

enabling new business

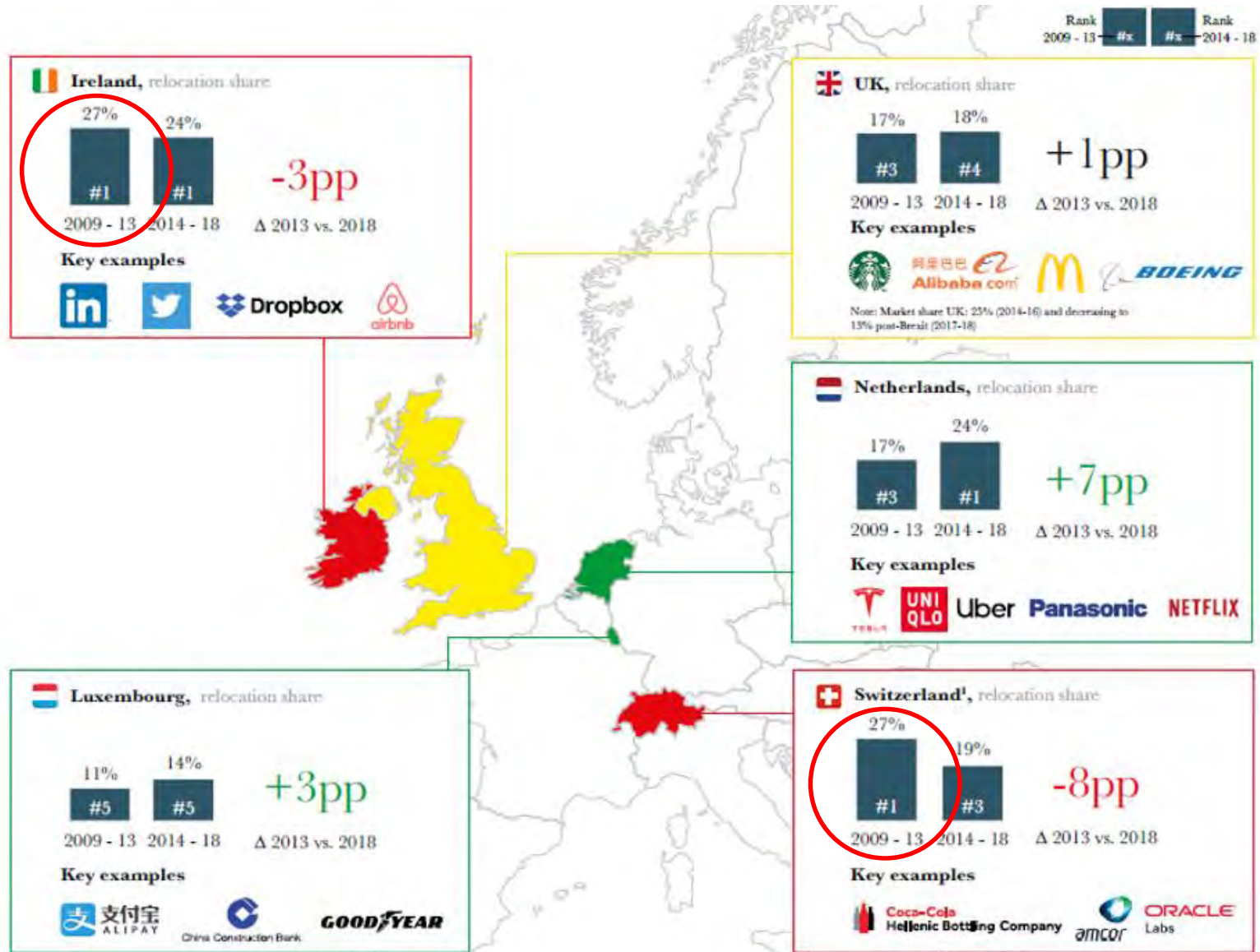
 **SWITZERLAND
GLOBAL
ENTERPRISE**



REACH FOR THE STARS

Digital Investment Summit

Headquarters inflow share in selected countries 2009-2018



Source: McKinsey & Company

Our Vision

«Switzerland is the first choice of location in Europe for innovative foreign companies.»

Increase Switzerland's Competitiveness

1. Access to Talents
2. Access to the European Market
3. Reduction of red tape
4. Boost digital infrastructure

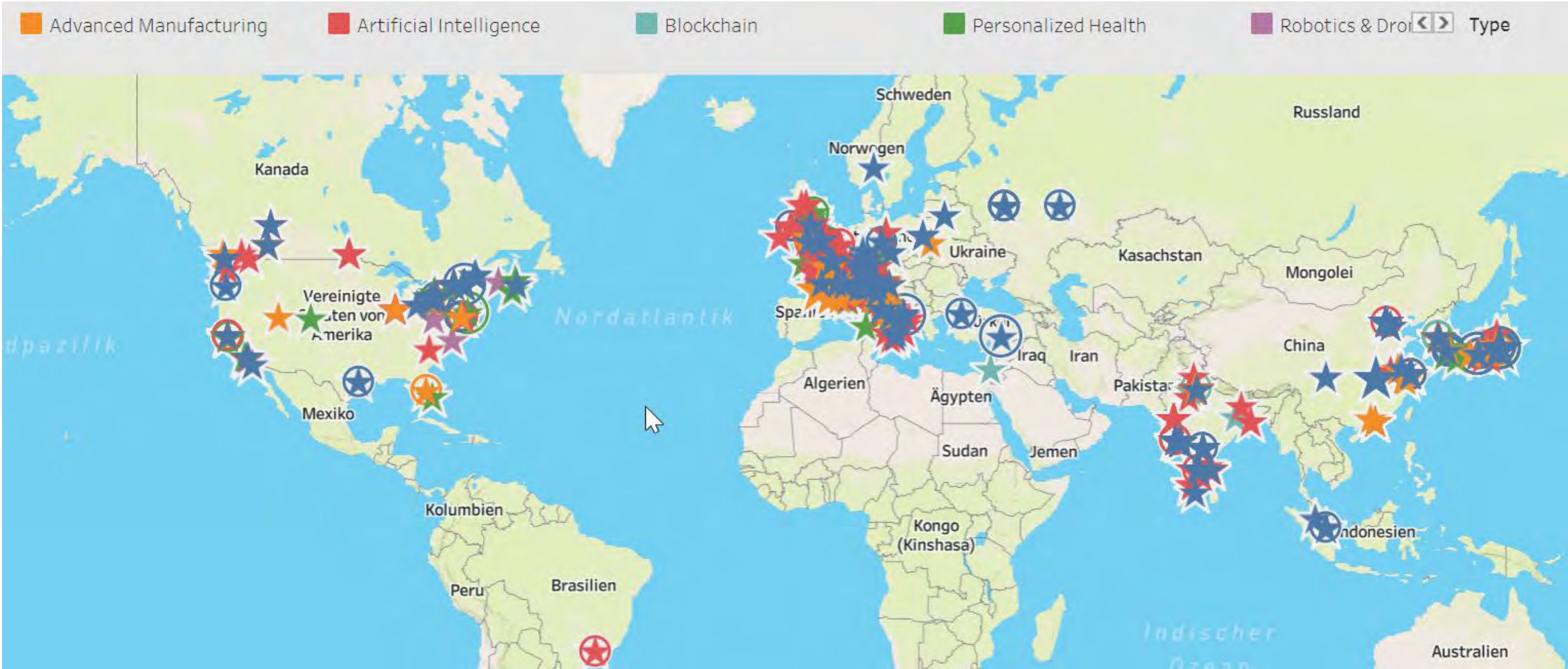
Reach for the Stars

1. Promotion of Switzerland as leading Business Location within five technologies
2. Develop a joint Go-To-Market Strategy to finally attract technology leaders to Switzerland
3. Introduce FDI Switzerland Portal (Feedback process and further information by cantons and regions to projects sent by our Global Network)
4. Talk about how FDI generates prosperity for Switzerland

