

enabling new business

 SWITZERLAND
GLOBAL
ENTERPRISE



YOUR PARTNER IN INTERNATIONAL BUSINESS

AIT SASBI Conference, Johannesburg, Thursday 23.02.2023

Agenda

- Presentation of the **Swiss Business Hub** in Africa (SBHSA)
 - Export promotion
 - Investment promotion
 - Infrastructure mandate
- **Planned activities 2023**
- **General overview of the Swiss business landscape.**
- **Switzerland Cleantech ecosystem**
- **Cleantech in Africa**

Overview



CORPORATE



EXPORT PROMOTION



INVESTMENT PROMOTION



INFRASTRUCTURE

Switzerland Global Enterprise at a Glance

- **Private association** under Swiss law founded in 1927
- Non-profit organization with over **5,000 customers** per year and more than **2,000 members**
- S-GE in Switzerland: Headquarters in Zurich, offices in Renens and Lugano
- Global presence: in 31 countries jointly with the Federal Department of Foreign Affairs FDFA, all other markets via partner network
- Currently around 100 employees in Switzerland and 100 employees in the external network at the FDFA
- Annual revenue of around CHF 33.4 million, CHF 25.9 million of which is publicly funded
 - Export promotion: CHF 20.3 million SECO
 - Investment promotion: CHF 3.8 million from SECO, CHF 1.2 million from the cantons
 - Cleantech: CHF 279,000 from SECO (from the EP budget), CHF 279,000 from SFOE

Our global presence

External network with dedicated representation in 31 countries, 24 contracts with bilateral chambers of commerce and worldwide coverage by DFA basic services



S-GE'S GLOBAL NETWORK

Contract-based cooperation with bilateral chambers of commerce

Swiss Business Hubs

- 1 UK & Ireland / London
- 2 Spain / Madrid
- 3 France / Paris
- 4 Germany / Stuttgart
- 5 Italy / Milan
- 6 Austria / Vienna
- 7 Central Europe / Warsaw
- 8 Russia / Moscow
- 9 Turkey / Istanbul
- 10 Southern- and Eastern Africa / Pretoria
- 11 Middle East / Dubai
- 12 India / Mumbai
- 13 Hong Kong
- 14 China / Beijing
- 15 South Korea / Seoul

- 16 Japan / Tokyo
- 17 ASEAN / Singapore
- 18 Indonesia / Jakarta
- 19 Canada / Montreal
- 20 USA / New York City
- 21 Mexico / Mexico City
- 22 Brazil / São Paulo
- 23 Chile / Santiago

Additional Offices

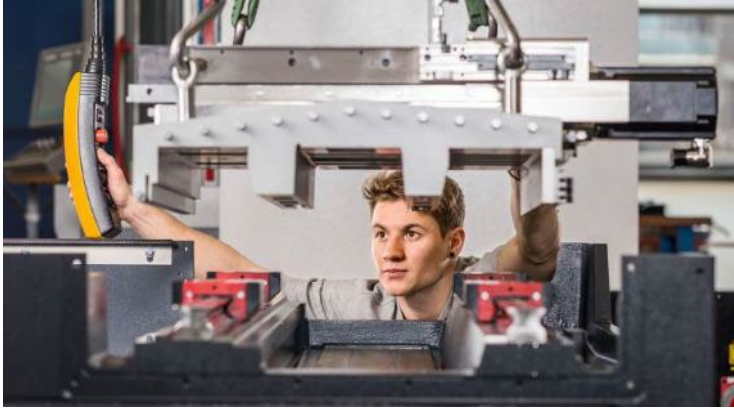
- Riyadh
- Doha
- New Delhi
- Shanghai
- Guangzhou
- Hanoi
- Ho Chi Minh City
- Kuala Lumpur
- San Francisco
- Atlanta
- Boston

Trade Points

- 1 Nordics / Stockholm
- 2 Nigeria / Lagos
- 3 Kazakhstan / Nur-Sultan
- 4 Australia / Sydney

