

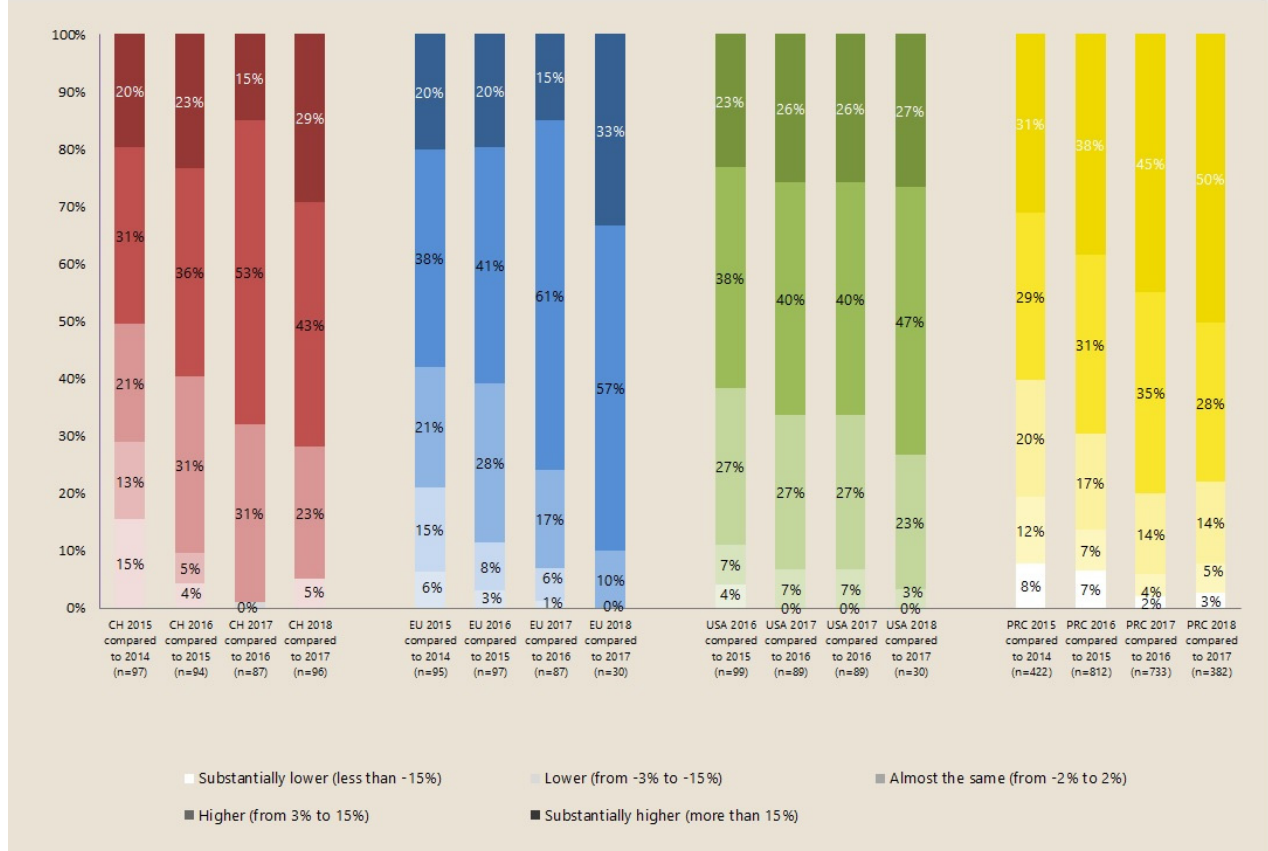
## PRESS RELEASE

### China and the USA are the growth engines of the Swiss export industry

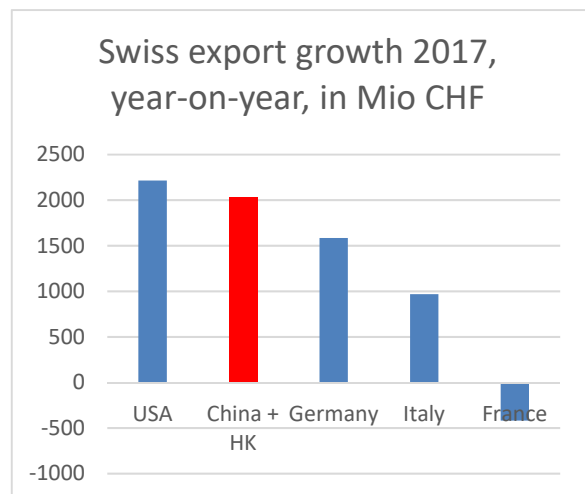
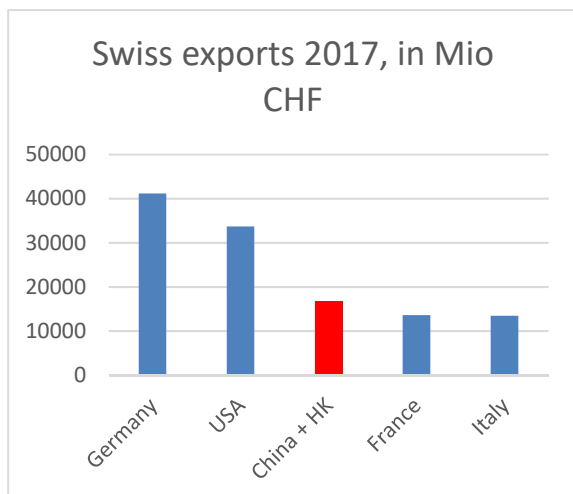
- While Swiss exports in 2017 to key markets such as Germany, Italy and France did not yet rebound to their 2008 levels, the exports **to China and Hong Kong grew by an astonishing 66% in the same period**. Exports to the USA increased even higher, by +73%.
- In 2017, China and Hong Kong bought **watches and precision instruments** in the value of 7.2 billion CHF from Switzerland, making **China again the largest world market for Swiss products of this segment**.
- Swiss exports to China will certainly continue to increase: **72% of decision makers in China expect “higher” or “substantially higher” sales in 2018** compared to 2017, according to the 2018 Swiss Business in China Survey.

Shanghai (February 13, 2018) – As China is welcoming the Year of the Dog, Swiss business leaders in China look back to a successful 2017. And they are confident about this years' operations: 72% expect “higher” or “substantially higher” sales in 2018 compared to 2017, with only 5% expecting lower sales, according to the recent **“2018 Swiss Business in China Survey”**, conducted by the **China Europe International Business School (CEIBS)**, the premier business school in Asia, the **Swiss Centers China (SCC)**, the **Swiss Embassy** in China, **Swissnex**, **SwissCham**, **Switzerland Global Enterprise** and **China Integrated**. The comprehensive survey – the full results are going to be published in March 2018 – comprises responses from 108 Swiss enterprises. It is believed to be representative of the approximately 600 Swiss companies in China. Besides Swiss companies, the survey also includes responses from Chinese (440) and other foreign companies (70).

FIGURE 23 - HOW DO YOU EXPECT YOUR COMPANY'S CHINA SALES COMPARED TO LAST YEAR?

