



«Switzerland has a perfectly balanced business friendly system. Stepping into European markets, it was exactly what our company needed.»

DR. VLADAS SNieckus
General Manager of European Region, Tasly Europe Co. Ltd



IDEAL ENTRY POINT TO THE EUROPEAN LIFE SCIENCES MARKET

A multinational character which allows for a prosperous business environment

The Tasly Holding Group, established in 1994, has its core business in the biological medicine. Dedicated to build a modern and international TCM (Traditional Chinese Medicine) brand and thanks to innovations in standards and technologies the Chinese company has created a manufacturing process for TCM modernization. Due to rapid growth over the last 21 years, its business has expanded throughout all markets except for Europe which led to the decision to find a specific country for a headquarters within this area. Dr. Vladas Snieckus, General Manager of Tasly Europe, explains why Switzerland has proven to be the ideal location: «While some countries were very attractive for us in terms of factory plants investments, others for experienced workforce, Switzerland has a perfectly balanced business friendly system. Stepping into European markets, it was exactly what our company needed.» The proximity with the big markets in Europe as well as the highly skilled workforce strengthened the decision to settle in Geneva. Also Switzerland's character as multinational player with regards to languages and cultures enables business to work well together.

Become part of the Swiss life sciences cluster

Dr. Snieckus experienced Switzerland as extremely supportive for new companies. After a first contact on a road show with the Swiss Business Hub in Beijing, the representative of the Swiss trade and investment promotion agency Switzerland Global Enterprise (S-GE) in China, Tasly had initial meetings with the Economy Development Agency of GGBa at their office. With the help of the Swiss authorities, they finally made the decision to settle in Geneva where Dr. Snieckus saw a strong potential for cooperation with leading biopharmaceutical players. In the first phase of the project, the General Manager of European Region wants to give consumers «a chance to discover the Tasly culture and highest quality products». For the next step, he plans to develop new products and services for worldwide markets involving local talent and seeking for new partners to collaborate with.

FACTS

COUNTRY OF ORIGIN
China

SECTOR
Health

PRODUCT
Traditional Chinese Medicine

TASLY EUROPE CO. LTD

LOCATION
Geneva

www.tasly.com


TASLY EUROPE CO. LTD

OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.