Focus in 2023

MEM



Infrastructure



Cleantech



Food



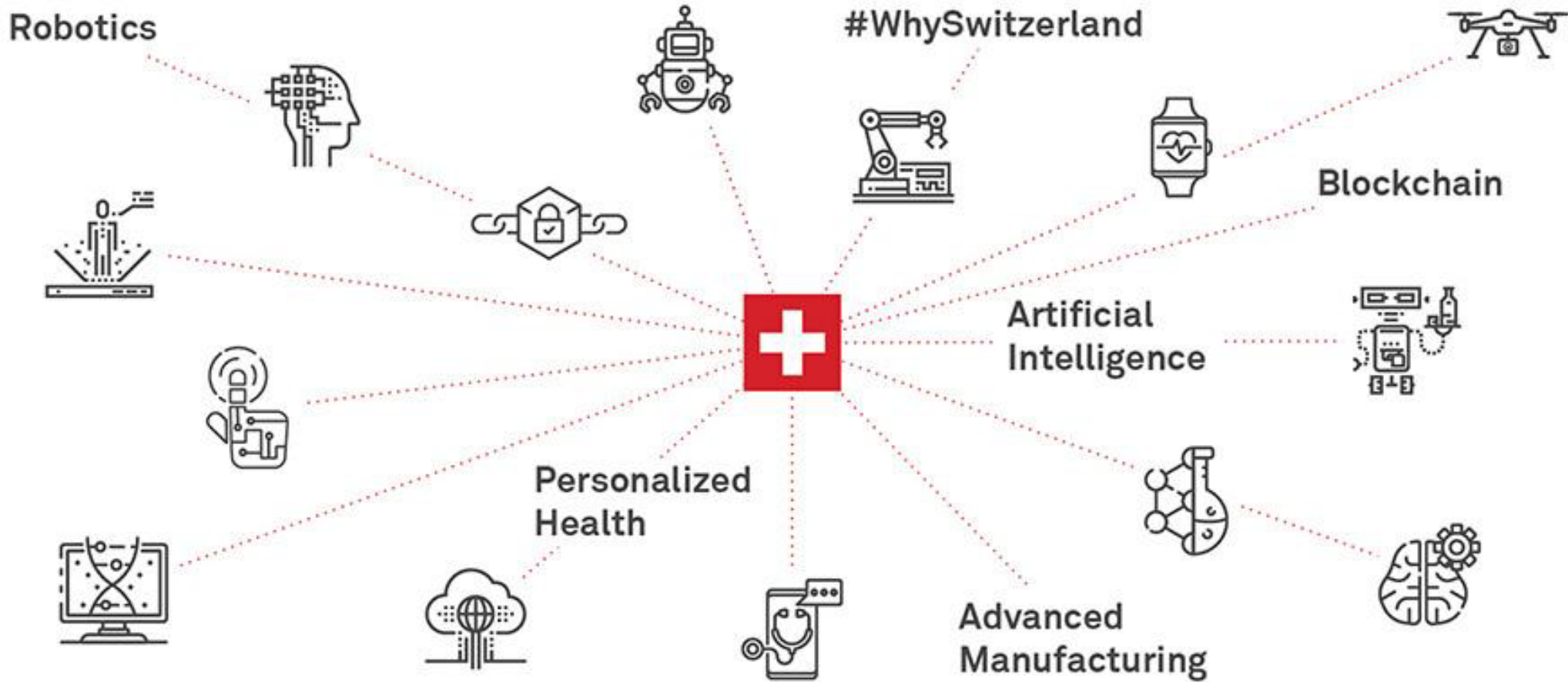
Fintech



Medtech



Switzerland as a Technological Location



Investment Promotion

Flagship Projects



AI Expo Africa 2020, 2021, 2022

- All virtual event with 10 e-booths
- Close collaboration with SBFi and Embassy – great visibility
- SBHSA mandates
- Fluid between IP and EP
- Stakeholders from research institutions, private sector (incl. start-ups) and government
- Inclusion of Embassy in Tunis (AML – spin of EPFL)
- **This year:** in person event in Johannesburg



Africa Fintech Festival 2021

- All virtual event with 10 e-booths
- Combination with mandate CVVC in Mauritius during event – visibility on various channels
- Close collaboration with SBFi, Embassy of Switzerland SECO, SIF, University of Bern and private sector
- Fluid between IP and EP
-



Blockchain Events South Africa, Mauritius 2019

- Invest Promotion event in Johannesburg and Cape Town , South Africa on the topic of Blockchain to promote Switzerland as a business location.
- Following the event, Mauritius has shown interest to collaborate with Switzerland on a similar event, which was realised in November 2019 in Mauritius,

Success factor interdisciplinary approach

Target Countries



USA

- Good opportunities for the private sector (packages issued by the US government)
- USA gate keeper for close relationship with the "IFIs"
- Infrastructure demand in the fields of **transport and energy**

Brazil

- Simplified local access to projects (no need for LE for Swiss companies)
- Sao Paulo is a financial center for the whole sub-continent
- Infrastructure demand in the fields of **transport, energy, water and natural disaster prevention**

South Africa

- Great potential for new projects with good access
- Ideal window of opportunities for upcoming reforms.
- Infrastructure demand in the fields of **energy and waste**

UAE

- Key region for innovative cleantech and infrastructure projects
- financial hub
- Good access to the GCC Countries and the MENA Region
- Infrastructure demand in **several fields**

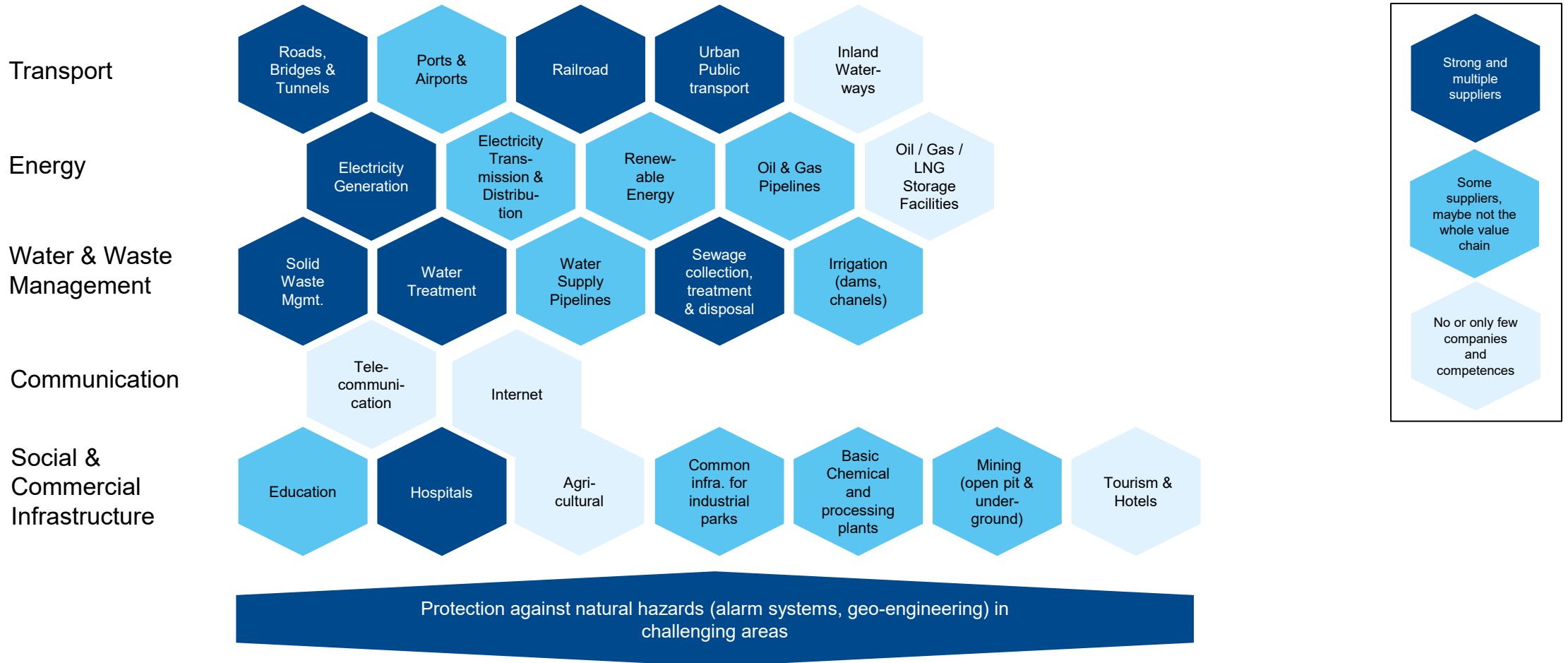
India

- India's need has great affinity with our Swiss Competencies.
- Great potential for new projects
- Infrastructure demand in the fields of **water, sanitation and energy**

