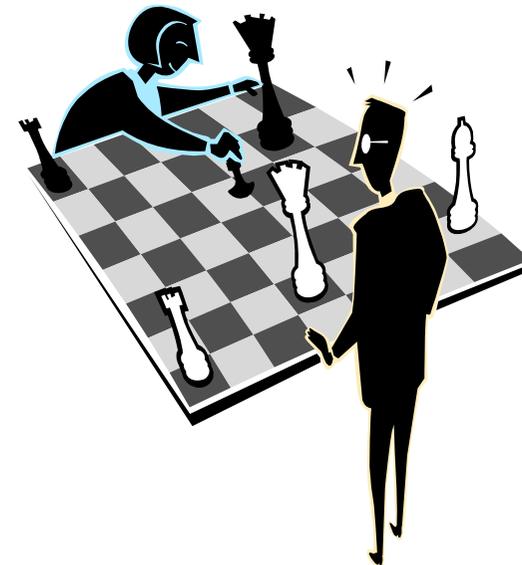
⇒ **SIPPO brochures and hand-outs**
www.sippo.ch

You, as a potential exporter

- Is my company ready to export?
- Where can I obtain expert information on foreign markets?
- Where and how can I find new sales outlets?
- How do I locate the right business partner in my target market?
- Who can help me launch products and services anywhere in the world?
- Where can I find new suppliers?

Export Marketing Planning: a Must

- ✓ Market assessment and selection
- ✓ Company assessment
- ✓ SWOT
 - internal analyses: Strengths, Weaknesses
 - external analyses: Opportunities, Threats
- ✓ Strategic action
 - Business plan
 - Marketing plan
- ✓ Terms of payment
- ✓ Terms of delivery
- ✓ Price strategy



Trends in Europe

Sustainability Marketing

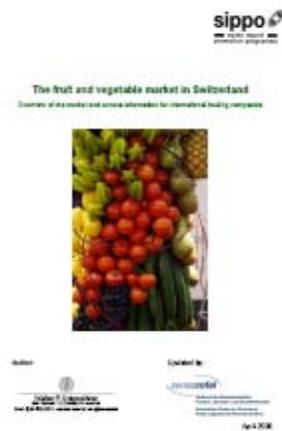
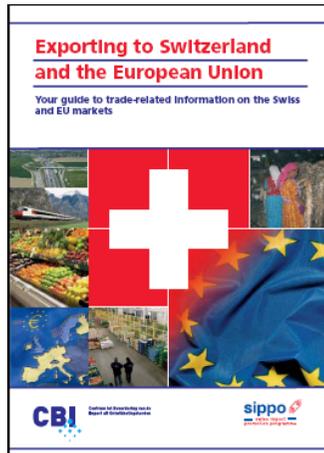
**Consumer
market trends**

