



## Doing Business in Bhutan

A first hand experience

25 September, 2018  
Zürich, Switzerland

# About SELISE

A GLOBAL SOFTWARE HOUSE

## Zurich and Dubai

Team of 12

**MARKET ACCESS**



## Bangladesh

Team of 135

**Enterprise Cloud**



## Bhutan

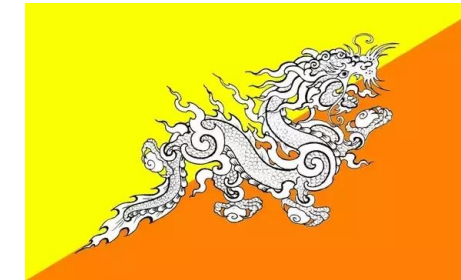
Team of 19

**Telco Suite**



# Consequent Talent Strategy

Between giants like China and India, countries like Bhutan and Bangladesh are viable emerging sources of talent.



Bhutan: The Switzerland of South Asia - embracing technology and Foreign investment while having thousands of millennials joining the economy.

[Read more.](#)

Bangladesh: The 8th largest population in the world, growing at light-speed, pouring hundreds of thousands of brilliant young talents on the market.

[Read more.](#)



# About SELISE

## Selected Customers



LIBERTY GLOBAL



MIGROS

investiere  
venture capital

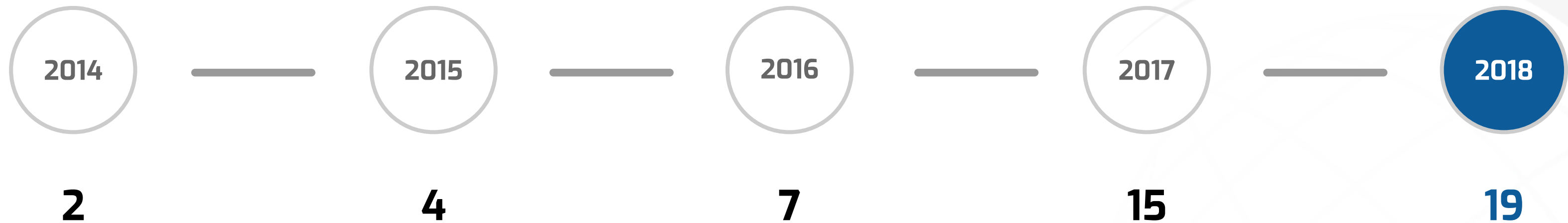
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# Our Bhutan Story

HUNT FOR TALENT IN BHUTAN

Consistently recruiting from the top 1% of all university graduates.

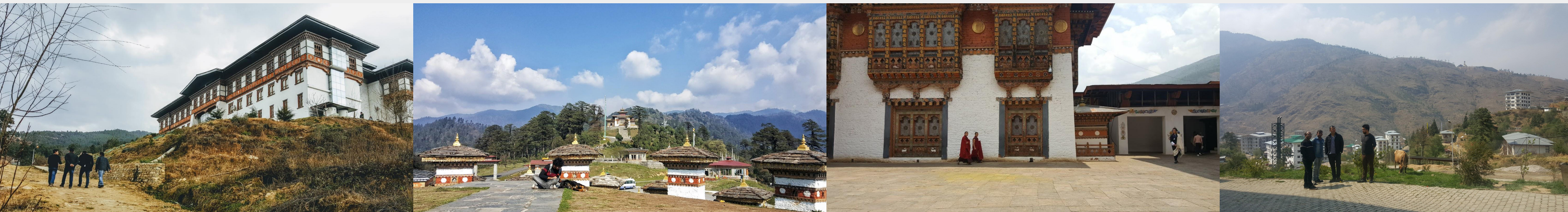


### Sustainable sources of talent

College of Science and Technology  
Sherubtse College  
Royal Thimphu College



# Why invest in Bhutan?



Hardly accessible

Limited infrastructure

High tariffs, high regulation (Indian Market)

Non-self-sustainable household, unpredictable currency (INR)

Small population



# Bhutan is a boutique business location for boutique companies.

Personal Relationship with authorities.

Personal Relationship with Thimphu Techpark.

Personal Relationship with Universities.

Personal Relationship with Suppliers.



**Left:** Prime Minister of Bhutan, **Right:** Julian Weber, CEO SELISE



SELISE Bhutan at Swiss Restaurant Thimphu





# The future of SELISE Bhutan

Develop intellectual property base.

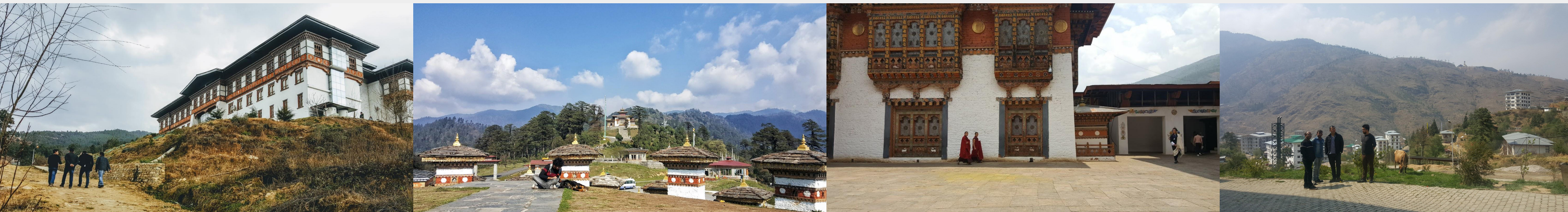
Build business skills and mindset.

Keep hunting for talent.

Grow the team together with our customers.



# Predictions for Bhutan



More international flights and maybe a few tunnels.

Keep countryside untouched but develop economic activities in Thimphu and Paro.

Reduce regulations and increase economic freedom - Singapore model.

Play China and India smartly and become a trade facilitator - Singapore model.

Higher GDP □ More Opportunities □ More Knowledge Workers □ More Global Trade □ More Independence