

enabling new business

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**



# **YOUR PARTNER IN INTERNATIONAL BUSINESS**

1<sup>st</sup> March 2024, Global T Thurgau

# Agenda



- **Swiss International Trade**
- **About S-GE**
- **Export Promotion**
- **Investment Promotion**
- **Market Overview Switzerland – Türkiye**
- **Discovering an Opportunity: EGYPT CASE**
- **Practical Experience: LAUFEN Basel**

# SWISS INTERNATIONAL TRADE



## SMEs as a central pillar of Swiss international trade



**1 of 3**

Swiss Francs is generated through international trade



**70%**

of Swiss employees work in internationally active companies



**42%**

of exports are made by SMEs



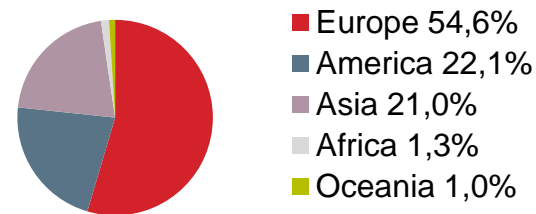
**No. 1**

of Swiss companies are SMEs

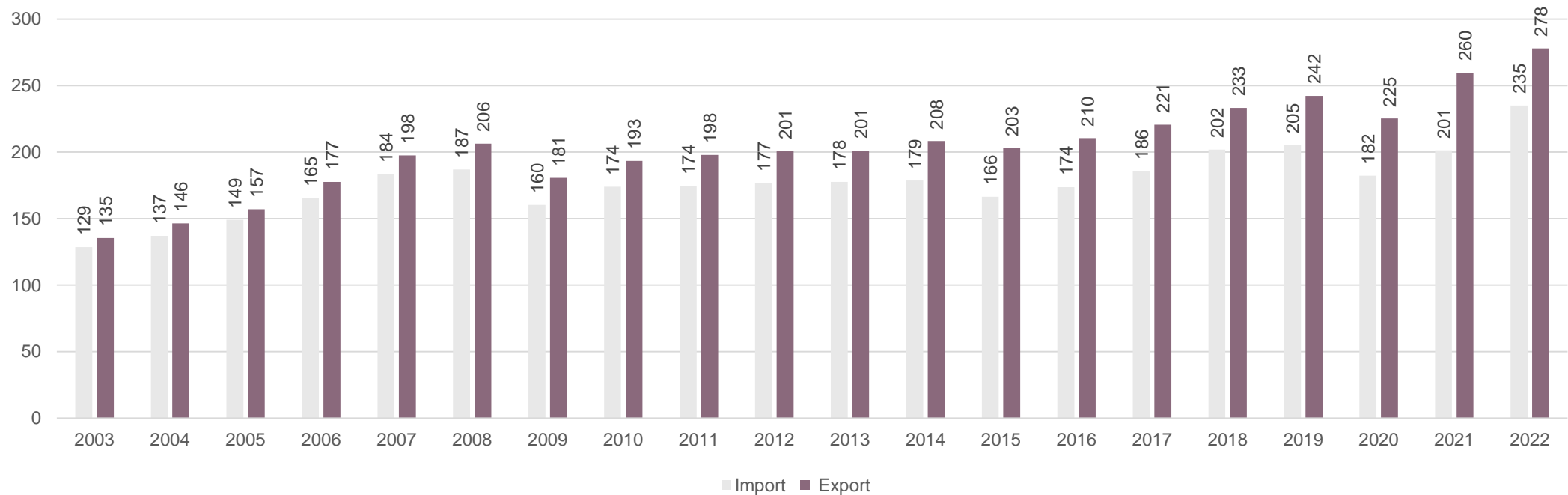


# International trade as a key driver of prosperity in Switzerland

Exports to continents

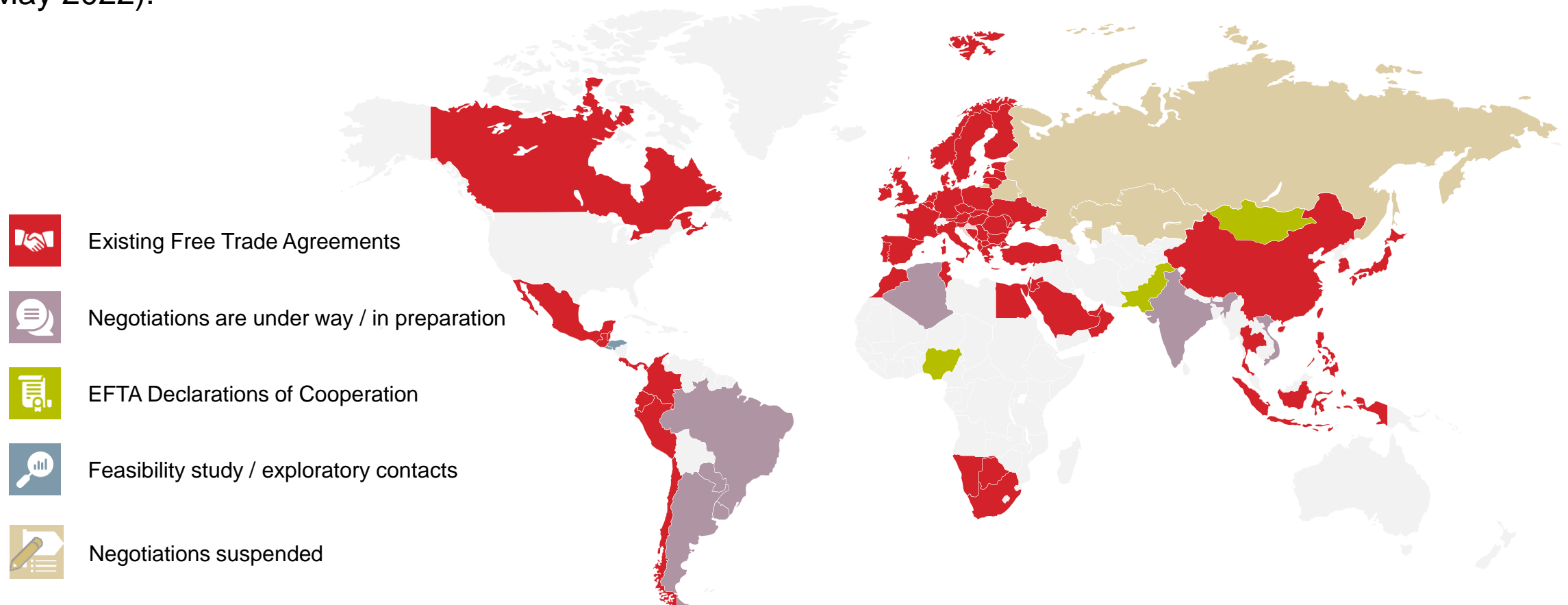


Switzerland's international trade 2003 - 2022 (in billions of Swiss francs)



# Free trade agreements set important framework conditions for SMEs and improve their competitive position

In addition to the EFTA Convention and the Free Trade Agreement with the European Union (EU) of 1972, Switzerland currently has a network of 33 free trade agreements with 43 partners (as at May 2022).



# ABOUT S-GE



**Switzerland Global Enterprise (S-GE)** is the official Swiss consultancy, promotion and platform organization for export and investment promotion with around 200 employees at offices throughout Switzerland and in over 31 countries. The network abroad is integrated into the Swiss diplomatic missions of the Federal Department of Foreign Affairs DFA.



## OUR MISSION

Together with our partners at home and abroad, we support Swiss SMEs in their international business, and help innovative foreign companies with potential that are interested in settling in Switzerland. This is how we create added value for our clients and prosperity for Switzerland.



## OUR VISION

Swiss SMEs realize their international business potential in new and existing markets. Switzerland is the first choice of location in Europe for innovative foreign companies.



## OUR STRATEGY

S-GE focuses on a consistent customer orientation and integrated service provision with partners. In this way, we are able to respond proactively to changing customer requirements and to changes in the economic and political environment, while simultaneously acting in accordance with the Confederation's foreign economic strategy and its sustainable development goals.



## OUR STRATEGIC SUCCESS FACTORS



Tailored offering



Client-driven partner network



Global focus



Committed team



Smart digitalization



Integrated sustainability





## S-GE at a glance

- Non-profit organization with over 2,000 members
- **Export promotion:** On behalf of the Confederation (SECO) since 1927
- **Investment promotion:** On behalf of SECO and all cantons since 2008
- Swiss presence: Head office in Zurich, branch offices in Renens and Lugano
- Global presence: 26 shared global offices with the DFA, other markets via partner networks
- Approximately 200 employees of which around 100 are in Switzerland, 100 in 30 countries

# Public financing of S-GE in 2023

**Basic mission of export promotion**  
incl. Enterprise Europe Network  
**CHF 22.3 million**

**Basic mission: investment promotion**  
incl. Switzerland Innovation  
**CHF 5.1 million**

**Additional task: cleantech**  
Promotion of the export of Swiss cleantech  
**CHF 0.6 million**

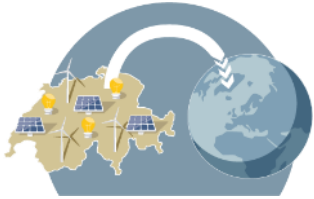
**Additional task: Liechtenstein**  
Provision of information, contacts and advice  
**CHF 0.1 million**

**Additional task: large-scale infrastructure**  
Promoting Swiss companies' access to major  
infrastructure projects abroad  
**CHF 1.6 million**

**Additional task: Innosuisse trade fair program**  
Support for Swiss start-ups  
Mandate costs covered by Innosuisse

**Tripartite agreement with the FDFA and SECO for operational collaboration in the foreign network**

# Sustainability is an opportunity for Switzerland as a business hub and therefore an integral part of Swiss export promotion and investment promotion



## Focus areas in export promotion

- Value chains in international business: Informing SMEs about opportunities and connecting them with local expertise
- Successful internationalization of Swiss sustainability solutions: Identifying and facilitating business opportunities



## Focus areas of investment promotion

- Positioning Switzerland as a leading location for innovative and sustainable companies
- Targeted contact with sustainable foreign companies
- Sustainability assessment of the company if there is an interest in relocating



## Priorities of S-GE as an organization

- Sustainable employee development
- Reduction of CO2 footprint through climate-conscious travel, introduction of an energy task force, CO2 offsetting at trade fairs
- Selection of suppliers that promote sustainability



# Swiss export promotion and investment promotion 2022: Consistent focus on customer needs

5,547

Swiss companies supported (+15% compared to 2019 before covid). This is roughly 10% of all exporting Swiss SMEs.

86%

of Swiss customers have seen a positive impact from our services (target for 2022: 85%).

20

foreign ecosystems covered. The Swiss Business Hubs work abroad with leading technology associations and other players in local innovation ecosystems.

129

relocation and innovation projects assessed in collaboration with cantons and regions.

2,035

Swiss companies and institutions were members of S-GE at the end of 2022.

632

companies registered in the Cleantech Cube.

## Top 3 markets

Our customers are particularly interested in the US (9%), Germany (7%) and China (6%).

297

exhibitors at SWISS Pavilion (previous year 196).