Ecology

**Social
Aspects**



Trade & market information





„5 am Tag“ - the health campaign

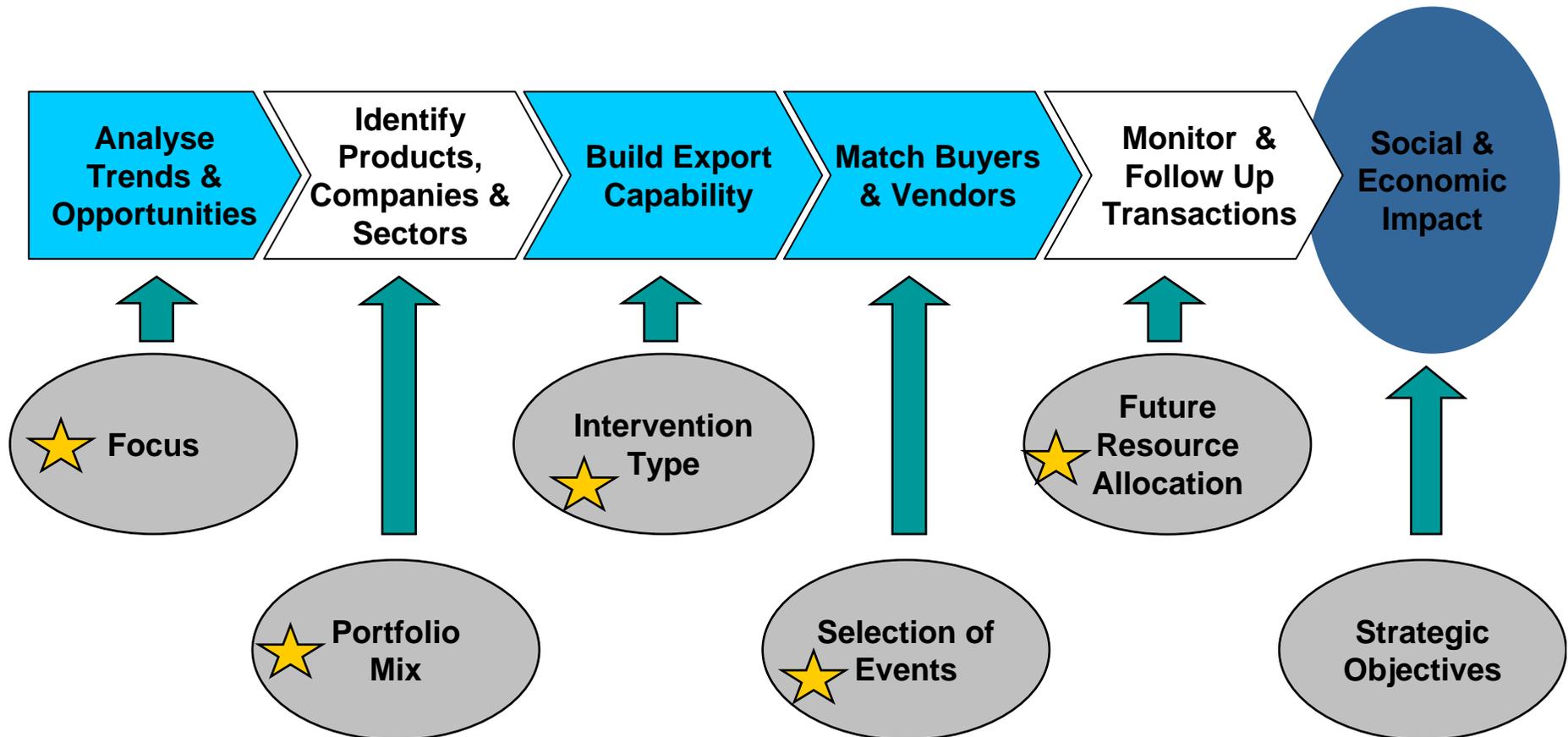


Five a day that is:

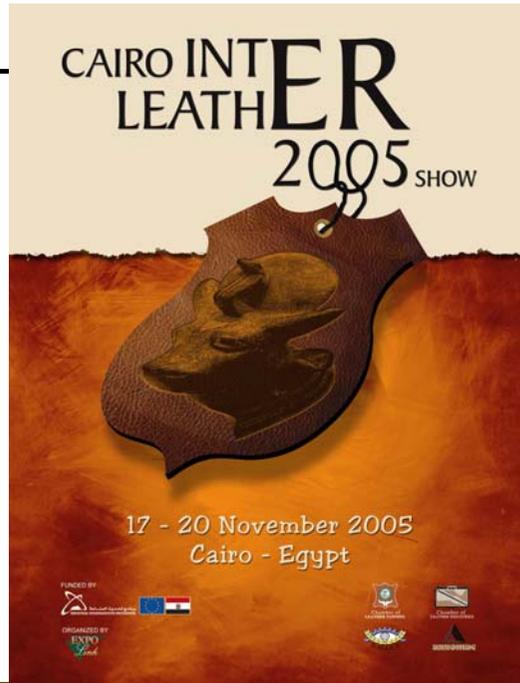
- the consumption of 2 portions of fruit and 3 portions of vegetables daily
- a healthy nutrition with pleasure
- rich in vitamins
- rich in mineral nutrients
- digestive
- low-calorie food
- precautionary health protection
- cancer precaution
- diversified
- delicious



Key Success Factors for Creating Value Are Present at Each Stage of Activity



Leather from Africa



Alpaca and Pima

Alpaca and Pima

- the Gold of the Andes



We hope you enjoy reading the brochure.



