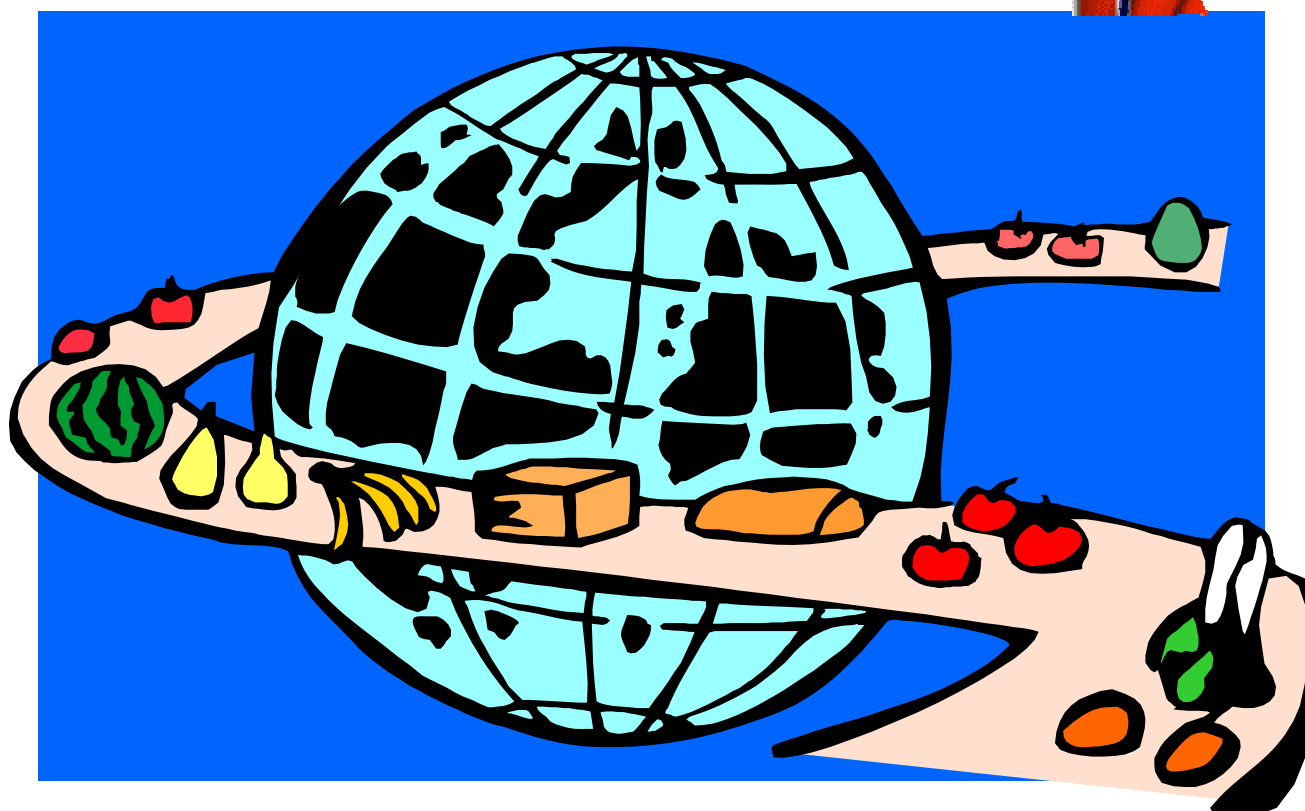


# Doing Business with Switzerland and other EFTA countries



AELC/EFTA



**EFTA Seminar Lima, September 26-27, 2007**

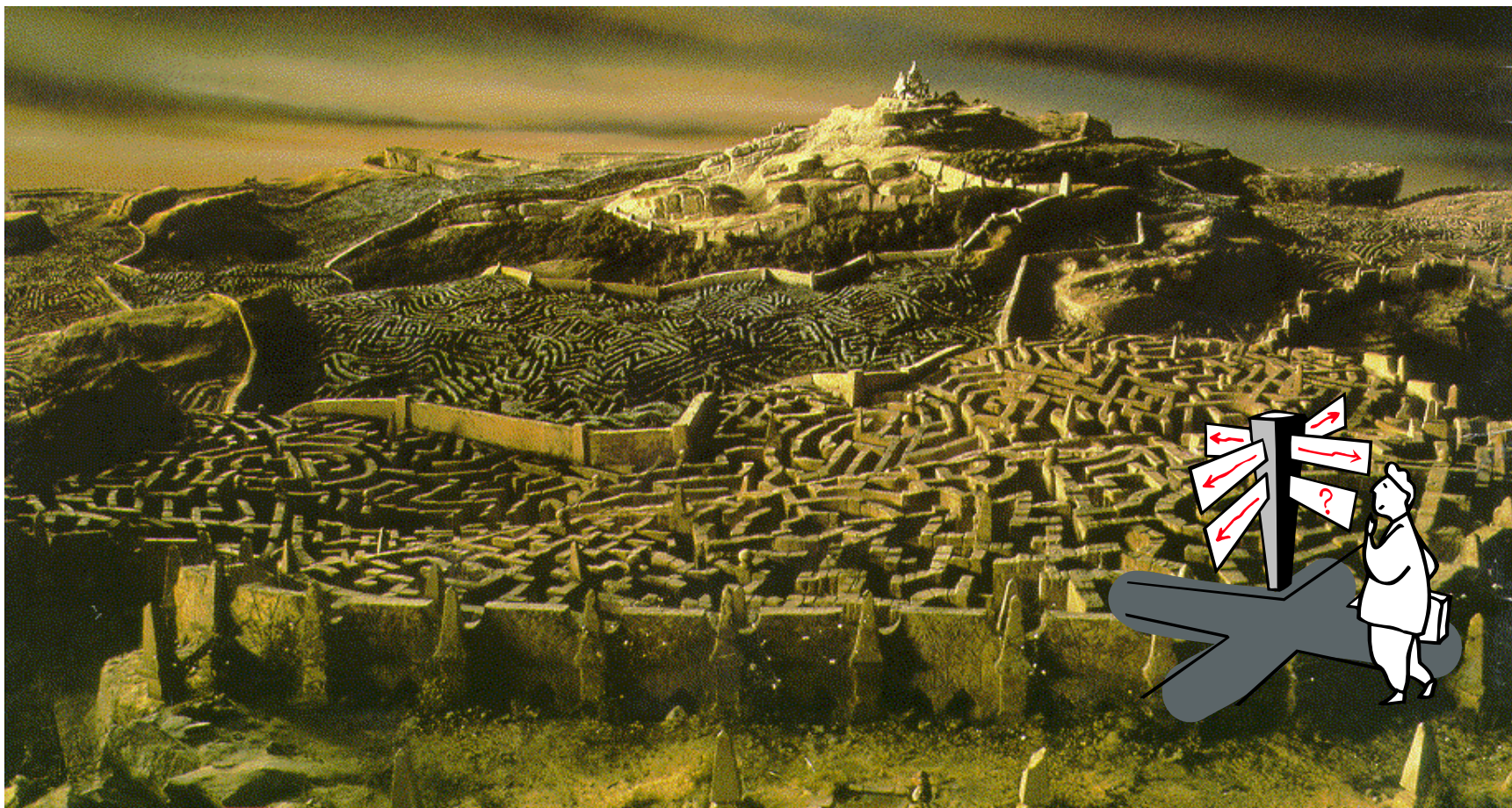
# Switzerland at a glance 2006

|                      |  |
|----------------------|--|
| <b>Surface area:</b> | <b>41'285 km<sup>2</sup></b>               |
| <b>Dimensions:</b>   | <b>North-South 220 km East-West 348 km</b> |
| <b>Capital:</b>      | <b>Berne</b>                               |
| <b>Population:</b>   | <b>about 7,5 millions</b>                  |
| <b>Languages:</b>    | <b>German 64%;</b>                         |
|                      | <b>French 19%;</b>                         |
|                      | <b>Italian 8%;</b>                         |
|                      | <b>Rhaeto-Romansch</b>                     |
