





Why joining or supporting SwissCham?

A collection of key facts & figures about SwissCham and Swiss-Australian business relations

This document should help you to understand the Value of SwissCham and the benefits and Value SwissCham may provide to you and your organization.

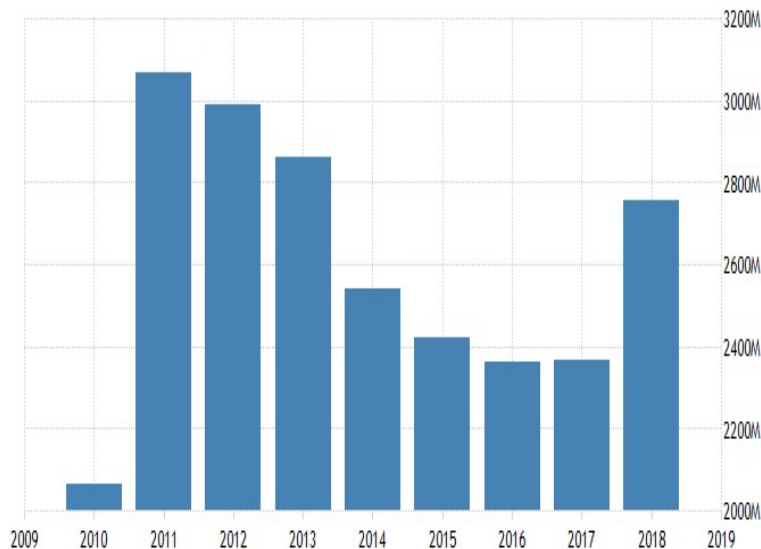
Context

Trade Switzerland – Australia Facts and Figures



Australia imports from Switzerland

Australia imports from Switzerland was US\$2.76 Billion during 2018, according to the United Nations COMTRADE database on international trade. Australia imports from Switzerland - data, historical chart and statistics - was last updated on June of 2020.



Australia imports from Switzerland	Value	Year
Pharmaceutical products	\$745.78M	2018
Clocks and watches	\$364.01M	2018
Optical, photo, technical, medical apparatus	\$339.96M	2018
Pearls, precious stones, metals, coins	\$326.96M	2018
Machinery, nuclear reactors, boilers	\$214.78M	2018
Aircraft, spacecraft	\$170.49M	2018
Electrical, electronic equipment	\$109.72M	2018
Coffee, tea, mate and spices	\$102.59M	2018
Organic chemicals	\$45.69M	2018
Essential oils, perfumes, cosmetics, toileteries	\$34.39M	2018

COMTRADE | TRADINGECONOMICS.COM

Switzerland is one of the top investors in Australia, typically the second or third largest investor out of Europe and always in the top 10.

Context

Swiss Presence in Australia



- ✓ Approx. 250 Swiss companies are represented directly, typically through subsidiaries, branch and sales offices, over 400 brands are represented by importers and distributors.
- ✓ **Most major Swiss companies are present & successful in Australia**
- ✓ Ca. 70,000 people are employed directly by Swiss companies

About



General

- ✓ Established in 1985 as Swiss-Australian Chamber of Commerce & Industry (SACCI)
- ✓ Public company limited by guarantee
- ✓ Not-for-profit, non-government & member-based organisation
- ✓ Changed name to SwissCham Australia in 2013
- ✓ CEO is a contractor since 2017 and currently 9 board directors based in Sydney, Melbourne, Adelaide and Perth

Membership

- ✓ Over 200 members
- ✓ 4 membership categories
 - Ambassador Members
 - Corporate Members
 - SME Members
 - Private Members
- ✓ Most sectors/industries are represented in the chamber
- ✓ Ca. 2/3 of all corporate members/partners are Swiss companies operating in Australia

About



Institutional Partners



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Australia



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland



**SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

swisschamhk.org

SWISS CHAMBER OF COMMERCE
IN HONG KONG



SWISSCHAM
SINGAPORE



Australian Swiss
Chamber of Commerce



EABC

SwissCham's partnerships with key organisations in Australia and Switzerland can help your business with a wide range of matters, such as consular, political, trade, market entry, intellectual property, barriers, policy, lobbying or promotional matters.

About



Vision & Mission

Vision

The Chamber is a national platform and a network of and for all Swiss businesses in Australia and for all Australian businesses in Switzerland.

Mission

To enable businesses to excel in Australia and Switzerland.

Good. Better. Swiss.

Slogan

About



Services, Support & Activities

- ✓ Referrals and Introductions
- ✓ Match-making, Door opening
- ✓ Provision of business assistance and other informational services
- ✓ Attracting business to the chamber's network
- ✓ Creating an intimate connection between senior government and business leaders
- ✓ Lobbying on behalf of members and the chamber's network at large
- ✓ Providing information, research, advice & statistics relevant to the bi-lateral relations
- ✓ Providing "Swiss Branding Training" for Australian representatives of Swiss companies/products/services

About (cont.)



Services, Support & Activities

- ✓ Bi-lateral trade facilitation incl.
 - ✓ handling of trade related enquiries from Switzerland & Australia
 - ✓ promoting Switzerland as a investment destination to Australian businesses
 - ✓ promoting Australia as an export/business destination to Swiss companies
- ✓ Promotion of Swiss quality in Australia
- ✓ Raising awareness of the positive contribution of Swiss companies to the Australian economy
- ✓ Regular business networking
- ✓ Regular Newsletters
- ✓ Providing exposure through events, newsletter, website and other media channels

About



Social Media



Connect on Linked-in



Follow on Twitter



Like on Facebook



Watch on Youtube

www.swisscham.com.au

External communications: use SwissCham as a multiplier. We spread and promote your news and success stories through our media channels.

Joining SwissCham



Reasons why companies have joined in the past or may join in the future

- ✓ Membership and networking is less expensive (particularly Eat, Meet & Greet)
- ✓ Corporate social responsibility = supporting the networks or communities that a company is part of automatically and naturally (particularly larger companies)
- ✓ Supporting a SME business network with the view that SMEs are the backbone of the economy and if they do well then it can only be good for the large multinational companies too
- ✓ Promotion of Swiss quality and/or Swiss products/services is important to them
- ✓ Enjoy attending SwissCham's two marquee events: Swiss Award and Swiss Ambassador Cup
- ✓ Want to stay up to date with Swiss-Australian business activities

Joining SwissCham (cont.)



Reasons why companies have joined in the past or may join in the future

- ✓ They want to participate in order to increase the visibility of their organisation and/or executives in the chamber's network
- ✓ Membership may lead to increased business for them
- ✓ Increase business network
- ✓ Wish to take advantage of SwissCham's services and assistance
- ✓ Feeling they should support and be part of SwissCham as a Swiss company
- ✓ Access to Swiss companies in Australia
- ✓ Direct and regular access to Swiss Ambassador (particularly Corporate Partners) through SwissCham's CEO dinners
- ✓ Networking quality is higher than with other comparable bilateral chambers

Joining SwissCham



New Members can join SwissCham in two ways:

1. Online: Go to www.swisscham.com.au, Click on “Join” in the “Become a SwissCham Member” field
2. Email or phone: contact the CEO, Martin Scarpino: martin@swisscham.com.au or 0419 751 595