



e-Bulletin November 2014

Swiss Chamber of Commerce in Turkey



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PLATINUM PATRONS



GOLDEN PATRONS

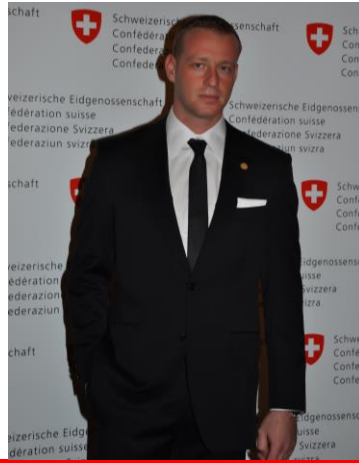


SILVER PATRONS



EVENT PATRONS





Editorial

Honorary Consul of Switzerland in Antalya

Z. Emir Demirci

Dear Friends of Switzerland,

I thank you all very much for giving me the opportunity to introduce myself here with these opening words.

Many of you would know Antalya as Turkey's major tourist hub with over 12.000.000 arrivals each year with a visible sustainable growth pattern. The Honorary Consulate is carrying on functions both in helping the Swiss community in Antalya and also assists to corporations who are looking in to investments in and from Switzerland as the Honorary Consulate of Switzerland is also an assistance point with regards to Swiss citizens official documentation in case of loss, damage or theft.

We currently have 165.000 Swiss tourists in Antalya with a sustainably increasing tourism arrival receipts in Antalya. Being in the tourism capital of Turkey, the summer seasons heavy load to region is now leaving to a mild season with the incoming fall months. However, Antalya strives to remain a 12 month tourism destination, development of the Alternative tourism markets is now in effect in the region creating millions of opportunities

both for Swiss - Turkish travel trade industry.

I also look forward to welcome any hospitality industry related corporations to join to the ANFAS Expo for Food Products and Hospitality Machinery. Antalya is considered to have the highest life quality standard for its habitants. The main industry besides the locomotive tourism industry is agriculture, given its great climate for farming; the region is producing heavily and has a large export volume in international markets. Antalya is gaining accessibility with the opening of Gazipaşa airport (East Antalya) this development increased the number of charter and commercial flights to the east of the region.

We currently look forward to host Expo 2016 in Antalya with an expectancy of 18.000.000 visitors to the city. Besides the sunny weather and golden beaches Antalya has a lot of history and adventure travels to offer from white water rafting to mountain climbing. Agriculture plays the 2nd major role in Antalya's industry; the city also offers a greatly developed Free-Zone and ship building yards. With a commercial and touristic marina located on the West-Antalya the city is accessible

both for commerce and tourism. The 640km long coastal line of Antalya is one of Turkey's largest coastal region.

I look forward to welcome you all to our beautiful city to discover its unique culture and treats. I wish to express my gratitude to you all for your interest.

Cordially,

Z. Emir DEMIRCI

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Interview with...

Bertrand Piccard

Swiss psychiatrist and balloonist, born in Lausanne, Vaud canton

He was the first adventurer who completed a non-stop balloon flight around the globe.

Mr. Piccard, which attitudes and qualities do you need as an adventurer?

You need to embrace the unknown, and understand that doubts and question marks are great stimulations for creativity and innovation. An innovation is not a new idea you find, but an old believe you get rid of.

Please tell us shortly your first adventure.

There's so much to say about... This is the reason why I wrote two books on the topic, « A Trace in the Sky » and « Around the World in 20 Days ».

In 1999, you completed the first non-stop circumnavigation of the earth in a hot air balloon. Which lessons have you learned from that journey?

We took off with 3,7 tons of liquid propane and landed with only 40 kilos! If winds hadn't been as strong as it was, we would probably had landed in the Atlantic. This is what might

happen to whoever think they have unlimited amount of energy at their disposal and our society needs to realize this is not the case. The adventures of the 21st century should be symbolic of this, and promote energy saving as much as renewable sources of energy.