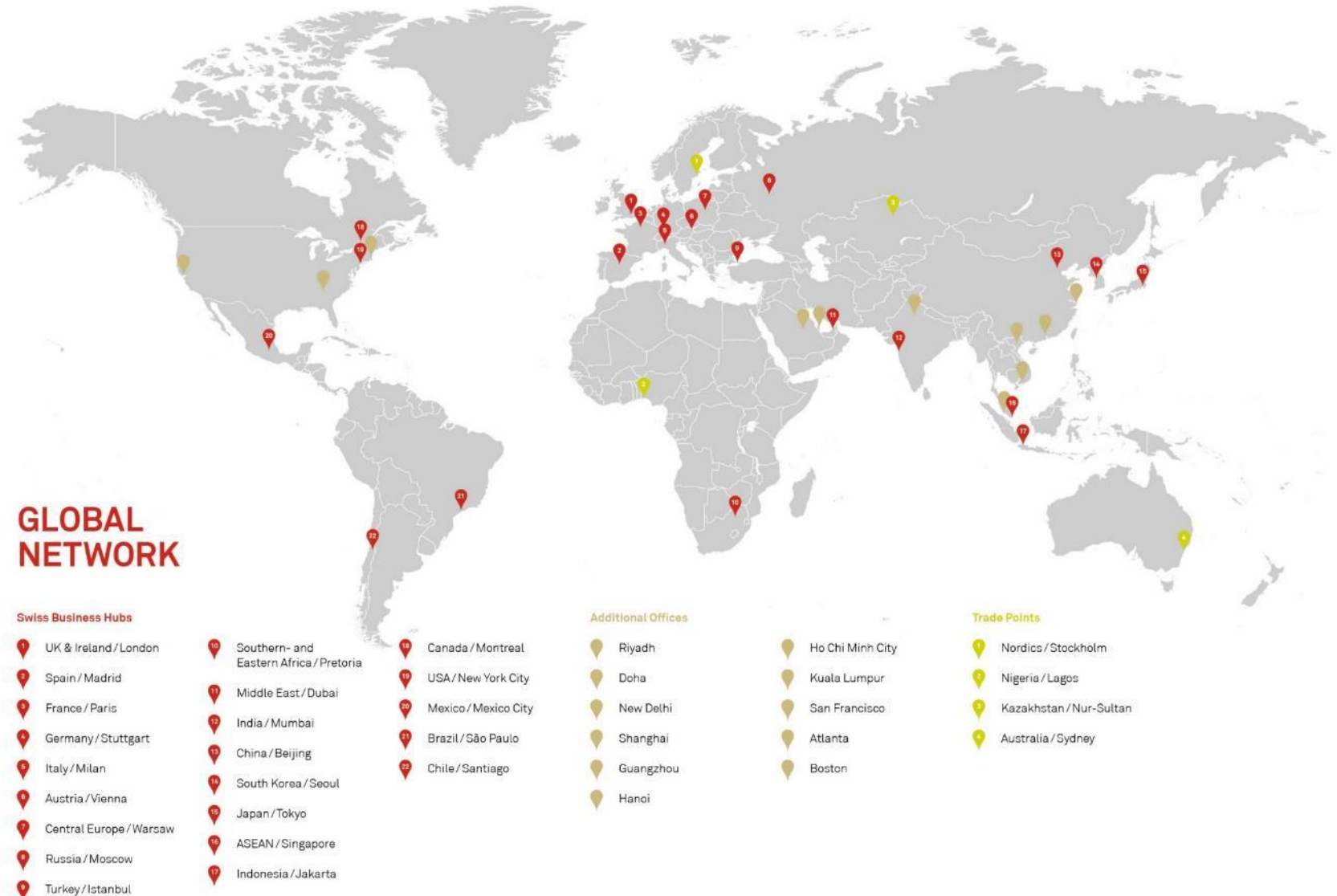
61%

of all mandate projects were carried out in 2020 with the involvement of experts in Switzerland and abroad.



## There for customers worldwide - our global presence

External network with the DFA with representations in 30 countries, 24 cooperation agreements with bilateral chambers of commerce and global coverage through DFA basic services.



# We are well-positioned worldwide with around 200 employees in more than 30 countries, along with a broad network of partners and experts.

With our partners, in 2021 we have supported

- **5,547 Swiss SMEs** with satisfaction and impact rates of around 90%.
- **129 innovative foreign companies** were convinced of a settlement/innovation project in Switzerland
- Our **Swiss Business Hubs** are integrated into the official Swiss presence on site (joint success story with the DFA)



# EXPORT PROMOTION





A photograph of a busy port scene. In the foreground, there are stacks of shipping containers in various colors (red, blue, white). In the background, a large yellow crane is visible, along with a white building and a ship docked at the pier. The sky is overcast.

## Export promotion

Together with our partners, and to strengthen prosperity in Switzerland, we support Swiss SMEs with their international business.



# Information and event programs specially tailored to sectors with a high proportion of internationally active SMEs

**MEM**



**Infrastructure**



**Cleantech**



**Food**



**Fintech**



**Medtech**



# Video: Our services at a glance



# Our country specialists will be happy to support you on your way to accessing international markets



**Bruno Aloi**  
Senior Consultant South America



**David Avery**  
Head of Sustainability and Cleantech



**Daniel Bont**  
Senior Consultant China / HK / Taiwan



**Annina Bosshard**  
Consultant USA & Canada



**Adriano Bürgi**  
Consultant «Latin America»



**Angela Di Rosa**  
Senior Consultant South East Asia



**Katalin Dreher-Hajnal**  
Senior Consultant Central Eastern Europe



**Suhail el Obeid**  
Senior Consultant Africa, Middle East, Iran & Turkey



**Michela Giuliano**  
Consultant Japan + South Korea



**Beat Ineichen**  
Senior Consultant South Asia / ANZ, Project Manager MedTech



**Nadja Kolb**  
Consultant Germany / UK + Ireland



**Michael Kühn**  
Senior Consultant CIS and Nordic Countries



Choose preferred date

Annina Bosshard  
Consultant USA / Canada

May 2021

MO	TU	WE	TH	FR	SA	SU
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

Morning

11:00 - 12:00 o'clock

Afternoon

14:00 - 15:00 o'clock

14:15 - 15:15 o'clock

14:30 - 15:30 o'clock

14:45 - 15:45 o'clock

In a free, initial consulting session that is geared towards the individual needs, our country advisors support customers with the implementation of their projects. This enables them to enter a new market more quickly, more efficiently and more securely.

[www.s-ge.com/export-consulting](http://www.s-ge.com/export-consulting)





## On-site presence: **SWISS Pavilion**

Switzerland Global Enterprise, associations, chambers of commerce and private individuals operate under the umbrella brand “Switzerland”.

- Greater visibility, less effort and maximum impact thanks to a joint stand and official label
- Around 50 SWISS Pavilions annually at leading international trade fairs, organized by S-GE and/or partners

[www.s-ge.com/swisspavilion](http://www.s-ge.com/swisspavilion)





## ExportHelp

We support customers with questions about:

- Export documents
- Free trade agreements
- General customs matters
- Postings
- ...and many other current topics

Tel: 0844 811 812

[ExportHelp@s-ge.com](mailto:ExportHelp@s-ge.com) / [s-ge.com/exporthelp](https://s-ge.com/exporthelp)



## GoGlobal Cockpit

The GoGlobal Cockpit is a free, interactive online platform for Swiss and Liechtenstein companies looking to expand abroad with products, software or services.

The online platform includes the following services:

- Country comparisons/potential
- Search for new business opportunities and tenders
- Step-by-step instructions for successfully exporting products
- Interactive guide to sending employees abroad

Based on the products/services and the industry, the experience on the platform is tailored and personalized for users.

[www.s-ge.com/goglobal](http://www.s-ge.com/goglobal)



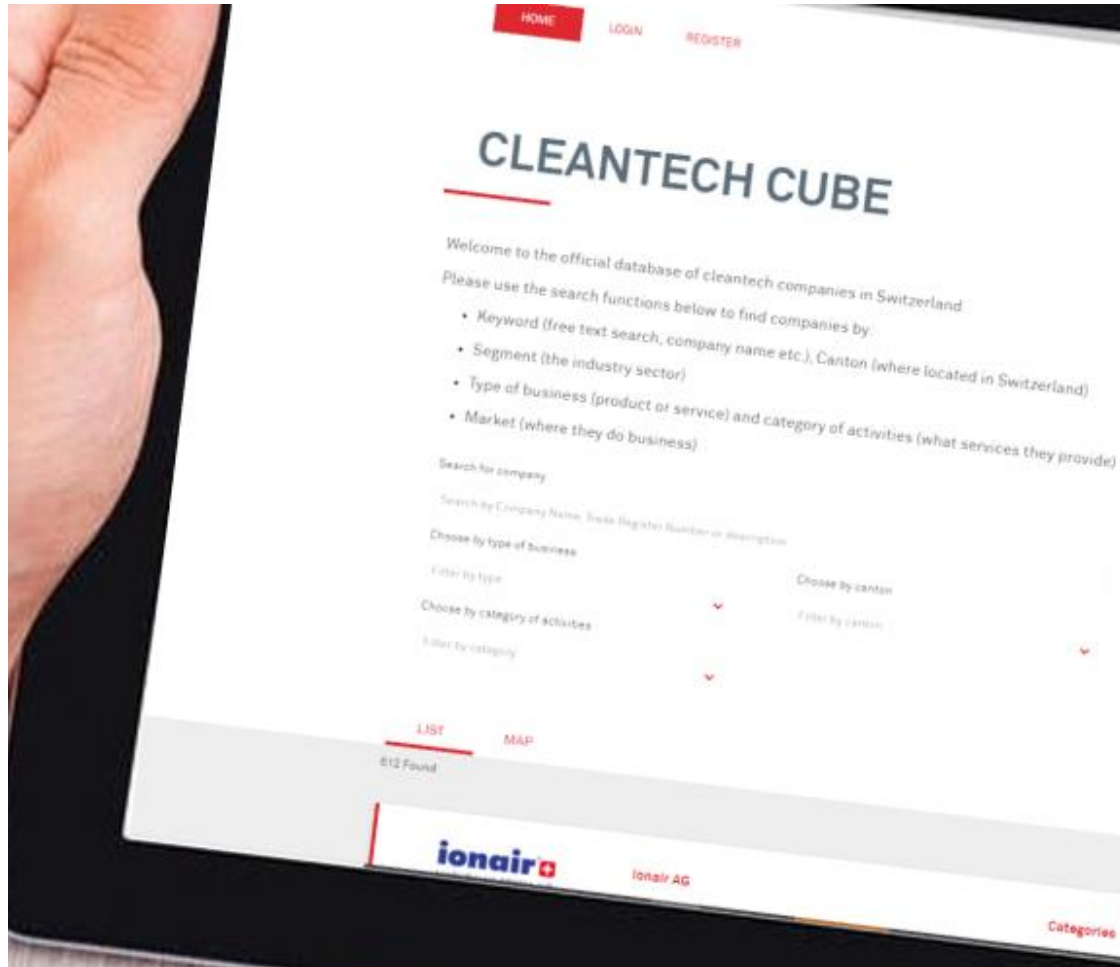


## **Additional mandate - Cleantech**

Since 2016, S-GE has, in particular, been promoting the export of Swiss cleantech solutions on behalf of SECO and the Swiss Federal Office of Energy (SFOE) and in cooperation with the Federal Office for the Environment (FOEN).

In this way, companies are offered sector-specific assistance for identifying and exploiting cleantech sales opportunities abroad.

