

Swiss Service Champions Focus Day

A free live virtual event

April 13, 2021 // 10 – 12 a.m. and 2 – 4 p.m. CEST (GMT+2)

April 13, 2021 // 8:00 – 10:00 and 12:00 – 14:00 UTC

Agenda — Morning Session



10:00 – 10:15

Welcome, opening remarks, and quick survey



10:15 – 10:30

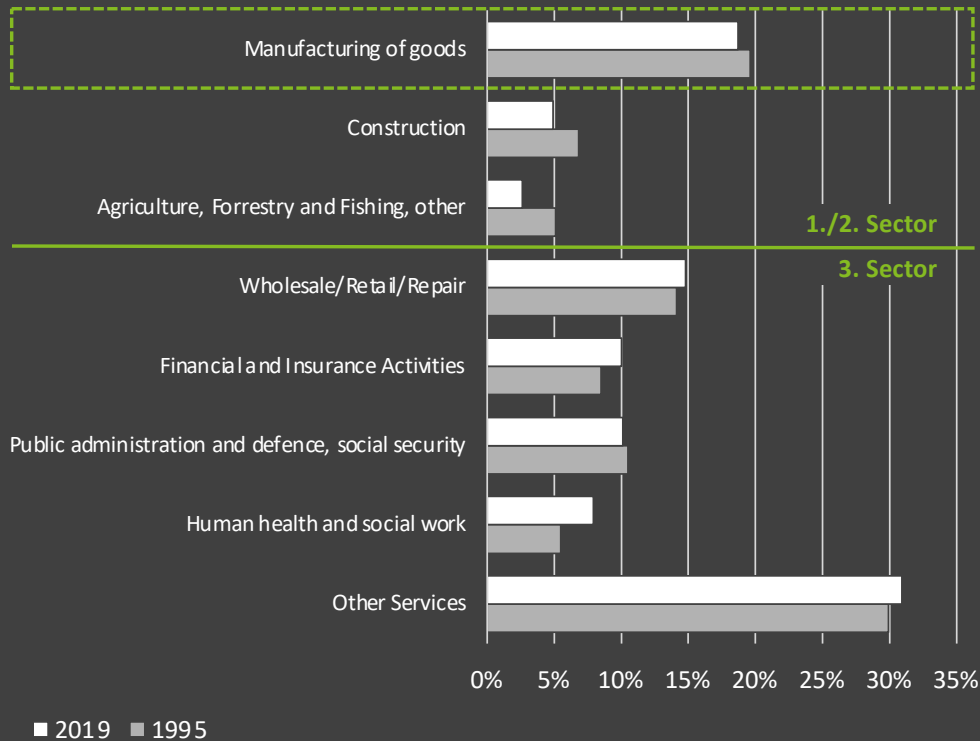
**Switzerland —
The fertile ground for After Sales Services**



