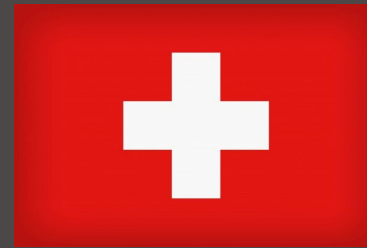




# Doing Business in Switzerland

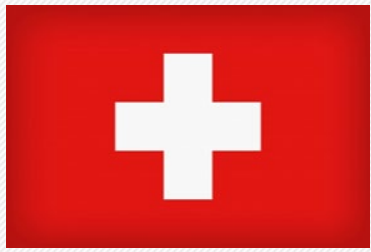


AIT-SASBI Spring Conference 2023

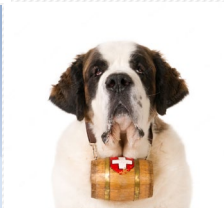
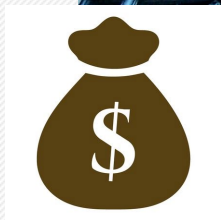
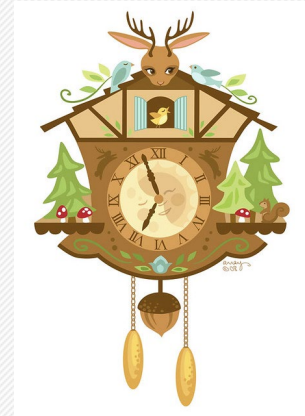
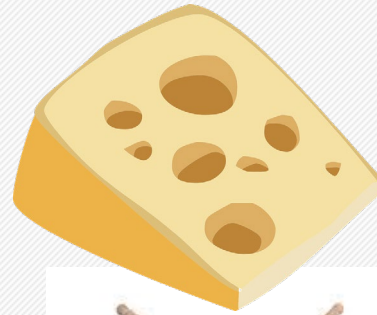
Johannesburg, South Africa

23 February 2023

NANCI GOVINDER



# SYMBOLS





# Switzerland

26 Cantons

4 Official Languages:

German, French, Italian, Romansch

25% foreigners

60% is uninhabitable

No € here!

Zurich is **not** the capital city!