# Cleantech CUBE



- Official database of Swiss cleantech companies
- Free registration and use for Swiss SMEs
- Publicly viewable listing of companies by cleantech sector as well as the export market in which they operate

[s-ge.com/cube](https://s-ge.com/cube)



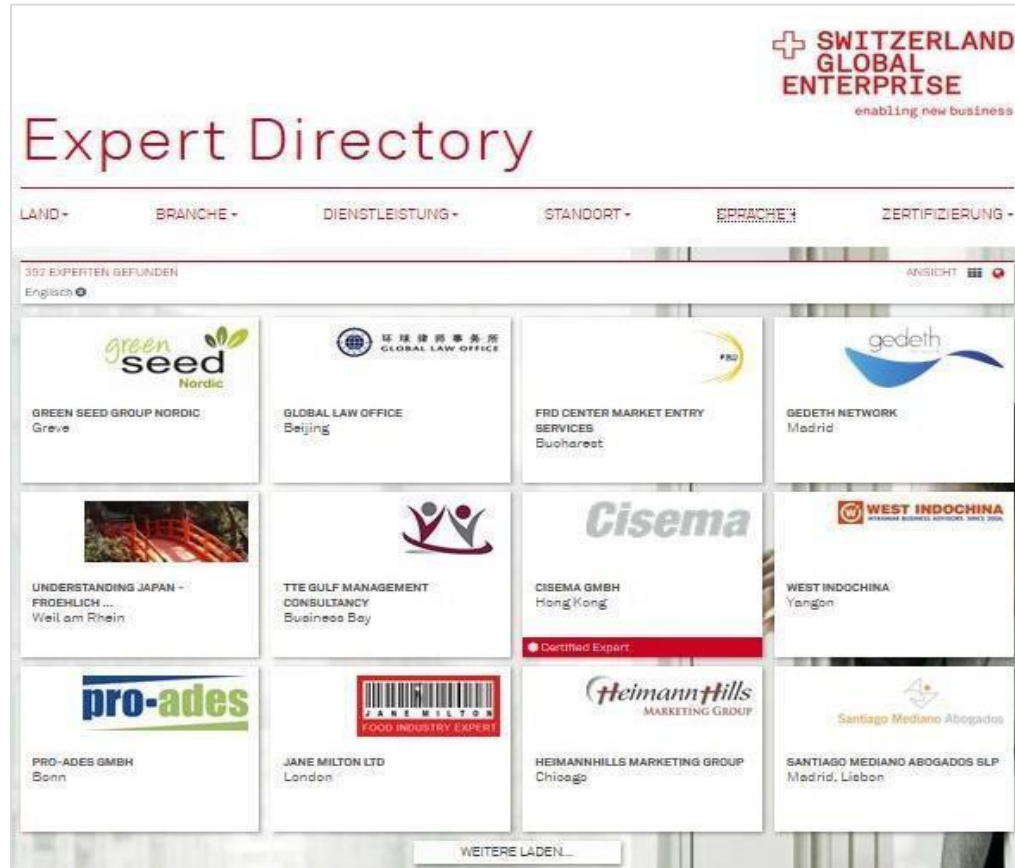


## **Additional mandate - Infrastructure**

Since 2022, S-GE has increasingly promoted the export of Swiss infrastructure solutions on behalf of SECO in cooperation with other Team Switzerland players (e.g. SERV, Swissmem, Swissrail, Economiesuisse, FDA, DETEC).

The aim is to improve access for Swiss companies to large-scale infrastructure projects abroad.

# Expert directory



- Online directory for internationalization experts
- More than 300 experts in the areas of strategy, marketing, sales, law, logistics, human resources, etc. worldwide
- Swiss and Liechtenstein companies can find an expert for their internationalization project quickly, easily and also free of charge.

[s-ge.com/ed](https://s-ge.com/ed)

# INVESTMENT PROMOTION





The background of the slide is a photograph of a modern office space. It features large, floor-to-ceiling windows that offer a view of other buildings and a clear sky. Inside, several people are seated at white tables, working on laptops. The office has a clean, minimalist aesthetic with white walls and modern furniture. A red horizontal bar is positioned above the title.

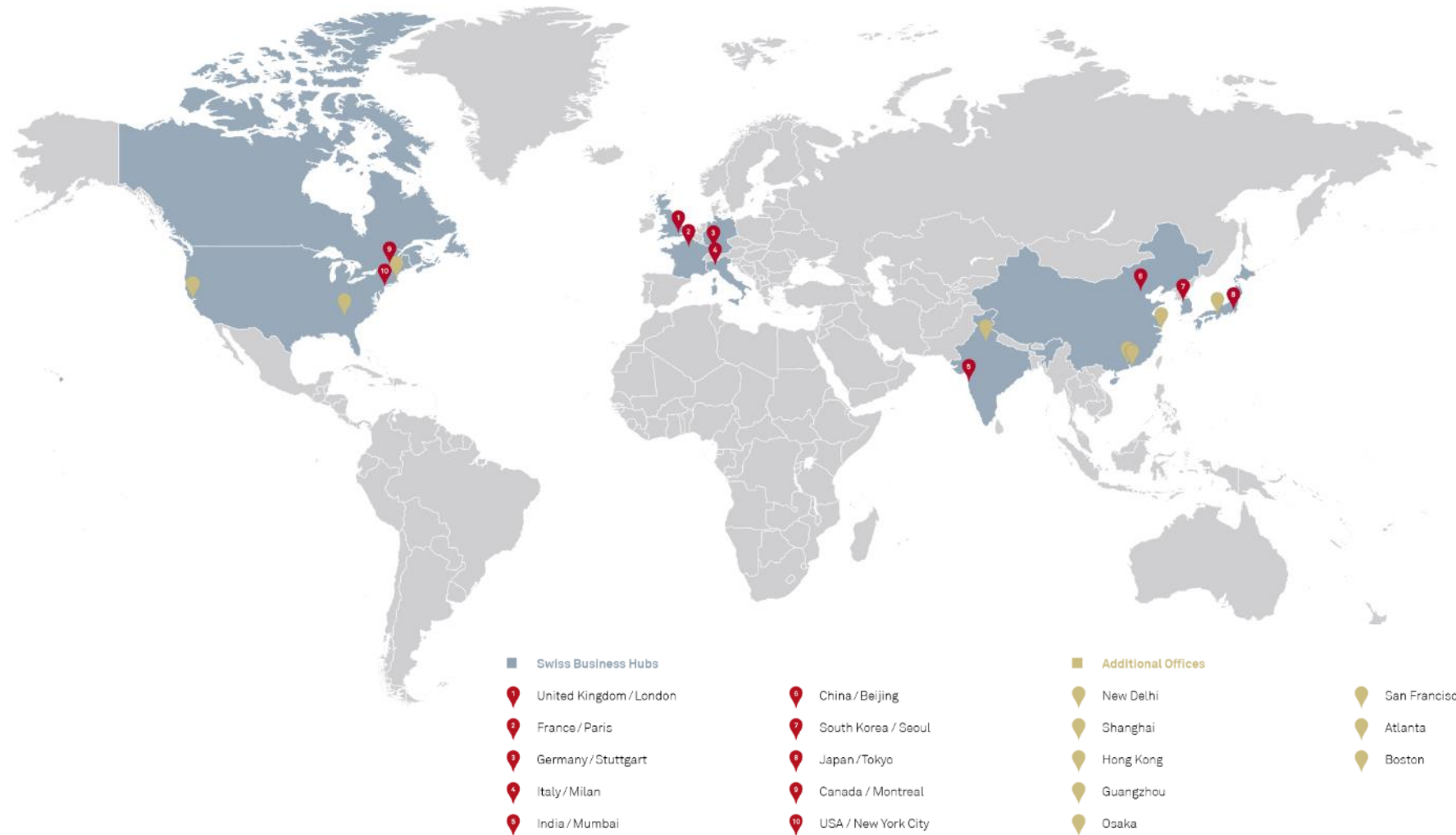
## Investment promotion

Together with our partner network, and to strengthen Switzerland as a business location,

- we identify internationally active companies in our focus countries that could bring profitable future technologies and good value creation to our country.
- we build up networks in which these companies operate, and we inform them about Switzerland as a business location - through various personal and digital channels.



# Focus on high added-value settlement projects that optimally complement Switzerland as a location for business and innovation



# Outlook: Investment promotion strengthens the innovative strength of the Swiss economy through targeted settlement of innovation leaders



## Relocations optimally complement innovation ecosystems

Over time, companies generate significant value creation and network effects for the Swiss economy and spillover effects for many cantons

### Example: Johnson & Johnson

*Johnson & Johnson*



#### Zuchwil

EMA headquarters of DePuySynthes Medical Devices  
Specialization in joints/spine



#### Oberdorf

1995 Stratec, 1999 merger with Synthes  
2012 Acquisition of J&J  
Medical products



#### Selzach

Logistics center of DePuySynthes Medical Devices



#### Neuchâtel

Medical devices  
Ethicon bioabsorbable dressings  
De Puy Synthes Mitek soft tissue repair implants



#### Allschwil

Actelion, with J&J since 2017  
Part of Janssen Pharmaceuticals from J&J  
Pulmonary arterial hypertension  
Global R&D center  
Employees: 2,547



#### Schaffhausen

Cilag Ltd 1959  
Part of Janssen Pharmaceuticals from J&J  
Center for parenteralia/injections  
Employees: 1,200



#### Villmergen

Medical device distribution center



#### Zug

Zug campus  
Companies in all three business areas of J&J  
One of J&J's most important hubs outside the US



#### Bern

Since 2011  
Janssen Vaccines, part of Janssen Pharmaceuticals  
Biopharmaceuticals based on bact. viral technologies  
Vaccine innovation center

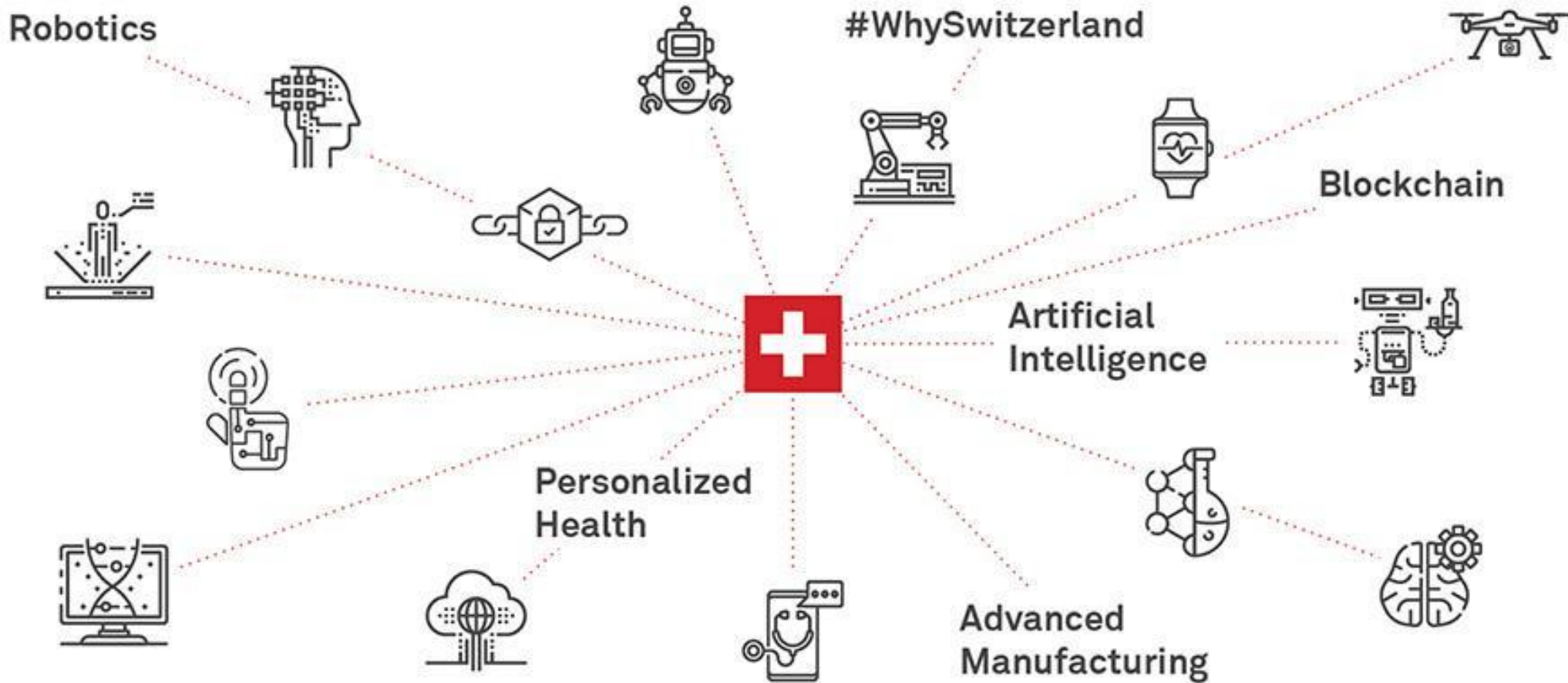
# Team Switzerland

## From the idea of expanding to setting up a business in Switzerland

The national investment promotion is a joint task of S-GE, the federal government, the regions and the cantons



