

PRESSRELEASE

Industry leaders gather to discuss Swiss e-Commerce export: few challenges still to be tackled for releasing full potential

Zurich, June 22nd, 2018 – Asendia, Google and NetComm Suisse join forces to facilitate the fourth annual conference dedicated to boosting Swiss export through e-Commerce. The event brought together over 100 experts and professionals from across the country working in this arena.

During the event, NetComm Suisse presented a new research highlighting the potential of e-Commerce as an export channel for Swiss companies. According to the research, there are nearly 3 million foreign online shoppers - mainly attracted by the perceived high quality of Swiss goods and services - already buying from Swiss e-Commerce merchants; this number could grow exponentially if several growth barriers, including administrative, logistical and talent-related challenges, are addressed.

The event was designed to help brands and merchants working in the Swiss e-Commerce arena to successfully take their business abroad. Covering all the aspects of international e-Commerce business, from tax and fiscal matters to delivery through localization, the agenda featured numerous case studies and export insights from the leading Swiss e-Commerce players.

On this occasion NetComm Suisse Observatory, the research unit of the Swiss e-Commerce Association, presented a detailed study on dynamics and barriers for Swiss e-Commerce export initiatives. Here are some key highlights:

- **2.6 million foreigners already buy online from Swiss companies.** Interestingly, while some of them come from the European countries such as Germany, France, Spain, Italy and UK, there is a very **strong tendency arriving from the Asian continent**, with numerous shoppers from: China (Shanghai in particular), Korea, Russia (Moscow and St. Peterborough area), and Japan (Tokyo). In addition, there seems to be a significant number of the US online shoppers located in and around New York that are specifically interested in Swiss goods.
- There is still an **unfulfilled potential for Swiss companies** to sell abroad. When Swiss companies decide to start selling abroad, they are driven mostly by two motives:
 - a strong customer demand coming from abroad, rooted in the unparalleled **quality of Swiss goods** that the foreign customer perceives
 - **the need to expand** beyond the relatively small domestic market
- **The main challenges** that the Swiss companies face when exporting abroad via e-Commerce are **administrative** (managing customs, VAT, returns, local legislation, etc.), **logistical** (shipping costs which are not always competitive in local markets), and **talent-related** (need for professionals specialised in international online marketing).

Daniel Iseli, Agency Lead CH & AT Google, stated the following: *"With the right tools and international marketing strategy, whether you're a bricks and mortar business, a start-up or have an established online presence, the barriers to global expansion have never been lower. To support our customers in the internationalization process Google offers help from market assessment, preparation to go global and reaching out to global customers."*

The General Director of NetComm Suisse, Carlo Terreni, stated: *"This is the fourth year that NetComm facilitates the Internationalization conference and we see it as a part of our mandate as the Swiss e-Commerce Association. One of our priorities is helping Swiss companies go global through putting together all the players of this ecosystem and jointly working on the solutions to the main industry challenges. There is a strong demand from abroad for the high-quality Swiss goods and we need to ensure that the quality of e-Commerce that delivers them is at the same quality level."*

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About NetComm Suisse Association

NetComm Suisse is the first and only Swiss Association of e-Commerce, founded in 2012 with the aim to promote the services and support the interests of businesses working in the sector. NetComm Suisse Association contributes to the knowledge and diffusion of electronic commerce, its services and its technologies, creating initiatives aimed at consumers and operators. Among the objectives of the Association is to bring down the barriers that limit the development of the sector, and to implement communication projects for the logistical supply and distribution chain, as well as to promote digital culture towards businesses and customers. The Association also undertakes activities linked to regulation and lobbying, working with national and international institutions to create clear standards and frameworks; prerequisite for growth in the sector.