|                      | <b>others 8%</b>                           |



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

***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](http://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

Datei Bearbeiten Ansicht Favoriten Extras ?

Zurück Suchen Favoriten

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=> Wechseln zu Links

Google Suche Neu! 0 blockiert ABC Rechtschreibprüfung Optionen

## 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 (Parapenaeus longirostris)  |
| 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

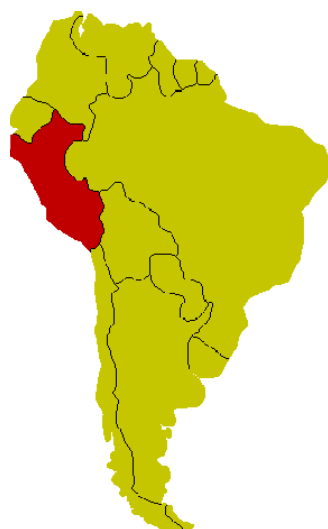
Fertig Internet

### 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

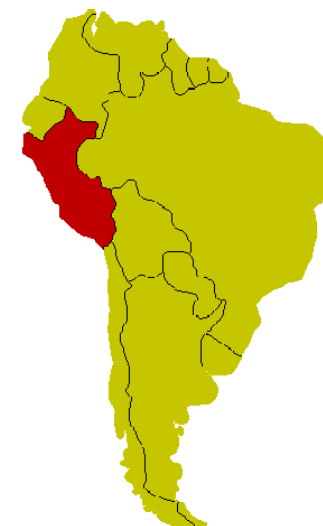
Trade of Goods Switzerland - Peru 2006 (USD)