It's  not 

**Sundays** are a big deal!

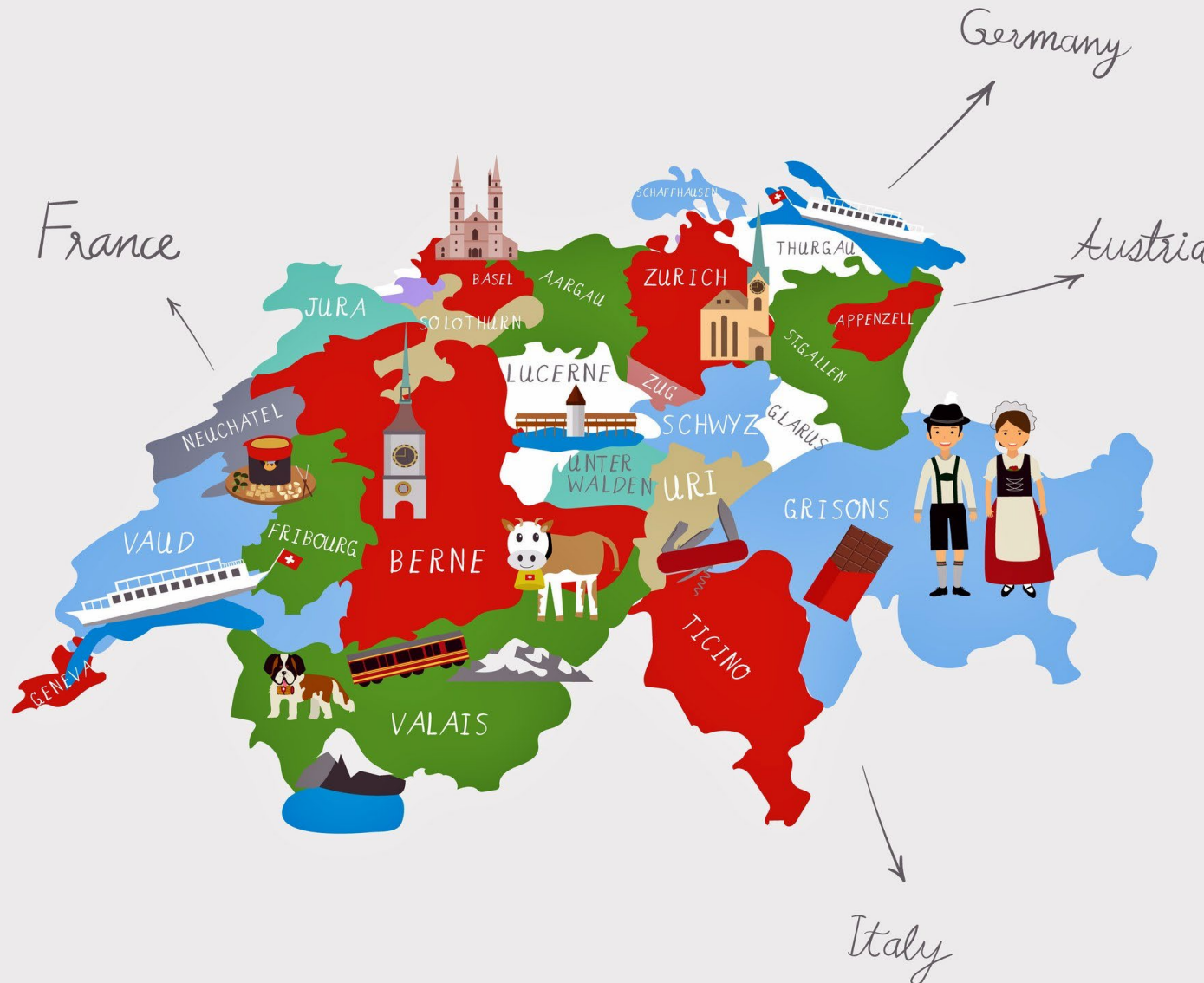
**#1** in innovation

**Lowest crime** rate

**No tips** necessary

Great **public transport** system

**Punctuality** is important!!!



# 1. Swiss Business Culture

Punctual

Responsible

Formal and  
Conservative

Honest &  
Hard  
Working

Trusting &  
Accountable

Cautious &  
Prudent

Private

Professional

Direct &  
Polite

4 languages  
(interpreter)

## 2. Business Etiquette



Make an appointment



Arrive on time (5 mins early)



Dress code: professional



Give business cards to everyone



Shake hands and maintain eye contact



Gifts not necessary—can be given at the end



Shake hands with everyone at the end



Thank you note within 24 hours, summarizing key follow up actions

# 3. Be Prepared



Objective of the Meeting (traction, risk, brand)



Prepare Questions (general, strategic, specific)



Professional: Dress, Presentations, Materials



Bring supplementary materials for everyone



Bring adapters (wall and computer)

