



“An image of an international company headquartered in Switzerland allowed us to be much more successful in promoting innovative products in the global marketplace.”

IVAN ZHITENEV
President of Streamer International AG



LAISSEZ-PASSER TO THE GLOBAL MARKET

Switzerland as a great platform for entering international markets

Founded in 1996, Streamer made its way from a small research and production association to the largest Russian manufacturer of lightning protection devices. The company's decision to enter the global market was driven by the necessity of geographical expansion and product diversification. With its stable financial system and beneficial tax regime, Switzerland became the most suitable platform for Streamer International AG to expand its business. Now, Streamer International AG is actively entering new international markets and currently supplies its equipment to 20 countries all over the world. The key markets include the countries of South East Asia and China; the company also operates in the Middle East, Brazil, and Europe.

Swiss authorities are interested in comfortable conditions for business

Cantonal investment agency in Graubünden exhibited strong interest in bringing the Russian investor to the country and provided help in many issues associated with doing business in Switzerland: from choosing a tax scheme to undergoing certification tests. It helped to launch a joint research project of Streamer International AG with the Technical School of Rapperswil and also helped the company to obtain the federal grant from the Swiss Commission for Technology and Innovation. First-class expertise of Swiss lawyers who specialize in international law, high level of intellectual property protection, reliability of the Swiss financial system, favorable investment climate, as well as the overall positive impact on the company's image among potential partners and customers are the reasons for Streamer's location choice.

FACTS

COUNTRY OF ORIGIN
Russia

SECTOR
Energy

PRODUCT
Lightning protection for transmission lines

STREAMER

LOCATION
Graubünden

www.streamer-electric.com



OFFICIAL PROGRAM