Indonesia

- CEPA with EFTA is active and investment agreement is in preparation
- Interesting projects for the private sector (e.g. transfer capital)
- Infrastructure demand in the fields of **transport and urban infrastructure**

Heat map



Planned activities SBH 2023 in Africa

Market support FFM

- ✓ Planned FFM Kenya Q1 23
- ✓ FFM Tanzania Q1 23
- ✓ Projected FFM Medtech Southern Africa Q3/Q4 23
- ✓ Fintech event in collaboration with FINASA Q3/Q4 23

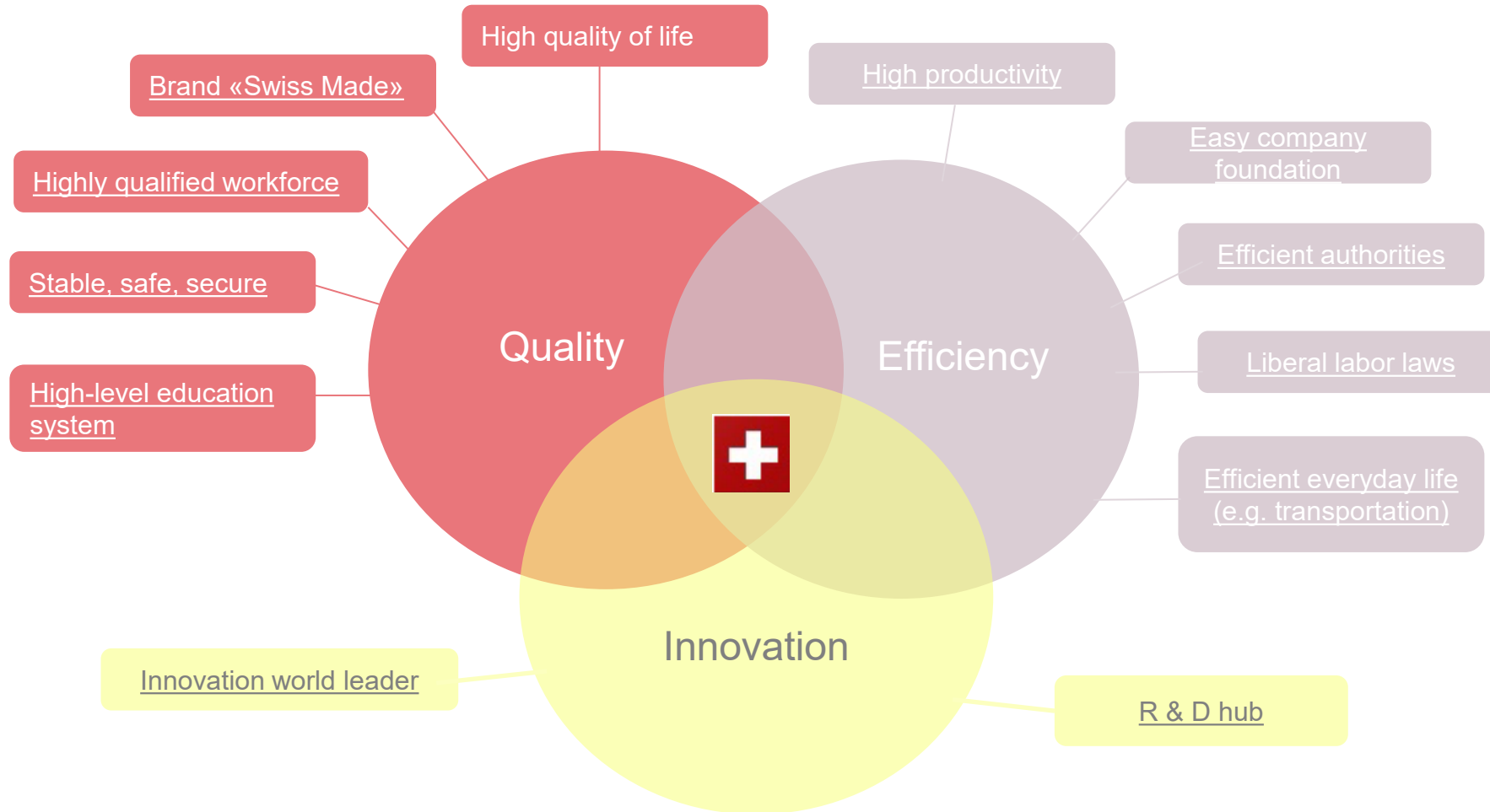
Infrastructure

- ✓ Inbound mission to Switzerland on water and sanitation Q3/Q4 2023