# Switzerland is a highly industrialized technology location with leading research facilities and access to qualified specialists



# MARKET OVERVIEW SWITZERLAND – TÜRKİYE

YASEMIN ÖZTÜRK, HEAD OF SBH TÜRKİYE



**As of recent years, Switzerland and Türkiye have maintained a steady level of bilateral trade**

- Historical Framework; Economic relations between Turkey and Switzerland **date back to the 1930 „Trade Agreement“**, evolving over time
- Agreement on the **Reciprocal Promotion and Protection of Investments**, signed on December 29, 1988, and entered **into force on November 17, 1992**
- **1991 EFTA-Turkey FTA**; The backbone of modern trade relations, this agreement was recently modernized and came **into effect on October 1st, 2021**
- Switzerland and Türkiye have a **double taxation avoidance agreement (DTAA)** in place, entered **into force on January 1, 2013**
- **Automatic Exchange of Information (AEOI)** agreement between Türkiye and Switzerland in 2021 entered **into force on January 1, 2021**



## Trade between Switzerland - Türkiye

### Türkiye is an important economic partner for Switzerland

- Over the past decade, **annual total trade volume** (excluding gold) between Switzerland and Türkiye ranged from **CHF 3-3.5 billion**
- Bilateral trade amounted to **16'8 billion CHF** in 2023 (without gold trade, it was 4.0 billion CHF)
- This amounts (with gold) to **2.4%** of Swiss' global trade
- CH is TR's **4th biggest supplier** as of 2023 (Turk stat)

## Trade between Switzerland - Türkiye

	Exports (CHF million)	Change*** (%)	Imports (CHF million)	Change*** (%)	Balance (CHF million)	Volume (CHF million)
2017	1'844	10.3	1'444	9.5	400	3'288
2018	1'879	1.9	1'448	0.3	431	3'327
2019	1'650	-12.2	1'432	-1.1	218	3'082
2020	1'607	-2.6	1'508	5.3	99	3'115
2021	'778	10.6	1'697	12.6	81	3'475
2022*	1'930	8.6	1'890	11.3	40	3'820
2022**	12'190	374.0	2'004	0.3	10'186	14'194
2023*	2'163	12.1	1'855	-1.8	308	4'018
2023**	14'651	20.2	2'200	9.8	12'451	16'851

\* without gold bars and other precious metals, currencies, precious stones and gems, works of art and antiques.

\*\* including gold bars and others.

\*\*\*percentage change from the previous period.

- Switzerland experienced a decline in its trade surplus, which fell to **CHF 40 million in 2022**
- In **2023**, Switzerland **maintained a CHF 308 million trade surplus** (in the same period)
- The rate of increase in Swiss imports from Türkiye was 11.3%, surpassing the growth rate of Swiss exports (8.6%) in 2022



## Trade between Switzerland - Türkiye

Exports	2022 (% of total)	2023 (% of total)
1. Chemicals/Pharma	44.5	44.3
2. Precision Instruments, Watches, Jewellery	21.0	21.1
3. Machines, Appliance, Electronics	17.8	18.6
4. Metals	6.5	6.1

Imports	2022 (% of total)	2023 (% of total)
1. Textiles, Clothing, Shoes	44.0	40.5
2. Vehicles	12.8	14.1
3. Metals	9.4	11.4
4. Agriculture and Forestry	9.0	9.1

Source: Federal Office for Customs and Border Security

- **Main CH exports to TR** (2023, shares in total): chemicals & pharma products (44.3%); precision instruments including watches (21.1%); machines & electronics (18.6%); metal products (6.1%)
- **Main CH imports from TR** (2023, shares in total): textiles (44.5%); vehicles (14.1%); metals (11.4%); agricultural products (9.1%).

## Trade in Services



### Swiss Tourists in Türkiye

- Record influx in 2022: 383,000 Swiss visitors, up 74% from 2021
- Turkish travelers to Switzerland remained low: 34,000 in 2022, down from pre-Covid levels
- Factors: Decline of Turkish lira, high cost of living in Switzerland

### 2023 Tourism Trends

- Swiss tourists to Türkiye: 285,000 in first nine months, up 1% annually

### Financial Services Trade

- Limited presence of Swiss financial institutions in Turkey.
- Focus on wealth management for Turkish citizens amid economic crisis

### **CH is one of the most important foreign investors in TR**

- As of 2022, CH ranked 8th in terms of capital stock (TR stat, 2022)
- In 2022, CH was the 4th largest investor with 704 million USD (TR stat)
- CH capital stock in TR amounted to 3.8 billion CHF; it has increased by 66% over the past 5 years (CH stat, 2022)
- More than 150 Swiss companies operating in Türkiye created over 19'000 jobs (as of 2022, CH data)

**TR investments in CH have increased from 229 million USD in 2020 to 473 million USD in 2022, more than 100% in two years, according to the Turkish Central Bank data.**

## SWOT-Analysis for Swiss SME's

### **STRENGTHS**

- High-Quality Products & Services
- Innovative Technologies
- Strong Brand Reputation

### **WEAKNESSES**

Limited Market Knowledge  
Language & Cultural Barriers  
Limited Local Network

### **OPPORTUNITIES**

Market size and growth  
Strategic Location  
Diversified Economy  
Investment Incentives  
Skilled Workforce

### **THREATS**

Political and Economic Instability  
Competitive Market Landscape  
Regulatory Challenges



# Potential Sectors for Swiss SMEs

## MEM



## Cleantech



## Fintech



## Medtech



## Infrastructure



## Food



## Potential Sectors for Swiss SMEs / MEM

**The MEM sector in Türkiye presents several opportunities due to various factors:**

- Growing Domestic Market
- Customs Union with the EU
- Diverse Manufacturing Sub-Sectors
- Technological Advancements
- Export Potential

- 
- Strategic Location
  - Government Incentives and Support



# Potential Sectors for Swiss SMEs

## MEM



## Cleantech



## Fintech



## Medtech



## Infrastructure



## Food



## Potential Sectors for Swiss SMEs / MEDTECH

---

**Swiss SMEs have a range of opportunities in Türkiye's Medtech sector owing to multiple factors:**

- Growing Healthcare Market
- Increasing Demand for Medical Devices
- Advanced Healthcare Infrastructure
- Strong Manufacturing Base
- Regulatory Harmonization
- Collaboration Opportunities

- 
- Strategic Location
  - Government Incentives and Support

**Medtech  
Roundtable,  
20 June 2024**



# Potential Sectors for Swiss SMEs

## MEM



## Cleantech



## Fintech



## Medtech



## Infrastructure



## Food



## Potential Sectors for Swiss SMEs / Cleantech

**Various factors contribute to the array of opportunities available to Swiss SMEs in Türkiye's cleantech sector:**

- Renewable Energy Potential
- Energy Efficiency Initiatives
- Waste Management and Recycling
- Water Management and Treatment
- Smart Cities and Sustainable Urban Development

- 
- Strategic Location
  - Government Incentives and Support

**Cleantech  
Roundtable,  
~ May 2024**



# Potential Sectors for Swiss SMEs

## MEM



## Cleantech



## Fintech



## Medtech



## Infrastructure



## Food



## Potential Sectors for Swiss SMEs / INFRASTRUCTURE

**This overview highlights the diverse range of opportunities available for Swiss SMEs in Türkiye's infrastructure sector:**

- Construction Projects
- Engineering and Architectural Services
- Specialized Equipment and Technology Supply
- Transportation Infrastructure Development
- Logistics Infrastructure Enhancement

- 
- See also Cleantech sector

**Inbound  
Mission to CH  
Nov 2024**

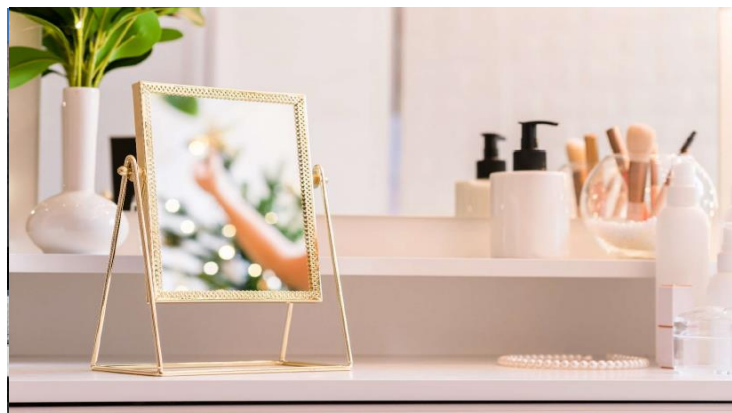


# Potential Sectors for Swiss SMEs

## Textile



## Cosmetics



## Potential Sectors for Swiss SMEs



**The textile sector in Turkey presents various opportunities for Swiss companies, given Turkey's significant presence and expertise in this industry**

- Quality Textile Production
- Supply Chain Integration
- Innovation and Technology
- Sustainable Textiles
- Market Access
- Brand Collaboration

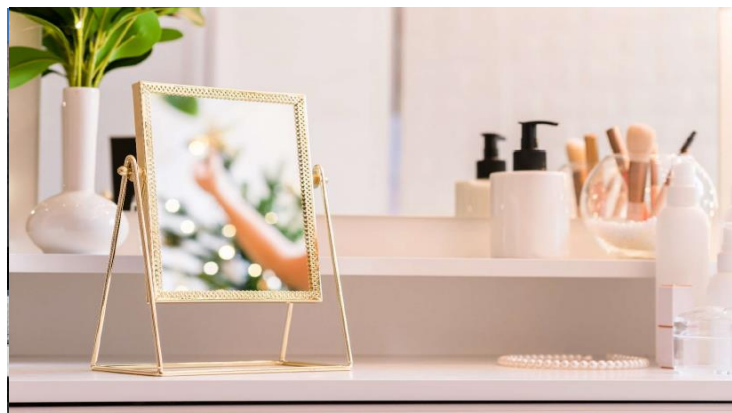


# Potential Sectors for Swiss SMEs

## Textile



## Cosmetics



## Potential Sectors for Swiss SMEs

**The cosmetics sector in Türkiye presents several opportunities for Swiss SMEs looking to expand their business internationally:**

- High Demand for Quality Products
- Partnerships with local Distributors
- Private Label Manufacturing
- Innovative and Natural Products
- E-commerce and Online Sales
- Brand Partnerships and Collaborations
- Regulatory Compliance and Standards

**Questions?**

**Thank you  
Vielen Dank**

---



## YOUR TEAM



Mehmet Yildirimli  
Senior Consultant Africa, Türkiye, Israel  
Switzerland Global Enterprise, Zurich (CH)  
[MYildirimli@s-ge.com](mailto:MYildirimli@s-ge.com)  
+41 44 365 53 52



Yasemin Öztürk  
Head of SBH Turkey  
Swiss Business Hub Turkey, Istanbul  
[yasemin.oeztuerk@eda.admin.ch](mailto:yasemin.oeztuerk@eda.admin.ch)  
+41 58 485 00 83

## Contact





2024

**SWISSCHAM**



**GLOBAL T 24**

**Discovering an opportunity**

**EGYPT CASE**



## PRESENTER

- President Swisscham Egypt
- CO-Founder EAST SAE – Egypt
- Founder – EAST AG – Aarau
- 2<sup>nd</sup> Gen with Swiss Partnerships
- Angel Investor
- Serial entrepreneur
- Telecom Engineer
- Father





## PHILOSOPHY

**Advancing the business opportunities and interests of Swiss and Egyptian businesses through expert service and engagement**





## METHODOLOGY

**We are creating opportunities**

1. **FOR** Likeminded stakeholders
2. **THROUGH** a resourceful member pool
3. **AND** well-connected and well-informed Board
4. **ON** both sides of the coin







## MEMBERS

**Our community is built from a diversity that assures collaboration**

1. Swiss HQ corporates and SME's operating in Egypt
2. Swiss & Egyptian SME's with interest in both Swiss and Egyptian markets.
3. Banks with interest into the Swiss / Egyptian Trade
4. Legal and Accounting Firms with International and local expertise.
5. Educational Institutes with Swiss Programs partnership.