You are a Swiss psychiatrist. How did this background affect or support your achievements?

I have always been interest in exploring both our inner and outer world. I chose to study psychiatry to better understand the way human beings work. And it is still fascinating me but I have also always been passionate by the exploration of new dimensions. It started with delta wing, ULM and then with the balloon. It goes on with aeronautics and the promotion of renewable energies. Everything is actually connected. What I am interested in is sustainable development, and the opportunity to help improve the quality of life on earth. The

doctor in me finds his way around this.

How do you deal with failures and obstacles?

If doing something impossible was easy, then everyone would have already done it. This was true of the first non-stop balloon flight which I performed with Brian Jones. The first two attempts failed and we had to try a third time to succeed. For Solar Impulse it is exactly the same thing. If this does not work in the first attempt, we will reconsider our certainties, try new strategies and use other technologies until we succeed.

What is the best motivation to start anew?

I want to have an interesting and useful life. Interesting alone is not enough, it would be selfish. Nor would "useful" be, as it might be boring. I try to reach both. I've been inspired by explorers and astronauts whom I met during my childhood. They

showed me how exciting it is to embrace the unknown, to use the doubts and the question marks to stimulate human creativity. This is why the most important thing with Solar Impulse is the message in favor of clean technologies which can help saving the natural resources of our planet. It's a waste of time and opportunities to remain prisoners of our comfort zone, full of certitudes and habits. I prefer to make my life an adventure, despite the risk of failing, even if it's sometimes difficult.

In March 2015, you might go down in history with your solar-powered plane. What exactly is your goal?

The aim of Solar Impulse is to develop a symbol which will attractively promote a pioneering and innovative spirit, particularly in the field of energy saving and renewable energy. After the success of the first historical 26 hours flight in 2010, our goal is now to fly around the world in 2015. Leaving from Abu Dhabi, we will be attempting the first solar flight, flying across Asia, the Pacific, America, the South of Europe or Northern Africa to come back to the United Arab Emirates. All this without a drop of fuel.

Our success however will not only come from completing a Round-The-World tour without fuel, but will also motivate everyone to implement the necessary measures to reduce our dependence on fossil fuels.

What does Solar Impulse mean for aviation and other industries?

Our primary purpose is not to revolutionize aviation, but the way in which people think about energy and clean technologies. If Solar Impulse technologies were used on a massive scale, the world would be able to save up to 50% of the current consumption of fossil energy and produce half of the rest with renewable energies. As for the aviation industry, it is well aware of its need to change. However, this cannot be done quite as drastically as what we're doing with Solar Impulse. Our project involves zero fuel. Conventional aviation cannot switch straight to zero fuel. Intermediate steps are needed, such as using lighter materials, more direct routes or approaching airports through constant descent rather than performing level landings. Aviation will be the final area of transport able to stop using fuel.

Your sponsors are from different industries. Why did not you get any support from aviation companies?

In 2002, I studied what was already done in the US, but I could not find the technical solutions I was looking for. That is when I reached out to the EPFL, the Swiss Federal Institute of Technology in Lausanne to study the project. The faisability study was led by André Borschberg. First we looked for collaborations with the aeronauticla industry. But our plane is so different from existing devices that we had to create our own technical team.

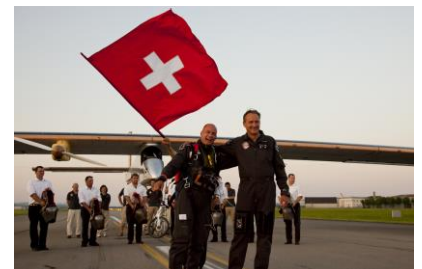
It was André Borschberg, Solar Impulse CEO, who built this team by bringing together very capable and different people.

Switzerland is the most innovative country in the world. What do you think are the reasons for that?

Switzerland has an excellent education system, with respect for minorities and human beings in general. This is an incentive for having people working together in efficient teams.