Handicrafts from South Africa



Beans from Peru



Eco furniture from Ghana



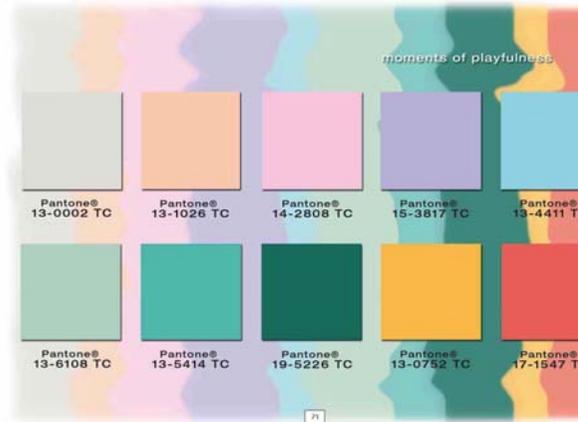
Aquaculture Peru



Jewellery



Fashion Forecast 2008



moments of playfulness

WOMENSWEAR

Feel confident and playful, seductive and experimental, the theme shows color in clear and striking representations. Primary and muted colors are used inspired by southern California, the seascapes, the art scene in Santa Fé, Las Vegas and ocean shores. Extra large designs are important based on prints as Mondrian or surrealism and kitsch. First the style is expressive, luxurious and with a showy effect, then it comes sitting and sporty as a summer look. Fabrics show satins, sequins, varnish and shiny effects in color supplemented by smooth cotton, linen, tulle, stretch quiltes, chiffons in layering, sheering effects, colorful stripes and prints. The color ambience is very colorful in uni, bi and multicolors and fresh, sporty combinations with neutral colors.

The look: The style is expressive with a showy effect, supplemented by sportswear ideas in a surprising mix. Colorful Tahiti, trapezoid shaped and cold dresses, wide tunics and blouse forms with pleatons, piping and detailed details, layered and balloon dresses, live straps, wrap-around, balloon and pleated skirts, mini skirts and shorts, T-shirts in layering, mini blazers, blouses with knitted cuffs, anoraks, parkas, knee and ankle-length jogging trousers supplemented with bikini bouzoni, tunics, mini skirts, jeans in sailor.

Fabrics: Shine in satins, sequins, varnish and sheer look, smooth cotton, stretch quiltes, chiffons, metallic jacquards, fit coupes, colorful and striking embroideries and appliques, sequins as all-over and printed, embroideries in 3D, prints, high-tech fabrics in varnished and glass look, transparent, transparent, balloon silk, denim in colors, white, delaines, with metal prints.

Patterns: 3D-motifs in Mondrian style, Jackson Pollock, man Ray, degradé and flower patterns, graphic motifs, sporty stripes, colorful checks, pop-art, applique motifs.



Handicraft Forecast



SIPPO Swiss Import Promotion Programme
 Stampfenbachstrasse 85
 CH-8035 Zurich
 Telefon: (41) 44 365 53 65
 Fax: (41) 44 365 52 02
 Email: jdoytchinov@sippo.ch
 Internet: www.sippo.ch



Mozambique: Cashew nuts – kernels, Mini Légumes



- 1980: worldwide largest producer of cashew nuts
29 processing companies
- 1990: due to liberalization no more processing companies,
direct export of unprocessed cashew nuts
- Today: thanks to technical support, 12 functioning processing
companies for the production of kernels (white cashew nut)
with the support of SECO

Special trade fair participation Fruit & Vegetable in Berlin



Software Jordan and Palestine



Organic production

Advantages

- Market opener / competitive product / price premium
- Steady buyer, co-operation
- Natural production sites
- Positive image
- Market trends in Europe

Opportunities

- opportunities for smaller producers in rural areas
- favours “natural” production methods
- can often be applied in developing countries on current production, but needs certification



Organic olive oil from Jordan and Palestine

Your USP in the future

- UMP: Unique marketing proposition
- SSP: Sustainable social proposition
- UEP: Unique environmental proposition