Markus Koch
National Sector Lead Industrial Products

Switzerland is a heavily industrialized global Top 20 economy

Swiss GDP by Industry

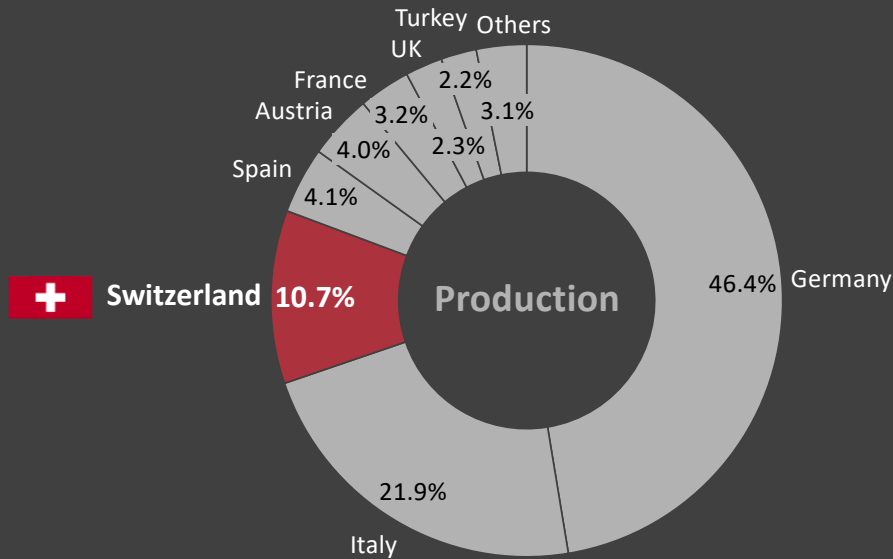


Global Economies by GDP (nominal, 2017)

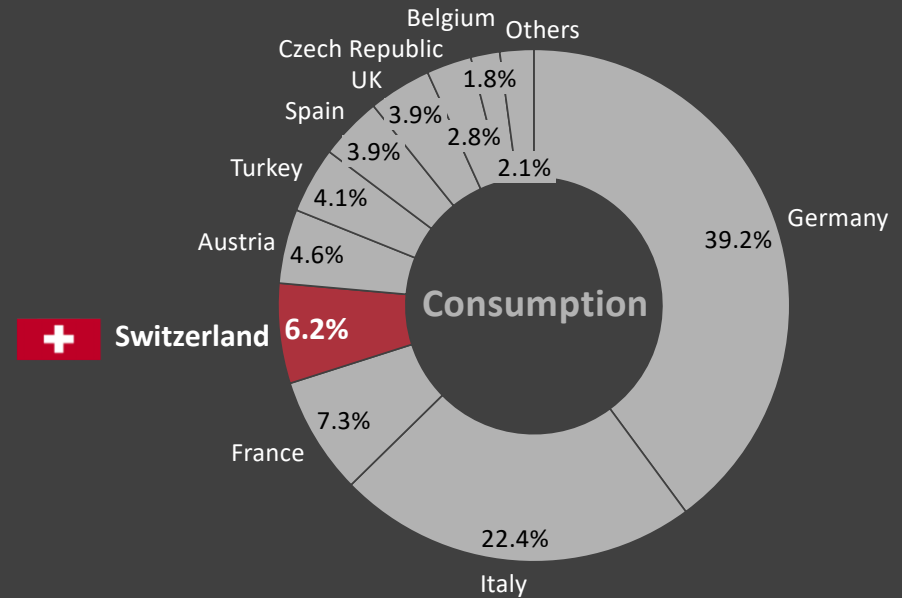
#	Country	GDP per capita	Share of World GDP
1	United States	\$59,939	24.1%
2	China	\$8,612	15.1%
3	Japan	\$38,214	6.0%
4	Germany	\$44,680	4.6%
5	India	\$1,980	3.3%
6	United Kingdom	\$39,532	3.3%
7	France	\$39,827	3.2%
8	Brazil	\$9,881	2.5%
9	Italy	\$32,038	2.4%
10	Canada	\$44,841	2.0%
11	Russia	\$10,846	2.0%
12	South Korea	\$29,958	1.9%
13	Australia	\$53,831	1.6%
14	Spain	\$28,175	1.6%
15	Mexico	\$9,224	1.4%
16	Indonesia	\$3,837	1.3%
17	Turkey	\$10,498	1.1%
18	Netherlands	\$48,796	1.0%
19	Saudi Arabia	\$20,747	0.9%
20	Switzerland	\$80,296	0.8%