Joint events/conferences with TPOs in the market

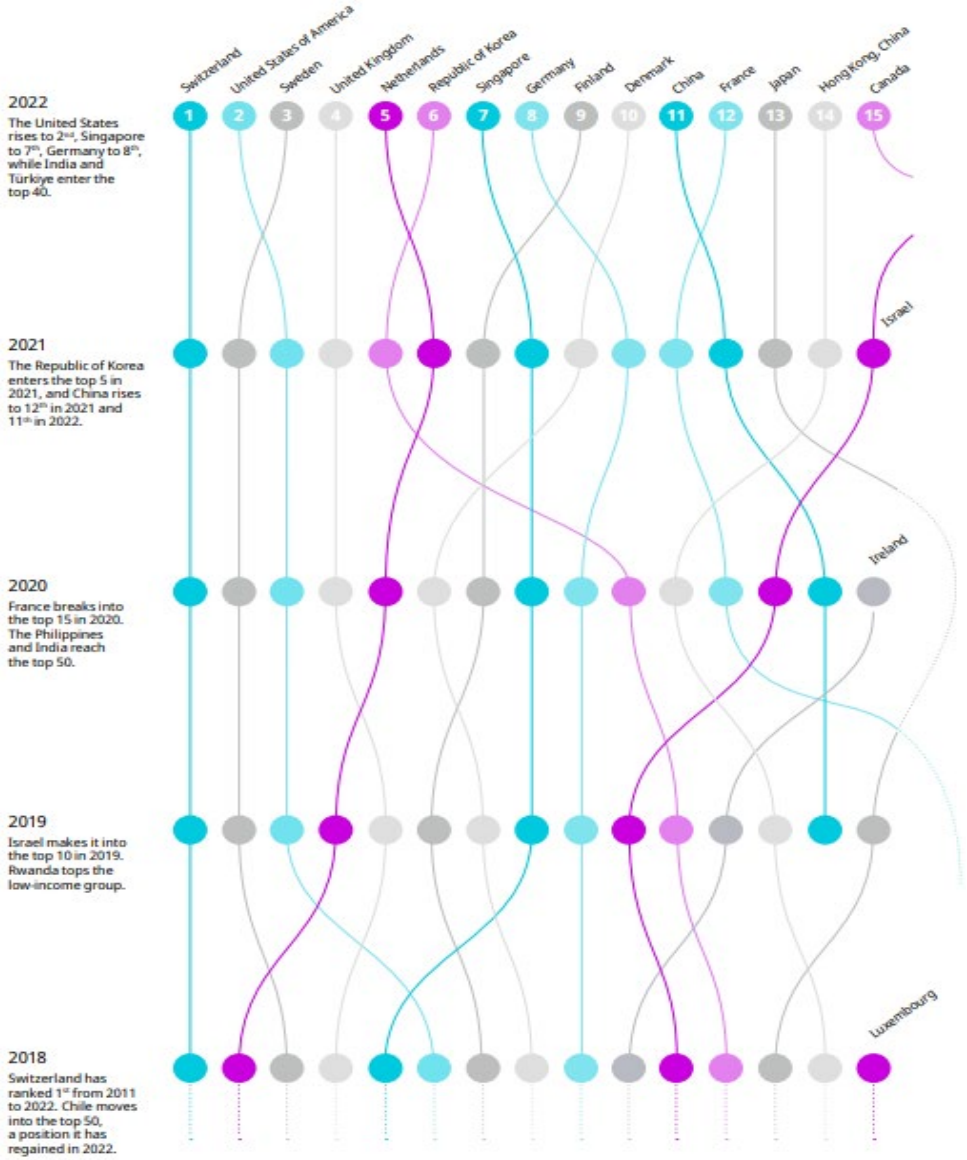
- ✓ Swiss – KZN days Q2/Q3 23 (joint collaboration with SECO / SIPPO)
- ✓ Roundtable Swisscham Q2/Q3 23 Infrastructure/Cleantech
- ✓ AI Expo in the framework of IP (jointly organized with SERI) 23

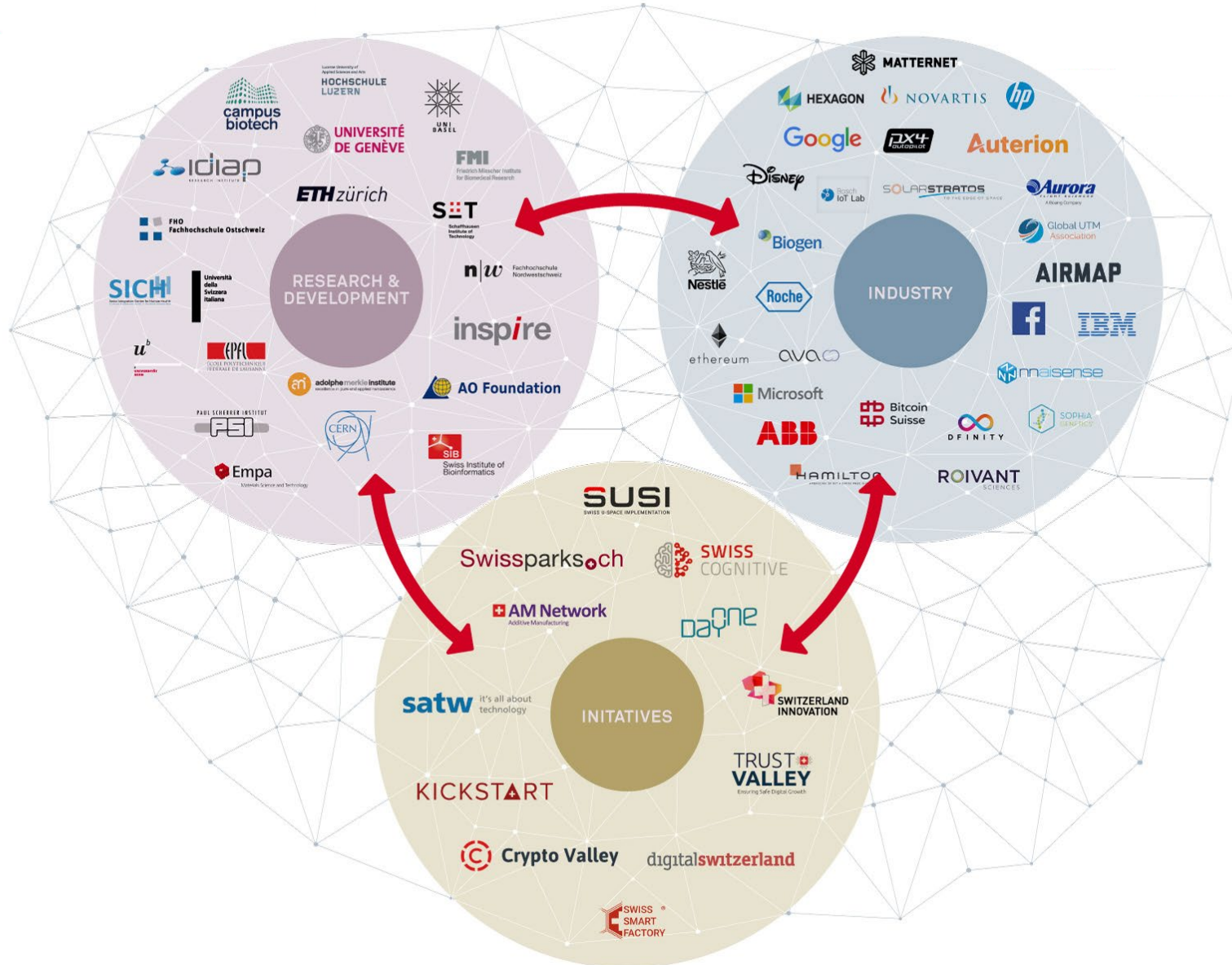
The three USPs of Switzerland





Switzerland ranks amongst the best in Global Innovation







Switzerland's long tradition in vocational education & training (VET) and applied sciences offers companies skilled technical staff