**Total: Mil. \$ 27.6**



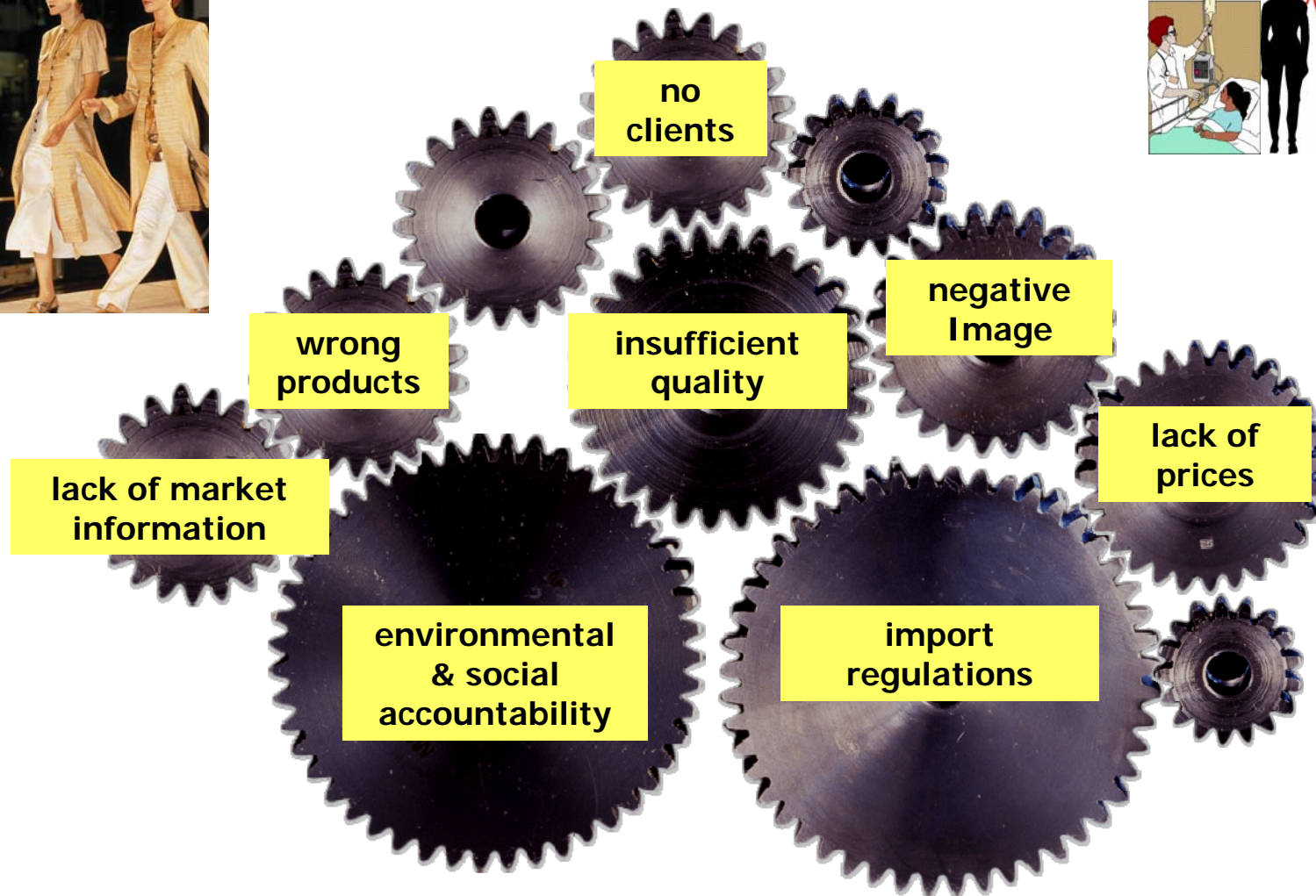
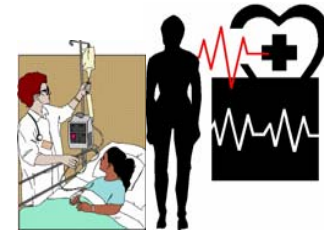
**Total: Mil. \$ 74.1**



# Trade Peru and Switzerland 2006 (USD)

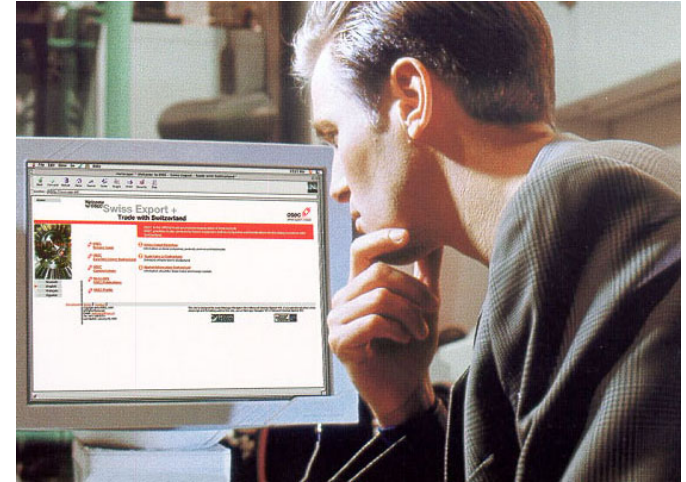
| Product groups                              | Imports from Peru |            | Exports to Peru   |            |
|---|-------------------|------------|-------------------|------------|
|   | USD               | %          | USD               | %          |
| <b>Total</b>                                | <b>27'522'547</b> | <b>100</b> | <b>74'111'956</b> | <b>100</b> |
| 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



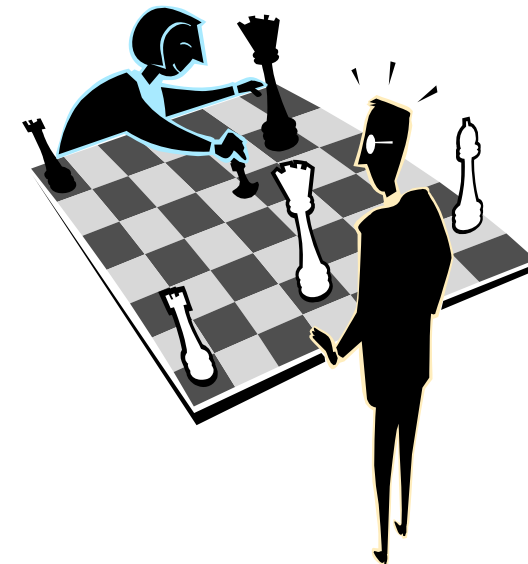
⇒ **SIPPO brochures and hand-outs**  
**[www.sippo.ch](http://www.sippo.ch)**