For more information on Solar Impulse, go to www.solarimpulse.com and connect on facebook.com/solarimpulse, twitter.com/solarimpulse and google.com/+solarimpulse

(Interviewed by Seda Türkyilmaz)



Bertrand Piccard and André Boschberg



Flight over Switzerland, 2011



Memories from a Swiss Education

Name:

Yöntem Akmen İnanc

Company:

Yöntem PR

School:

Cesar Ritz College, HM2 programme, Campus Jura

Place:

La Bouvre, Switzerland

"I was only 18 years old when I came to Switzerland to study the two-year programme HM2 (Hotel Management) at Cesar Ritz in la Bouvre. At that time, I was one of the first Turkish students on the campus. My school mates came from all over the world, which was surely a great experience for a blooming teenage-girl. I shared my room with a Norwegian student whose boyfriend was from Cyprus. From the first day on, the college offered me an amazing intercultural exchange, which had a positive impact on my later career. Not only the multilingual environment was new to me, but also the discipline within the education system was really something one needed to get used to. However, when I look back, I can definitely say that those tasks helped us to be well prepared for business and social life.

In addition to that, studying in Switzerland not only gives students the chance to learn different languages, but also gets them involved in different sports and cultural activities. As Switzerland is located in the heart of Europe, I travelled a lot with my friends on weekends and visited the neighbouring countries, like Germany and France. One of my unforgettable trips was the Montreux Jazz Festival. This is something everyone should do once in a lifetime. I am so thankful, that I am still in touch with some of my class-mates who share the same memories.

Of course, there were days where I missed my family. Therefore, I was always excited when I received a package from my parents with letters and presents in them. As there were also other students from Turkey, we were able to build a "Turkish Network" and prepared for the exams with the group. Other nationalities did the same. It took us hours to learn special recipes by heart with unpronounceable German ingredients.

During these two years in Switzerland, I realized that there is hardly any class discrimination between Swiss people. Swiss people are very friendly, open-minded and traditional. As a young girl, I felt safe in this country and more important than that: I felt welcome. I never felt like a foreigner.

I highly recommend parents to send their children to a Swiss boarding school first, instead of sending them directly to university. In Cesar Ritz, I become a very strong and mature person, which helped me have enough courage to go to New York for my Undergrad, Master and PhD. I can proudly confirm that Switzerland taught me to be creative, individual and to follow my own visions. Its beautiful landscapes, happy people, high safety and student life will always be a part of me."

News from Members



APPOINTMENT ISTANBUL | MERGERS & ACQUISITIONS

Gide is pleased to announce the appointment of

ARPAT ŞENOCAK

as a partner in its affiliated firm in Turkey, whose name now becomes
ÖZDİREKCAN DÜNDAR ŞENOCAK AVUKATLIK ORTAKLIĞI



Admitted to the Neuchâtel (Switzerland) Bar in 2003 and to the Istanbul (Turkey) Bar in 2008, Arpat Şenocak specialises in merger & acquisition transactions and in the structuring of investments. He has been advising Turkish and international investors for more than 10 years in various business areas with a specific focus on regulated sectors such as financial services (banking, insurance) and energy (oil & gas, renewable energy). Arpat also gained significant experience in the handling of multijurisdictional transactions and regularly assists Turkish clients in their outbound investments and M&A transactions abroad. He is a board member with the Swiss Chamber of Commerce in Turkey.

GIDE LOYRETTE NOUEL DANIŞMANLIK HİZMETLERİ AVUKATLIK ORTAKLIĞI

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New SCCT member: FIRMENICH

Firmenich

Firmenich is the world's largest privately-owned company in the fragrance and flavour business. Founded in Geneva, Switzerland, in 1895, it has created many of the world's best-known perfumes and flavours that billions of consumers enjoy each day. Its passion for smell and taste is at the heart of its success. Firmenich is renowned for its creativity and innovation as well as its exceptional understanding of consumer trends. Each year, Firmenich invests around 10% of its turnover in R&D, reflecting its continuous desire to understand, share and sublimate the best that nature has to offer. Firmenich had an annual turnover of 2.95 billion Swiss Francs at end June 2014.