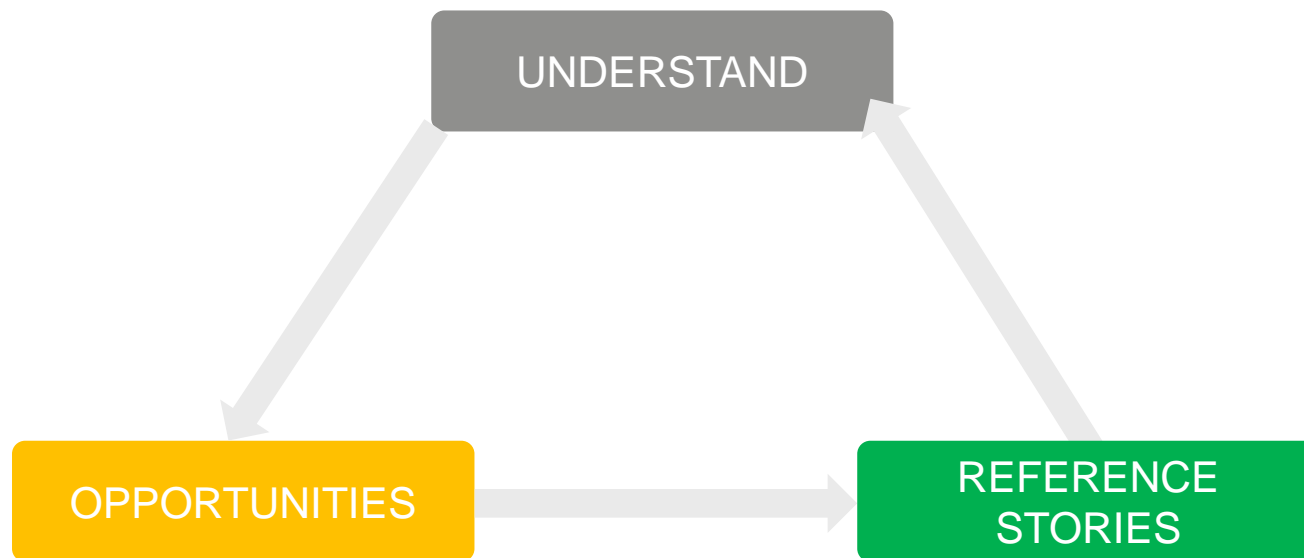


Partnership

Built channels @ CH & EG



**EGYPT**





## UNDERSTAND

### **Aiming to adjust perception in :**

- Consumption behavior of Resources
- Business Environment
- Brokerage and Corruption
- Education
- Economy control ( FX – Players)







UNDERSTAND



Egypt populations

114,485,000

Yearly change

1,770,000

Global Share

+1.57%

Global Rank

14

= 20

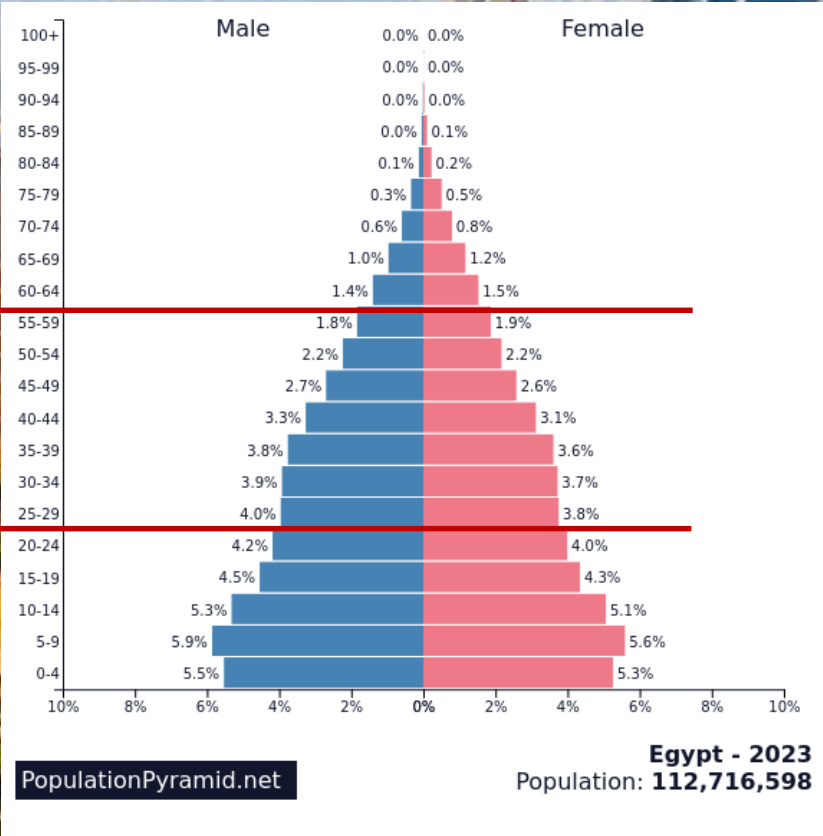
of the Less populated  
EU countries

48 M work  
force

+7.2%

+42.0%

+50.8%





## Education

- Diverse pre-university education system (pro / cons)
- Languages
- Social perceptions impact







Egypt Marine Ports

55

Commercial

18

Petroleum  
Mining

22

Touristic

7

Egypt Airports

22

International

9

Domestic

12

Egypt Rail Network  
Since 1877

16000 km

Conventional

12800

Electric (C)

2200

Light

1000

Egypt Road Network  
Rank 28

65000 km

Paved

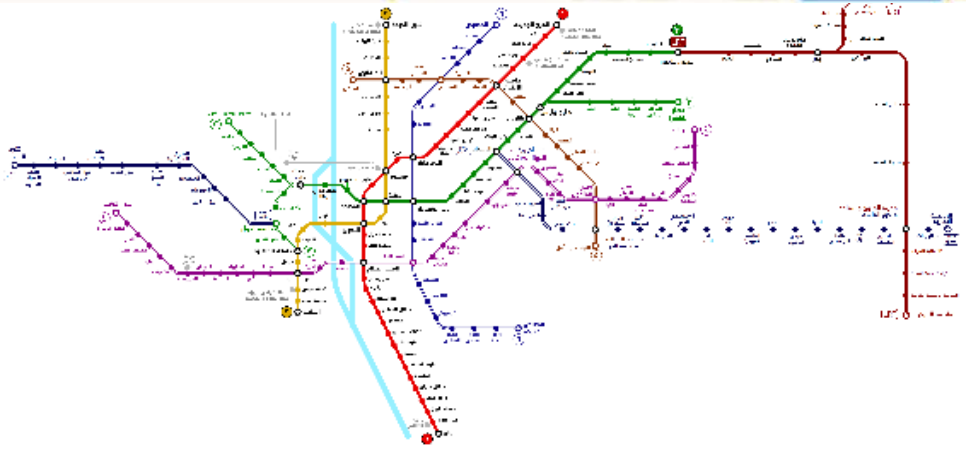
48000

Unpaved

17000

highways

18000





**UNDERSTAND**



## Trade Agreements

- Pan Arab Free Trade Agreement/ Greater Arab Free Trade Agreement (GAFTA)
- Common Market for Eastern and Southern Africa (COMESA)
- Agadir Free Trade Agreement.
- Egypt-EU Association Agreement.
- Egypt-EFTA Free Trade Agreement.
- Qualified Industrial Zones (QIZ)
- Egypt Turkey Free Trade Agreement.



## UNDERSTAND

- Consumption behavior of Resources
- Business Environment ( Law Impact - economical zones )
- Brokerage and Corruption
- Education
- Economy control ( FX – Players)
- ACI (Advanced Cargo information)

Read the scene from a different angle





## OPPORTUNITIES

### Export

- Machinery
- Niche Process Technology
- Vacation destination
- Education specially in the technical side

### Localization

- Low Cost ( resources)
- Regional network
- AFRICA Hub

### Import

- Outsourcing
- Raw Materials for
  - pharma
  - fresh and processed food
- Semi finished goods







## REFERENCE

Operating Swiss co

**+ 200**

Direct Jobs

**10 K**

Indirect  
Jobs

**15 K**

Rank In  
FDI

**7**

### Impactful businesses

- Directly operated
  - Operated through Agents
  - Switch of Headquarters
  - Regional Hubs
- Textile Project
  - Silo Food project
  - Pharma / health Project
  - Construction material projects
  - Agri business





## LAST STORY

### 50 Years Partnership Journey

- Agency
- Conflicts (over the journey)
- Localization
- Impact ( 10Y for Recycling)
- Market Leadership
- Going regional





The image is a composite of two photographs. The background is a wide-angle shot of a Swiss village nestled in a valley. A river flows through the foreground, bordered by stone walls and lush green trees. In the background, steep, rocky mountains rise, with a prominent waterfall cascading down a cliff face. The sky is blue with scattered white clouds. Overlaid on the left side of the image is a semi-transparent white rectangle. Inside this rectangle, the words "Thank You" are written in a large, bold, black serif font. The rectangle is flanked by two solid red vertical bars, one on the left and one on the right.