Peruvian Food



Eco Tourism



17 Paseos Amazonicos Jungle Lodges

Iquitos



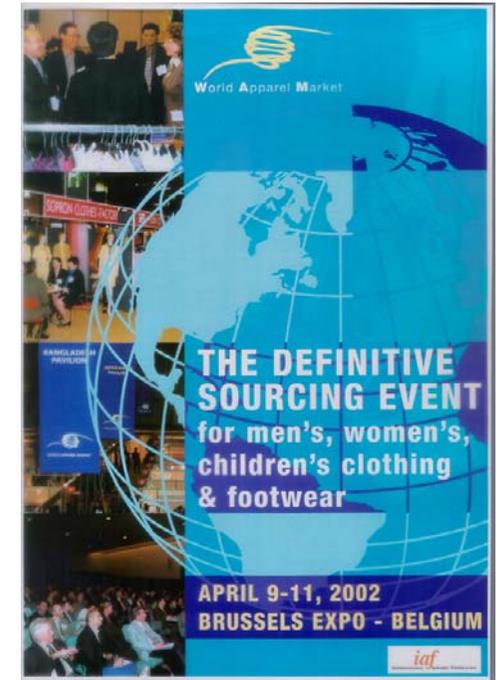
Wine from South East Europe



What is Marketing?

Marketing can be:

- Communication (quality, USP, region, certificates)
- Mailings, advertisement, publicity, trade fairs
- Reliability, confidence, trust
- Pricing, discounts, special offers, packaging, labels
- shopping center, house delivery, e-commerce
- a smile in the direct contact with your client / your customer



Marketing is everything what helps to increase sales.

Mercado



Traditional Marketing Mix

P P P P

Product Price Promotion Place

Product

- Products and services
- Product design (quality, design elements, packaging, brand)
- Extent of range
- Depth of range
- etc.

Price

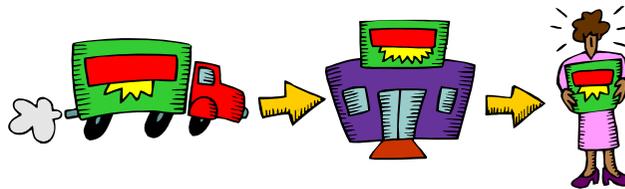
- Pricing method
- Style of pricing
- Discounts and rebates
- Trade margins
- Price relations within range
- etc.

Promotion

- Contacting customers (direct contact, selling/ buying mission, trade fairs)
- Personal sales
- Sales promotion
- Advertising
- Direct marketing
- Public relations
- E-trade
- etc.

Place

- Distribution channels (specialised retailers, wholesalers)
- Style of supply
- Availability
- etc.