Worldwide, Firmenich currently employs approximately 6,000 people in 64 countries. More information about Firmenich is available at www.firmenich.com

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News from Members



Swisspearl® joins SCCT

Swisspearl® is the leading manufacturer of cement composite facade systems for high-end architecture. Swisspearl® products are tailor-made for rain-screen cladding applications and especially designed for ventilated façade systems. The appealing conceptual possibilities of almost endless products, aspects and colours and the reliable long lasting façade solutions are famous in Europe and Overseas. Millions of m2 of asbestos-free cement composite façade products have been delivered since 1990.

Innovative

Swisspearl® is the only cement composite manufacturer in the world who regularly launches new facade systems and products, in a continuing effort to meet the architects' evolving wishes. The Swiss producer maintains close contact with architects to listen to their concerns and develop top quality products to their specifications. All products are fully tested with long term weathering tests before they are brought to the marketplace. These quality products help the designer to bridge the gap from conceptualization to realization and to better satisfy his customers' needs and design desires.

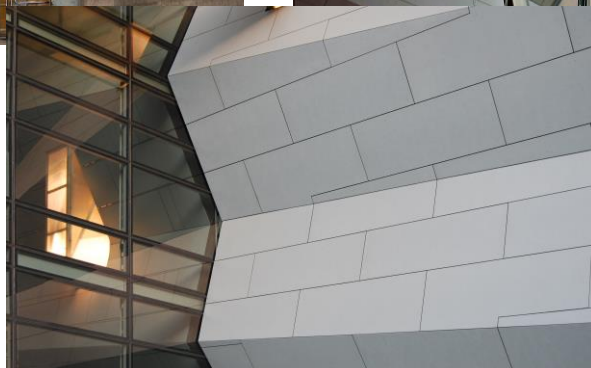
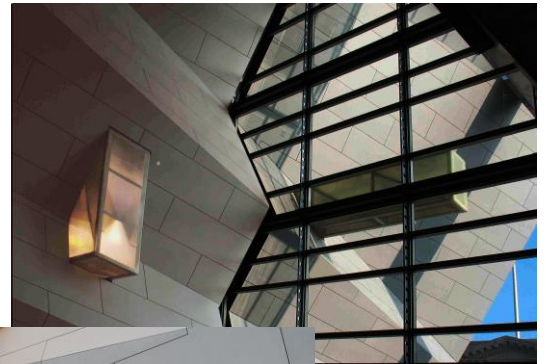
Swiss quality

The long time proven superior quality of the Swisspearl® ventilated façade systems is backed by a unique global quality approach, where the quality standards of each sub process are defined and controlled from the selection of raw material and system components until the façade is installed. Eternit Switzerland – not just a manufacturer – a performing partner dedicated to transposing the architects' visions into attractive SWISSPEARL® façades for decades to come.

About Mustafa Abbasoglu, Area Manager Turkey, Near & Middle East

Mustafa Abbasoglu joined the Swiss team in mid-2014. An Istanbul Lisesi and Istanbul Technical University graduate, he has a background in the construction industry and holds a BSc in Civil Engineering. He is located in Levent, Istanbul from where his major task is to further develop the company's business throughout the entire Middle East and Near East Region. Mustafa is a Turkish national and speaks English and German.

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Culture & Art



prohelvetia



Three lectures in Istanbul und Izmir by author Rolf Lappert

In cooperation with the Culture Foundation Pro Helvetia and our Honorary Consulate in Izmir, the Consulate General has invited the famous writer Rolf Lappert from Canton Aargau, whose books are translated into Turkish, to hold a series of three lectures in Istanbul and Izmir. The readings from his work "Nach Hause Schwimmen" (Swimming Home) will take place in Manzara Istanbul (17th December) as well as in the German language faculties of Istanbul (18th December) and Izmir (19th December) Universities. Each of the three partners will receive a substantial set of contemporary literature books by Swiss authors donated by Pro Helvetia.