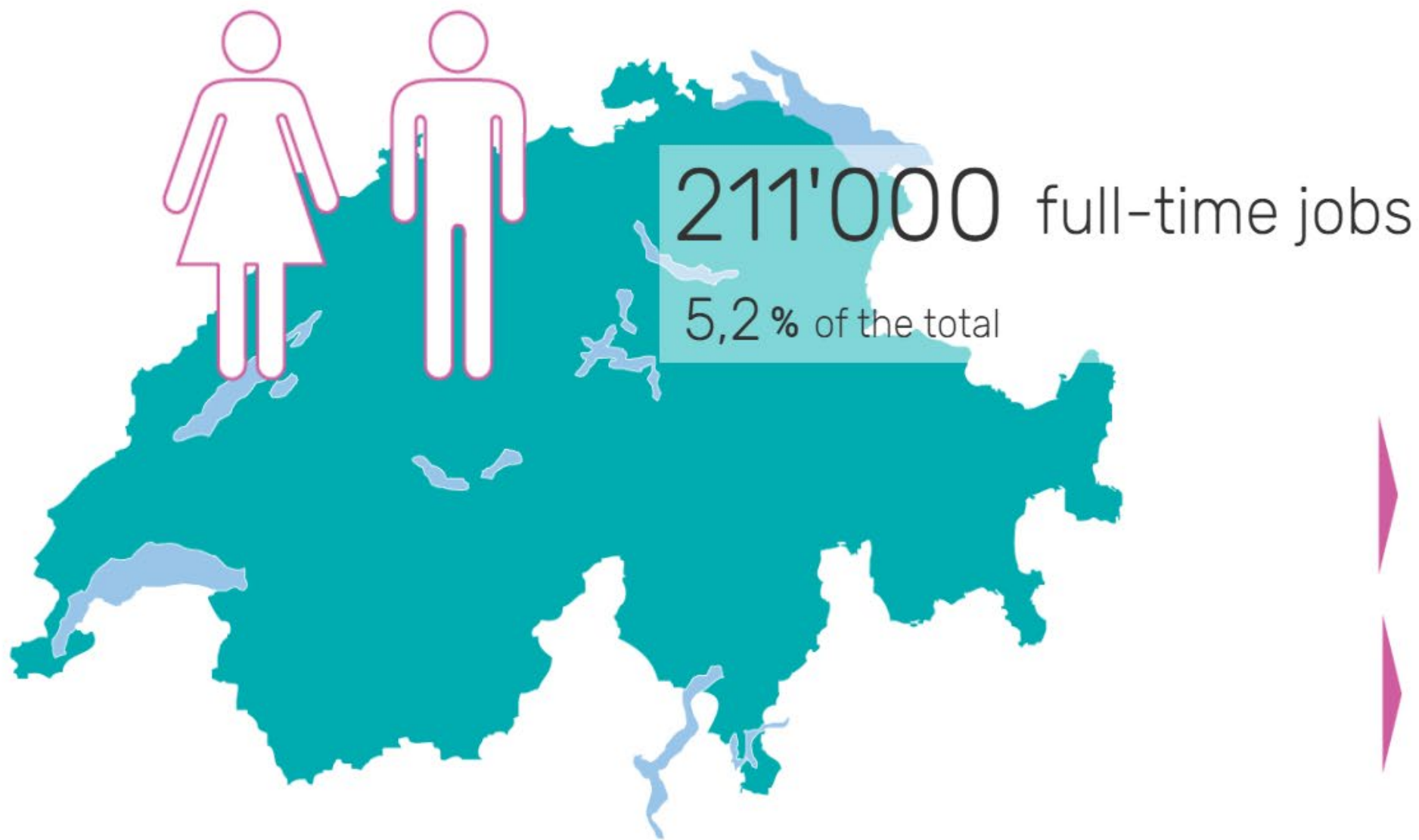


How Switzerland is paving the way for a global circular economy

From the linear economy - Produce, use, throw away –
to an holistic and sustainable economic approach that promotes the use of
renewable energies