1. Promotion as leading business location



2. Joint Go-To-Market Strategy



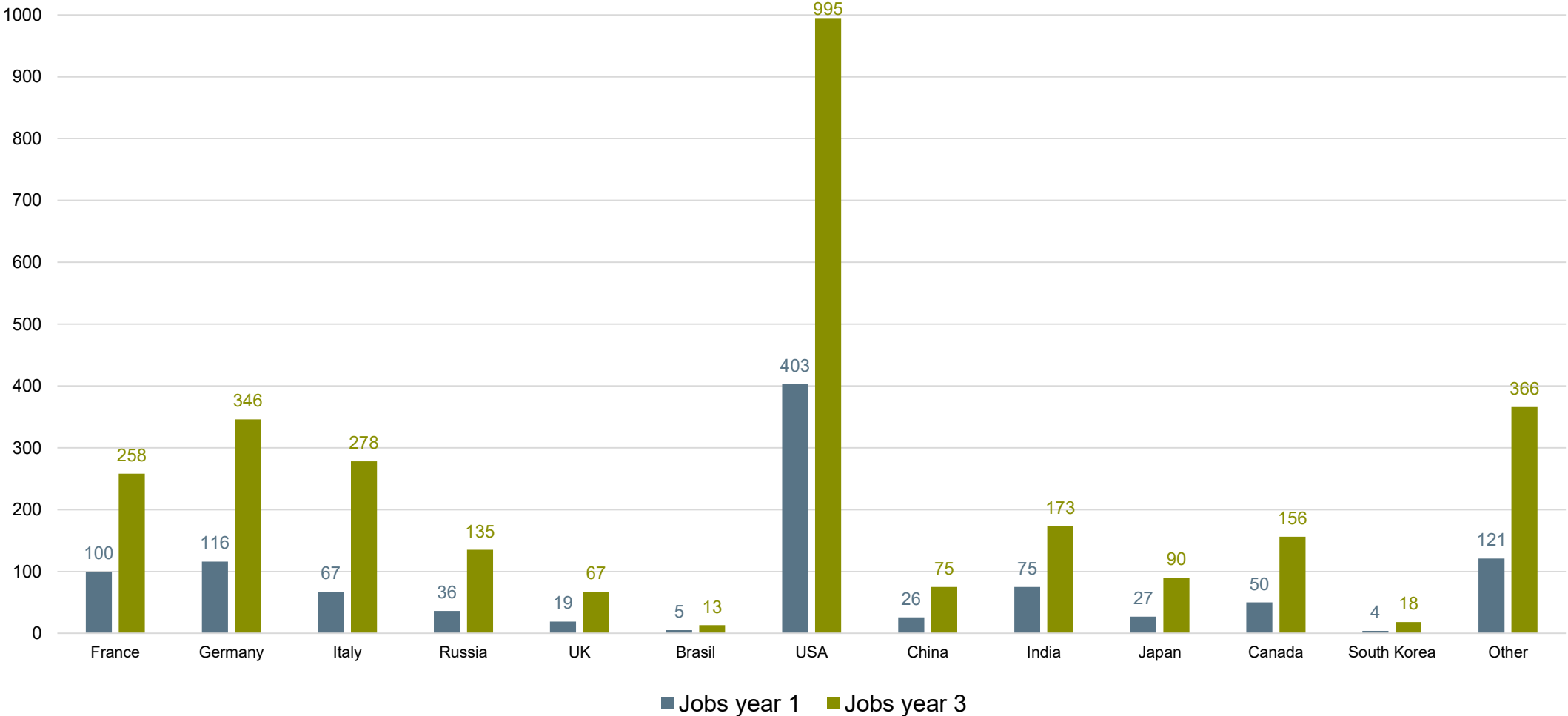
3. Introduce FDI Switzerland Portal



4. Talk about how FDI create prosperity for Switzerland



Jobs out of settlements 2019



Digital Investment Summit – Aim for the Impossible

SBH ITALY

Robotics



#WhySwitzerland



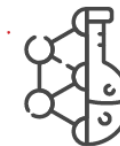
Blockchain



Artificial
Intelligence



Personalized
Health



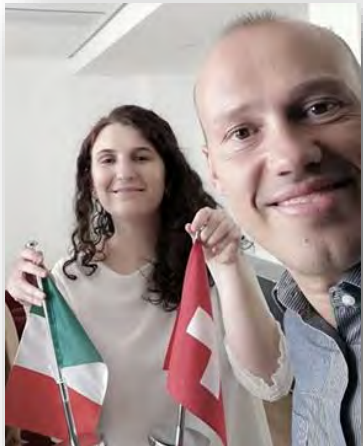
Advanced
Manufacturing



Team Swiss Business Hub ITALY



Stefan Zwicky



Annalisa Ziliani
Mariano Spagnoli

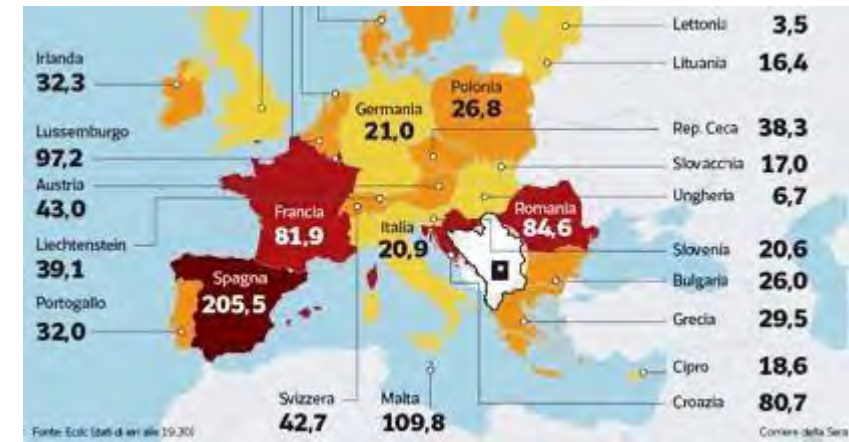
Current Situation, Post-Covid times

ITALY is dealing very well with the health emergency. Despite variations in number of cases, the situation is under control and the crisis management works well.

Support measures of Switzerland have been widely discussed. The attractiveness of Switzerland further gained with the crisis.

What do you need to now?

- **Actual government is very efficient and determined**
- **Recovery may be faster than rest of South-Europe (estimate <10%)**
- **But - Covid is a crisis on the crisis**
- **Undercapitalization blocks Business Development**
- **Companies deal with the present, rather than with the future**



Best Practices Country ITALY

Sectorial Webinar to create visibility and awareness (Blockchain)

Aim:

promoting Switzerland based on a simple Webinar. Creating broad marketing effect on different channels (owned and paid). Production of sectorial content (available on request Youtube, Linkedin). Lead generation.

Format:

Switzerland General Info, Sectorial Info, Sectorial Trends, Testimonial, Q&A

Partners:

Expert-Collaboration: Verum-Capital, Zürich

Collaboration Export-Promotion: NeosFinance, Zug (Testimonial)

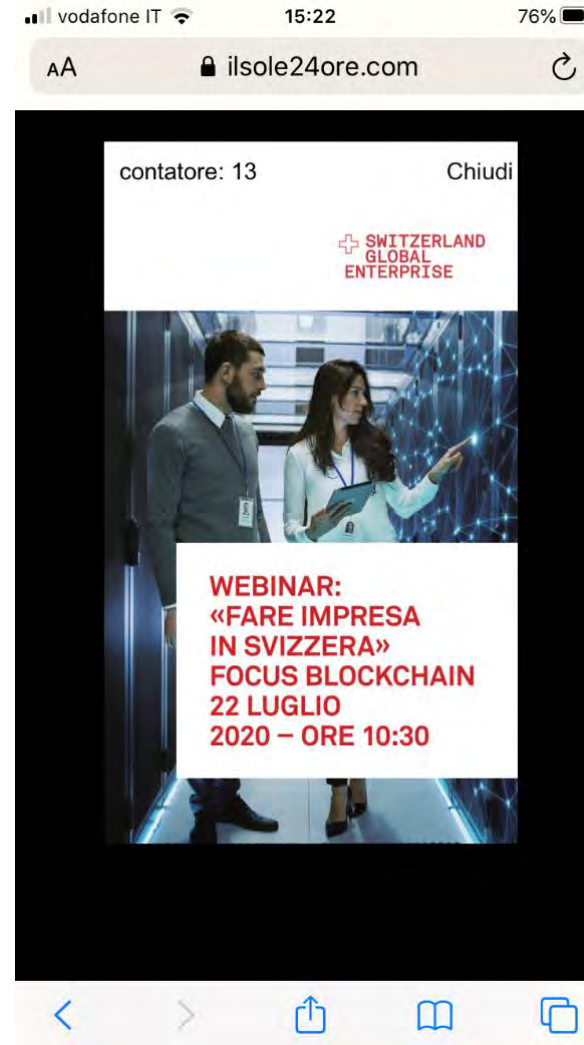
Results:

Some 70 participants with quality leads. Complementary-effects on Linkedin followers (actual 2'000).

Awareness creation on Switzerland's sectorial-leaderships (long-term)

Best Practices Country ITALY

287'000 impression deliverates



Event update until year end 2020

DATE	TOPIC	FORMAT
28.-30.09.	SPS Parma, Automation	Presence at Digital Trade Fair
14.-17.10.	BIMU Milano, Additive Manufacturing	Booth at Trade Fair
24.10.	UN Food Systems 2021, CH pre-summit, Rome	Congress with company booths
03.11.	AI Artificial Intelligence Forum Italy 2020	Presence at Digital Forum
11.-12.11.	World Manufacturing Forum, Cernobbio	Visibility and attendance
17.11.	Swiss Fintech Day 2020, Rome	Hybrid Format (Congress + Digital)