Announcement

SAVE THE DATE



10th Swiss-Turkish Economic Forum "Can Family Businesses Innovate?"



Date: 10 December 2014

Time: 9.00-13.00 hrs

Venue: ITÜ ARI Teknokent, İTÜ Ayazağa Kampüsü, Koru Yolu ARI
3 Binası, No: 1101, 34469 Maslak, İstanbul

Programme will be soon published.



25th BRISA Sustainable Change Conference

Date: 15th September, 2014

Location: Sabancı Center, Istanbul

The Swiss Chamber of Commerce and the Consul General of Switzerland, Ms Monika Schmutz Kirgöz attended the 25th BRISA Sustainable Change Conference. The conference was held at the Sabancı, where Sabancı Holding President and Sabancı University Board of Trustees Chair Güler Sabancı gave introductory remarks.

One of the key speakers was the Swiss psychiatrist and balloonist Bertrand Piccard, who gave a brilliant, outstanding and motivational speech.

"The success will not come if we just fly around the world in a solar-powered plane, the success will come if enough people are motivated to do the same in their daily life, save energy, go to renewables." That is one of many major messages we can get from the speech, another is one that Bertrand states at the end of his speech, "Because the most renewable energy we have is our own potential, and our own passion."



Bertrand Piccard with SCCT Director Eda Hoşceylan and SCCT President Doğan Taşkent



Swiss Innovation Series

Date: 17th September, 2014

Location: Moroğlu Arseven, Beyoğlu

Within the context of the “Swiss Innovation Series”, the Swiss Chamber of Commerce in Turkey organized the seminar “**Sustainable Innovation and Innovation for Sustainability**”, kindly sponsored by Moroğlu Arseven and Mövenpick Hotel Istanbul.

The distinguished speakers **Prof. Dr. Claudio Boer, Senior Advisor of Swissnex China & Vice President of SUPSI** and **Engur Rutkay, CEO of Junior Achievement Turkey (Genç Başarı)** talked about Human Factor, Human Capital and Education for innovation and also discuss how innovation can help establish a sustainable world and society.

Students of Zurich University of Applied Sciences, School of Management and Law- International Executive Master Business Administration (IEMBA) also attended the event.





The German-Turkish Chamber of Commerce and Industry, the Swiss Chamber of Commerce in Turkey and Advantage Austria jointly organized a fruitful networking event, which was addressed to German speaking business people.

Head of the Swiss Business Hub Turkey, Mr Mehmet Yıldırımli, Head of Advantage Austria, Mr Marco Garcia and Secretary General of the German-Turkish Chamber of Commerce and Industry, Mr Jan Nöther welcomed the guests with a short opening speech.

More than 70 people attended the event.





Swiss Export Risk Insurance Trade Promotion Forum 2014

Date: 16th October, 2014

Location: Aegean Region Chamber of Industry, Izmir

Swiss Business Hub Turkey/General Consulate of Switzerland, the Swiss Chamber of Commerce in Turkey and the Aegean Region Chamber of Industries (EBSO) hosted the Swiss Export Risk Insurance (SERV) Trade Promotion Forum. The goal of this forum was to introduce to Turkish industrial companies the options available to facilitate the financing of their capital goods imports by using medium- and long term financing schemes.

The Swiss Export Risk Insurance (SERV) explored in co-operation with İş Bankası, İş Leasing and Zürcher Kantonalbank the various medium- and long term export financing options with a special focus on Switzerland and explained the process of a country risk evaluation process and the pricing calculation factors for such financing options. For the representatives of the Swiss companies, this event offered a unique platform to increase their sales opportunities by offering their Turkish customers new financing solutions.

Honorary Consul of Switzerland in Izmir, Mr Celal Hasan Umur and Vice President of EBSO, Mr H. İbrahim Gökçuoğlu held the opening speeches.