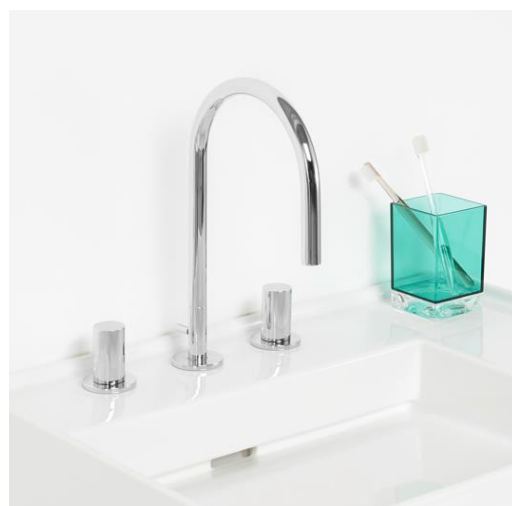
**Thank You**





# Ägypten - Türkei

**Wie erobern wir  
hochkompetitiv  
e Märkte?**



LAUFEN



# LAUFEN

## Headquarter in Laufen, Schweiz

Keramikproduktion, Möbel und  
Spühlsysteme werden  
ausschliesslich  
in Zentraleuropa hergestellt

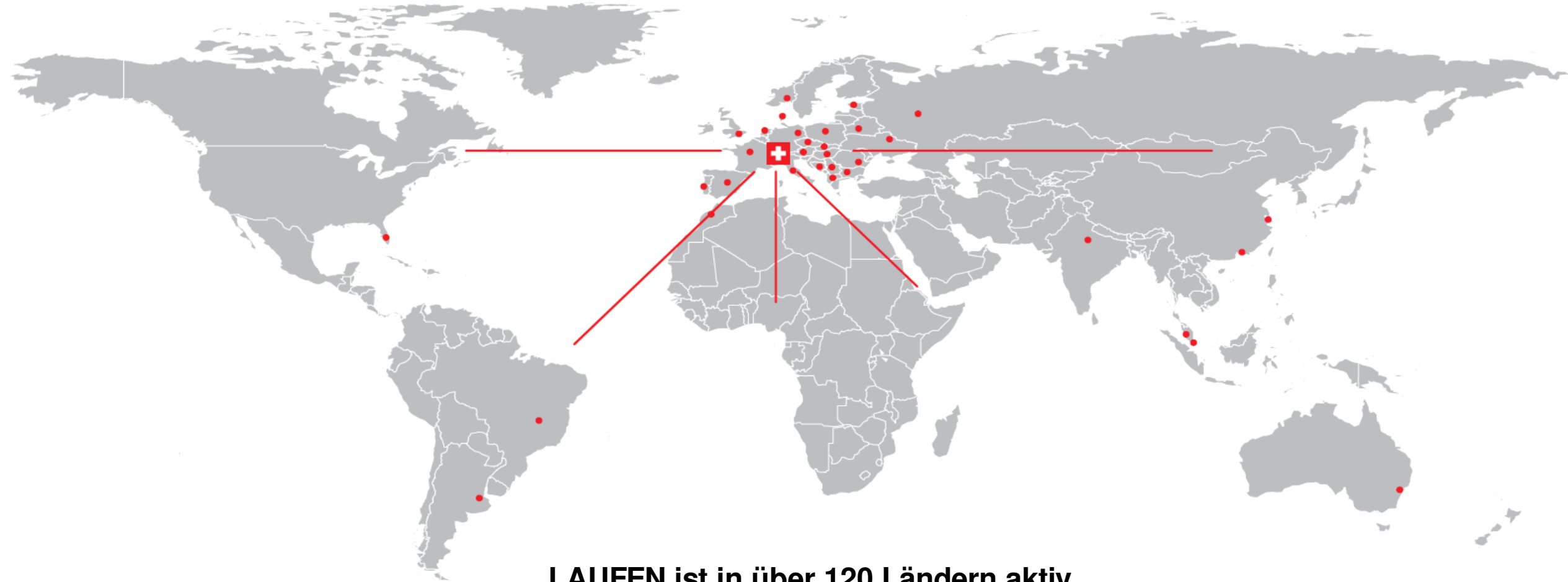
Weitere Standorte in Asien für  
Armaturen und Garnituren

LAUFEN ist Teil der ROCA GROUP

# LAUFEN



# LAUFEN – WELTWEITES DISTRIBUTIONS NETZWERK



**LAUFEN ist in über 120 Ländern aktiv**  
**34 weltweite Subsidiaries**  
**2,500 Angestellte global**

**LAUFEN**

# INNOVATIONEN FÜR DIE ZUKUNFT

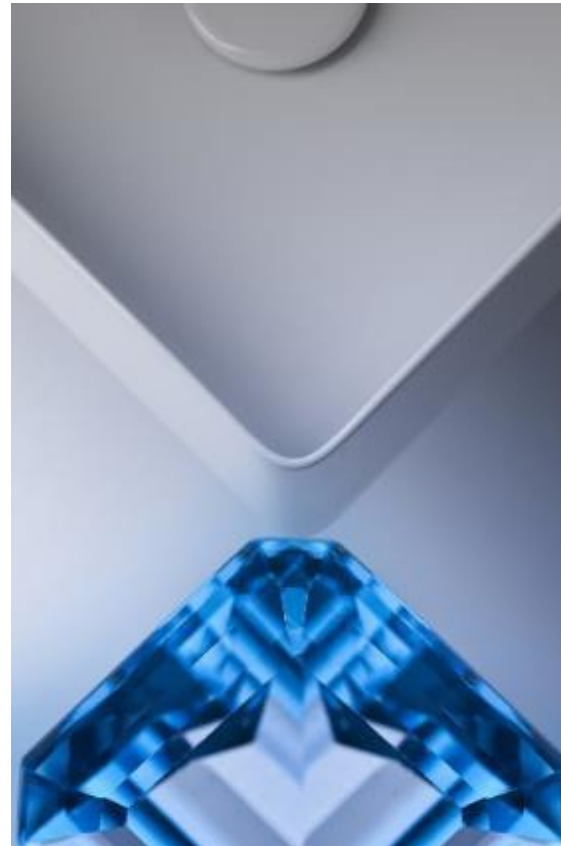
**1964:** LAUFEN erfindet  
das wandhängende WC



**1983:** High-pressure  
ceramic casting entwickelt  
von LAUFEN



**2013:** Saphirkeramik, die  
ersten dünnwandigen  
Waschtische



**2023:** Der weltweit erste  
Elektro-Ofen



LAUFEN



# INNOVATIONEN FÜR DIE ZUKUNFT



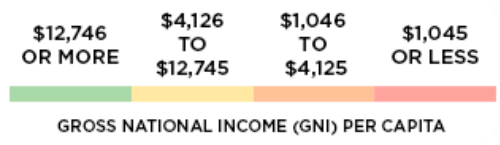
**Save!**

Eine revolution für die Nachhaltigkeit  
Das erste voll funktionsfähige “Urin Trenntoilette”

LAUFEN

SUSTAINABLE  
DEVELOPMENT  
GOALS

# Länder im tieferen Einkommensbereich





# Länder der Gegensätze



LAUFEN



# Länder der Gegensätze



LAUFEN



1 Schweizer Franken entspricht

35.55 Türkische Lira

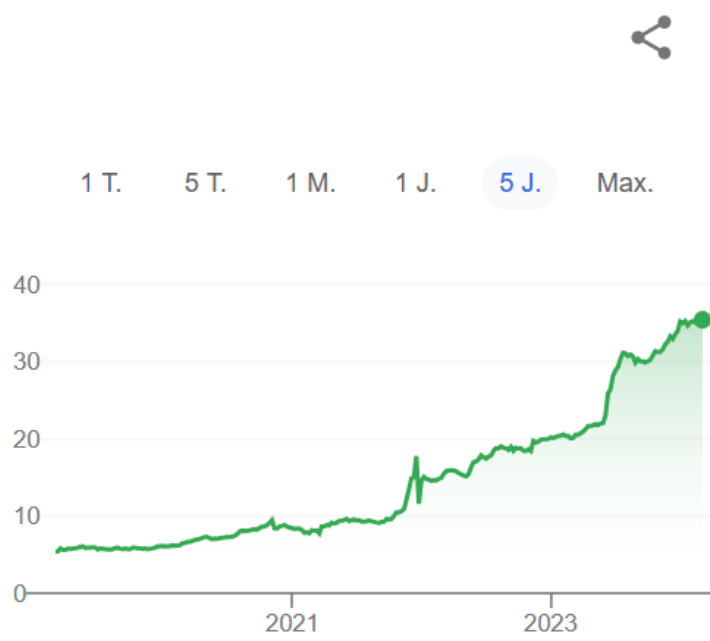
29. Feb., 02:44 UTC · Haftungsausschluss