## 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*

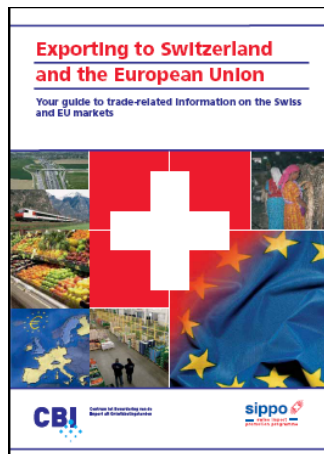
**Consumer  
market trends**

**Ecology**

**Social  
Aspects**



# Trade & market information



## SWITZERLAND AT A GLANCE Exporting to Switzerland



A Special Issue of Sippo for the  
33rd General Assembly of the World Trade Centre Association  
Geneva, October 27th - 29th, 2004

## Natural Ingredients for Pharmaceuticals and for the Food Industry

Overview and market access information  
for producers and international trading companies

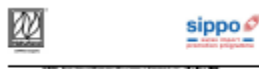


## Organic Coffee, Cacao and Tea

Market, certification and production information  
for producers and international trading companies



## Cultivation Guide Organic Cultivation of Cashew Nuts



## The fruit and vegetable market in Switzerland

Overview of the market and access information for international trading companies



## Software, IT services and outsourcing

The economic significance of the independent software sector  
of Switzerland and the European Union





## „5 am Tag“ - the health campaign

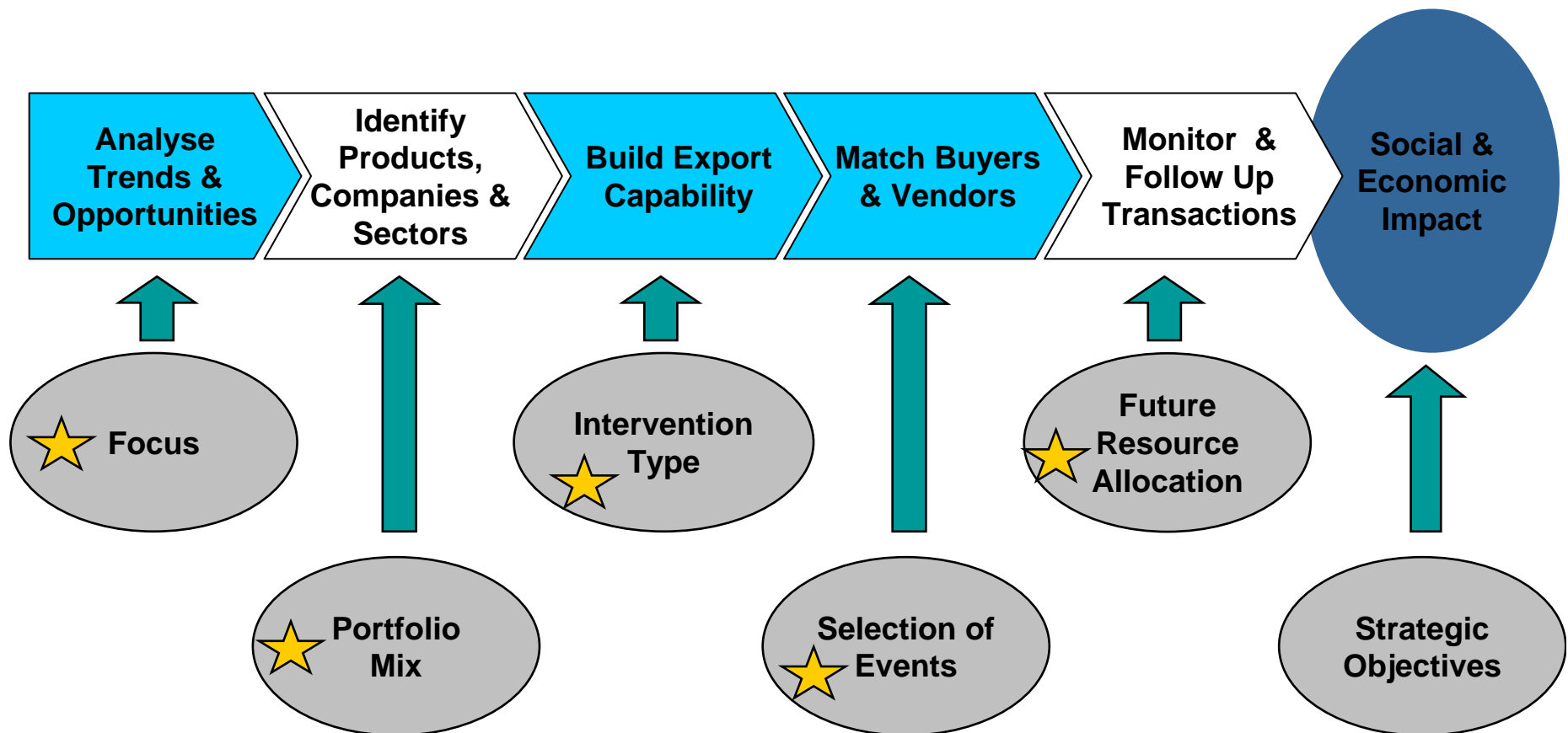


### Five a day that is:

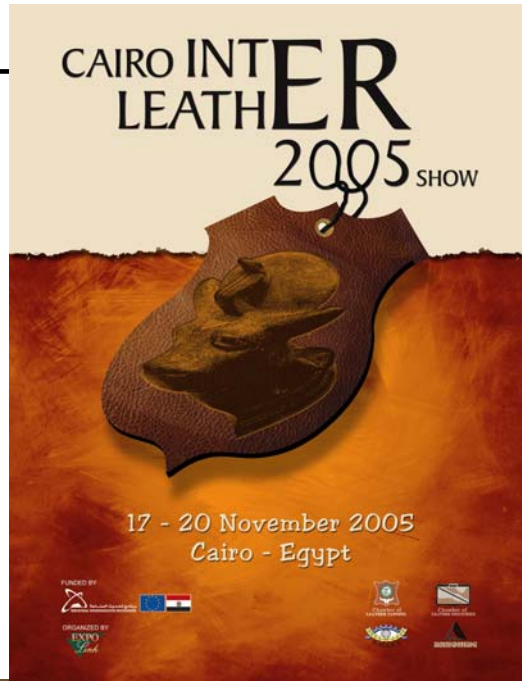
- the consumption of 2 portions of fruit and 3 portions of vegetables daily
- a healthy nutrition with pleasure
- rich in vitamins
- rich in mineral nutrients
- digestive
- low-calorie food
- precautionary health protection
- cancer precaution
- diversified
- delicious