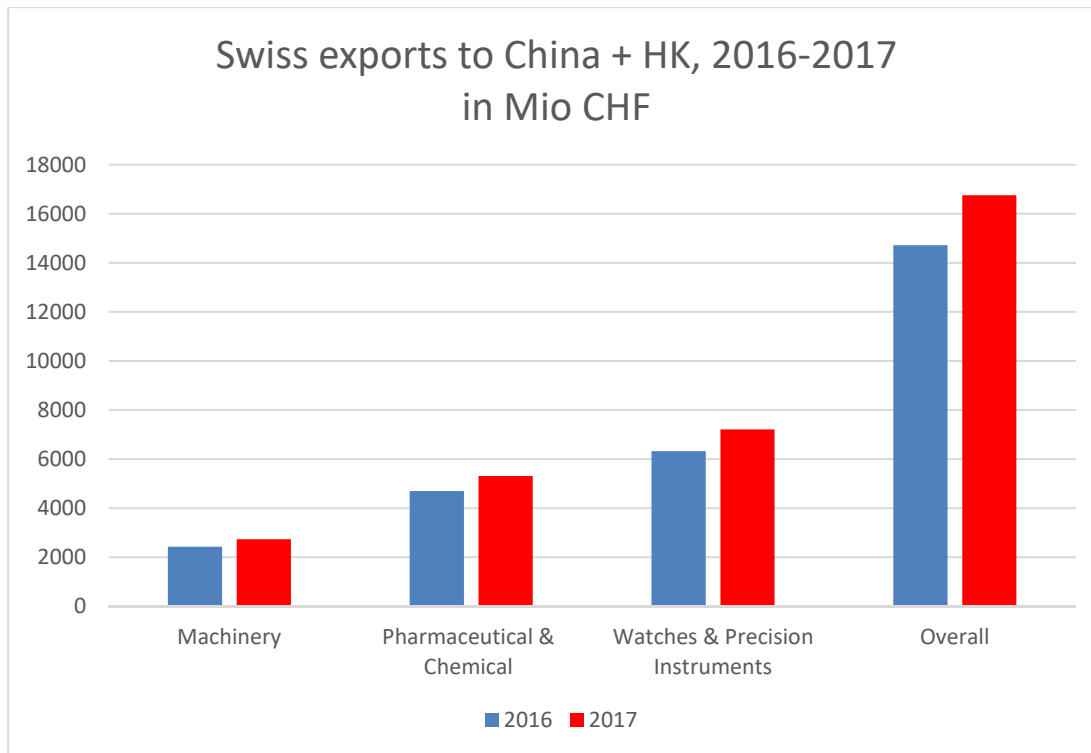


A look at the export figures reveals the reasons for the strong Swiss optimism: **In 2017, Switzerland exported goods in the value of 16.7 billion Swiss francs to China and Hong Kong – a plus of 13.8% year-on-year and a new record.** China and Hong Kong remained the third biggest export market for Swiss goods. In 2017, in absolute terms, China and Hong Kong accounted for **additional Swiss exports** in the value of more than 2 billion CHF – more than Germany and second only to the USA.