Digital Investment Summit – Aim for the Impossible

SBH CHINA

Robotics



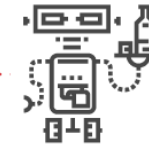
#WhySwitzerland



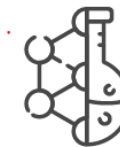
Blockchain



Artificial
Intelligence



Personalized
Health



Advanced
Manufacturing



Current Situation, Post - Covid times

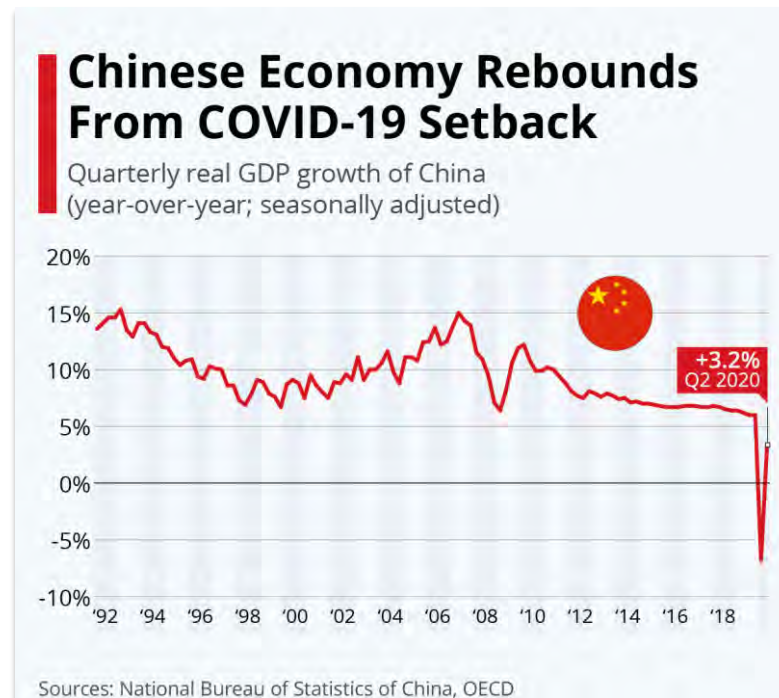
I. Economic Development and Outlook

1. Historic Slump due to Covid-19

China's economy suffers a historic slump due to Covid-19.



2. GDP in Q1/2 2020



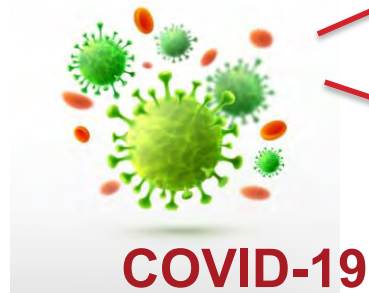
3. GDP Forecast

Forecasted post economic growth of **1%**, gradual recovery predicted



Current Situation, Post - Covid times

II. Effect on industries



Effect

Shutdown of business operations
(Transportation, trade, tourism in particular)

Digitization - Behavioral Changes since the beginning of Covid-19

Opportunities

New investment opportunities in sectors like financial services, healthcare. For instance, huge leapfrog of health online infrastructure, digital services and public health promotion (Online doctor consulting, fitness apps etc...).

Movement of Goods

➡ There are no restrictions anymore

Movement of people

➡ China relieved its policy starting from 11.08.20 for selected European countries after ban

Current Situation, Post - Covid times

III. Effects on Investment Promotion

Political tensions and their outlook
Motion Rieder



Trade War as an opportunity ?

Neutrality

Competing countries

Dual exposure

Decoupling

- Focus on domestic market
- Sanctions
- Termination of partnerships
- Finance
- Internet, Social media

Best practices

I. Identify strong tech partners/associations and multipliers



Zhongguancun
CMTBA
Shenzhen Chamber of Commerce
SDIC
Swiss Machining Association
Swiss Biotech Association
Swissmem
And many more...

Goal: increase tech related network

Partners: e.g. Zhongguancun
(Silicon Valley BJ), CMTBA, etc.
Entry Square

Result: e.g. Swiss Biotech Dialogue:
more than 300 participants, high level
follow-up contacts

Learning/To improve: Better use of existing platforms, keep in mind
the agenda of the partner.

Best practices

I. Identify strong tech partners/associations and multipliers

swisscham.org



*Cantons and Regions
Science, Technology and Education Section
Economic Section
And many more.....*

Goal: increase network and visibility

Partners: SwissCham, SDIC, Chinese authorities/institutions/CoC, HUST, Chinese media

Result: close exchange with multipliers, media visibility. But: room for improvement

Learning/ To improve: to be continued.

Best practices

II. Academia

Hust



Universities

Goal: increase network with (future) decision makers

Partner: Academia/Universities

Result: Collaboration with UniFr, MoU with University HUST (Management School/EMBA), other partnerships under evaluation.

Learning/ To improve: better use of existing bilateral academic collaboration (incl. UAS), keep in mind the agenda of the partner, important to define concrete milestones.

Best practices

III. Covid-19 procurement 2020



Majority of SBH team (incl. IP) was in the lead of large –scale national PPE procurement for Switzerland in China, including supplier and contract negotiations, transport and logistics (establishment of commercial air bridge), quality control, etc.

-> practical use of privileged contact network and industrial knowhow!!!

Event update until year end 2020

DATE	TOPIC	FORMAT
23.08.20	Start-up and Investor Networking	Offline Gathering Sunday
08.09.20	CCG China Inbound-Outbound Forum	Offline Event BJ
11.09.20	Small Networking Event	Offline MoY
14.09.20	70 Years relationship official Event at the Embassy	Online/Offline
16.09.20	Call with Cantons	Communication
September	Meeting companies and representatives of cantons and regions in SH.	Communication
October	Advanced Manufacturing webinar – in preparatino of CIMT 2021	Webinar
October	Grand Asia Tour AI	Webinar AI
October	Health Valley PH	Webinar PH
October	Swiss Ball SH	Offline Network event SH
November	CIIE	Biggest Import Export Event China SH
Always	SHARING NEWS OVER EMBASSY NETWORK, PLEASE SHARE YOUR NEWS	Communication

保持联系 Stay in touch!

谢谢大家, 欢迎到瑞士投资!



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SBH INDIA

Robotics



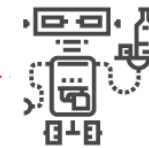
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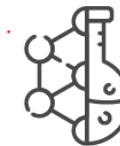
Blockchain



Artificial
Intelligence



Personalized
Health



Advanced
Manufacturing



Current Situation, Expected Outlook



Continued Intermittent Lockdowns
Economic activity still at limited capacity



Increased COVID Cases
Cases in excess of 3.0 million
(as on 25th Aug 2020)



Contraction in GDP
GDP contraction estimated between -5 and -10%

Regulatory / Political



- Control exercised by **state govts.**
- **Protectionist measures** have increased for **in-bound trade and investments**
- **No change** observed in **out-bound investments**

Economic / Clients



- **Positive sentiments** for mid - long term intact
- Europe market expansion **remains priority** for clients
- Queries on incorporating companies **remotely**

Investment Potential



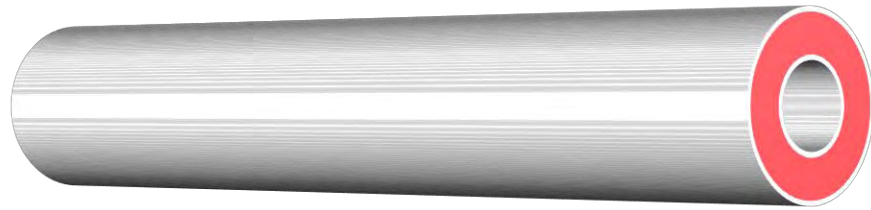
- Investor funding is focusing on **sustainability and client retention rather** than growth
- Target base of **well funded companies** still promising

Opportunities and Moonshots

- ❑ Indian tech companies are increasingly looking to **diversify their business operations from US to Europe**
- ❑ **AI and Blockchain** will continue to remain **front runners** with highest number of targets and largest investment volumes
- ❑ As an impact of COVID, **pharma tech and digital health** gain momentum.

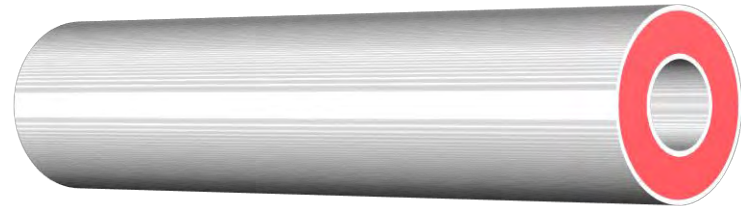
- ❑ India's nascent **space-tech segment** presents a **new opportunity**.
- ❑ Local regulatory reforms has **enhanced capacity of Indian space-tech players** to conduct initial technology development and testing in the country
- ❑ This coupled with restrictions in the US, has put **Europe on the map**
- ❑ SBHI has connected with key Indian space-tech companies and aligned with Swiss Space Office to understand Swiss proposition

Best Practices India : Due Diligence Sheet – Qualification of Prospects



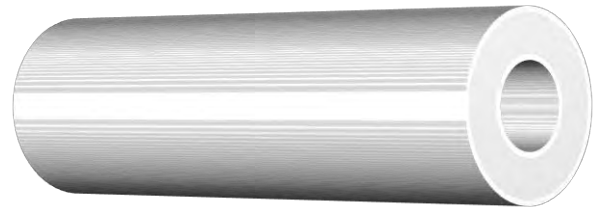
Need Gap Analysis

Young Companies → Important to check leadership credentials and financial strength



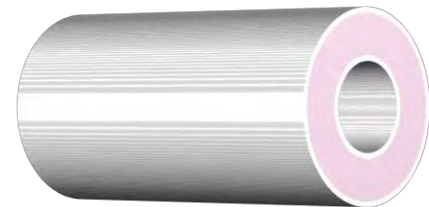
Key Learnings

Cross checking on secondary platform regarding company or founders give an understanding