# 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



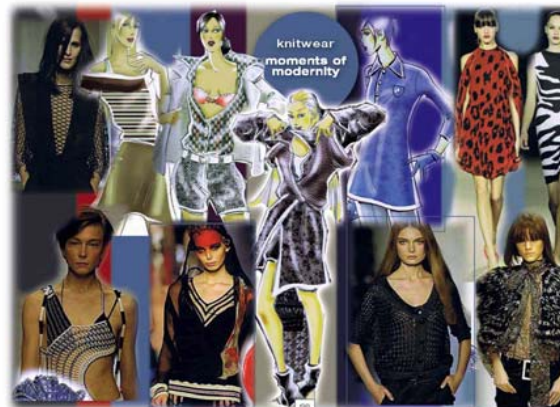
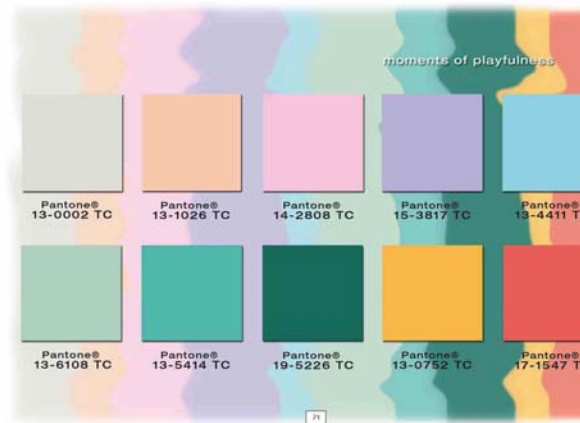
# Aquaculture Peru



# Jewellery



# Fashion Forecast 2008



# 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](mailto:jdoytchinov@sippo.ch)  
Internet: [www.sippo.ch](http://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

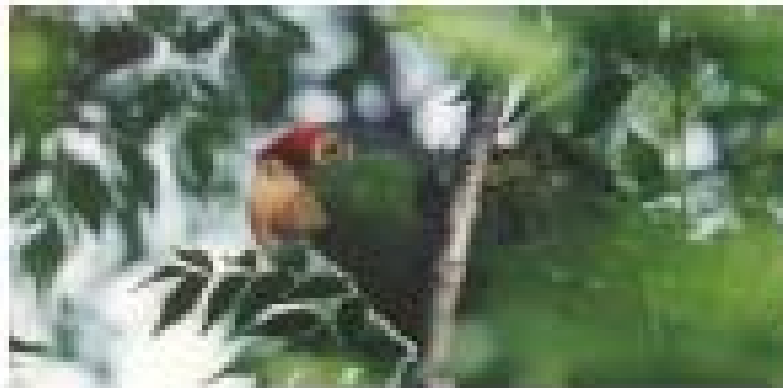
- UMP: Unique marketing proposition
- SSP: Sustainable social proposition
- UEP: Unique environmental proposition



# Peruvian Food



# Eco Tourism



**17 Paseos Amazonicos Jungle Lodges**

**Iquitos**



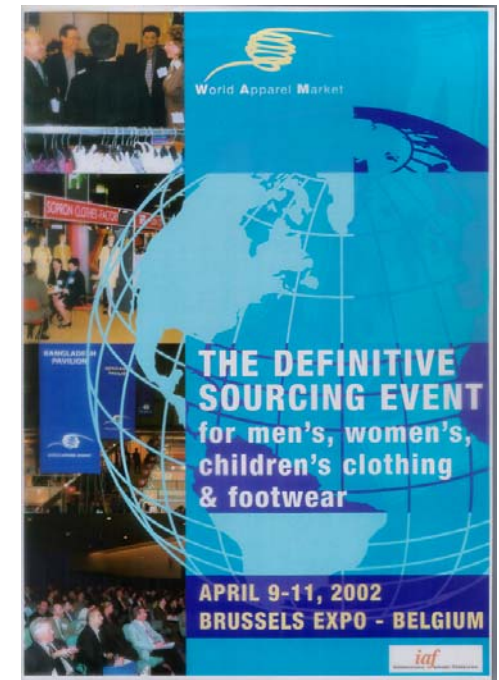
# Wine from South East Europe



# 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

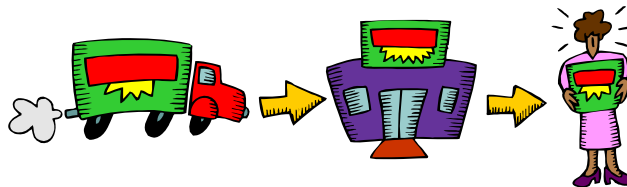
- Pricing method
- Style of pricing
- Discounts and rebates
- Trade margins
- Price relations within range
- etc.