Switzerland is a leading European player in the Machine Tool industry

€ 26.9 bn Production Breakdown 2019

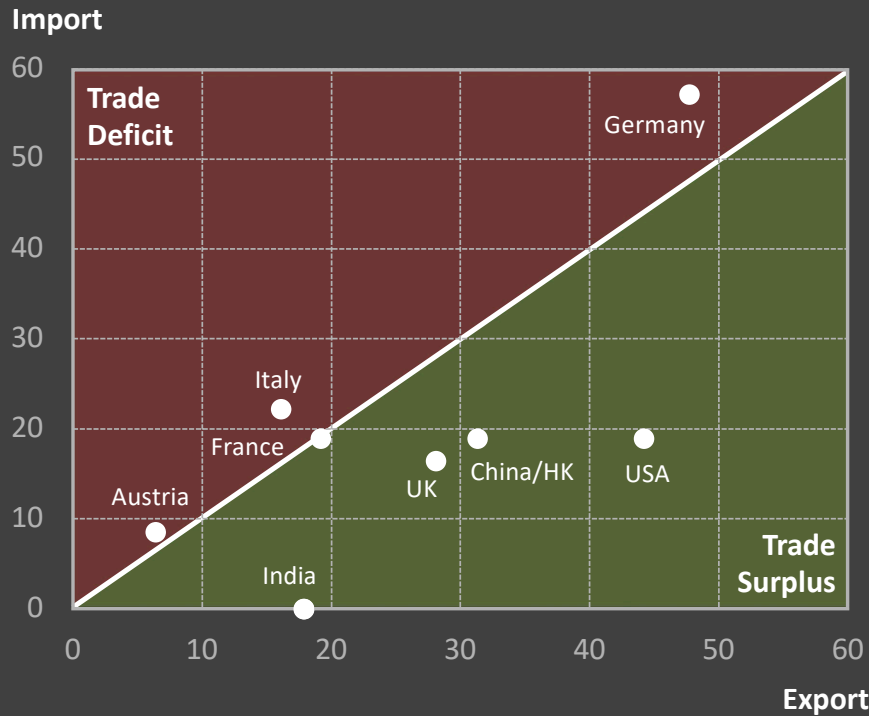


€ 17.7 bn Consumption Breakdown 2019

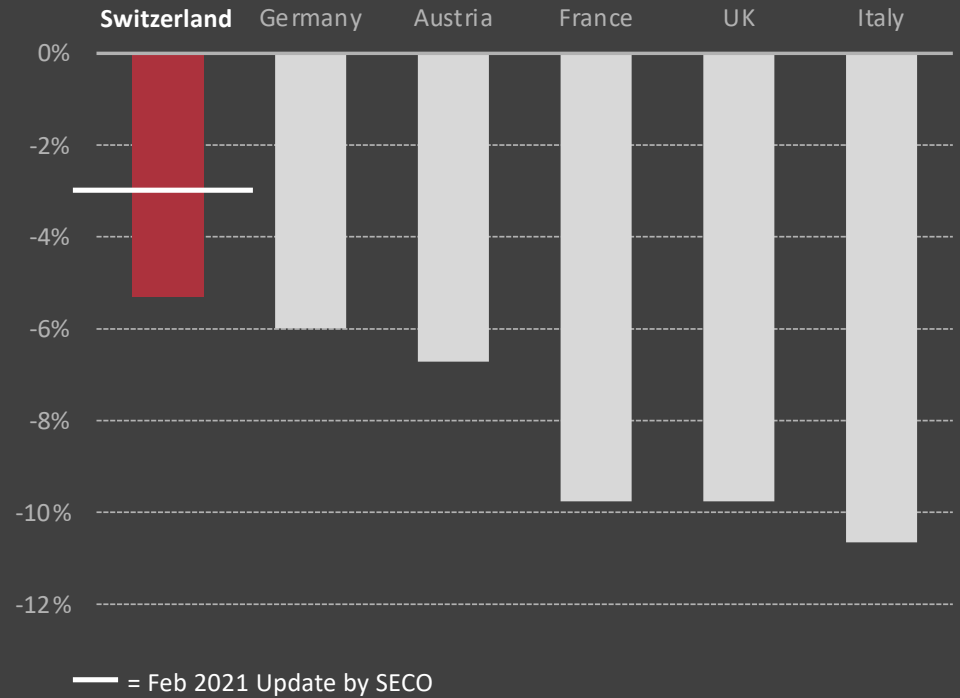


Switzerland's economy creates value through exports and is resilient in terms of crisis