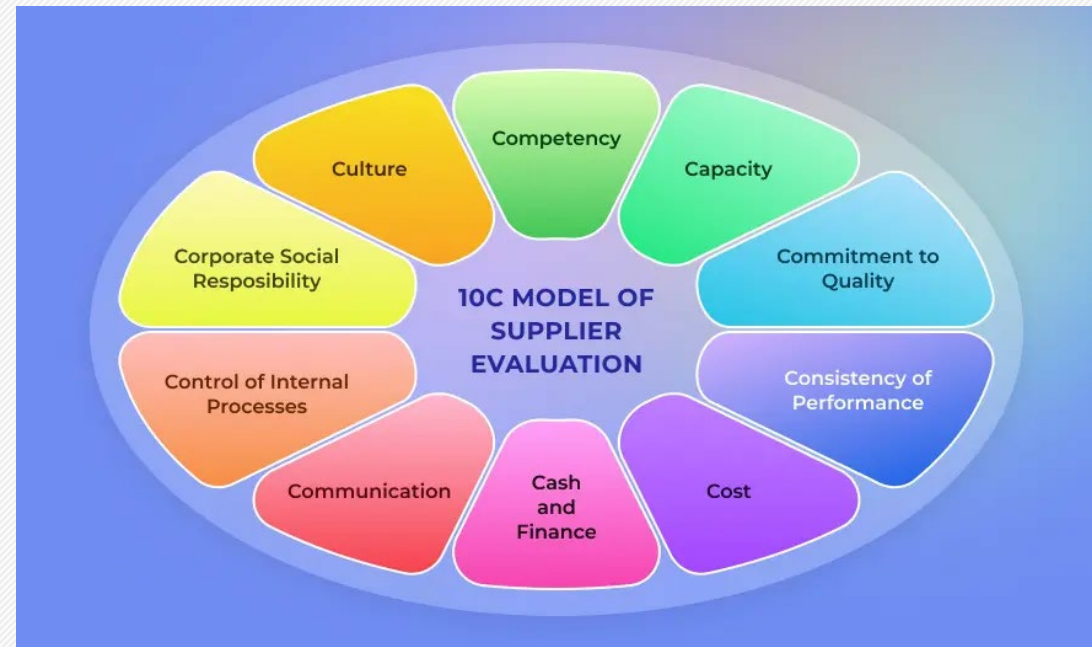
# 4. The Objective & Process

## Customers



<https://www.act.com/7-step-sales-process/>

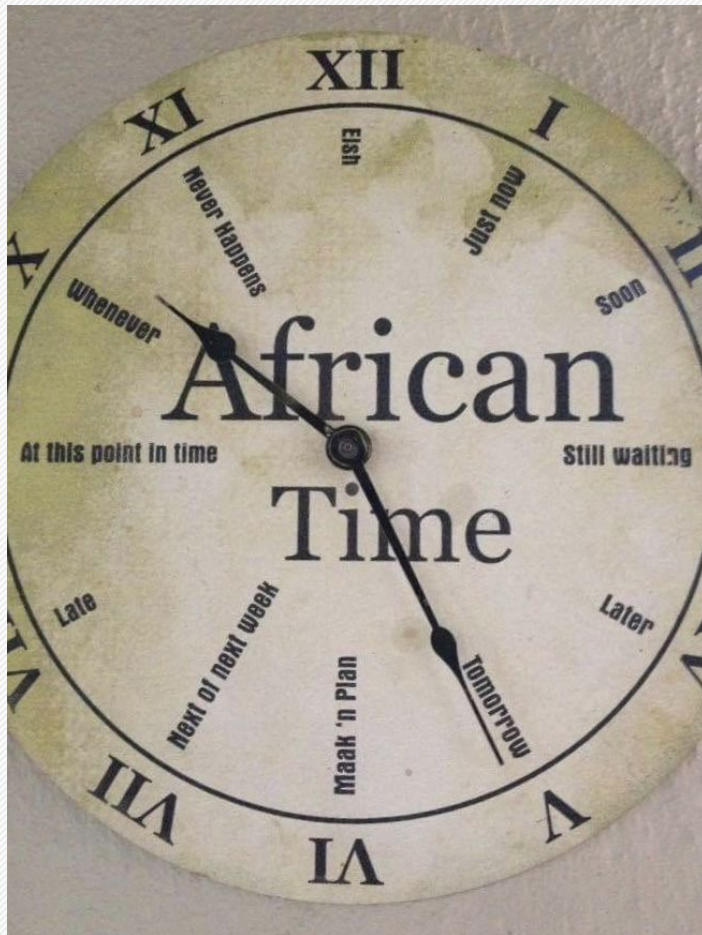
## Suppliers, Manufacturers, Partners



<https://www.altamira.ai/blog/vendor-selection-process/>



# 5. Arrive on Time!!



A digital railway departure board with a blue background. On the left side, there is a small white clock face and a white icon of a train. Below the icon, the text 'Bahn Railway' is displayed. The main part of the board is a table with the following columns: 'Zeit Time', 'Train Type', and destination names. The table lists several departures with their respective times and train types.

Zeit Time	Train Type	Destination 1	Destination 2	Destination 3	Destination 4
15. 04	IR	Derlikon	Altstetten	Baden	Basel
15. 09	S2	Bassersdorf	Effretikon		
15. 10	IR	Zürich HB	Olten	Biel	
15. 13	IC	Zürich HB	Bern	Lausanne	Genève
15. 18	IC	Winterthur	Weinfelden	Romanshorn	
15. 20	S2	Derlikon	Zürich HB	ENGE THALWIL ZIEGELBRÜCKE	Unterterzen
15. 22	ICN	Winterthur	Wil	Gossau	St. Gallen
15. 32	S16	Derlikon	Zürich HB	Stadelhofen	Herrliberg - F.
15. 39	S2	Bassersdorf	Effretikon		
15. 40	IC	Zürich HB	Bern	Thun	Spiez Visp Brig

See you in



Merci

Danke

Grazie

Grazia

