

# SWITZERLAND GLOBAL ENTERPRISE

YOUR PARTNER IN  
INTERNATIONAL BUSINESS

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## S-GE at a glance

- Non-profit organization with more than 2,100 members
- **Export promotion:** on behalf of the Swiss Confederation (SECO) since 1927
- **Investment promotion:** on behalf of SECO and all cantons since 2008
- Presence within Switzerland: headquarters in Zurich, offices in Renens and Lugano
- Global presence: joint field offices with the FDFA, other markets via partner networks
- Approximately 200 employees, including around 100 in Switzerland and 100 worldwide

# Our global presence

**+ 45 Countries**  
Swiss Business Hubs

**+ Diplomatic integration**  
Part of the Swiss  
representation abroad

**+ 3000 Partners**  
In our global network



# Our export services at a glance



With a comprehensive understanding of the challenges and opportunities of the export business and a global network of experts, S-GE offers customized solutions. These help clients achieve their goals and realize their full international potential.

**Our services support you on your export journey – regardless of where you currently stand.**

**Learn more**  
[Service overview \(s-ge.com\)](https://s-ge.com)



# Upcoming Swiss Pavilions

<b>Medtech</b>			
<b>03.02. – 05.02.2026</b>	MD&M West	Anaheim, USA	<a href="http://www.s-ge.com/mdm-west">www.s-ge.com/mdm-west</a>
<b>09.02. – 12.02.2026</b>	WHX Dubai formerly Arab Health	Dubai, UAE	<a href="http://www.s-ge.com/whx-dubai">www.s-ge.com/whx-dubai</a>
<b>21.04. – 23.04.2026</b>	DMEA	Berlin, Germany	<a href="https://messe-berlin.ch/dmea-swiss-pavilion">https://messe-berlin.ch/dmea-swiss-pavilion</a>
<b>05.05. – 07.05.2026</b>	MedtecLIVE	Stuttgart, Germany	<a href="http://www.swiss-medtech.ch/messen">www.swiss-medtech.ch/messen</a>
<b>19.05. – 22.05.2026</b>	Hospitalar	São Paulo, Brazil	<a href="mailto:tradefairs@swisscam.com.br">tradefairs@swisscam.com.br</a>
<b>01.09. – 03.09.2026</b>	Medtec China	Shanghai, China	<a href="http://www.s-ge.com/medtec-china">www.s-ge.com/medtec-china</a>
<b>Dental</b>			
<b>19.01. – 21.01.2026</b>	AEEDC	Dubai, UAE	<a href="mailto:info@swissdentalindustry.ch">info@swissdentalindustry.ch</a>
<b>28.01. – 31.01.2026</b>	CIOSP	Sao Paulo, Brazil	<a href="http://www.s-ge.com/ciosp">www.s-ge.com/ciosp</a>
<b>17.04. – 19.04.2026</b>	IDEM Singapore	Singapore	<a href="http://www.s-ge.com/idem">www.s-ge.com/idem</a>
<b>09.06. – 12.06.2026</b>	Sino-Dental	Beijing, China	<a href="mailto:info@swissdentalindustry.ch">info@swissdentalindustry.ch</a>
<b>Pharma</b>			
<b>06.10. – 08.10.2026</b>	CPhI Worldwide	Milan, Italy	<a href="http://www.s-ge.com/cphi-milan">www.s-ge.com/cphi-milan</a>



# EFTA x Mercosur FTA

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- Mercosur: **Brazil | Argentina | Paraguay | Uruguay**
- Sizable market, but closed economies and highly bureaucratic
- Signing agreement: **16 September 2025** in Rio de Janeiro
- Current **average tariffs of 7%**, but can reach up to 35%.
- In 2024, Swiss exports of goods to the Mercosur states amounted to more than **CHF 4 billion**, while imports of goods totaled **CHF 762 million** (excluding gold in both cases).
- **Savings of CHF 155 million** per year on tariffs, one of the highest savings potential for Switzerland.

# Trade in Goods

- At entry into force: 54% duty-free
- Gradual liberalization of ~96% of current Swiss exports (up to 15 years)

## Where to find the future tariff treatment?

EFTA Website – Annex II

## Entry into force

Entry into force of the FTA is subject to national ratification procedures.



# S-GE Support

- Comprehensive network
- Initial Consulting sessions
- Export Help



# Thank you

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