



abroad – but not alone



 **OUTSOURCING**

 **OFFSHORING**

 **MARKET ENTRY**

 **SUBSIDIES A-Z**

 **LANGUAGE SERVICES**

SwissCEE® - *Your bridge to business success in Central and Eastern Europe*



“We work with professionalism, engagement and responsibility in every stage of the project. Our services are constantly improving and extending, according to the changes that come up on the international market. As the business world changes in response to the new economic challenges, so does SwissCEE. It’s not theory and great concepts which lead to business success, but rather active presence in the economic area: this is our conviction!”



Roger J.M. Hutter

oec. KMU HSG

Managing director, owner

SwissCEE (Central Eastern Europe) is a business developer. We support companies and organisations in establishing business relations with the economically aspiring countries in Central and Eastern Europe.

Outsourcing, Offshoring, Market entry, Subsidies A-Z and **Language services** are our competences. Take advantage of our experience, relations network in economics and administration, and our on-site presence.

SwissCEE creates complete, customised solutions.

SwissCEE is financially, economically and politically independent. We develop and implement projects from industry, trade and services.

SwissCEE is an Official Osec Expert for Central and Eastern Europe. Osec is the center of excellence for Swiss foreign trade promotion. When advising in matters pertaining to export, Osec works with experts such as SwissCEE.

SwissCEE operates from its head offices in CH-Sargans for German-speaking countries, CZ-Prague for Central Europe and RO-Bucharest for Eastern Europe.



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Mission

Our highest priority is to satisfy the customer through early and constant delivery of valuable solutions. Our mission is to identify, analyze the client's need, research, find and propose the best solutions.

Vision

Central and Eastern Europe is an interesting location for internationalization projects, even in times of crisis. The current economic situation has created unused capacity and increased the readiness of Central and Eastern European companies to compromise. Interesting property is available at more attractive terms. SwissCEE wants to pass on these benefits to its customers, ensuring the success of their projects by being on the spot.

Ethic

SwissCEE is committed to being a respectable and reliable partner to customers and employees. The ethical principles of our business activities are defined by common binding core values. SwissCEE only deals with businesses that we can advocate ethically and morally.

We distinguish ourselves through:

- sector know-how in industry, trade and services
- long-time experience in business development
- the ability to grasp complex situations quickly
- innovative, visionary and integral thinking
- tight and transparent project management
- the ability to integrate into work teams
- responsibility and trustworthiness



Our values

We work with **Professionalism**

After many years of experience in business development, SwissCEE has sector-specific know-how in industry, trade and services. Innovative, visionary and strategic thinking plus the ability to integrate into work teams is what sets SwissCEE management apart. Due to our successful implemented projects we were rewarded with an Osec quality certificate “Official Osec Expert”.

For us, **Reliability** is essential

SwissCEE sees every project as a cornerstone for a long-term collaboration built on mutual trust. As a partner accepted in the target country, SwissCEE always stands for the interests of its customers by being on the spot. Thanks to our wide network of connections in Central and Eastern Europe, SwissCEE arranges the right contacts, thus facilitating quick access to the target country. SwissCEE is a full member of several Swiss Chambers of Commerce abroad.

Our communication is based on **Transparency**

Our main priority is to act in our clients' best interest. We adapt to clients' requirements and needs through customized solutions. The customer gets a regular feed-back on every stage of the project through transparent communication and clear reporting.

We are **Committed** to our community

Although a business venture, SwissCEE wants to contribute to enriching people's lives, through support and active involvement in social and cultural projects. (Euro 2008 soccer party in Prague, the Czech Green Cross “Kid's Smile” project, the child care platform www.esgehtauchso.ch, Swiss Management Forum, etc.)

Above all, **Swissness** is the key principle for us!



Outsourcing - Producing where it's most suitable

Global outsourcing has become a very popular and common solution these days, particularly for small and medium-sized businesses. Companies will only pay for services they really need, reduce fixed costs and implement technological and process changes at a faster pace. With lower costs of production and operation, the countries of Central and Eastern Europe have a long-time industrial tradition, a good technical basis, a contemporary infrastructure, as well as motivated and well-trained professionals. They thus offer the ideal conditions for outsourcing projects.

We offer our support in all project phases:

- Identifying suitable suppliers
- Organizing company visits incl. logging
- Negotiations, legal assistance
- Quality assurance (products, services, processes, appointments)

Offshoring - Investing where it's most sustainable

Offshoring projects are complex - the differences in culture, mentality and legislative bodies between different countries play an essential role. Offshoring reduces the costs of local production/ services and leads to an increase in productivity within the company. Besides, more attention to core business functions, access to a large pool of skilled talent, migration to major clients or entry into a new growth market are reasons for offshoring projects - particularly in Central and Eastern Europe.

We offer our support in all project phases:

- Market research, analysis, consultancy
- Supporting applications for public investment incentives
- Establishment, legal assistance, accounting, taxation
- Infrastructure development, staff recruitment, language services
- Migration planning and monitoring
- Intercultural relationship management



Market entry - The step into a new world

In globalized free economies, the constant pressure to provide value to customers and meet the challenges of competition is greater than ever. The gross domestic product (GDP) is growing much more dynamically in Central and Eastern European countries than in the German-speaking economic area. The purchasing power exchange ratio of individuals and companies is becoming stronger each year. When assessing a market entry, the markets in Central and Eastern Europe should be correctly valued, considering the operational and production cost, but cultural and linguistic knowledge, in-depth insights into the economic conditions, and a specific relationship network are also important requirements. SwissCEE covers them all.

We offer our support in all project phases:

- Market research, analysis, consultancy
- Development of the sales/distribution company
- Development of the address database, telemarketing
- Trade fair participation, media contacts, communication
- Migration planning and monitoring
- Intercultural relationship management

Subsidies A-Z - Financing the project with subsidies

Subsidies A-Z is an online platform providing a comprehensive and up-to-date overview of the support programs of the European Union and the Swiss enlargement contribution. It is a central source of information both for people starting their own business and for companies and consultants. Subsidies A-Z is only the first step in the whole process of accessing EU Funds, state aid funds or Swiss Funds.

We offer our support in all project phases:

- Identifying the relevant financing programs
- Drafting documentation (market research, feasibility study, business plan, application, financial model, financial analysis, whichever is required)
- Creating the optimum financing structure
- Writing the application form and compiling the application file
- Project Management and assistance in project implementation



Language Services - Overcoming language barriers

SwissCEE offers to its clients top-quality translations in many language combinations and has developed a special competence for Central and Eastern European languages, owing to its presence in these countries. Our specialized translators translate only into their native language and are experts in their specific fields. We are familiar with all text types: from financial publications, to websites, financial reports and handbooks, to complex contracts. For our language services, we have a team of qualified, tested translators with a specialized background (lawyers, engineers etc.).

We offer our support in all project phases:

- Translation, editing and proofreading, corporate translations
- Notarisation and apostil
- Interpreting (simultaneous, consecutive and telephone)
- Computer-aided translation (CAT)
- Desktop publishing system (DTP)
- Printing and binding

SwissCEE clients - Guarantee of our Swissness





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