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# The Swiss Import Promotion Programme – implemented by Osec.



Osec is responsible for mandates in import, investment and export promotion as well as for promoting Switzerland as a business location. An important task is to inform and support companies in connection with their international business projects.

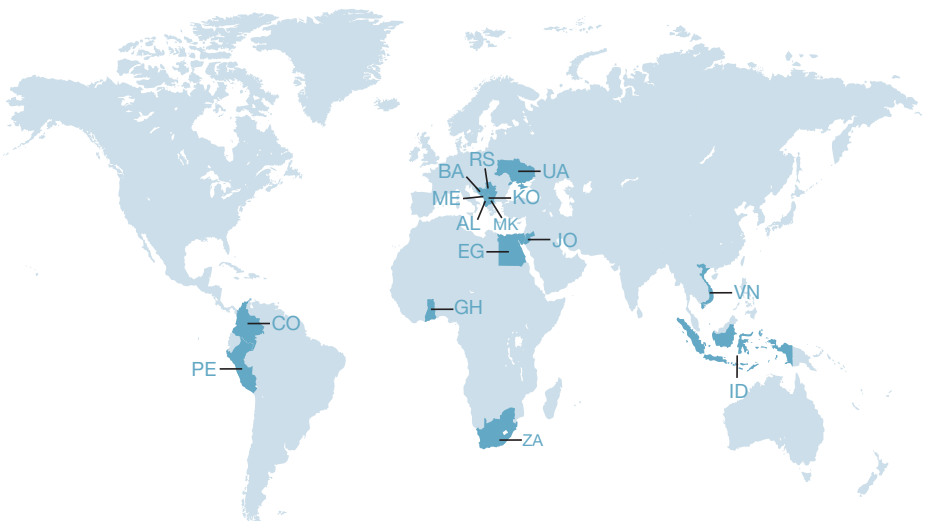
As the official Swiss foreign trade promoter Osec connects companies, know-how providers, private sector organisations and public entities worldwide through «Business Network Switzerland».

The Swiss Import Promotion Programme (SIPPO) is one of Osec's mandates financed by the State Secretary for Economic Affairs (SECO). It supports small and medium-sized enterprises (SMEs) from emerging markets and markets in transition as well as Swiss and European importers.



## The programme.

SIPPO supports SMEs from selected countries (see below) in gaining access to the Swiss and European markets. The programme also helps Swiss and European importers to find new market sources and interesting products. SIPPO provides the importers with information on export offers, trade fairs and publications on a regular basis. SIPPO focuses on the supply chain offering tailor-made business services in the «last mile» according to the needs of exporters and importers in different sectors.



- |                        |               |                |                  |
|------------------------|---------------|----------------|------------------|
| AL: Albania            | GH: Ghana     | ME: Montenegro | UA: Ukraine      |
| BA: Bosnia Herzegovina | ID: Indonesia | MK: Macedonia  | VN: Vietnam      |
| CO: Colombia           | JO: Jordan    | PE: Peru       | ZA: South Africa |
| EG: Egypt              | KO: Kosovo    | RS: Serbia     |                  |

# Our competencies.



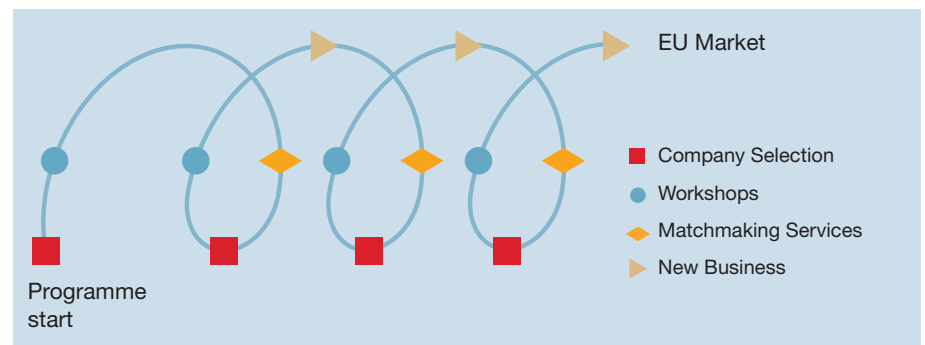
## The focus.

