



SWISS CUSTOMERS FOR SLOVAK PARTNERS

Investment Opportunities in Prešov Region

Tuesday, 12th of April 2016

PKO Čierny orol, SK-Prešov



Index

- ❑ Introduction of SwissCEE
- ❑ Switzerland versus Slovak Republic
- ❑ Reasons why Swiss goes abroad
- ❑ Swiss expectations from Slovakian Partner
- ❑ Slovakian partner could expect Innovation
- ❑ Stumbling blocks: Cultural differences
- ❑ Summary



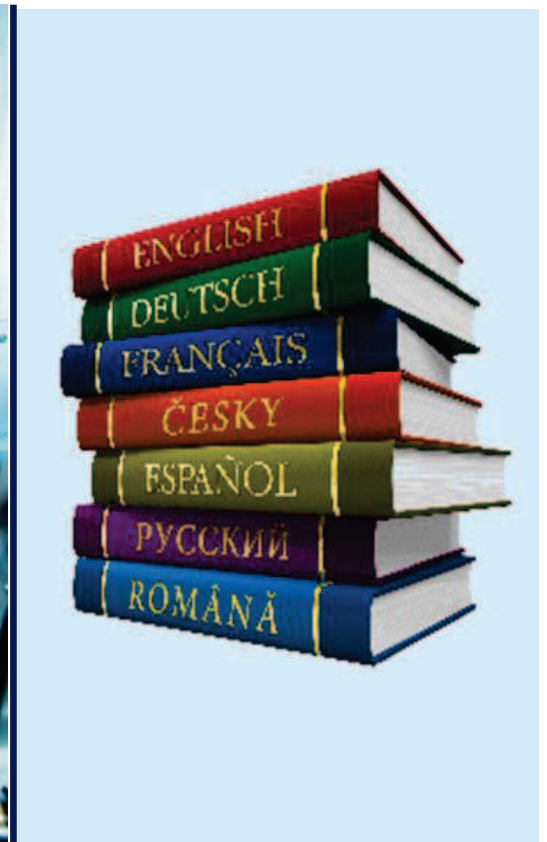
SwissCEE; Offices in CZ-Prague and RO-Bucharest

**Business
Development**

Subsidies A-Z

**Contract
Manufacturing**

**Language
Services**



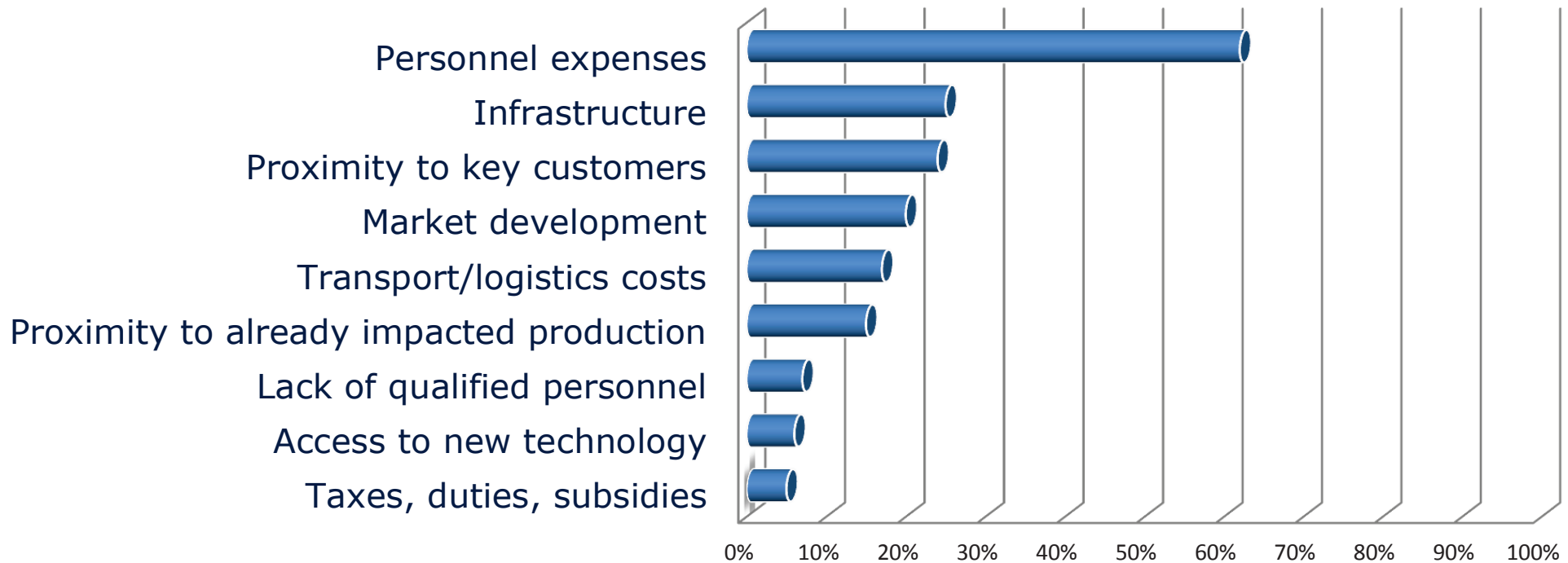


Switzerland versus Slovak Republic

	Switzerland	Slovak Republic	Factor
Land Area	39.516 km ²	49.036 km ²	1 : 1,24
Population	8 million	5,4 million	1 : 0,68
GDP	685 Bn USD	97,71 Bn USD	1 : 0,14
GDP per Capita	58.997 USD	18.046 USD	3,27 : 1
Unemployment	3,2%	10,30%	1 : 3,22
Exchange CHF:EUR	01.2010 = CHF 1.50	01.2012 = CHF 1.20	01.2015 = CHF 1.10



Reasons why Swiss goes abroad



Average gross monthly salary is approx. EUR 6'000.00. Because of update of Immigration Law from 2014 lack of qualified personnel will increase.