#### 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



---

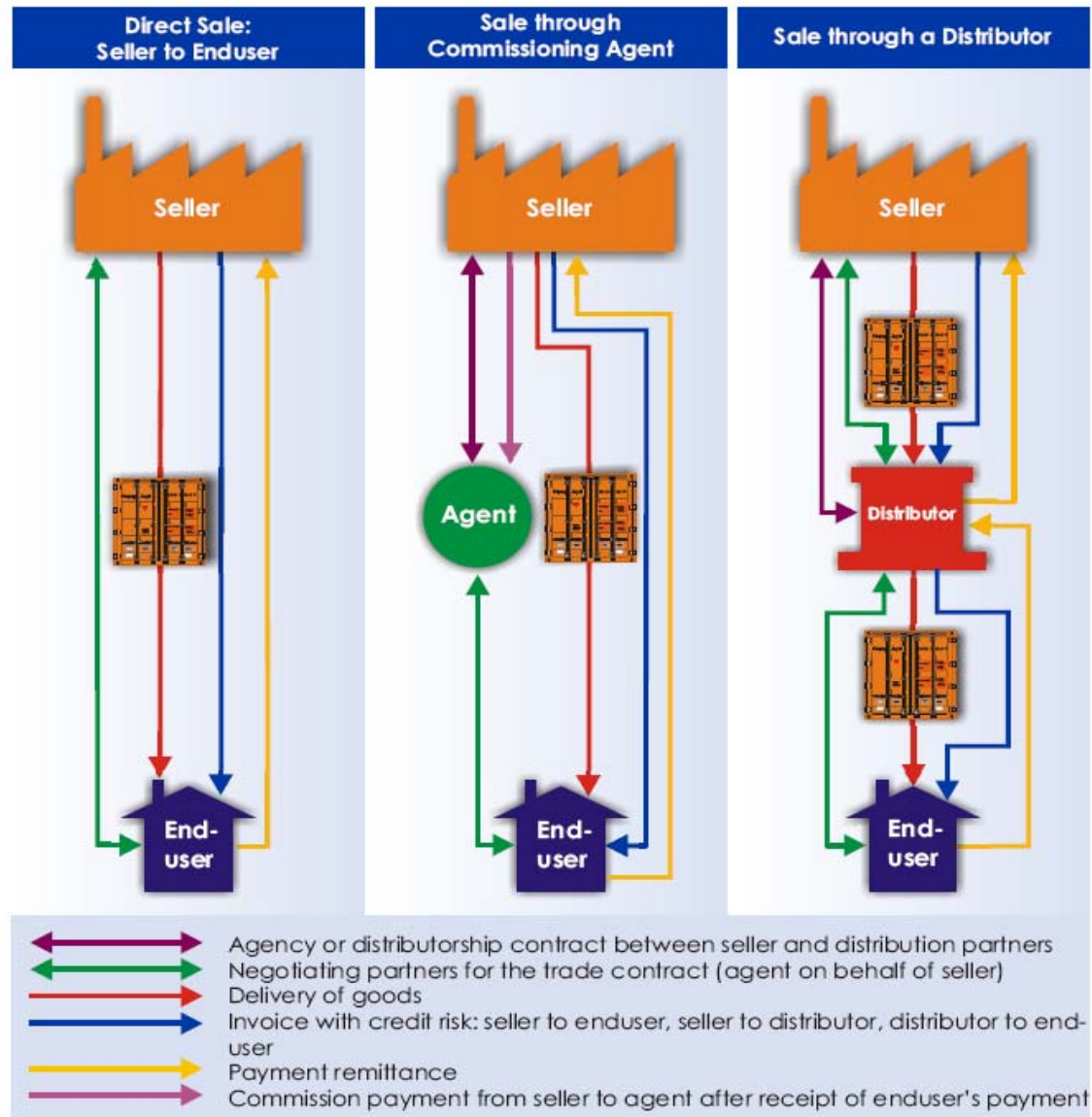
**Price**



# 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

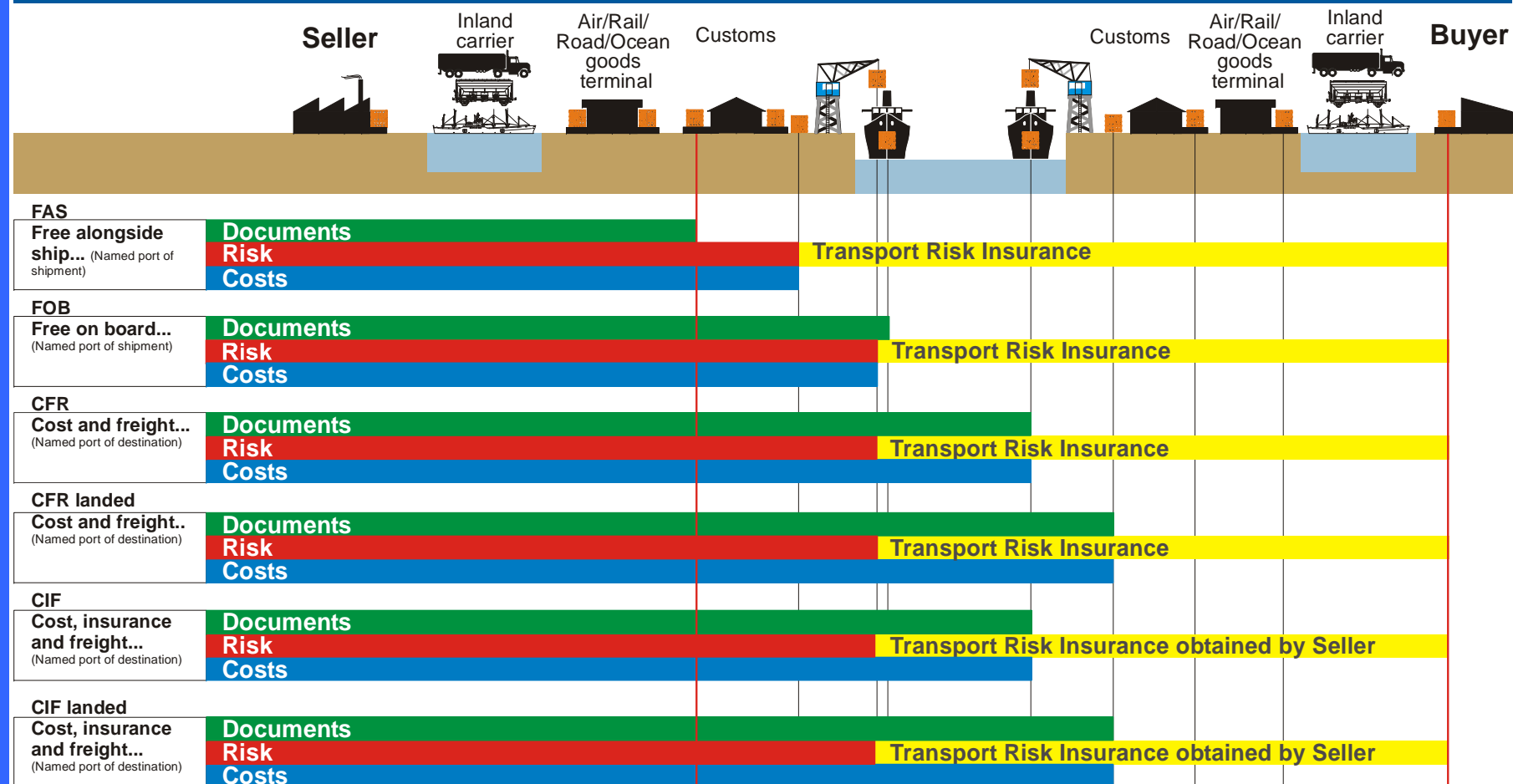


|                 |  |
|-----------------|--|
| Equipment goods | <ul style="list-style-type: none"><li>■ usually