

enabling new business

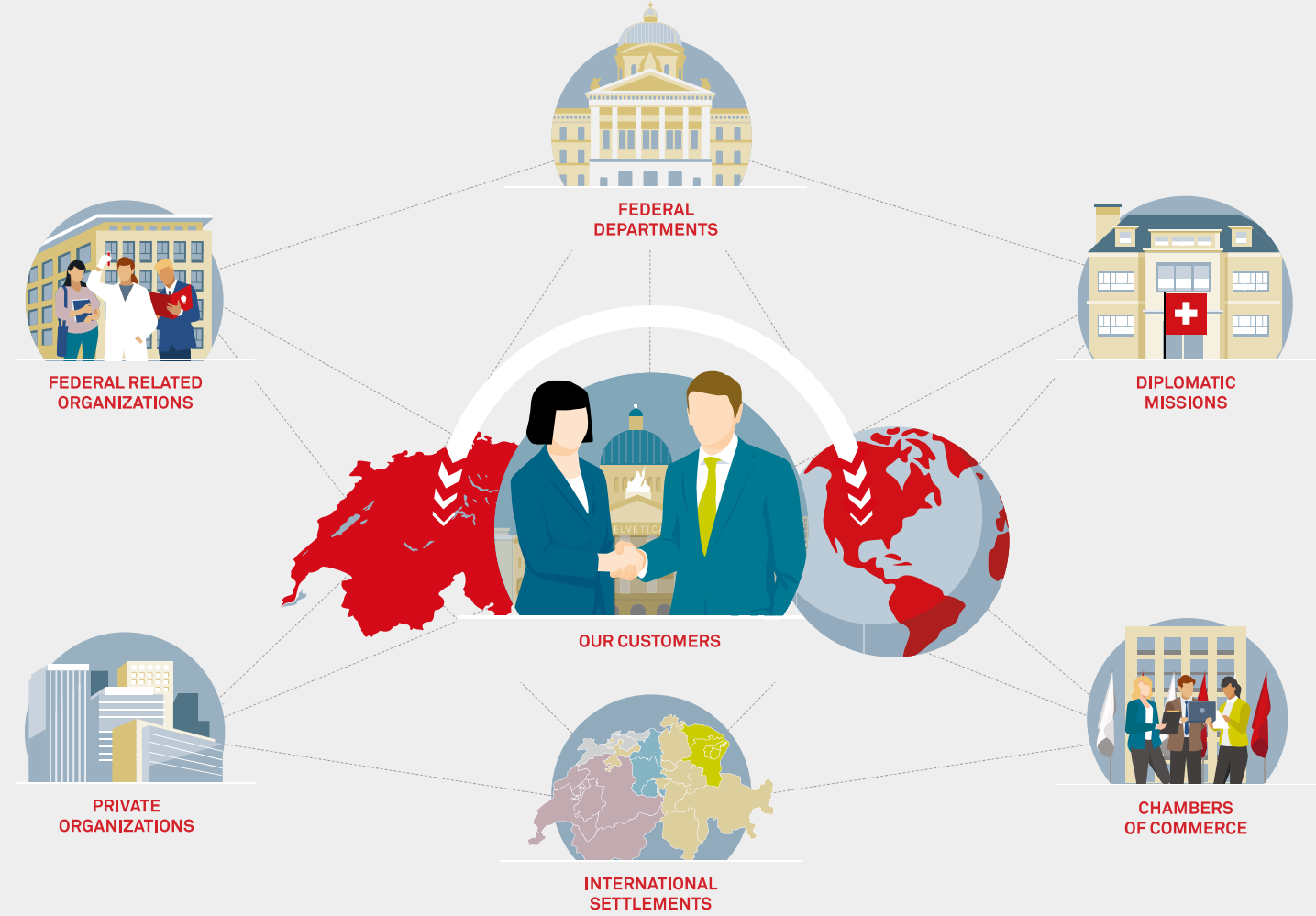
 SWITZERLAND
GLOBAL
ENTERPRISE



LATIN AMERICA DAY - WELCOME

Dr. Simone Wyss Fedele, CEO

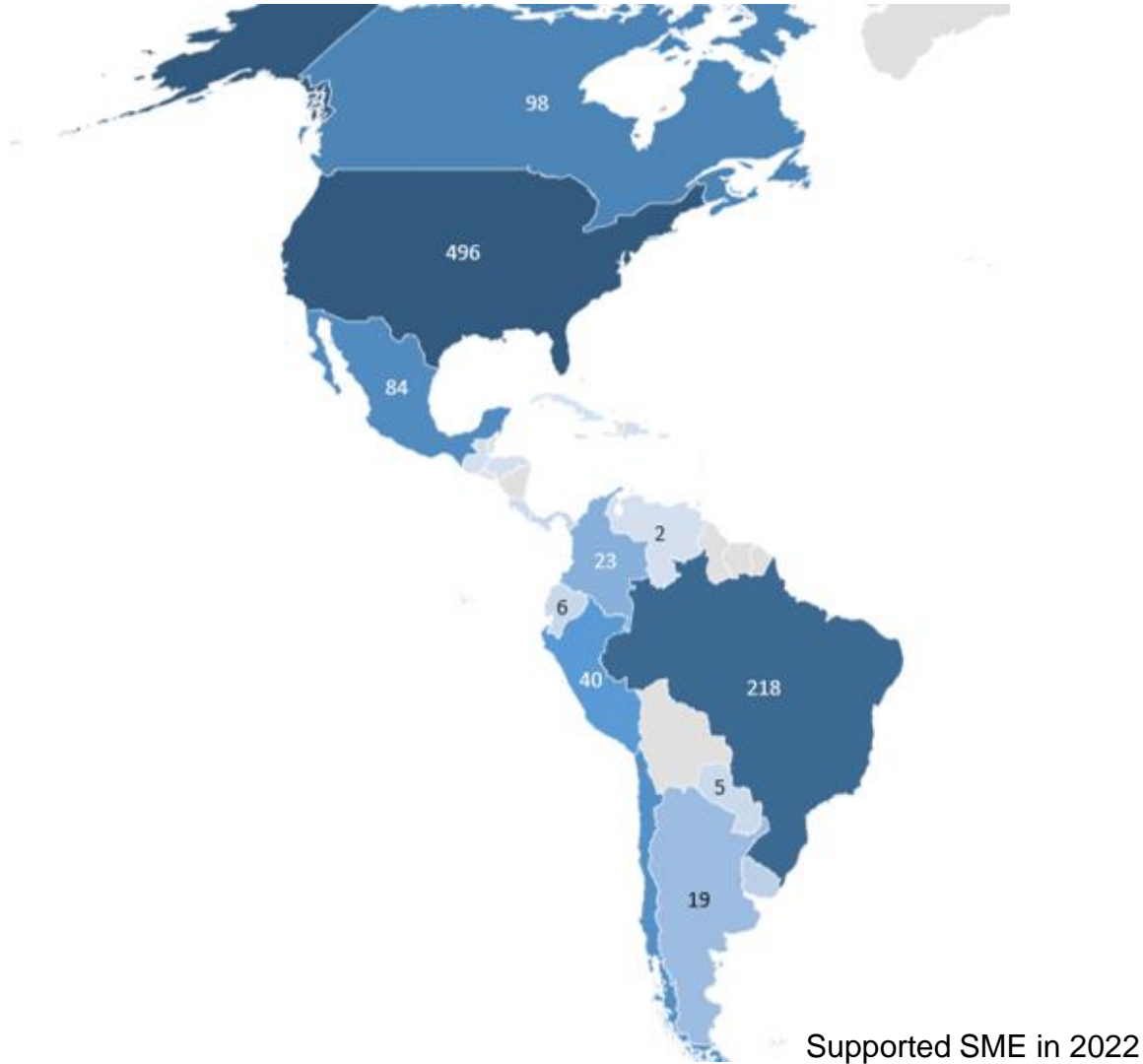
Team Switzerland for Latin America: Together, we serve the region



Strong partnership and complementary service delivery for our joint mission: support Swiss SMEs in the region



Continuous Market Development in LATAM: Growing Market with Opportunities for Swiss SME



- ITC: untapped export potential of **\$3.4bn**
- Go Global Cockpit: Currently **115 projects**
- 2023: **160 supported SME**

Deep Dive: Business Opportunity Energy Shift

Swiss innovations support sustainable development in LATAM

- Renewable Energy
- Green Hydrogen
- Water Management
- Biodiversity

Swiss SMEs: Increasing demand for LATAM



“Is Brazil a difficult market to sell your product in? No harder than soccer! Just choose your game wisely, define your strategy, understand the rules, know the players and surround yourself with top coaches. Reach out to us for advice!”

Hans Andreas Aebi
Head of Swiss Business Hub Brazil



“You have heard about the great opportunities in Chile but lack general knowledge of the domestic market? As experts we can build the bridge and provide you with market insights, cultural practices, relevant partners and much more. Get in touch!”

Mark Untersander
Head of Swiss Business Hub Chile



“Are you looking for the ideal business partner for successful nearshoring? The Swiss Business Hub Mexico can guide you, deliver the right network and explain the benefits of the USMCA free trade agreement. Contact us!”

Rubén Araiza Díaz
Head of Swiss Business Hub México

LATAM and Swiss Business - Potential we can unleash together



Get together of S-GE LATAM Team and Latcam at International Trade Forum in Lucerne, spring 2022.