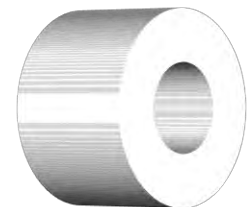
Checklist Developed

All prospects circulated only after test with the check list



Partners for Due Diligence

Subscribed to proprietary databases (CB Insights, VCCEdge, Tracxn and Moneyhouse); Leverage help of our knowledge partners for Legal due diligence



Impact

Analyzing companies on various fronts has improved the quality of prospect and make us prepare better for Cantonal queries

Sample Due- diligence Check List

- ✓ Website and information available on databases
- ✓ **Media reports** on developments indicating recent business activity (partnerships, funding, etc.)
- ✓ Status according to the **Ministry of Corporate Affairs** (MCA)
- ✓ Status of the directors or designated partners of the subject business entity
- ✓ **Legal Due-Diligence**
- ✓ Any adverse media reports about the subject business entity
- ✓ Presence of the subject business and/or its directors/designated partners in any publicly available **defaulters' or adverse lists** by credible institutions, such as the RBI
- ✓ Legal status of the business entity in a **foreign jurisdiction**, if the parent or primary business entity is established outside of India
- ✓ Significant **information inconsistencies** across data sources, and possible reasons for such inconsistencies

Event update until year end 2020

DATE	TOPIC	FORMAT
September	Blockchain publication	Online campaigns – information and lead generation
September	Roadshow briefing to Cantons	MS Teams
October	AI innovation ecosystem in Switzerland	Webinar
November	Opportunities for finance focused Blockchain and AI start-ups in Switzerland	Webinar

Team Invest - SBH India



Fabian Stiefvater
Head - SBHI



Sarojini Vasant
Head – Investment
Promotion



Abhinav Pathak
Investment Advisor

Digital Investment Summit – Aim for the Impossible

SBH JAPAN

Robotics



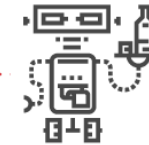
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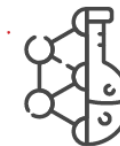
Blockchain



Artificial
Intelligence



Personalized
Health



Advanced
Manufacturing



Grand Asia Tour

AI and Data Science, Swiss Advanced Technology Seminar



Date: May 29th, 2020

Type of Event: Online Seminar

Speakers: Ryutaro Okada (Japan Deep Learning Association), Gundula Heinatz (Swiss Alliance for Data-Intensive Services), Andrea Dunbar and Ricard Delgado (CSEM), Christian Westermann (PwC Switzerland), Claudio Mazzucchelli and Toshihiro Matsuda (SBHJ)

Participants: 427

It was the first Grand Asia Tour coordinated with S-GE and SBH Korea, and was the first online seminar for SBHJ to connect speakers located both in Switzerland and in Japan with English / Japanese simultaneous translations.

The event was received highly positively by the audience, and the team has been continuously working on follow-up meetings with potential clients. 3 projects have been declared as prospects so far.

Green Mobility Symposium



Date: October 19th, 2020

Type of Event: Online Symposium

Speakers / Pitches: Switzerland Innovation Parks, Swiss companies, and Swiss Start-ups

Target Audience: Japanese stakeholders from the hydrogen and EV sectors (automobile manufacturers, tech suppliers, refueling station providers, energy companies, public entities active in smart city implementation)

During this symposium we plan to gather Switzerland Innovation Parks, Swiss companies and start-ups together with Japanese companies in the green mobility sector, in order to showcase the Swiss innovation landscape and clean mobility solutions, as well as to provide participating Swiss companies and start-ups with the opportunity to present their solutions and eventually generate new business opportunities in Japan.

Planned content:

- Keynotes by Switzerland Innovation Parks
- Pitches by Swiss companies and start-ups
- Virtual B2B matching

Your SBH Japan Team



Investment Promotion

Yumiko Kijima, Deputy Head of SBH Japan (1st from left)

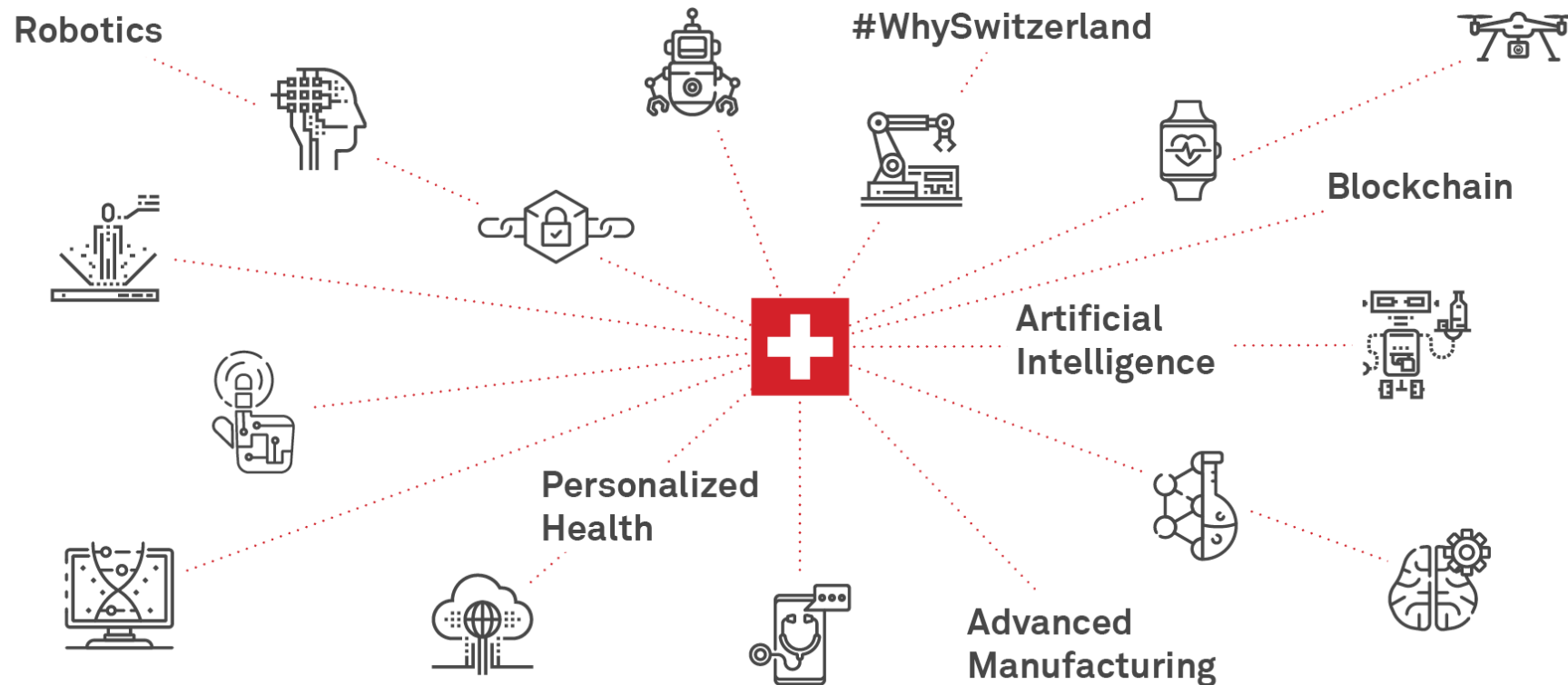
Claudio Mazzuchelli, Head of SBH Japan (3rd from left)

Maiko Kanemura, Investment Officer (4th from left)

Toshihiro Matsuda, Senior Representative Investment Promotion Switzerland (5th from left)

Digital Investment Summit – Aim for the Impossible

SBH KOREA



COVID-19: No lockdown



Korea never went into a full lockdown amid Covid-19. But we are currently facing a second wave of infections.

Covid-19 Updates (as of 28 August 2020)

Confirmed	Deaths	Tested	Positivity Rate*
19'077	316	1'887'717	1.0%

*Positive test per total number of tests

Source: KCDC

COVID-19: Current Situation

Reshoring of FDI was initially supported by the government but **did not have any effect**. On the contrary, Korean corporations are using their free cash for M&A deals. We are observing a surge of Korean investment into Swiss startups.

Korean Corporations	Swiss Start-ups	Field of Industry
Hyundai Motors	GRZ Technologies	Hydrogen storage
	WayRay	AR Navigation System
SK Telecom	ID Quantique	Quantum encryption
Green Cross MS	Hemotune	Blood purification
SK Biopharm	Arvelle Therapeutic	Therapeutic drugs
Samsung Ventures	Naissense	Artificial Intelligence

COVID-19: Post Covid Times

1. The Korean economy will get out of Covid-19 with a few scratches

- **OECD Outlook 2020: -0.8%**, best performance among all OECD countries. If second wave will lead to isolated lockdowns, outlook is -2.2%. Recovery 2021 in a “Nike logo” style: +2.8%.
- Low government debt (38.1% of GDP) allows **massive economic support packages of 130 billion USD until 2025** (“New Deal”, “New Green Deal”, “New Digital Deal”)

2. Promoting 5Tech is the right way forward

It provides focus and good stories to tell. SIP with the five innovation parks adds additional elements to the narrative of *High Tech Switzerland*. Our close cooperation with the Science&Technology Office Seoul is an additional asset.