SIPPO's activities focus on five main objectives:

- to increase the competitiveness of SMEs in selected partner countries
- to develop services, manufacturing and exporting skills
- to inform the Swiss and the EU importers on new market sources
- to include trade and business support institutions as well as sector associations in the trade promotion process
- to increase qualified trade contacts between SMEs from emerging markets and the Swiss and EU importers.

## The approach.

The programme creates opportunities by accompanying companies through the following process:



The programme works closely with sector specialists and relies on a broad network including importers, distributors, processors, trade associations, chambers of commerce and other international partners.

In each of its programmes, SIPPO strives for a sustainable economic development in partner countries. Even in the crisis year 2009, 485 jobs were created and export sales increase was 25.32 million Swiss Francs.

## Our services.



### Trade and market information.

In-depth information is available on individual branches. The aim of providing this information is to familiarise producers in emerging markets and markets in transition with European norms, standards, quality requirements, import and custom regulations and charges. Additionally, SIPPO provides market overviews on specific sectors or countries. Finally, the SIPPO newsletter provides information about the latest highlights and upcoming events.

### Matchmaking services.

SIPPO identifies products (sourcing) with a potential in the Swiss and European markets. The import promotion programme supports the establishment of contacts between producers as well as importers by providing addresses and direct contacts, by organising selling & buying missions and by facilitating the participation in international trade fairs or road shows. In particular at the trade fairs in Europe, the producers from the partner countries have the possibility to exhibit their products, to establish new contacts and to gain knowledge about the competitors as well as the market environment.

### Training.

SIPPO provides training for SMEs in the partner countries in different areas e.g. export marketing, trade promotion, design and quality management. This training familiarises the exporters with the prerequisites for a competent supplier. They become more sensitive to the demands of Swiss and European importers, their product adjustment and how to react in a creative way to new market trends.

Training is carried out in collaboration with local BSO in order to ensure the sustainability and knowledge transfer of the programme.



## Your market access.



### The sectors.

SIPPO's advisory services concentrate on promoting the import of products from the following sectors:

| Food   | Non-Food  | Technical products   | Tourism  |
|--|---|--|--|
| <ul style="list-style-type: none"> <li>• Fruits and vegetables</li> <li>• Fish and seafood</li> <li>• Natural ingredients</li> <li>• Organic products</li> </ul> | <ul style="list-style-type: none"> <li>• Home textiles</li> <li>• Garments</li> <li>• Jewellery</li> <li>• Handicraft</li> <li>• Home &amp; garden furniture</li> </ul> | <ul style="list-style-type: none"> <li>• Software applications</li> <li>• Timber for technical applications</li> <li>• Plastic and rubber processing</li> <li>• Metal processing, machine building, electrotechnical components</li> </ul> | <ul style="list-style-type: none"> <li>• Sustainable and fair tourism</li> </ul> |



### The market entry.

Globalisation also means an increase in worldwide competition. The demands for a successful entry into the global market continue to grow. For manufacturers of semi-finished and finished goods from emerging markets and markets in transition, it is often a big challenge to gain access to the European market with their products.

Within the framework of e-commerce, a computerised database enables:

- Exporters to publish their offers online. Through this B2B platform your export offers will appear in a worldwide platform. This allows you to bridge the gap between yourself and your buyer.
- Swiss importers and buyers to access a large number of exporters' business profiles covering a wide range of products. An easy way to find new suppliers for your business.



### Partners and network.

In our activities we collaborate with:

- Export promotion agencies and branch associations in the partner countries
- International Trade Centre (ITC) of UNCTAD in Geneva
- Federation of Swiss Importers and Wholesale Traders (VSIG)
- Other European Import Promotion organisations
- Development cooperation programmes and NGOs in the selected countries

**Osec**  
**Swiss Import Promotion Programme**  
Stampfenbachstrasse 85  
P.O. Box 2407  
CH-8021 Zurich  
Phone +41 44 365 51 51  
Fax +41 44 365 52 02  
sippo@osec.ch

Our hotline: +41 44 365 53 91  
[www.sippo.ch](http://www.sippo.ch)