Pricing

- **Confidence**
- **Trust**
- **Communication**
- **Reliability**
- **Vision**



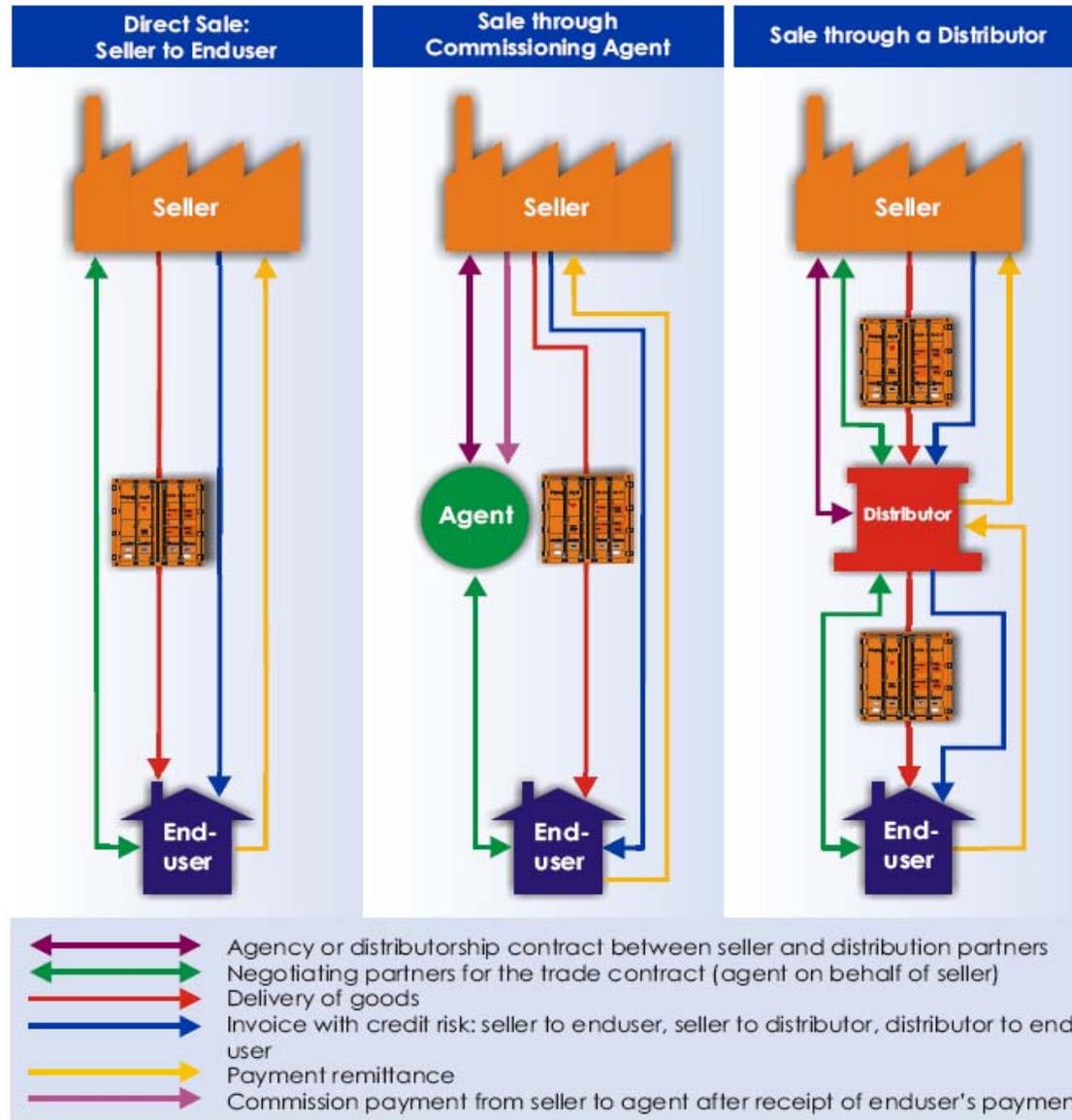
Price



Price: Top-Down calculation

Consumer Price:	1'076	
VAT:	76	+ 7.6%
Market price minus VAT:	1'000	
Margin retailer:	250	= 25%
Price to retailer:	750	
Margin Wholesaler:	90	+ 12%
Price to wholesaler:	660	
Margin Importer:	33	+ 5%
Landed-cost price:	627	
Import duties:	188	+ 30%
Other costs (storage, banking):	15	
CIF (port of destination):	424	
Transportation costs:	120	
Insurance costs:	4	
FOB (port of shipment):	300	
Transportation costs factory to port:	5	
Export price Ex Works (EXW):	295	
Factory cost price:	255	
Export profit (per unit)	40	