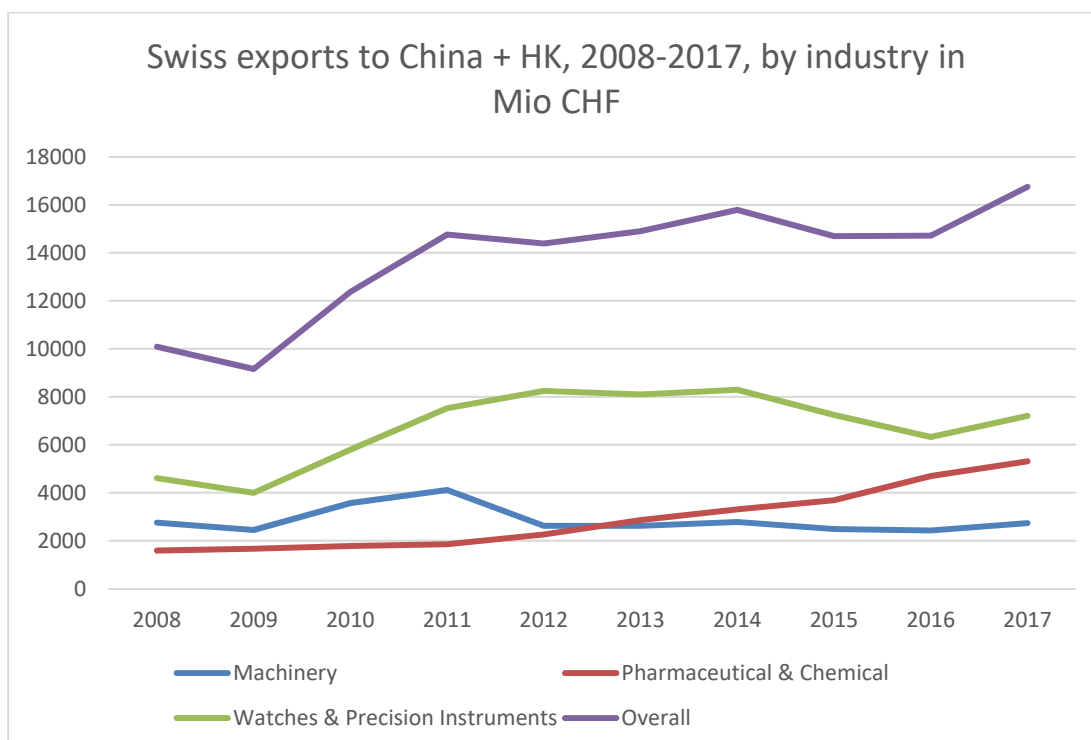


The three most important export sectors all registered growth: Watches & precision Instrument exports to China and Hong Kong grew by 14% to 7.2 billion CHF; pharmaceutical and chemical exports grew by 13% to 5.3 billion CHF; machinery exports grew by 12.8% to 2.7 billion CHF.<sup>1</sup>

<sup>1</sup> Figures from Swiss Federal Customs Administration, Total "business cycle" (total 1): without gold bars and other precious metals, coin, precious stones and gems, works of art and antiques



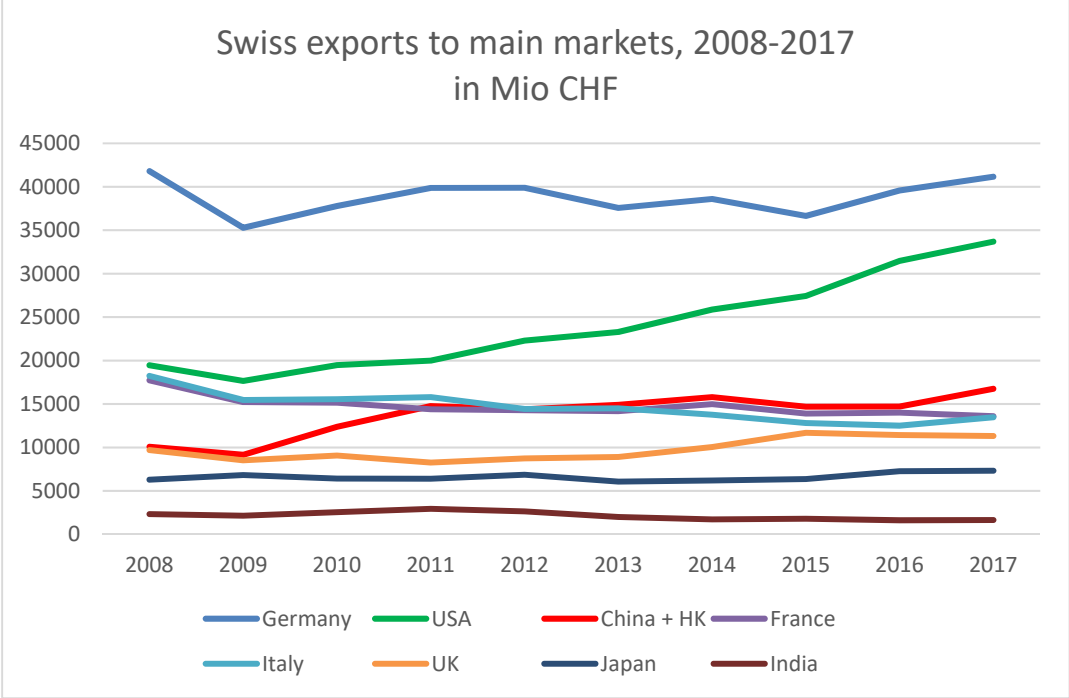
“Over the course of the past 10 years, the Swiss pharmaceutical and chemical exports to China and Hong Kong grew most strongly. The export value in this sector is now more than 3 times bigger than before the financial crisis of 2008”, analyzes Nicolas Musy, Founder and Delegate of the Board of Swiss Centers in China, a non-profit organization that lowers the market entry barriers of Swiss companies into Asia.



