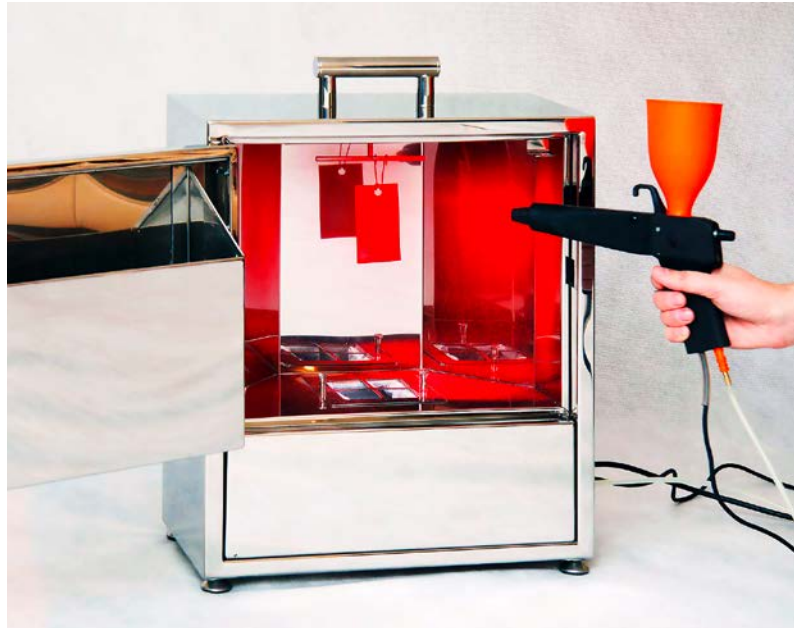




"Switzerland is not only a new market and an 'entry point' to Europe, but also a constant source of inspiration."

RADMILA BELAVINA
General Director, Radar Swiss Sarl



DURABLE COATING

Opportunities for growth

At the end of 2013, Radar, a research and production center from Kazan, opened a trade office in Lausanne, the canton of Vaud. For 25 years, the company has been involved in organizing powder coating processes in Russia. Radar's products are widely used in various industries from aviation, construction, and machinery to medical and sports equipment and furniture industry. After visiting several international exhibitions, Radar leadership considered to expand its sales geography and explore new markets. Radar has received first consultations on opening a representative office in Switzerland from the Swiss Business Hub Russia. Further assistance, from preparation of registration documents to opening an account in a Swiss bank, was offered by the cantonal economic development agency.

The principles of success

Opening an office in the alpine country allowed the company to market its unique equipment for powder coatings of metal, ceramics and glass products in European countries. Potential clients include scientific laboratories, universities and start-ups aimed at R&D projects. Now, Radar Swiss is actively exploring the European market. In the nearest future the manufacturer aims to expand its staff in Switzerland and even establish own production facility of innovative equipment. According to Radmila Belavina, business reputation and the level of trust to the Swiss legal entity gives Radar Swiss a strong advantage: for many European clients, it is more comfortable to close deals and address financial issues. In Switzerland, commercially promising ideas turn into startups, and corporations, together with young scientists, organize large-scale research projects.

FACTS

COUNTRY OF ORIGIN
Russia

INDUSTRY
Aviation, machine-building,
construction

PRODUCT
Powder coatings

RADAR SWISS SARL

LOCATION
Lausanne, Switzerland

radar-swiss.com



OFFICIAL PROGRAM