In 2021 SBHK will promote the following tech sectors

- **Personalized healthcare**
- **Advanced manufacturing**
- **Artificial Intelligence**

Best Practices Korea 2020: Swiss AI & Innovation Seminar



- 2020 Focus Tech – AM, PH, (AI)
- Hosted **Swiss AI & Innovation seminar** on 3 June, 2020 in COEX promoting Swiss AI industry and investment environment in Switzerland.
- Co-organized with two strategic partners: **AIIA*** and **KBIA****.

*Artificial Intelligence Industry Association

** Korea Bio Industry Association

Best Practices Korea 2020: Swiss AI & Innovation Seminar



- Executed the first **HYBRID format** seminar due to Covid-19 pandemic.
- Total **4 Swiss speakers** were invited **virtually** from CSEM, PWC and the Swiss Alliance for Data-Intensive Services.
- Total **30 Korean companies** were present **on site**.

Best Practices Korea 2020: Swiss AI & Innovation Seminar



- Generated **9 quality meetings**
- In progress of **1 invest prospect.**
- Plans to **run hybrid format events again in 2021** depending on the Covid-19 situation.

2021 Targeting and Marketing Initiative 2021 Focus Tech – AM, PH, AI

Long-term Targeting	5Tech Focus	Strategic Relation	Campaigned Marketing
<ul style="list-style-type: none"> • Build a target list of Korean large corporations including conglomerates. • Evaluate the target list to find out the most promising potential for investment in Switzerland. (ig. LG Chemical) 	<ul style="list-style-type: none"> • Build a target list of AM, PH and AI industry and evaluate investment potential. 	<ul style="list-style-type: none"> • Maintain great relationship with strategic partners such as major industrial associations. • Collaborate with STO in the embassy to find good prospects. 	<ul style="list-style-type: none"> • Keep highlighting Swiss industry and investment environment on LinkedIn page. <small>*# of SBH Korea LinkedIn page follower: over 3,700</small> • Publish featured article in main economic newspapers (ig. SIPs)
<ul style="list-style-type: none"> • Evaluating factors: turnover, no. of employees, export volume (%), export to Europe, no. of overseas offices, global expansion plan in Europe etc. 	<ul style="list-style-type: none"> • Sales pitch and generate quality visits • Goal to generate good prospects. 	<ul style="list-style-type: none"> • Participate regularly networking events, seminars and forum organized by strategic partners. 	<ul style="list-style-type: none"> • Create newsletter promoting Swiss focus tech and distribute it to the target lists and the member companies of each industrial associations. (2xyear)

Event update 2021

DATE	TOPIC	EVENTS	Potential FORMAT
18-21.03.2021	PH: Medtech	KIMES	Hybrid, open to cantons
09-11.06.2021	PH: Pharma, Bio	Bio Korea	Hybrid, open to cantons
04-06.03.2021	AM: Smart factory, Automation	Smart Factory & Automation World	Hybrid, open to cantons
03-05-.02.2021	AM: Precision	SEMICON Korea	Hybrid, open to cantons
19-22.10.2021	AM: Marine tech mfg.	Kormarine	Hybrid, open to cantons
TBD	AI	AI Korea	Hybrid, open to cantons
TBD	AI	Smart Tech Korea	Hybrid, open to cantons

SBH Korea IP Teams



Roger Zbinden
Head



Monica Okjeong Baik
Head of Investment
Promotion



Yesun Oh
Senior Investment
Promotion Officer

Digital Investment Summit – Aim for the Impossible

SBH UK + IRELAND

Robotics



#WhySwitzerland



Blockchain



Artificial
Intelligence



Personalized
Health

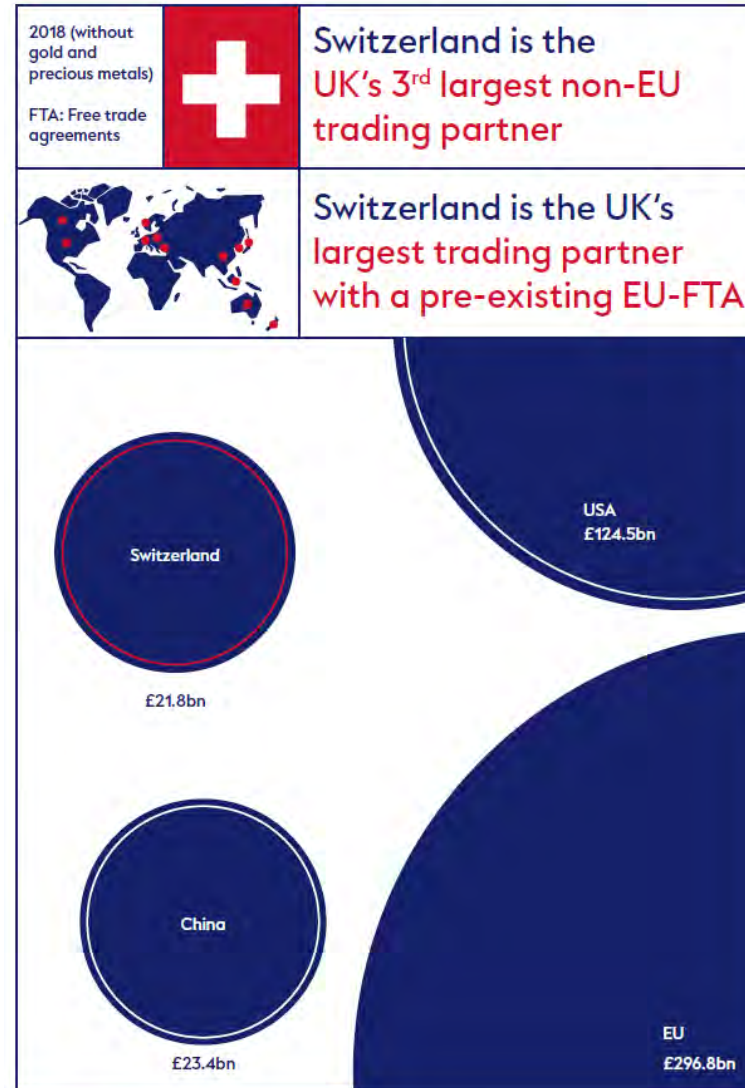


Advanced
Manufacturing



Regulatory-wise/ political situation

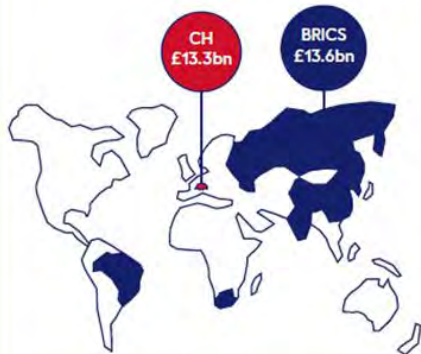
<h2>5 bilateral agreements</h2>	<p>Deepen the relationship post-Brexit beyond continuity, strengthen existing ties, and take advantage of the shared opportunities that lie ahead</p>  <ul style="list-style-type: none"> - Security/defence - Trade - Mobility - Social security - Air and road traffic - Foreign policy - Research and education - Police cooperation
<p>Trade Agreement</p> <p>First of around 40 FTA partners to conclude negotiations for a trade agreement post-Brexit with the UK</p>	
<p>Road Transport Agreement</p>	
<p>Air Transport Agreement</p>	
<p>Insurance Agreement</p>	
<p>Agreement on Citizens' Rights</p>	



Economical-wise

UK services exports to Switzerland were worth £13.3bn in 2018, as much as to all of the BRICS* combined (£13.6bn)

*Brazil, Russia, India, China, South Africa

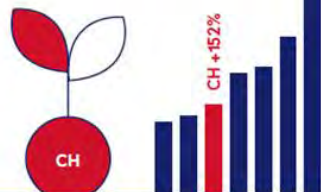


Switzerland is the UK's 2nd largest non-EU services export market after the USA

- 1st USA
- 2nd Switzerland
- 3rd Japan
- 4th Australia



Switzerland is among the Top 5 fastest-growing markets for UK exports of goods between 2010 and 2019



Investment-wise/ Innovation-wise



The UK and Switzerland produce the best quality science in Europe (as measured by publication impact), surpassed worldwide only by the USA

A red Erlenmeyer flask with white bubbles rising from it.

Did you know?
Science and innovation

In all major global university rankings, the top European universities are in the UK and in Switzerland

A red ribbon seal icon with a white circle in the center.

- Global Innovation Index**
UK and Switzerland are among the Top 5 most innovative countries worldwide
- | | |
|--------------------------------|---------------------------|
| 1 st Switzerland | 6 th Finland |
| 2 nd Sweden | 7 th Denmark |
| 3 rd USA | 8 th Singapore |
| 4 th Netherlands | 9 th Germany |
| 5 th United Kingdom | 10 th Israel |
-
- A red lightbulb icon with white lines radiating from it, symbolizing an idea or innovation.

16 UK universities are partners in the Human Brain Project, coordinated by EPFL, the Swiss Federal Institute of Technology in Lausanne

A red brain icon with white circuitry lines, representing the Human Brain Project.

Best Practices SBH UK+I

AI & Talent Infographics Video: an efficient and entertaining way to present Switzerland's AI capabilities and S-GE's services (final version will go live next week).



OFFICIAL PROGRAM



Best Practices SBH UK+I

This marketing initiative was a creative collaboration between SBH UK+I, S-GE and the London production company Pixelbox Films.