1

Schweizer Franken ▼

35.55

Türkische Lira ▼



1 Schweizer Franken entspricht

35.22 Ägyptisches Pfund

29. Feb., 02:46 UTC · Haftungsausschluss

1

Schweizer Franken ▼

35.22

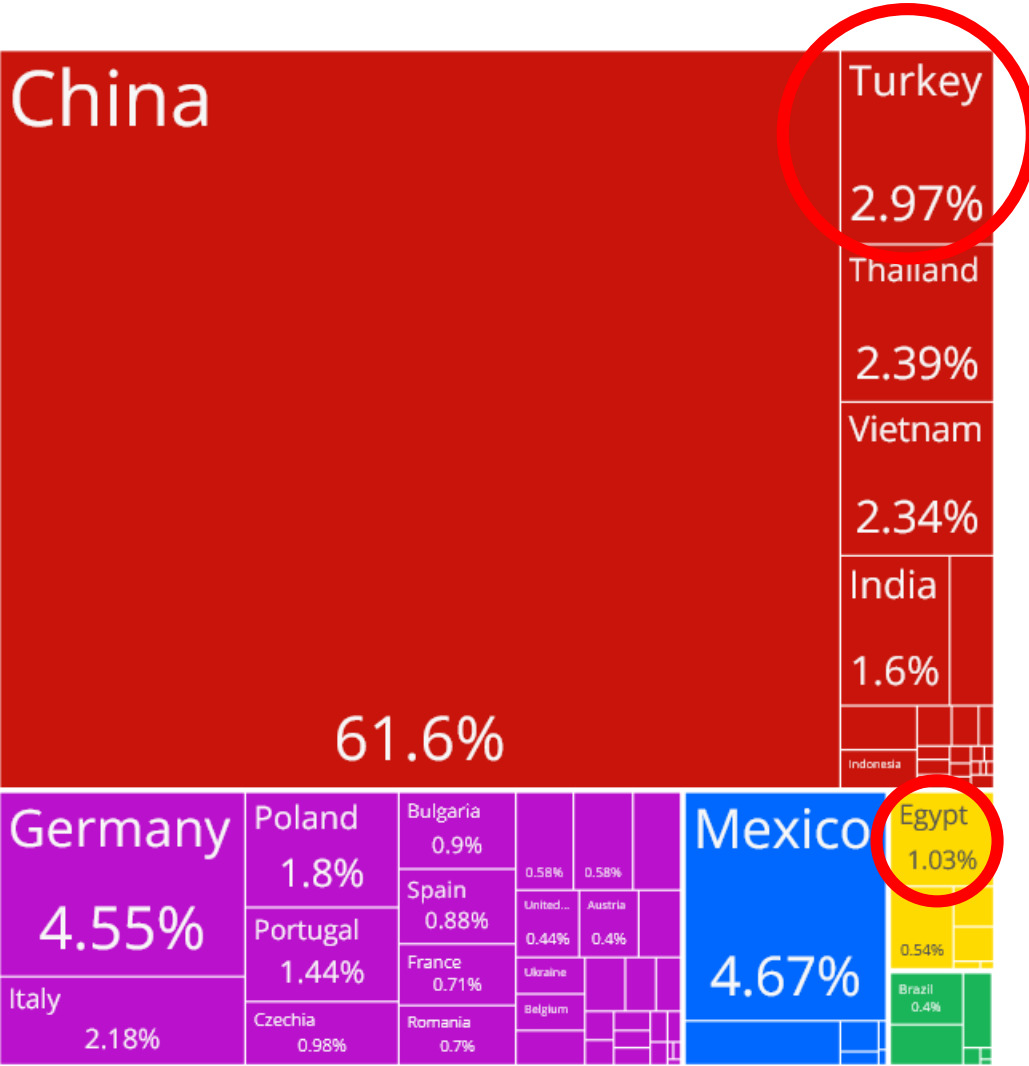
Ägyptisches Pfund ▼



# Starke lokale Konkurrenzsituation (Daten 2021)

TAB. 2 - THE TOP EXPORTING COUNTRIES (TONS) I maggiori Paesi esportatori (ton)												
	2010	2014	2015	2016	2017	2018	2019	2020	2021	% 21/20	CAGR 21/10	% on 2021 world exports
China	901,962	1,280,270	1,335,212	1,238,558	1,378,951	1,532,833	1,747,579	1,698,152	1,968,003	15.9%	8.1%	50.2%
Mexico	226,569	276,984	295,439	322,169	326,289	342,666	335,958	333,230	328,904	-1.3%	3.8%	8.4%
India	15,076	119,626	119,752	135,776	137,717	182,691	199,371	171,698	264,253	53.9%	33.2%	6.7%
Turkey	94,354	125,256	120,613	127,065	140,759	154,285	164,809	166,370	203,467	22.3%	8.0%	5.2%
Thailand	57,189	75,794	79,242	81,016	86,512	96,067	92,094	87,129	111,703	28.2%	6.9%	5.0%
Poland	67,572	69,913	77,048	80,323	76,620	78,617	77,470	82,537	91,206	10.5%	3.0%	2.3%
Germany	63,742	58,343	65,734	79,124	75,478	81,952	80,382	75,861	88,863	17.1%	3.4%	2.3%
Portugal	75,049	78,360	87,434	93,891	94,164	101,654	81,574	65,438	82,200	25.6%	0.9%	2.1%
Vietnam	19,590	57,424	47,892	35,034	40,457	41,292	52,982	51,986	67,565	30.0%	13.2%	1.7%
Iran	25,895	38,894	31,420	33,962	35,206	46,573	46,469	48,893	52,869	8.1%	7.4%	1.3%
TOTAL	1,546,998	2,180,864	2,259,786	2,226,918	2,392,153	2,658,630	2,878,688	2,781,294	3,259,033	17.2%	7.7%	
% on total world exports	71.6%	75.5%	76.6%	76.9%	78.6%	79.9%	81.6%	82.7%	83.2%			

Source: Mecs / Acimac Research dept. on BSRIA and ITC data





# Trotzdem...

LAUFEN

# Flagship Project – Ricosta Hotel – Rice, Turkey:



Ricosta Hotel in Rize is one of the most precious hotels in the region. With its location directly at the seaside it stands out not only for that but also for their luxury interior.

We managed to secure the project in close collaboration with Cengiz Insaat, one of the largest construction companies in Turkey. Products were delivered through our dealer Likya Yapi with the support and coordination of our local sales manager Arda Akinic.

You will find high-end products from Alessi One, Kartell, Riva, PRO and Palomba in the bathroom.



LAUFEN



# Flagship Project – Magdi Yacoub Global Heart Centre – CAIRO, EGYPT:



The Magdi Yacoub Global Heart Center Cairo is a hospital that provides free state-of-the-art treatment for the people of Egypt. With striking views of the Pyramids of Giza, the site for the new hospital borders the prestigious Zewail City of Science and Technology, forming part of an integrated health and medical research zone. The centre is set within a lush, verdant landscape that seeks to optimise the overall patient experience. The hospital includes more than 300 beds and was designed by FOSTER + PARTNER in collaboration with DAR. The execution was done by Orascom.

Total value is approx. 170k EUR. We delivered products from LAUFEN in all categories including basins, toilets, electronic flushing systems, shower trays and thermostatic showers.

The project is closely accompanied by our project distributor ALLIED SUPPLY.



MAGDI YACOUB  
**GLOBAL HEART**  
FOUNDATION

LAUFEN



# Flagship Project – ICONIC TOWER (RAFFLES HOTEL) – CAIRO, EGYPT:



The Iconic Tower is a supertall skyscraper in the New Administrative Capital of Cairo, Egypt.

With a total structural height of 393.8 metres (1,292 ft), it is the tallest building in Africa.

China State Construction Engineering (CSCE), biggest contractor in the world, is the main contractor for the project and employs over 5,000 workers to complete this giant project.

The architect and consultant is Dar al-Handasah. Interior design was done by Richmond International London, who specified LAUFEN thanks to the collaboration with Global Projects (Lee Breeds).

The overall plan for the new Cairo development project, led by the Egyptian Ministry of Housing, includes 20 high-rises in the complex surrounding Iconic Tower (Crescent Tower is also specified LAUFEN).

It was planned and inspired by the shape of a pharaonic obelisk, with the glass exterior representing the Egyptian god Amun's Shuti crown.

The specification includes more than 269 RIVA showertoilets, 184 wallhung toilets, including flushing system and 244 bathtubs (most of them are BESPOKE freestanding bathtubs).

Total value is approx. 1 Mio EUR.

The project is closely accompanied by our project distributor ALLIED SUPPLY.



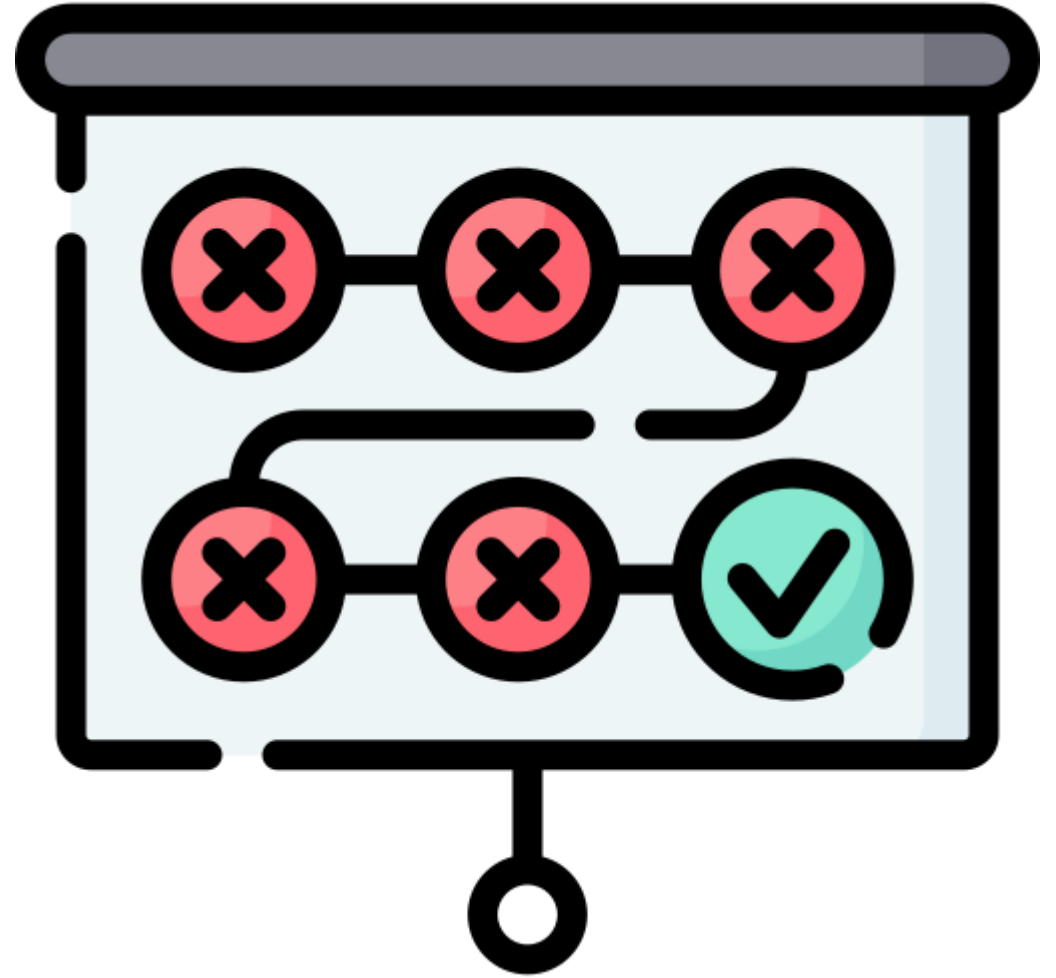
LAUFEN

**How to  
succeed?**

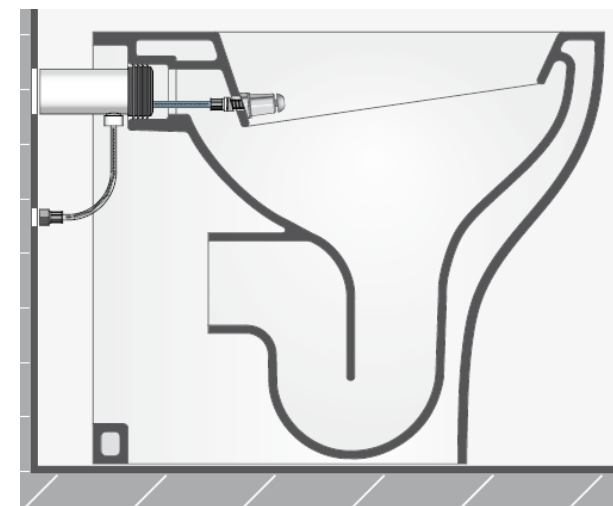
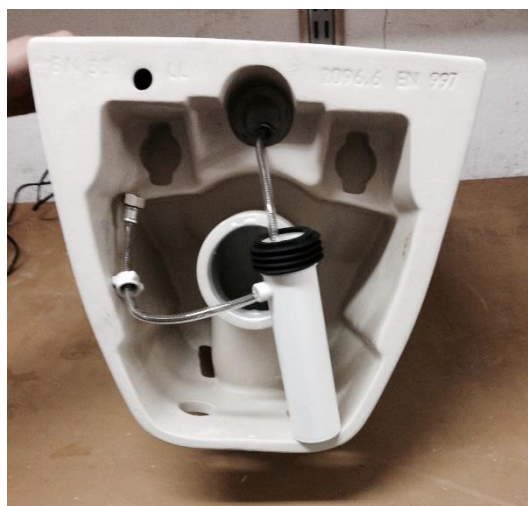