1. expectation: Quality



Swiss Made over all.

There is no compromising when it comes to quality.

Quality is for Swiss more important than the price.

Supplier development from easy to more complex and strategic parts (2-3 years).



2. expectation: Flexibility & Delivery capability



Swiss gives up production, share know-how with partner.

For Swiss is important to know they can rely on flexible Slovak partners.

Slovak partner fulfill agreed conditions and is prepared for quick adaptation.



3. expectation: Sustainability



Production lots of Swiss companies are of small and middle quantity. No high quantity as automotive.

Supplier partner has his process under control.

Swiss coordination and control costs has to be so low as possible.



4. expectation: Customer Service



Proactive communication

Transparency

Go the last mile

No quick-win thinking, go into a longterm partnership with Swiss

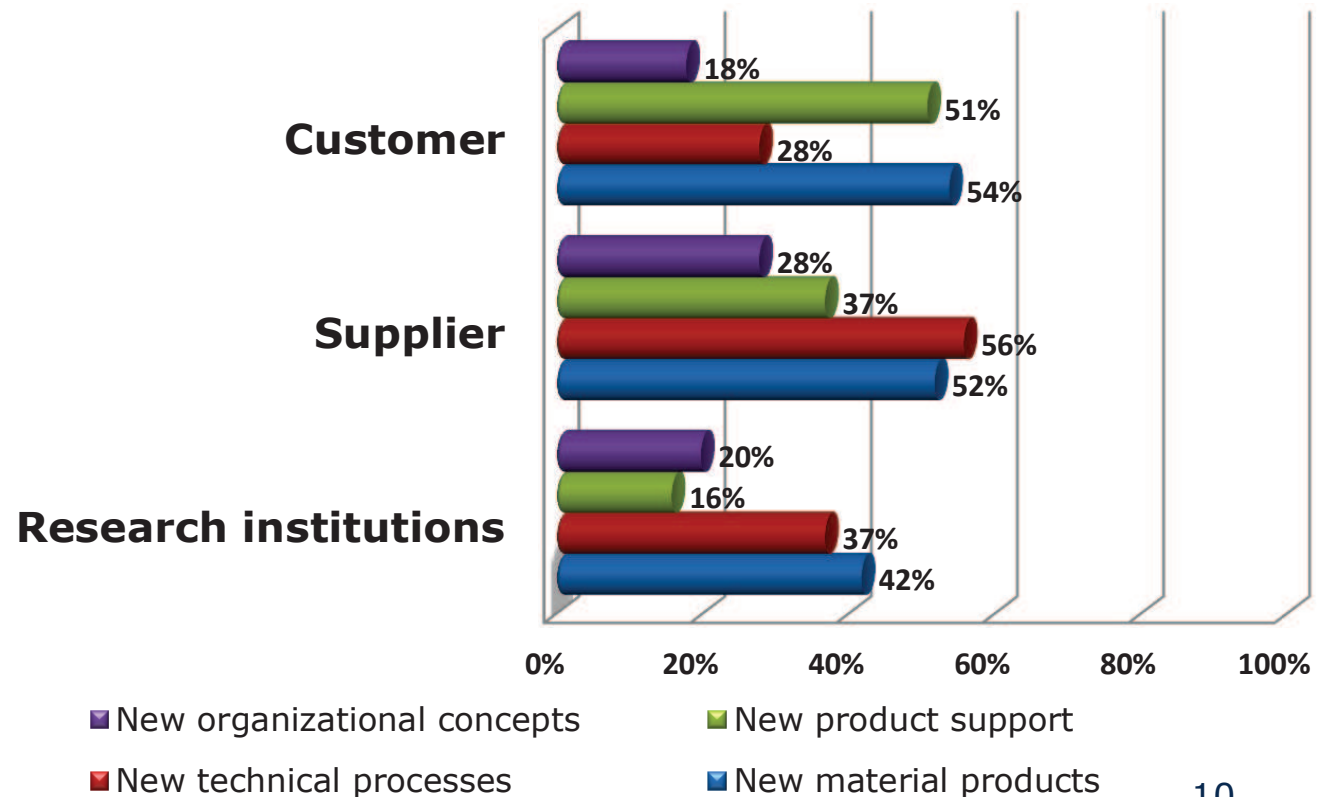
Success Story Essential Oil
Extractor (Prototyp to series)



Slovakian partner could expect Innovation



Slovak partner (Supplier, Research institution/University) is part of team/value chain between Swiss and his customer.





Cultural differences taken seriously

Leadership style:

- Team player versus Patriarchy
- Process orientation rather than People

Cultural differences:

- Different time understanding
- Functionality comes before aesthetics.
- Swiss doesn't accept compromises on the high quality standards
- Error culture





Summary

“In all the countries of Central and Eastern Europe, you can find partners that are correct, punctual and just like the Swiss, with whom you can work for mutual profit.”

Dr. Walo Hinterberger, CEO Model Group



How we can help you?

Thank you for your attention

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