Distribution channel



Right contacts

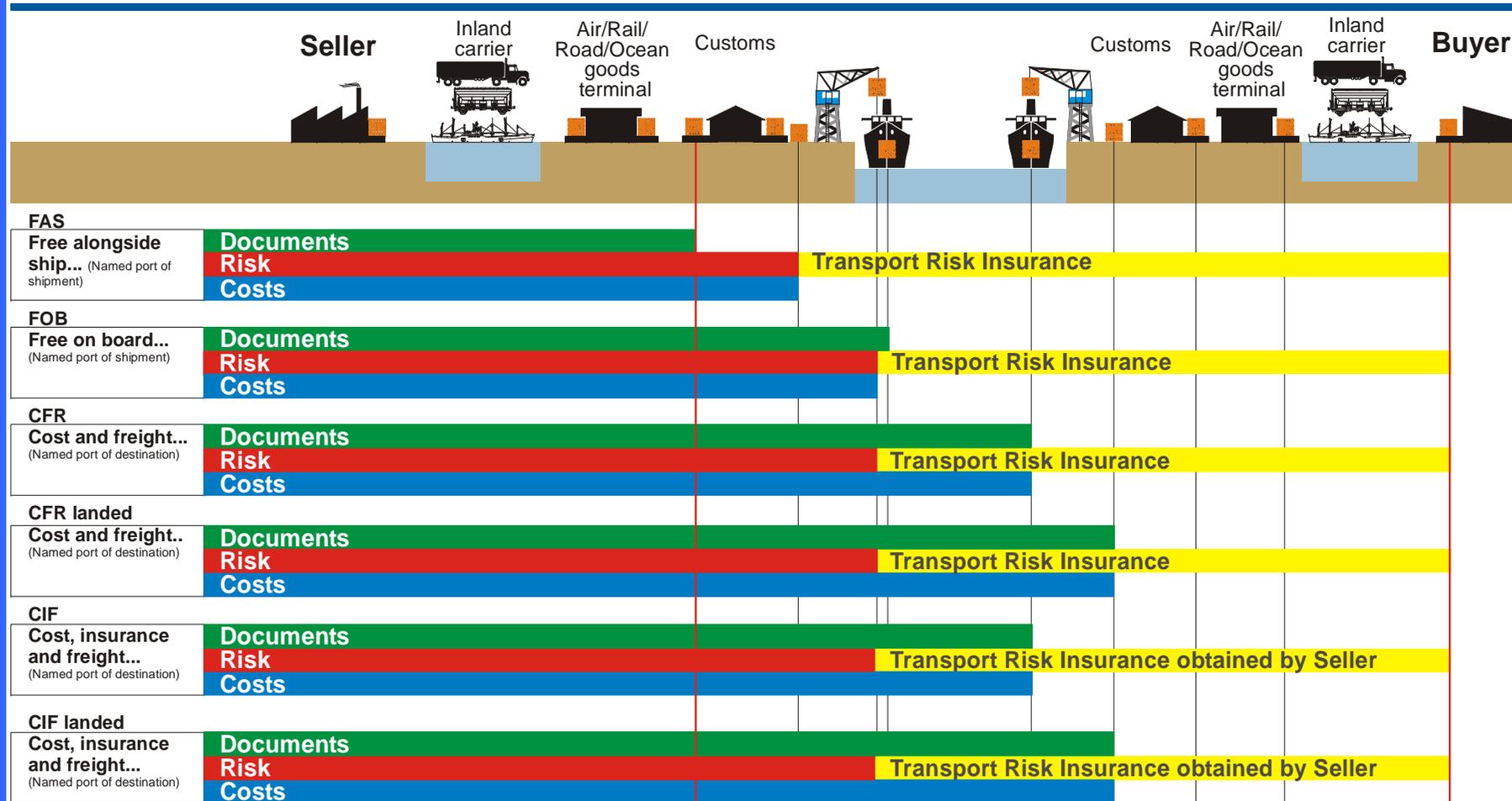


Equipment goods	<ul style="list-style-type: none">■ usually through an agent■ wholesaler act as importer
Raw materials	<ul style="list-style-type: none">■ Swiss manufacturer acts often as importer■ specialised importer
Consumer goods	<ul style="list-style-type: none">■ wholesaler act as importer■ specialised importer

Incoterms

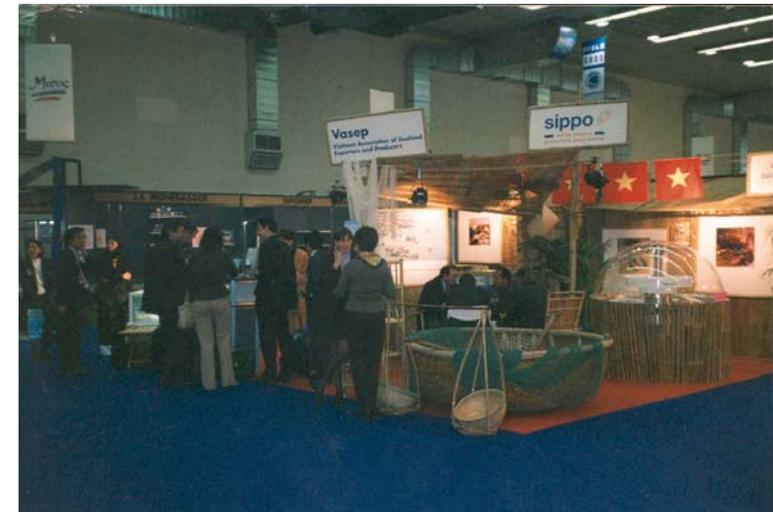
Critical points in international trade

Trade terms for ocean transport



Match-making exporter - importer

- Information for importers
(Brochures, newsletter, general promotion materials, Internet/Website)
- Contacts
 - ⇒ Direct contact
 - ⇒ Selling mission
 - ⇒ Buying mission
 - ⇒ Contact forums
 - ⇒ Trade fairs
- Follow-up
 - ⇒ Interested buyer/importer
 - ⇒ Interested seller/exporter
 - ⇒ PROPEX, ADEX
 - ⇒ Ministry of Trade
 - ⇒ Industrial Associations
 - ⇒ Camara de Comercio Suiza - Peru



