

New worlds, new markets.

SIPPO – enabling new business.



The Swiss Import Promotion Programme.

Does your company offer excellent quality? Are you looking for new markets? Apply now to take part in the Swiss Import Promotion Programme (SIPPO). Our experience and dedication make us the perfect partner for all your export activities in the European Union, Switzerland and other EFTA markets.



SIPPO at a glance.

Opening doors

One network, countless benefits. We open all the key doors for your exports in Switzerland and other EFTA markets.

Building trust

We've been a strong driver of the Swiss economy since 1998. Importers in Europe know they can count on our recommendations.

Offering new perspectives

We advise you on how best to enter the European market. After all, expertise opens up new perspectives.

Your benefits – our services.

Information

We provide you with detailed information about specific industries, as well as the conditions in potential target markets.

Market intervention

We collaborate with companies interested in exporting their products and help you meet the necessary requirements to enter new markets (e.g. attaining certification). By joining the programme, you will benefit from our expert knowledge and experience along the entire value chain.

Training

During our SIPPO training sessions, you will receive coaching on topics such as export marketing and quality assurance. You will be familiarised with the standards expected by European and Swiss customers.

Matchmaking

SIPPO programme participants can take advantage of our extensive network. We will put you in contact with potential buyers at trade missions, study tours and international trade fairs to help you develop your potential to the fullest.

Quality comes first – programme requirements.

You're looking for new markets for your company. You're committed to outstanding quality and are ready to certify your products according to international standards.

If you meet these and other basic requirements, such as good English skills, then you're an ideal candidate for the SIPPO programme. You should also be fully committed and prepared to make a financial contribution – i.e. cover programme participation fees and travel costs.



Markets and industries.

The SIPPO network facilitates contacts with companies in 31 target countries (European Union, Switzerland and EFTA countries) that are interested in importing high-quality products. Do your company's products or services meet our requirements? Don't wait: apply now!

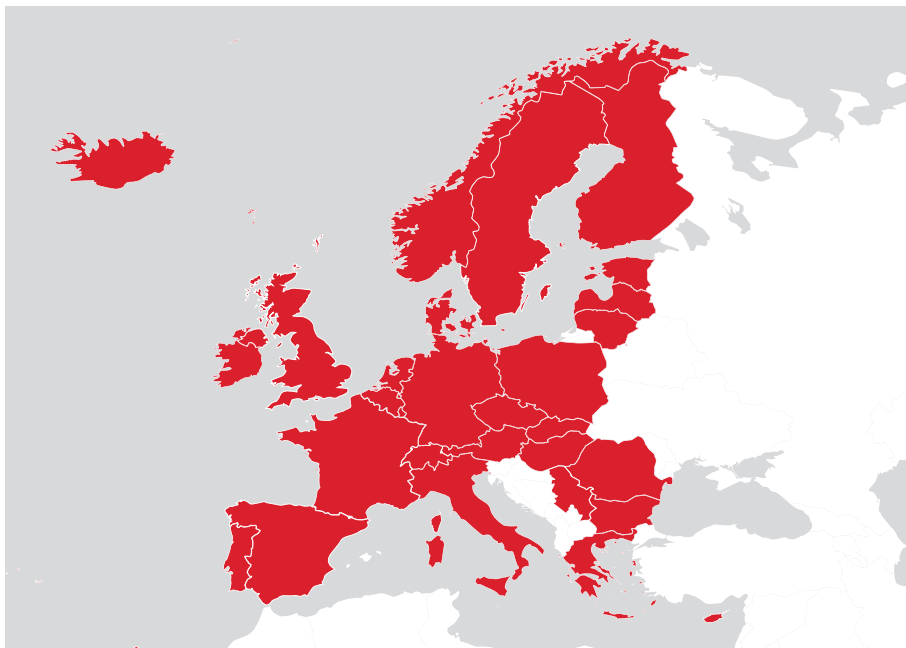


Our services are available in the following sectors and industries:

Food	Technical products
<ul style="list-style-type: none"> • Fish and seafood • Fruits and vegetables • Natural ingredients 	<ul style="list-style-type: none"> • Industrial subcontracting • Software applications • Technical wood
Non-Food	Tourism
<ul style="list-style-type: none"> • Garments and accessories • Handicraft • Home textiles • Furniture 	<ul style="list-style-type: none"> • Sustainable and fair tourism



Your target countries.



The target countries for your exports are: Austria, Belgium, Bulgaria, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.

« Our firm's rapid growth would not have been possible without the support of SIPPO's competent team. »

Christian Asbeck, CEO, Venator S.A.C

Our partner countries.

SIPPO is active in the following partner countries across four continents (Africa, Asia, Europe and South America): Albania, Bolivia, Bosnia and Herzegovina, Cambodia, Colombia, Egypt, Ghana, Indonesia, Kosovo, Macedonia, Peru, Serbia, South Africa, Tunisia, Ukraine and Vietnam.

In some partner countries, SIPPO is active only in certain sectors. All the latest information is available at www.sippo.ch/sectors.



How to participate in the programme.



Do you need any more reasons?

Visit our website www.sippo.ch and fill out the application form.

Apply now for the SIPPO programme!



Does your company meet the following criteria?

- You are active in one of our partner countries and in one of our focus industries.
- You would like to export your products or services.
- Your company is part of the private sector and has a maximum of 250 employees.
- The sale of your products creates added value in your country.
- Your products already meet the quality standards of your target markets, or you are currently working towards reaching those standards.

Then we look forward to receiving your application for the SIPPO programme.

Please fill out the following form to apply. Based on this information, we will determine whether your company fulfils the necessary requirements. We'll be in touch as soon as we receive your completed form.

About us.

The SIPPO programme was commissioned by the Swiss government and aims to support companies in our partner countries to enter new markets. We provide support and advice and offer various other services to help exporters launch their products and services in new markets.

More than 2,000 companies have taken part in the programme over the last five years. We collaborate with local organisations and invest time and effort in long-term partnerships to ensure our knowledge is transferred consistently and successfully.

Apply now.

Company name:	Industry/Products:
Contact person:	Function of contact person:
Tel:	Fax:
Email of contact person:	Website:
Street address:	
PO Box:	
Postcode:	
City/Town:	
Country:	

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Please fold here.

Questionnaire

- Do you already export products or services?
 Yes No
If yes, to which countries? _____
If no, to which countries do you want to export? _____
- Total number of employees: _____
of those in administration: _____
- Total annual turnover in €*:
 ≤ €250,000 ≤ €1 million ≤ €2 million ≥ €2 million
- Export share of total annual turnover (in %): _____
- Is your company entirely or partially owned by the state or foreign investors/shareholders?
 Yes. Please provide further details: _____
 No
- How did you find out about the SIPPO programme?
 Through a SIPPO representative or consultant. Name: _____
 The SIPPO website
 At a trade fair. Name: _____
 Other: _____

Please apply sufficient postage.

Osec
Swiss Import Promotion Programme
Stampfenbachstrasse 85
CH-8006 Zürich



Osec
Swiss Import Promotion Programme
Stampfenbachstrasse 85
CH-8006 Zurich
Phone +41 44 365 51 51
Fax +41 44 365 52 02
info@sippo.ch

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