- + Creative lockdown activity with high impact opportunity
- + Timeless asset (will be relevant in the coming years as well)
- + Easily pushed on social media (SBH & Embassy)
- + Featured in InMail Campaign managed by S-GE
- + Cross-market use – Video can be shared by other hubs

The perception and impact still needs to be observed, however if successful, we plan to commission another infographics video for Personalized Health end of 2020

Event update 2020/ 2021

DATE	TOPIC	FORMAT
11 Nov 2020	Personalised Health	Senior Executive Breakfast in collaboration with the life science membership organisation OBN . Keynotes by Swiss speakers and networking with OBN members.
20 Oct 2020	Cyber, Defence & AI	Cyber Security Symposium organised in collaboration with the Defence Section. Keynotes and panel discussion with high-calibre speakers from Switzerland and the UK. Opportunity for exchange between military and industry.
7 Dec 2020	BSCC Christmas Reception	Christmas Reception organised in collaboration with the British-Swiss Chamber of Commerce. The networking event takes place at the Embassy and is a great opportunity for exchange with the BSCC network.
Nov 2020 – Jan 2021	Personalised Health	Infographics video showcasing Switzerland's MedTech strength, to be pushed on social media.
Feb 2021	AI in Retail	Networking event, part of the Retail Innovation Fact-Finding Mission, bringing together Swiss and UK retailers and technology providers with innovative solutions in retail.
Mar 2021	Personalised Health/ AI	Invest Masterclass: how to do applied R&D in Switzerland. Testimonials from 3-4 big Swiss corporates giving insights on how they engage with innovators + Experts testimonials (Innosuisse - Tax experts - IP experts).
Apr 2021	Personalised Health	UK delegation visit to Swiss Biotech Day.

SBH UK+I Team



From left to right

Cyrila Ringele, Project Manager
cyrila.ringele@eda.admin.ch

Marieke Hood, Head
(Marieke has left as per end of July, new Head will start on 1st October)

Michel Bosshart, Deputy Head
michel.bosshart@eda.admin.ch

Digital Investment Summit – Aim for the Impossible

SBH GERMANY

Robotics



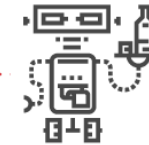
#WhySwitzerland



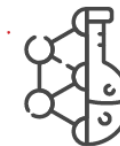
Blockchain



Artificial
Intelligence



Personalized
Health



Advanced
Manufacturing



Current Situation, Post-Covid times

Facts — 01.07.2020

ifo Economic Forecast Summer
2020: German Economy Heads
Back Up →

Facts — 08.04.2020

Joint Economic Forecast Spring
2020: Economy in Shock – Fiscal
Policy to Counteract →

Daimler cuts working hours for tens of thousands of employees

To avoid dismissals, Daimler is reducing the working hours of administrative staff by 2 hours per week without wage compensation. Premiums are cancelled.
(July 2020)

Support for companies:

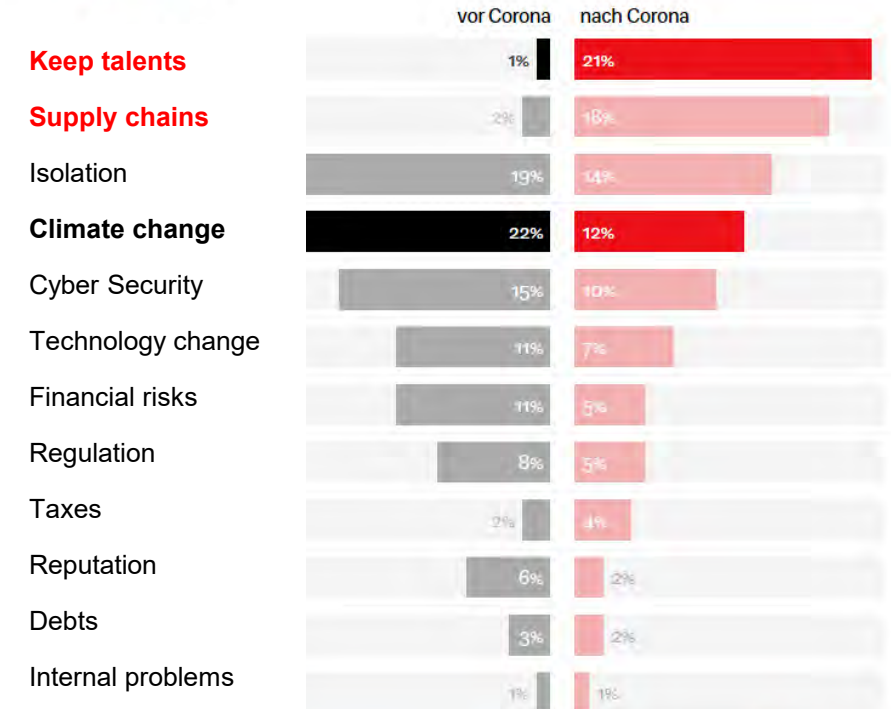
Corona aids extended

(26.8.2020 – Handelsblatt)

- Extension of Short-time working up to 24 months
- Bridging aid for companies
- Social security contributions
- Care (20 working days extra free)
- Insolvency law
- Basic income support for small entrepreneurs

MAJOR BUSINESS RISKS – VIEW OF CEOs – BEFORE AND AFTER CORONA

■ vor Corona ■ nach Corona



Quelle: KPMG CEO Outlook 2020, COVID-19 Special Edition

Wirtschafts
Woche

Best Practices Germany

Gipfeltreffen der Weltmarktführer (Summit of Global Market Leaders)

The "Davos of the little man" brings together around 500 representatives of German medium-sized companies, this time for the tenth time. Organized by the "Wirtschaftswoche" and the Academy of Global Market leaders, 28-30th January 2020 in Schwäbisch Hall

Contribution of SBH Germany:

- **Identification and proposal of speakers** (Vice President Research, ETH Zürich)
- **Information booth during the Summit**
- **Organization of a Masterclass:** Innovation through AI – a view from Switzerland

What went well?

- promoting Switzerland in relation with innovation and technology
- Personal contact with potential investors and multipliers

What was the learning?

It has to be valued as network and awareness building rather than "collecting" projects

What will be next?

The organizers would like to integrate more input from the DACH region, so more "Swissness" is requested for next events. Possible activities are being discussed, as both, the Wirtschaftswoche as a leading media player in Germany and the Academy of the Global Market leaders are excellent multipliers for the SBH.



Britta Thiele-Klapproth (Swiss Business Hub Germany) ©FDFA

GIPFELTREFFEN DER
**WELT
MARKT
FÜHRER**

3.-4. Februar 2021 | Schwäbisch Hall

Event update until year end 2020

DATE	TOPIC	FORMAT
Sept / Oct	<ul style="list-style-type: none"> Switzerland v. Germany (individual infographics) Switzerland where AI meets quality 	Social Media Campaign
22.09.20	Opportunities for German Life Sciences companies in Switzerland	Webinar
12.-16.10.20	Digital Health Exchange Switzerland - Germany	Digital Road Show
21.-22.10.20	Personalized Health Forum, Analytica Munich (Speaker Sophia Genetics)	Fair (booth, Aperero)
03.12.20	Wirtschaftsgipfel Baden-Württemberg Schweiz, Stuttgart	Conference / hybrid
04.12.20	Wirtschaftstag Schweiz, Stuttgart (Handwerkskammer)	Conference

Systematically contact of **target list** (AI, PH and Blockchain) -> generation of qualified meetings

Visit of **touchpoints**: Handelsblatt KI Summit, 12. Innovation Forum Medizintechnik, Rise of AI Summit 2020

Intense **Social Media activities** (4 posts a week) promoting tech themes

Digital Investment Summit – Aim for the Impossible

SBH GERMANY INVEST TEAM



Claudia Jehle (Director Invest Promotion SBH Germany)

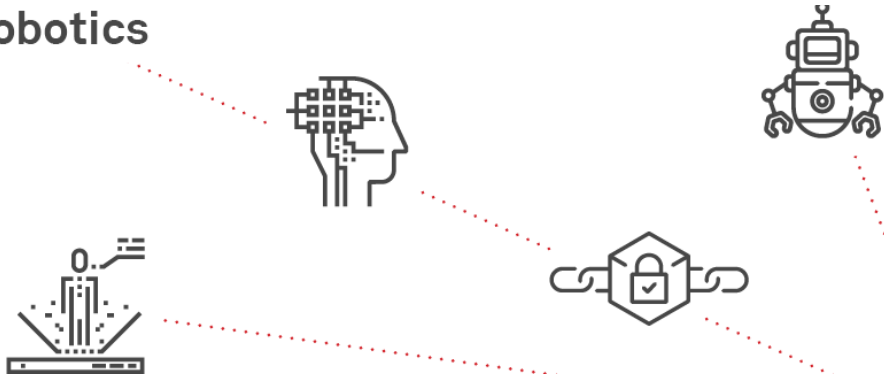


Britta Thiele-Klapproth (Director SBH Germany)