through an agent</li><li>■ wholesaler act as importer</li></ul>            |
| Raw materials   | <ul style="list-style-type: none"><li>■ Swiss manufacturer acts often as importer</li><li>■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

# Incoterms

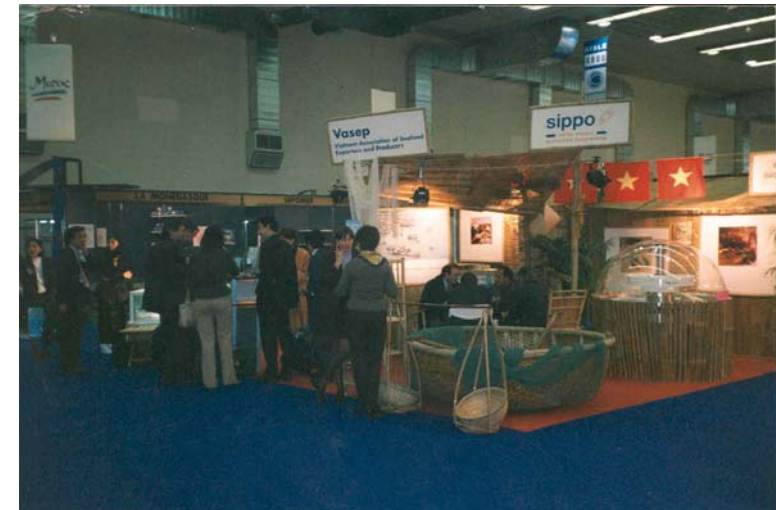
## Critical points in international trade