Selling / buying mission

Hosting foreign business delegations in Switzerland with Swiss importers and buyers, businessmen and business women



Seminar, workshops

Technical consulting, export marketing, quality management

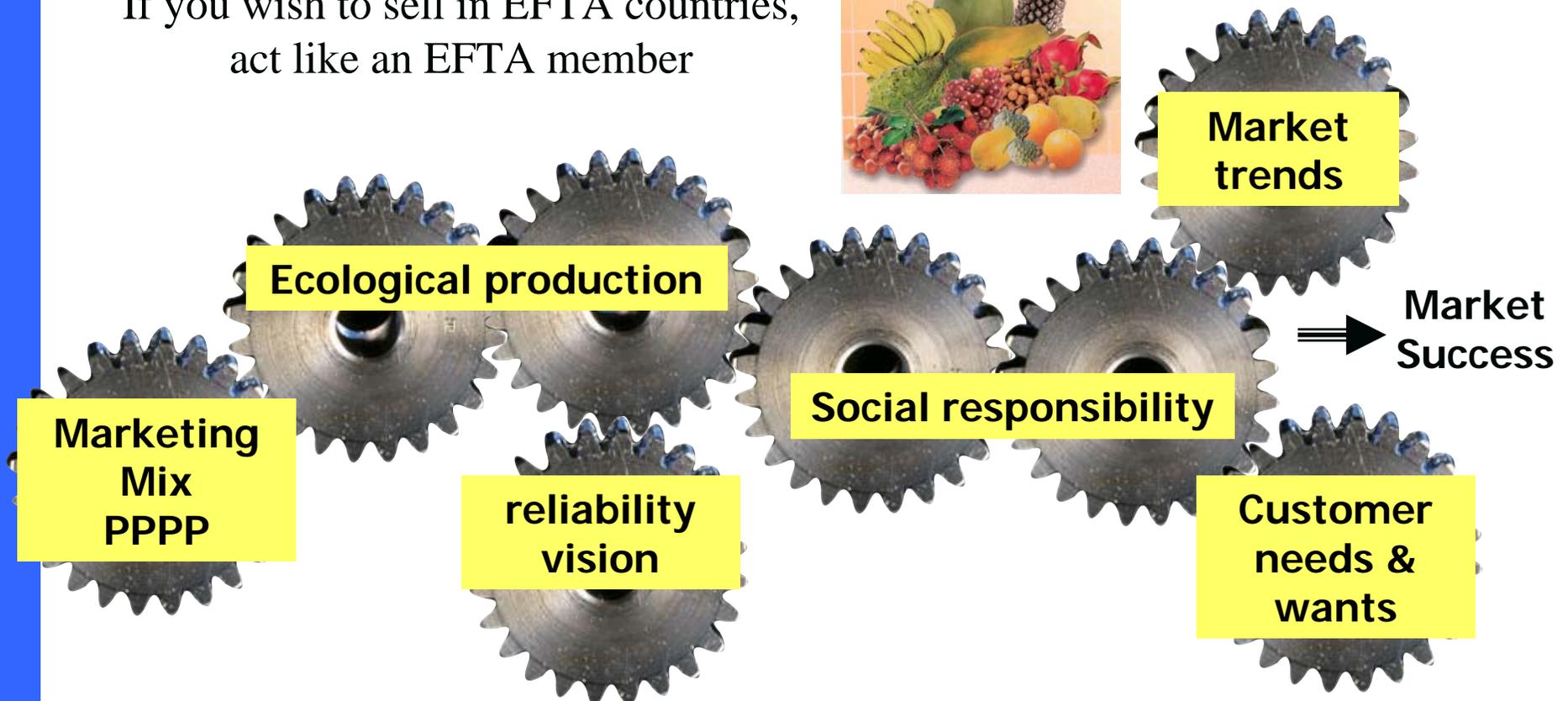


Trade Fairs



Boosting your Exports

“When in Rome, do as the Romans do“
If you wish to sell in EFTA countries,
act like an EFTA member