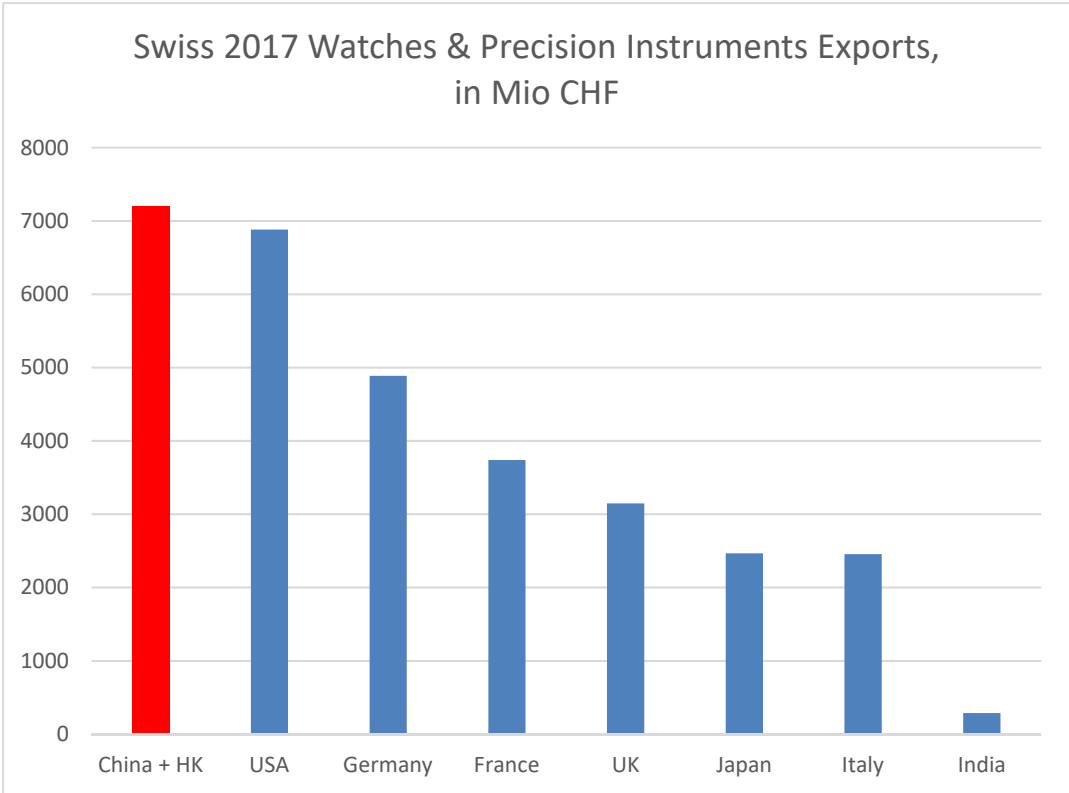
The long-term view shows the impressive rise of China as a key motor for Swiss export growth, says Musy. **“While Swiss exports in 2017 to key markets such as Germany, Italy and France did not yet rebound to their pre-crisis 2008 levels, exports to China and Hong Kong grew by 66% in the same period”**, explains Musy. The other big export engine was the USA: Swiss exports to the US grew by 73% over the last 10 years.

Since 2008, the overall Swiss exports grew from 206 to 220 billion CHF, only, **a mere increase of 6.8% over 10 years**. China and the USA have been compensating for losses of traditional Swiss exports to EU markets.

In Asia, China accounts for **more than twice the Swiss exports to Japan and more than 10 times the exports to India**.



Over the course of the last ten years, China and Hong Kong overtook the USA and Germany to become the biggest market for Swiss watches and precision instruments: In 2017, Swiss watches and precision instruments in the value of 7.2 billion Swiss francs have been sold to China and Hong Kong, topping the export volumes both to the USA (6.9) and Germany (4.9).



**About Swiss Centers China (SCC):** Founded in 2000 as a non-profit, Sino-Swiss, public-private partnership, Swiss Centers China is by far the largest cluster of Swiss enterprises in Asia. With five locations strategically located on the dynamic East coast of China (Shanghai, Beijing and Tianjin), SCC does not only offer virtual and instant office space as well as ready-to-use workshops and showrooms, but also supports member companies with government relations, technology transfer and a broad network of experts. SCC served more than 300 companies in China – both SMEs and large enterprises. Among other, the Swiss Centers experts have established 30 production companies and more than 50 commercial offices for Swiss companies. SCC also conducts surveys and expert analyses of China's business opportunities and challenges, and at the same time promotes the *Swiss Made* brand and Switzerland as a country for innovation and an industrial leader. For more information, kindly visit: [www.swisscenters.org](http://www.swisscenters.org).

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