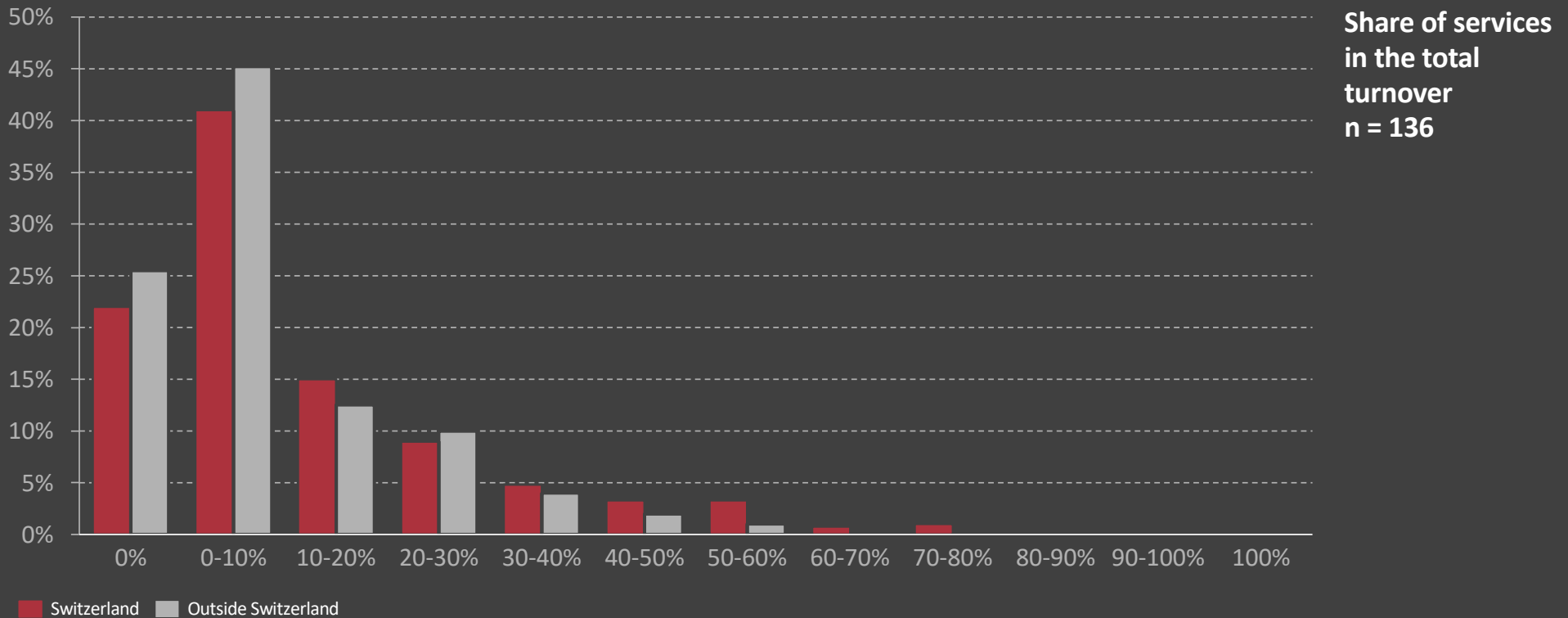
Import/Export Switzerland 2019 [CHF'bn]



GDP Growth Estimate 2020 [%]



Switzerland is a Service Champion by international comparison, but there is still a lot of potential



Sample of overall survey: 219 participants, 124 SME / 95 large companies, 50% of participants have an international footprint

Source: [University of St. Gallen / ETH Zurich](#)