Swiss Education Fair

Date: 18th October, 2014

Location: Mövenpick Hotel Istanbul, 4. Levent

iseWORLD | international
student exchange
programs



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Istanbul



A local student service provider ISE together with Swiss Education Group, and with the backing of the Consulate General as well as the SCCT, organized in October a Swiss Education Fair in the Istanbul Mövenpick Hotel. Over three hundred visitors, mainly pupils and their parents were able to evaluate the various possibilities offered by some sixteen participating Swiss private schools. Both the Consulate General and Chamber of Commerce were present with information stands at this successful event which was honoured by the presence of the Istanbul Deputy Director for National Education.





Swiss Career Day

Date: 20th October, 2014

Location: Koç University, Sarıyer

Koç University Graduate School of Business in collaboration with CEMS and the Swiss Chamber of Commerce in Turkey organized the "Swiss Career Day". The event led the way to set up a platform to meet future global leaders with top Swiss Companies' recruiters.

The event kicked off with a panel on "Global Leaders Discuss Innovation" which aimed creating a platform where Koç University students had the chance to meet the Swiss Companies in Turkey and listen the visionary **CEOs of ABB, Nestle, Novartis and UBS**. The "Swiss Career Day reflected many aspects of the Swiss quality and aspiration for excellency, hence this combination would create great synergy. The panel was followed by an "On Campus Recruitment" event, where each company conducted walk-in interviews with Koç University talents at their stands.

Vice President for Academic Affairs at Koç University **Prof. Barış Tan** and Consul General of Switzerland **Ms Monika Schmutz Kirgöz** held the opening speeches.





Back 2 Business - Joint International Trade Networking

Date: 22nd October, 2014

Location: İş Kuleleri, Levent



British Consulate-General
Istanbul



UK Trade
& Investment

AmCham
★ Turkey
American Business
Forum in Turkey



AHK

Denizli-Turkish
Investment and Trade
Council



CCI FRANCE TURQUIE
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TÜRKİYE'DE
İTALYAN
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CAMERA DI
COMMERCIO
ITALIANA
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Australian Consulate
Australia Trade Commission



Australia
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y Comercial
de España
en Estambul



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DE ESPAÑA
EN ESTAMBUL



Ministerio de
Relaciones Exteriores y Culto
República Argentina



CONSULATE GENERAL OF BRAZIL IN ISTANBUL
BRASIL YA ISTANBUL BASKONSOGLUGU



GYIAD
Greece-Yemen Investment and Trade Association

SCCT participated in “Back 2 Business”, which is a networking cocktail reception that aims to providing the opportunity to meet with representatives of local and international businesses, diplomatic missions, international Chambers of Commerce and Trade Offices based in Turkey — paving the way for participants to connect with the international business community and to receive key insight into investment & business opportunities available in Turkey and overseas.

Business professionals from both the international and local business communities got together on the 41st Floor of the İşbank Headquarter Towers in Levent, with stunning 360 degree views of Istanbul.

Special guest was award winning motivational business growth speaker **Mr Roger Harrop**, ranked in the top 10 of management and strategy speakers worldwide.





Swiss Festival

Date: 26th October, 2014

Location: Dream Design Factory, Hasköy



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Consulate General of Switzerland in Istanbul



dream design factory



It finally happened! Swiss Festival at the Old Hat Factory in Hasköy

With the logistical/financial support of Swiss companies in Istanbul and under the patronage of the Consulate General as well as the SCCT, this first multidisciplinary Swiss Festival in Turkey took place in October on the shores of the Golden Horn. The venue, a historical, artistically tuned up building, belonging to the organizing company “Dream Design Factory” turned out to be an ideal location for artistically showcasing Switzerland. The highly professional event which contained a combination of kids’ entertainment, historical exhibition on chocolate, traditional (Alphorn and Schwyzerörgeli) as well as contemporary music and various dance performances with interactive workshops and, last but not least, freely flowing ice cream, coffee and chocolates amounted to a rare treat for everyone who attended. Over 700 hundred guests were counted during the 10 hour “marathon” festival. Thanks go to the generous sponsors, Nestlé, Mövenpick Ice Cream, Lindt, Nespresso, Swatch and Swiss International Airlines.