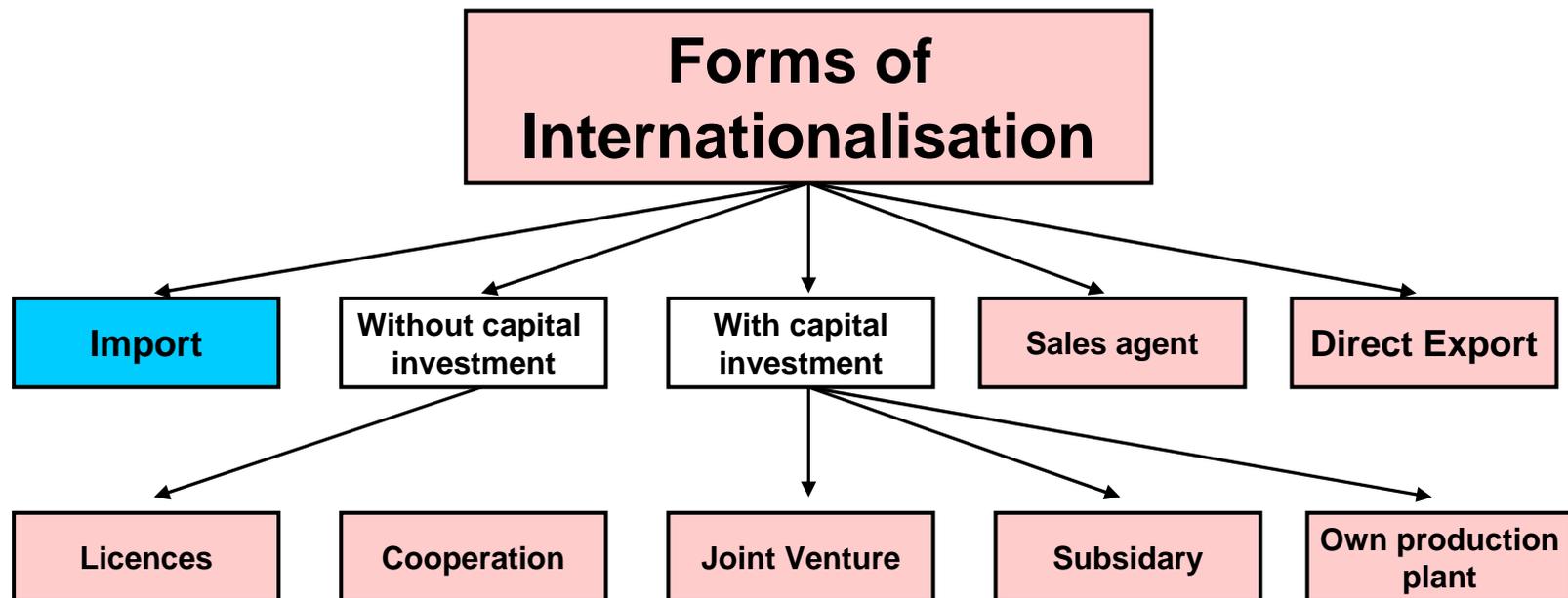


Sustainability Marketing

Your success



Orientation

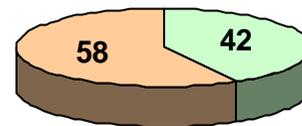


Exporting Swiss companies

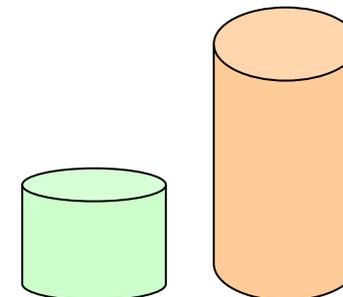
	Exports in relation to total sales			total
	over 2/3	1/3 - 2/3	under 1/3	
micro-company (1-9 employees)	7'222	4'659	14'963	26'844
small-size company (10-49 employees)	1'306	1'165	3'897	6'368
middle-size company (50-249 employees)	584	430	1'096	2'110
big-size company (250 employees and more)	181	86	206	473
Total	9'293	6'340	20'162	35'795

How Switzerland gains profit out of international trade

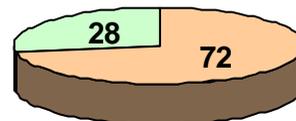
1. Switzerland imports: 58% high-value and 42% low-value products.



2. The value related productivity of the high-quality products is proportionally better by 2:1



3. Switzerland exports: 72% high-value and only 28% low-value products.



Peru -



the place to go for export





Have you any
questions