LAUFEN

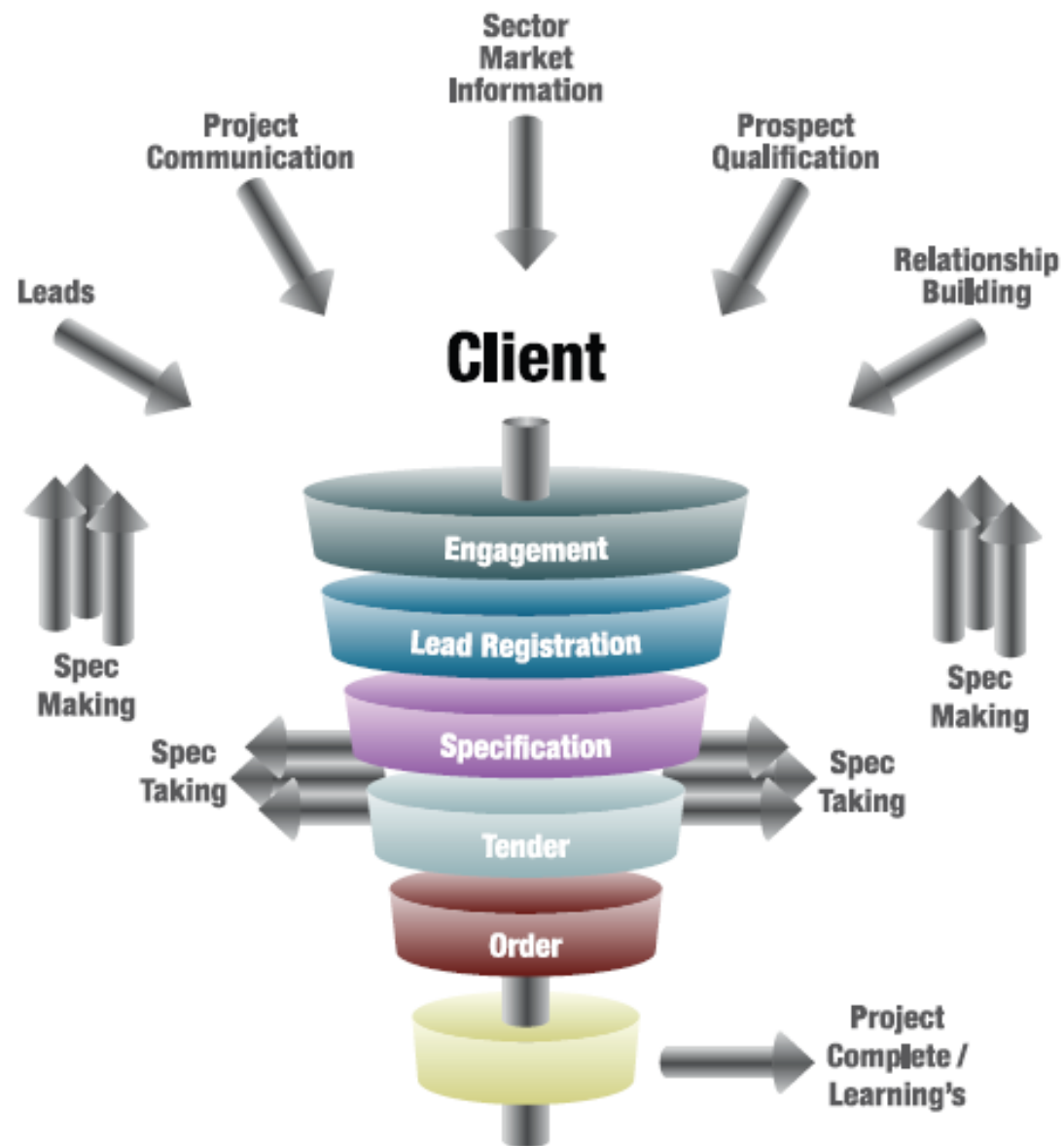




LAUFEN



LAUFEN



**LAUFEN**  
Believe in Culture since 1890  [www.laufen.com](http://www.laufen.com)

**LAUFEN**







# RICHMOND

DESIGNING HOSPITALITY



中國建築  
CHINA STATE CONSTRUCTION

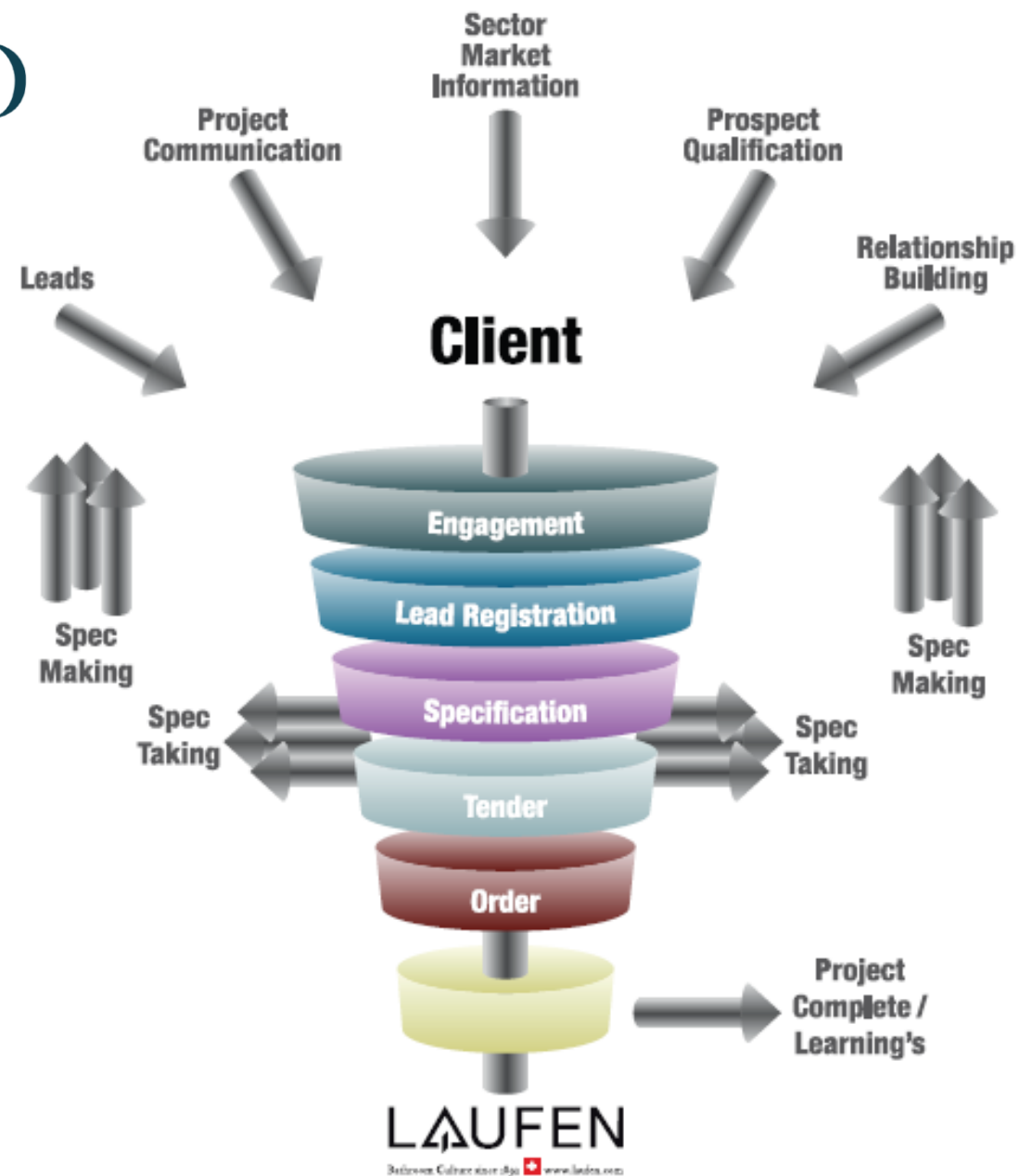
هيئة المجتمعات العمرانية الجديدة  
New Urban Communities Authority

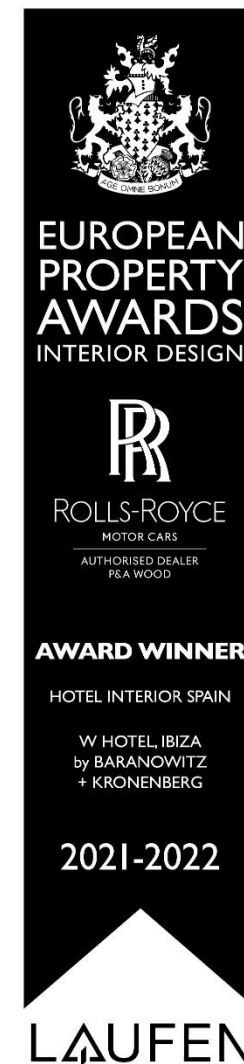
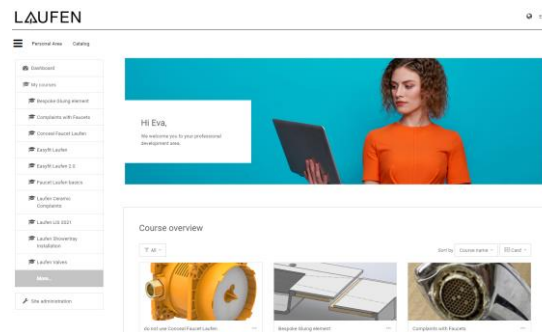


Allied Supply

For Engineering and Trading

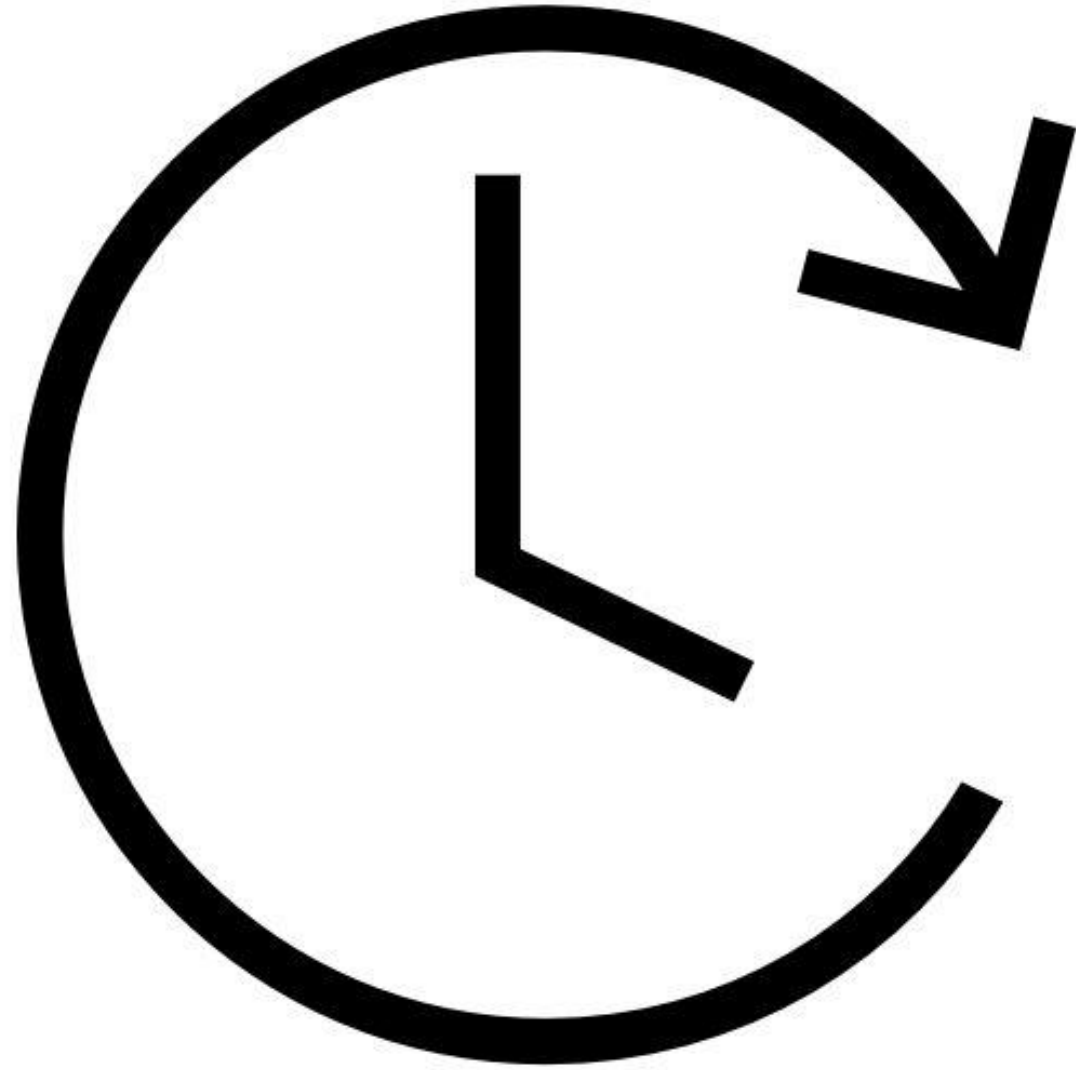
# LAUFEN





LAUFEN





LAUFEN

**LAUFEN**