Digital Investment Summit – Aim for the Impossible

SBH FRANCE

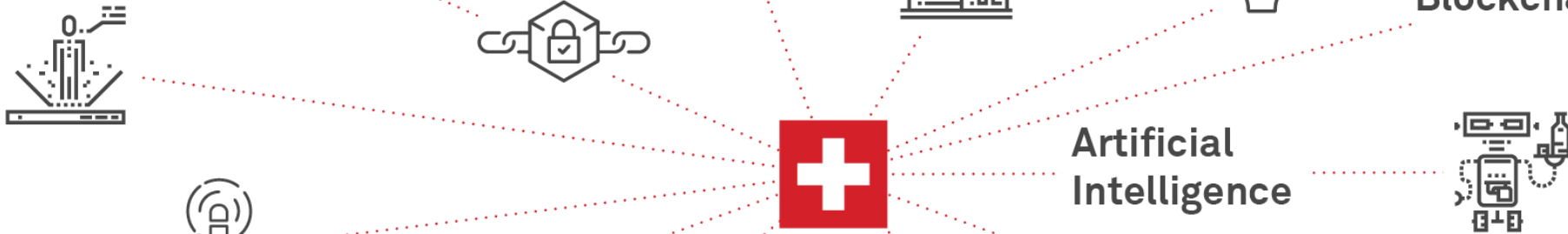
Robotics



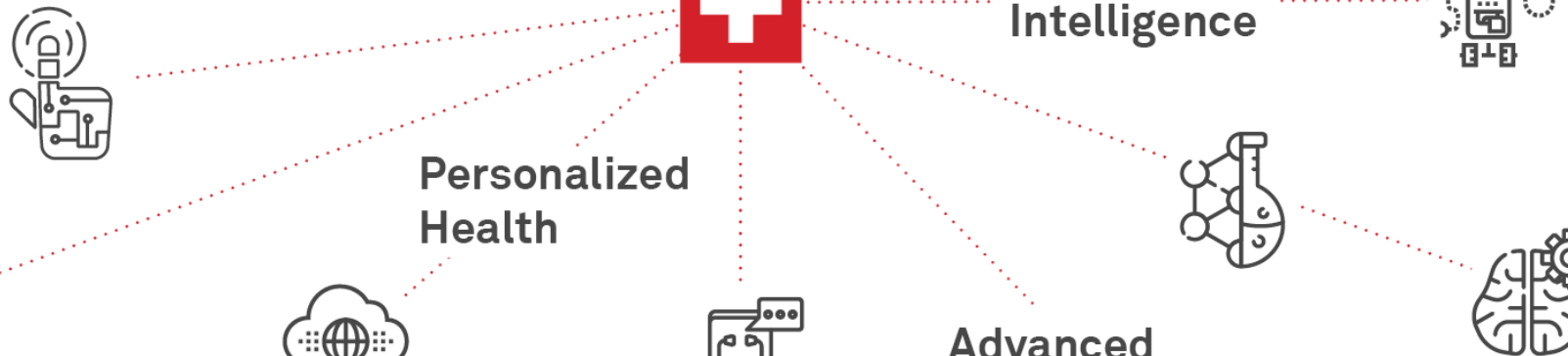
#WhySwitzerland



Blockchain



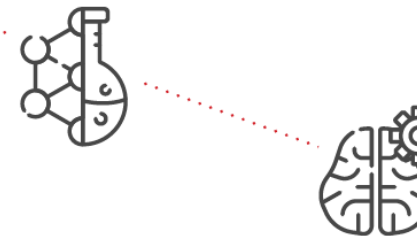
Artificial Intelligence



Personalized Health



Advanced Manufacturing



Current Situation, Post-Covid times

Current political situation in France:

- Most priorities that were set by the French government at the end of 2019 were significantly impacted by the outbreak of COVID-19
- “State of sanitary emergency” from March 24th to July 10th
- The end of this temporary state of sanitary emergency closely coincided with a cabinet reshuffle of the French government. This significant change has been explained by President Macron by adopting a new method based on “social dialog”

Current Situation, Post-Covid times

Post-Covid times in France: political situation

- The new French PM announced a **100 billion euros recovery plan** on July the 15th.
- 40 billion will be allocated to boost the French productive and industrial in strategic sectors (such as the automotive and the aviation industry) and 20 billion will be dedicated to the energy transition.
- The core element of the French economic recovery will be the fight against unemployment, especially among young people.
- Thanks to the President's active efforts to find an EU recovery deal, France will receive approximately 40 billion in subsidies from the EU, which amount to a significant portion of its national recovery plan.

Current Situation, Post-Covid times

Post-Covid times in France: political situation

In the aftermath of the COVID-19 pandemic, the main priorities for the new government are:

- Economic recovery (particular focus on unemployment and the youth)
- Ecological transition (implementation of ambitious environmental measures in the fields of transportation, housing and biodiversity conservation)
- Health and social reforms
- Domestic security and justice (fight against insecurity)

Current Situation, Post-Covid times

Post-Covid times in France: political situation

- Plan for industrial recovery in France which focuses on 4 commitments:
 - Attract new investments and relocate, notably by providing 78 "turnkey" sites capable of hosting industrial activities within shorter and better controlled timeframes.
 - Creation of pilot sites to accelerate industrial and ecological transitions.
 - Preserving know-how and developing skills in the territories.
 - Accelerating local community and industrial projects.
- The Ministry of the Economy, Finance and Recovery decided to create a fund to support industrial investment in strategic sectors: Health, Agri-food, Electronics, all sectors providing essential industry inputs.

Current Situation, Post-Covid times

Post-Covid times in France: economical situation

- France expects the economy to contract by 11% this year as a result of the coronavirus pandemic. This will result in a sharp expansion in the deficit and debt rising above 120% of GDP (<https://country.eiu.com/france>).
- The impact will be differentiated by sector. Worst hit are hotels and restaurants (and the tourism sector more broadly), transport manufacturing, retail and construction. Within the industrial sector (19% of GDP), the automotive and aerospace subsectors will suffer the most damage, as the budget for large purchases from overseas buyers—public-sector, military or corporate—has collapsed.
- It is forecasted that real GDP will return to its 2019 level in 2022 with an expected growth of 7.1% in 2021 and 4.2% in 2022 (high degree of uncertainty).

Example of an opportunity that is pragmatic and at the same time visionary & in the spirit of aiming for the impossible

- Share the perceptions of French companies located in Switzerland in a direct and open way. [Link](#)

 Swiss Business Hub France
967 followers
1w · 🌐

Pierre Guillet, PDG de Hesion, entreprise implantée en #Suisse qui propose des solutions smart parking innovantes, échange avec Michaël Ehrlich, responsable de la promotion des investissements au Swiss Business Hub France sur sa stratégie d'innovation et d'adaptation en #période de crise #covid et de l'opportunité d'être présent en #Suisse. #covid19 #Innovation #whyswitzerland

[See translation](#)



Interview HESION - Swiss Business Hub France - Ambassade de Suisse
youtube.com

Example of a best practice from your Swiss Business Hub France

- 8 webinars organized in May and June 2020
- 482 participants
- Partnership with CCIFS
- Qualified data (online inscription with questionnaires related to invest projects in Switzerland)
- Replays [Link](#)
- Social media communication
- Best practice: post a thank you message and mentioned individually the LinkedIn profiles of all the speakers
- Testimony of a French company for each webinar
- Swiss institutional speaker : Innosuisse
- Flagship speaker : CSL Behring (Swisstech webinar)
- Learning: more time for Q&A
- Development in the future: Hybrid (digital and physical event)



Swiss Business Hub France
967 followers
1 mo · Edited · 🌐

Le **Swiss Business Hub France** en partenariat avec la **CCI France Suisse (CCIFS)** remercie tous les participants des webinaires de la série : **Se développer et s'implanter en Suisse**.
Retrouvez ces événements en replay sur le lien suivant :
<https://lnkd.in/d/ewidTk>
Merci également à tous les experts et toutes les entreprises qui ont témoigné lors de ces événements : **Florent BELLETESTE** **Matthieu Crépey Business France** **Frédéric Volpon EBENISTE-AGENCEUR VOLPON** **Scherrer Jean-Marc BARISOL** **Alain Gros FRORIEP** **Philippe CLERC EDM SWISS** **Jean-Philippe Keil Johan De Greeff Mazars in Switzerland** **Ludivine Mitteau Tétris** **Louis Pigeon IBC Insurance Broking and Consulting SA Sarah Bernard DECATHLON SUISSE** **David Geynet Banque du Léman** **Valérie Carnet Green Power System** **Dominique Gruhl-Begin Innosuisse - Agence suisse pour l'encouragement de l'innovation** **Jérémi Lepetit retreeb** **Nicolai Herzog Manpower Switzerland** **Olivier Dunant Eversheds Sutherland** **Damien Patriarche PATRIARCHE** **Romain DURIEZ** **Aurore Laffin Pierre-Marie Durécu** **Emilie Brandt Michael Ehrlich**

[See translation](#)

**SE DÉVELOPPER
&
S'IMPLANTER
EN SUISSE**

👍❤️🗨️ 35

👍 Like 🗨️ Comment

Be the first to comment on this

Organic impressions: 2,054 Impressions [Hide stats](#)

Event & marketing activity update until year end 2020

DATE	TOPIC	FORMAT
15.10.2020	Webinar “Business location Switzerland – focus artificial intelligence”	Digital
08.12.2020	Webinar “Business location Switzerland – focus Blockchain”	Digital
20.01.2021	VIP side event in the framework of the International Cybersecurity Forum (FIC).	VIP event dinner will be organized on January 20 th .