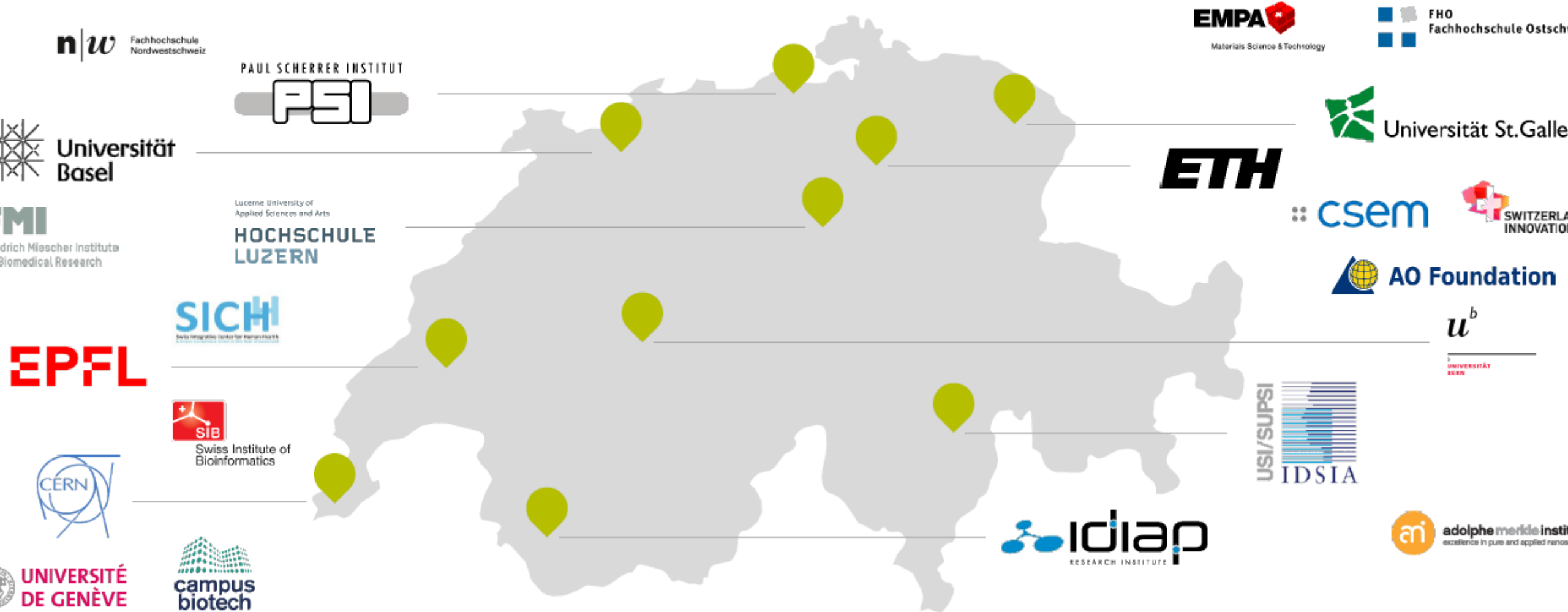


AN IMPORTANT AND GROWING PILLAR OF THE ECONOMY



From Research to Business Case

Driving Innovation through Partnership and Collaboration

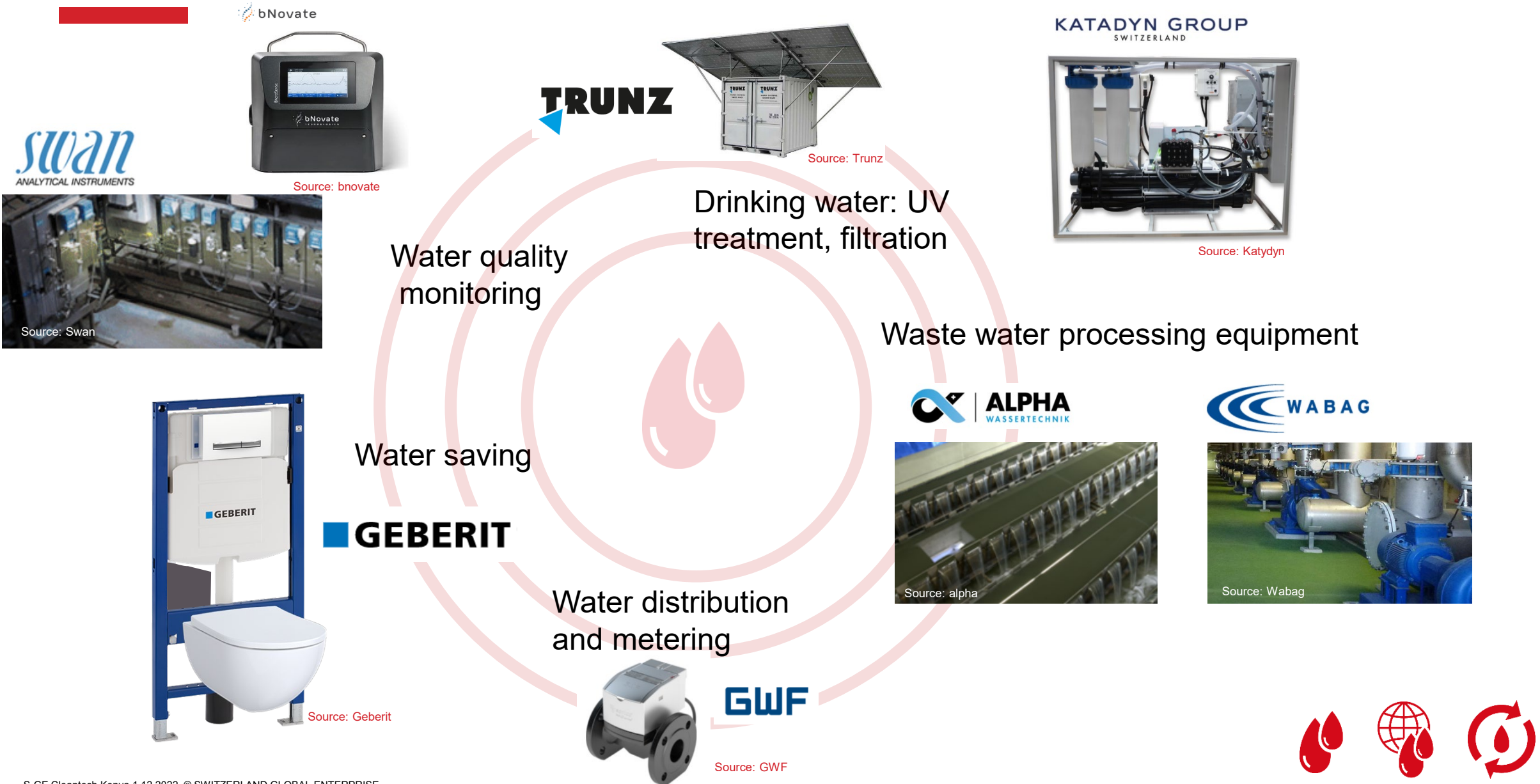




Cleantech Segments and thematic focus of mandate activities



Technologies: Water and Waste water treatment



Technologies: Waste processing

Recycling and Waste

Circular Economy

Sort

Collection

Process

Thermal Valorisation

Reprocess

Recycle

Quiet, no emission collection

Carbon black from old tyres

Waste to energy:
Electricity
Heat
renergia

Recovery of phosphor from the ash after incineration

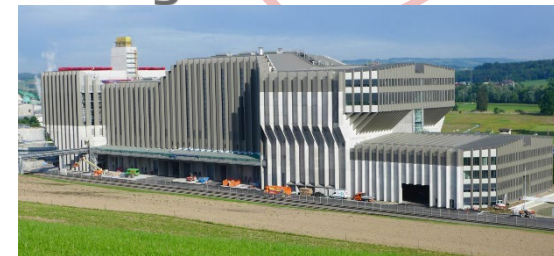
glass,
PET,
wood,
metals



Source: Futuricum, Designwerk



Source: TRS

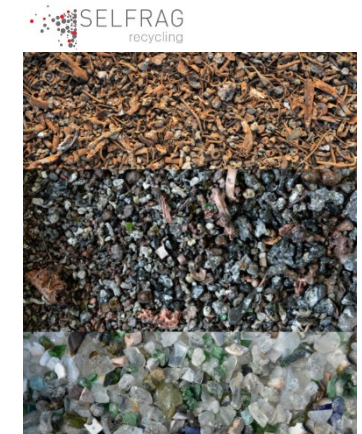


Source: TGS Bauökonomien

Selective collection

Weighing and compression

Waste to value



Source: Selfrag

villiger



Source: Villiger

Hunkeler SYSTEME



Source: Hunkeler

FLUIDSOLIDS[®] BIOCOMPOSITES



Source: Fluidsolids



Technologies: Renewable energy and power generation

Solar energy: invertors



Source: studer innotec



Solar powered pumps for water



Source: ennos



Hydropower – more than 90% of rail in Switzerland



Source: SBB

Smart grid and load management

Energy generation from waste water



Source: dhp



Source: Hofstetter



Technologies: Agritech



 ecorobotix



Source: <https://ecorobotix.com/en/ara/>

INFRASCREEN



Source: <https://www.infrascreen.com/>

YASAI



Source: <https://www.yasai.earth/>

Crop protection

AgroSustain

Natural plant protection



Source: <https://www.agrosustain.ch/>

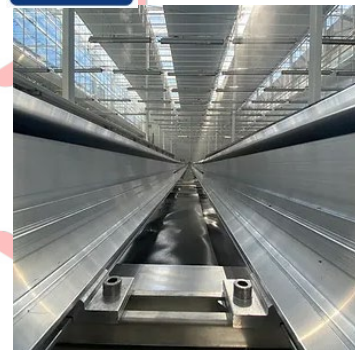
Productivity
technology

AERO41
SWISS MADE



Source: <https://www.aero41.ch/>

CleanGreens



Source: <https://www.cleangreens.ch/>



DolphinEngineering



Source: <https://www.dolphin-engineering.ch/>

Emissions reduction

agolin



Source: <https://agolin.com/>

Solar pump

ennos
turns sunrays into savings



Source: <https://ennos.ch/>



Further information about Swiss cleantech



An overview of the cleantech sectors in Switzerland and examples of companies and their technologies

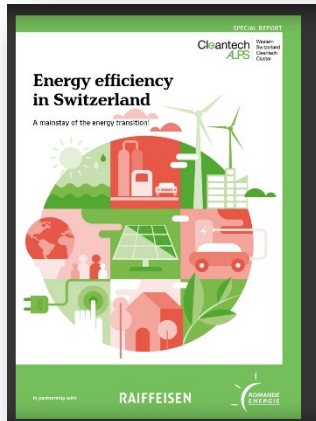
Swiss Cleantech Report

<https://swisscleantechreport.ch/>