### 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**

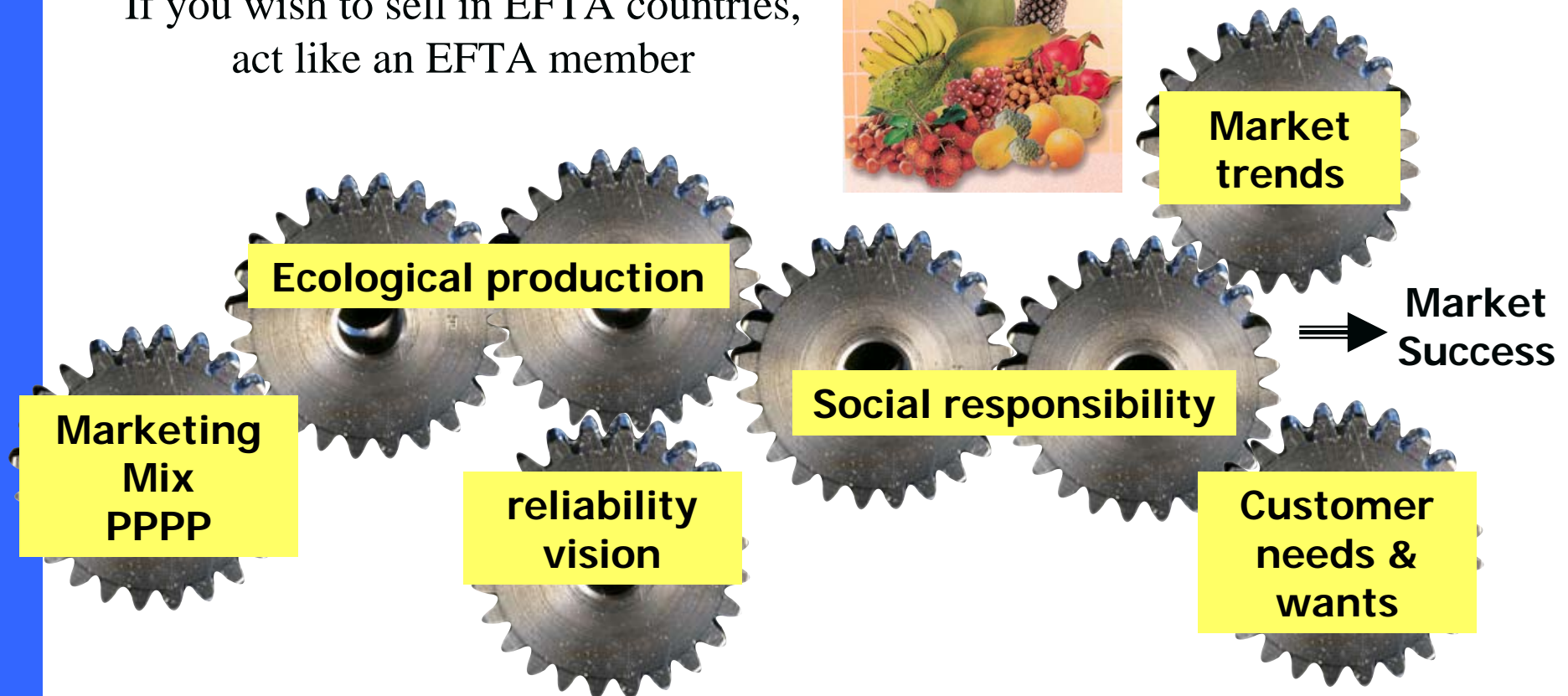


# Trade Fairs



# Boosting your Exports

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

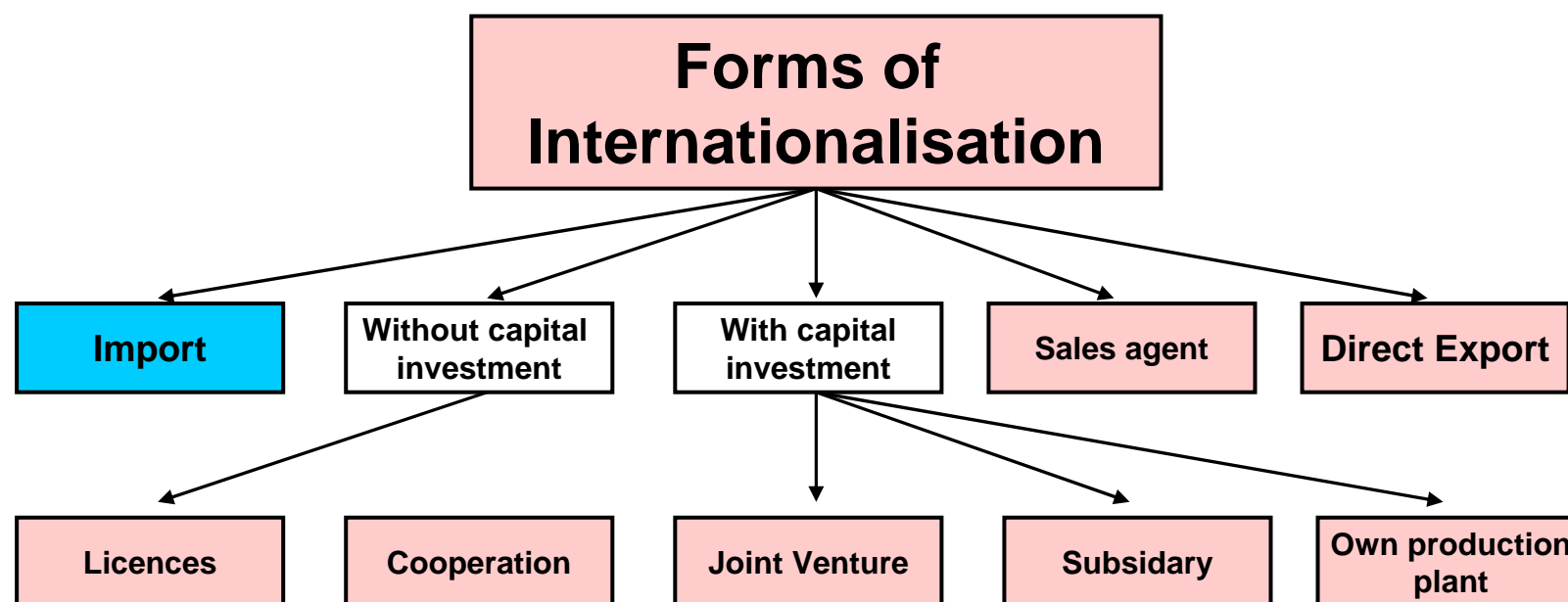


## Sustainability Marketing

# Your success



# Orientation

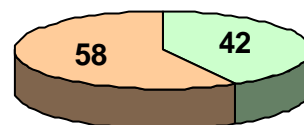


# Exporting Swiss companies

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

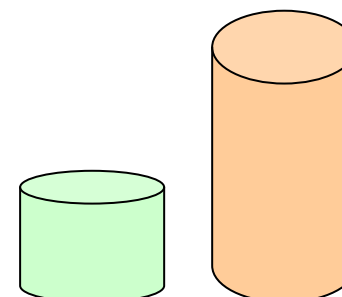
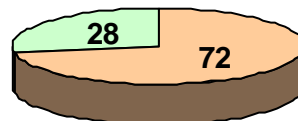
# How Switzerland gains profit out of international trade

**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