Digital Investment Summit – Aim for the Impossible

SBH USA

Robotics



#WhySwitzerland



Blockchain



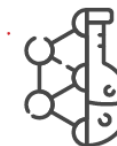
Artificial
Intelligence



Personalized
Health



Advanced
Manufacturing



TEAM USA

The United States we knew is history.

But its future begins today.

Manuel Haymoz
TC Investment Promotion
CG SF

Caroline Blaser
Head of SBH USA
CG NYC

Stewart Tipson
Head of Export Promotion / TC
CG NYC

Karine Jeanmonod-Wittmer
TC Export
CG SF

Sean Powers
TC Investment Promotion
CG NYC / Base Boston

Daniel Bangser
Deputy Head Investment Promotion / TC
CG NYC

San Francisco, CA

Los Angeles, CA

Kimberly Shulman
TC Export (90% SBH / 10% CG)
CG Atlanta

Lisette Mury
TC Investment Promotion
CG NYC

Atlanta, GA

Anandi Wickramasingam
Office Manager, Project Support and Compliance
CG NYC

New York, NY

Christoph Besmer
Head of Investment Promotion / TC
CGSF / Base Los Angeles

Gael Bresolin
TC Export
CG NYC

Alaska

Hawaii

Current Situation, Post-Covid Times

Uncertainty

- Pandemic, riots, worst recession and highest unemployment rate since the Great Depression (US economy contracted by 33% in Q2), upcoming election.
- + At same time, stock market rebounded to record height and parts of the economy are booming.
- 85% of US executives state that Covid-19 health crisis is extremely or moderately disruptive.
- Key challenges: 69% of executives mention disruption of workforce, 32% less demand for products, 21% controlling cost, 20% supply chain disruption.
- FDI Flow reduction of 35-50%.

Opportunity

- + Our outreach and marketing toolbox: stability of Switzerland, strength in key clusters, overall favorable business environment; second to none soft and hard location factor mix.



Best Practices USA



Go Global in Life Sciences Virtual Event Series

- Webinar in collaboration with Wilson Sonsini Goodrich and Rosati (USA) and Niederer Kraft Frey (Switzerland), company testimonial, swissnex
- Seamless Collaboration – Shared Vision
- Coordinated outreach and marketing push of all parties involved, pre- and post-webinar positioning of Switzerland
- 5-Tech Focus
- Relevant content for peer-to-peer c-level audience
- Similar Format for MassBio Webinar and future events
- Replicable for live/virtual combination.

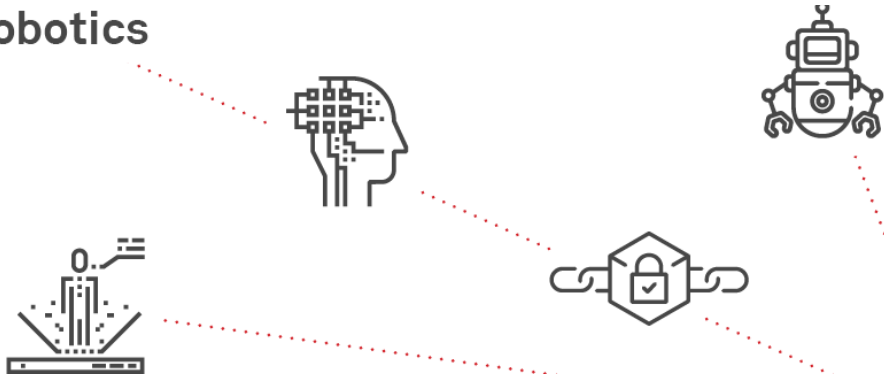
Event Update Until Year End 2020

DATE	TOPIC	FORMAT
10/5-8	Auvsi Xponential 2020	Digital Swiss Pavilion
10/29	Go Global in Life Sciences	Webinar
11/4	MassBio Meet Switzerland	Webinar
11/4-5	IoT Tech Expo North America	Digital/Switzerland Innovation
Various	Commercial UAV Expo, Techcrunch Disrupt, The Medtech Conference, Octane Medtech, Finovate West	Virtual Partnering/Attendance
TBC	Tell Awards, 5T Webinar	

Digital Investment Summit – Aim for the Impossible

SBH CANADA

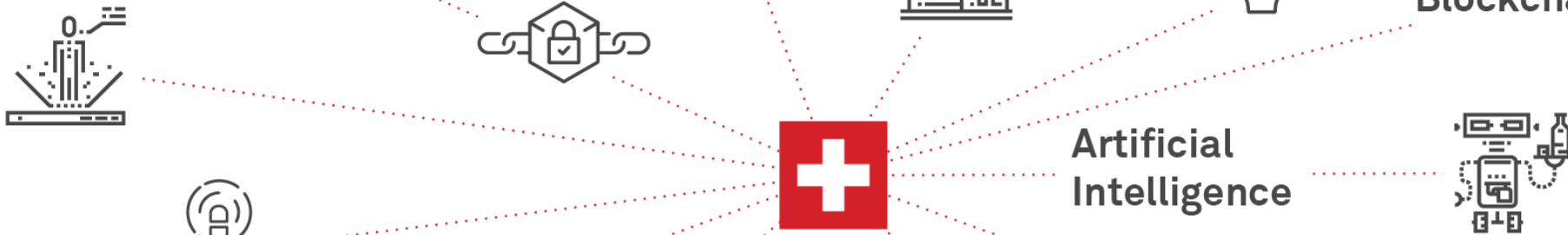
Robotics



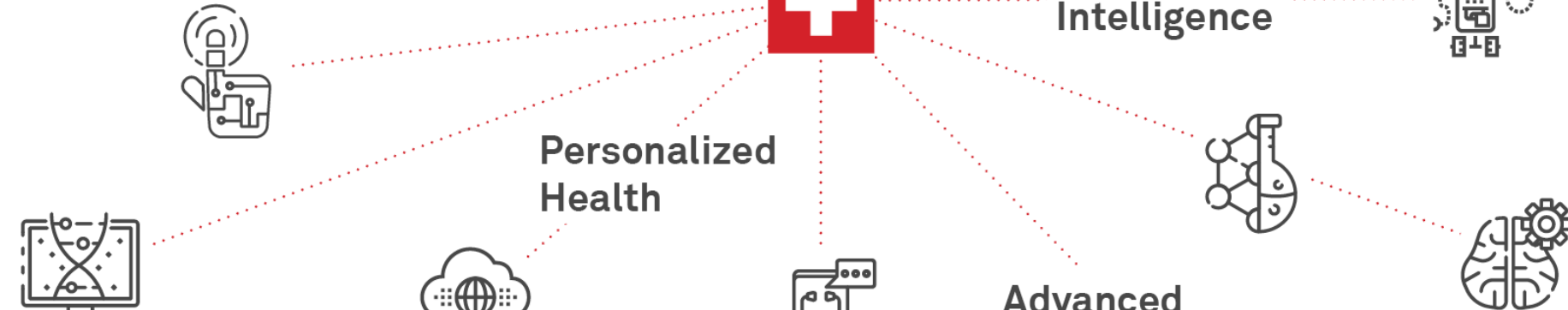
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Blockchain



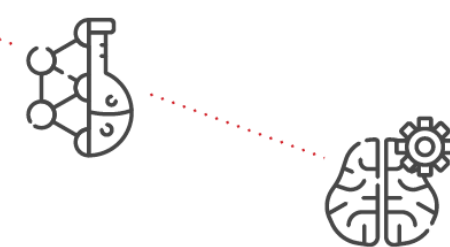
Artificial Intelligence



Personalized Health



Advanced Manufacturing



Digital Investment Summit – Aim for the Impossible

SBH CANADA



Michael Stewart
based in Toronto



Eros Robbiani
based in Montreal

Current Situation, Post-Covid times

Canada has provided significant financial support to those who lost employment and companies that suffered sales losses. The concern now is the potential for a second wave. Currently most non-Canadians cannot enter the country and there is a 14-day quarantine requirement for all who enter – including returning Canadian business people.

It can be expected that:

- **Potential government incentives for companies to produce critical health supplies in Canada could curtail investment abroad in a restricted number of sectors.**
- **Although some companies will have been hurt by impact of the virus, others such as those in personalized health, AI, cybersecurity and blockchain should be in a good position to expand abroad.**

As example, recently SBH Canada has been approached by an advanced manufacturing company that produces sensor-embedded fabric that can be used to monitor patients remotely.

Best Practices SBH Canada

- 2020 first year as Focus Country
- First FDI hire in February and another will join this autumn
- “Attended” and had meetings at virtual AI and virtual Collision conferences
- Focus has been on building a database of Canadian companies in AI, Personalized Health and Blockchain
- Would appear to be a good number of innovative companies and companies tend to have positive perception of Switzerland
- Going forward, will be building relationships with Canadian industry associations and reaching out to Canadian companies through LinkedIn and targeted messaging to companies in database including invitations to webinars that we will be organising

Event update until year end 2020

DATE	TOPIC	FORMAT
Sept 29-30	Big Data & AI Toronto Conference	On-line and in-person
Oct or Nov	Switzerland for AI Investment	Webinar
Oct 6-7	The Medtech Conference	On-line
Oct 28-30	Blockchain Revolution Global Conference	On-line and in-person
Nov or Dec	Switzerland for Blockchain investments	Webinar