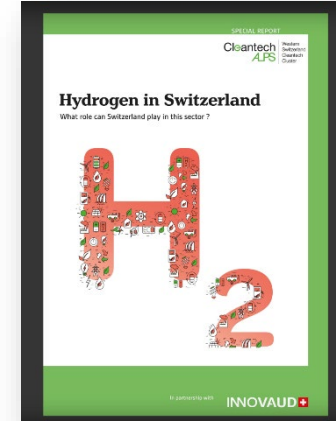
Further information about Swiss cleantech

Energy Efficiency



- **Energy Efficiency in Switzerland** report examines the many ways CH contributes to energy efficiency
- <https://www.cleantech-alps.com/en/etudes/details/energy-efficiency-in-switzerland-a-mainstay-of-the-energy-transition-0-2223>

Hydrogen In Switzerland



- **Hydrogen in Switzerland** highlights the development of hydrogen in uses
- <https://www.cleantech-alps.com/en/etudes/details/hydrogen-in-switzerland-what-role-can-switzerland-play-in-this-sector-0-2077>

Circular economy



- **The circular economy** report examines the move to a circular business model in many business sectors and the role of cleantech
- <https://www.cleantech-alps.com/en/etudes/details/the-circular-economy-an-economic-and-environmental-opportunity-for-switzerland-0-1932>

AgriTech



- **AgriTech in Switzerland** promotes key advances of cleantech being used for agricultural applications
- <https://www.cleantech-alps.com/en/etudes/details/agritech-in-switzerland-the-panacea-that-squares-the-circle-of-productivity-and-climate-protection-0-1974>



Further information about start-ups and innovation in Switzerland

- Innovation parks (Switzerland Innovation)

[Home | Switzerland Innovation \(switzerland-innovation.com\)](#)

- Innovation promotion in the field of environmental technologies (BAFU):

[Innovation \(admin.ch\)](#)

- Technology funds:

[Climate protection through innovative technologies \(technologyfund.ch\)](#)

- Innovation projects with international partners (Innosuisse)

[Förderung für internationale Projekte \(innosuisse.ch\)](#)

- Overview Education and Research System in Switzerland

[Wissenschaft und Forschung \(admin.ch\)](#)

Race to net zero: How can Swiss technology contribute?

- Race to net zero South Africa and Kenya reports in the pipeline
- Clean technology is a promising and rapidly growing market in Kenya
- Sustainable growth being a major focus of Kenya's 2030 development agenda (“Vision 2030”)
- Kenya boasts extensive renewable resources for solar, hydro, wind and geothermal, making renewable energy and clean technology



Infrastructure Image-Film



<https://youtu.be/AJqUOsjEXj8>



Thank you!