Event Calendar 2014

Month	Date	Subject	Organizer	Type
November	2-8 November	Delegation from Jura Canton, Ankara, Bursa & Istanbul	S-GE/SCCT	Business Events
	3 November	Speech by Doğan Taşkent: "Turkish and Emerging Market Angle to Entrepreneurship"	KOÇ UNIVERSITY	Business Events
	5 November	Luncheon for delegation & SCCT members at Mövenpick Hotel	SCCT	Business Events
December	3-4 December	2014 Marketing Summit	MCT	Forum / Fair / Summit
	10 December	10 th Swiss Turkish Economic Forum	SCCT	Forum / Fair / Summit
	16 December	End of the Year Cocktail Reception @ Mövenpick Hotel Istanbul	SCCT	Social Event
Board Meetings	19 February	Mövenpick Hotel Istanbul		
	26 March	AGM 2014 - Mövenpick Hotel Istanbul		
	6 May	Mövenpick Hotel Istanbul		
	10 September	Mövenpick Hotel Istanbul		
	18 November	Mövenpick Hotel Istanbul		

News from Switzerland

Starbucks Secret Weapon Is Machine From Sleepy Swiss Village

As Starbucks Corp. intensifies its charge on China, one of its little-known weapons is a family-owned company in a sleepy Swiss village.

Thermoplan AG, based among cow pastures in Weggis, a town of 4,400 inhabitants near Lucerne, makes the automatic machines for espressos and cappuccinos in each of Starbucks's almost 21,000 shops around the world. "Fully automatic machines are something very German and Swiss," said Chief Executive Officer Adrian Steiner, an electrical engineer who has worked for Thermoplan for 17 years. "It's a product that matches the technology of those countries. It's like the watch industry, where you have everything from education to the people, the quality, value, to reliability."

With 230 employees, Thermoplan, which exports 98 percent of its wares, is emblematic of Switzerland's globally oriented small- and medium-sized companies that bank on craftsmanship to drive their business. A free-trade accord between Switzerland and China and the rising popularity of creamy coffee drinks in the Asian giant -- with China set to become Starbucks's biggest market outside the U.S. -- have given Steiner cause for optimism.

Despite being home to big listed companies such as Nestle SA and UBS AG, 99 percent of Swiss businesses are SMEs, generating two-thirds of employment. Thermoplan joins companies from watchmakers such as Swatch Group AG to producers of precision tools like Mikron Holding AG setting their sights on more business from Beijing and Shanghai. Starbucks said last month that it plans to add 800 new stores in China and the Asia-Pacific region in fiscal 2015. The shares rose 0.1 percent to \$76.87 at 9:59 a.m. in New York trading.

In spite of high production costs and an unfavorable exchange rate, Thermoplan produces locally, in four airy halls a short walk from the sparkling waters of Lake Lucerne.

"We've of course done an analysis of what we'd need to produce in Germany, or in eastern Europe, or even in Malaysia," said Steiner.

There are 40 employees in Thermoplan's R&D department, plus 140 in production. An abundance of skilled labor, laws that make hiring and firing straightforward, efficient government services and low taxes keep Thermoplan producing at home, Steiner said. "That's something that sets Switzerland apart," he said.

In 2011, when the franc nearly hit parity with the euro, Thermoplan cut prices by 5 percent. The exchange rate now isn't a problem, he said. "Salaries are expensive in Switzerland -- that's a fact," he said. For now, the company plans to ride the gains from the spreading social phenomenon that coffee drinking has become, the executive said.

Source: bloomberg.com, by Catherine Bosley and Corinne Gretle

Latest Members

SWISSPEARL

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