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What can we do for you?





Technologies: Smart IOT

Smart Grid management

Smart metering (water, electricity, heat, cooling, gas)

Cloud based grid analytics platform

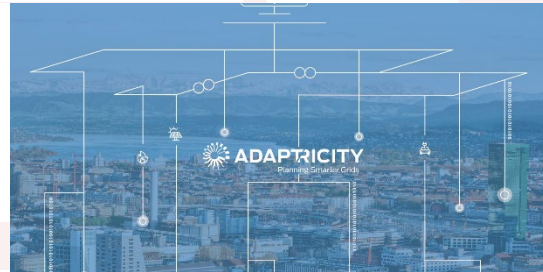
Digital grid management platform

GWF



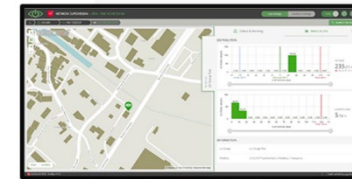
Source: GWF

ADAPTRICITY



Source: adaptricity

depsys



Source: depsys

Zaphiro
Dynamic Smart Grid



Source: zaphiro

Air quality:
particulates,
CO₂, VOC

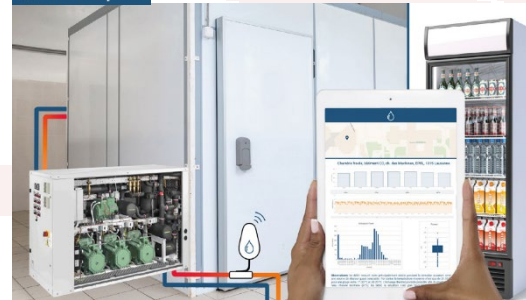
Plair
Smart Air Quality



Source: Plair

Smart water metering

droople



Source: Droople

Monitoring of hazards

wyssen avalanche control



Source: Wyssen
Avalanche

DISTRAN
SWITZERLAND



Source: Distran



Technology: Building and renovation

EMPA: NEST – real life testing



Source: EMPA NEST

Active Buildings



Source: Umwelt Arena Schweiz

Energy Production, Efficiency,
Transportation and Storage

Innovation in Solar PV:
coloured panels for roofs and walls



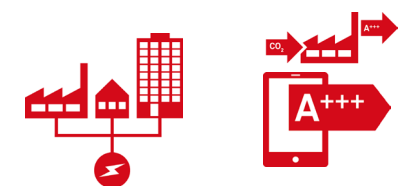
Source: Solaxess

3D printed concrete

MOBOTIX



Photo: STEMJITZ.COM



Technologies: Electrification of mobility and transportation



Hess busses and rapid charging



Source BERNMOBIL - Hess

Microlino mobility solutions



Source: microlino

EGO movement cycles and cargo



Source: EGO movement

Futuricum electric waste collection



Source: Futuricum, Designwerk

FUTURICUM

Leclanché battery powered ferry



Source: Leclanché

Kyburz utility vehicle



Source: Kyburz



Technologies: Rail and power generation

Swiss national railways (SBB CFF FFS)



Source: SBB

90% electricity from hydropower
Ambitious plans for energy savings
20% by 2025

Hydropower and more: floating solar production



Source: Romande Energie

Swiss national railways, production of green electricity



Source: SBB

Smart grid and load management

Run of river power generation

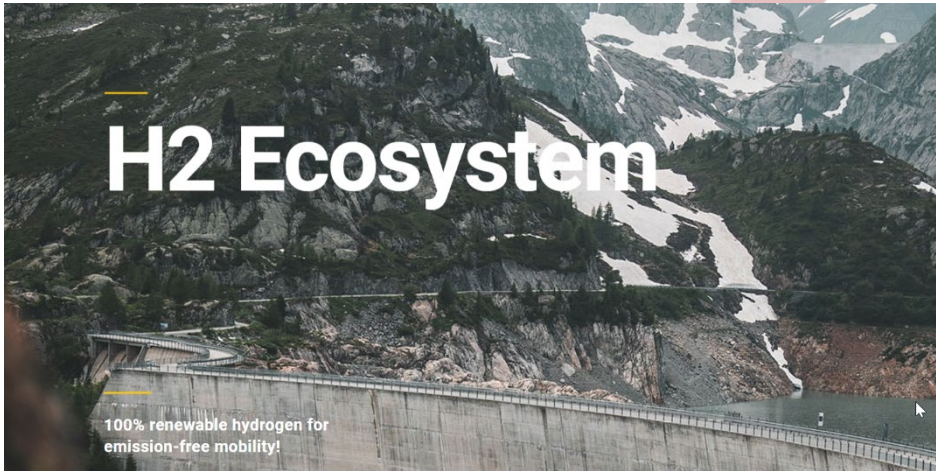


Source: Alpiq

Gösgen - upgraded to increase
efficiency by >10%



Technologies: Road and transportation



Source: Hydros spider

Introduction of Green Hydrogen network for commercial vehicles



Source: Hyundai Hydrogen mobility



Source Green GT

Development of fuel cells and commercial vehicles



Source PostAuto

Joint research – Fuel cell powered Citaro busses



Technologies: Carbon Capture and Storage

Air and Environment

Direct air capture

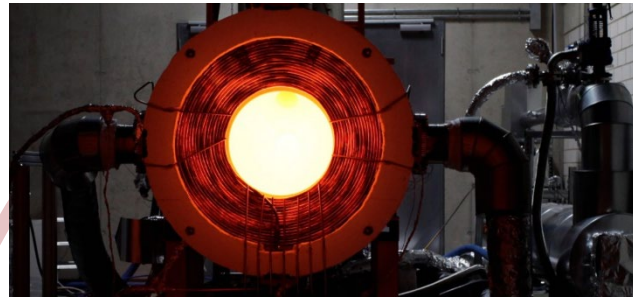
Derivative processes

Carbon Storage



Source: Climeworks AG

Extracting CO₂ directly from the air



Source: Synhelion AG

Making synthetic fuel using sunlight and CO₂



Source: neustark AG

Binding CO₂ into concrete

