

USA and Switzerland

Celebrating the renewal of the
US-Switzerland Parliamentary friendship
Washington D.C., February 26, 2009



David Crockett
American Hero
(1786 - 1836)



Wilhelm Tell
Swiss Hero
(early 14th century)



Mars Rover*



Logitech Mouse*



Switzerland: A Small Giant for the USA

- **Switzerland is the 7th largest foreign direct investor in the US**
 - **US\$ 163bn direct investments**
 - **560 Swiss companies operating in the US**
 - **310'000 direct jobs, approx 500'000 jobs in total**
- **Switzerland is a fast growing export market for USA**
 - **more US exports to Switzerland than to Norway, Finland, Sweden, Denmark and Austria... combined!**
- **Strong cooperation in science and technology**
 - **Swiss and American universities with top rankings**
 - **Strong cooperation initiatives among Swiss and US corporations and institutions**
- **Strong Swiss contribution in global humanitarian affairs (UNO, Unicef, WHO, WFP, ICRC, etc.)**
- **Representation of US interests in Cuba and Iran, Cuban interests in Washington**



USA: A Tall Giant for Switzerland

- **USA is the largest foreign direct investor in Switzerland**
 - US\$ 100bn direct investments
 - 645 US companies operating in Switzerland
 - 71'000 direct jobs, approx. 120'000 jobs in total
- **USA is the 2nd largest export market for Swiss goods with 10% of total exports (behind Germany at 20%, but larger than exports to France or Italy)**
- **USA brings key technological contribution for Switzerland through leading edge R&D facilities (IBM, Google and many more)**
- **High concentration of regional US headquarters in Switzerland, profiting from politically stable, multicultural and highly efficient environment to manage key European businesses (P&G, Caterpillar, Dow, GM, Medtronic, Amgen, DuPont, Ecolab, Alcoa, Pfizer, Kraft, eBay, Eaton, Owens-Illinois, Chiquita and many more.)**
- **Large US community with key value for Swiss economy. USA are a supplier of key talents to Switzerland in many areas: top management, medicine, research & development and many more, e.g. over 40% of CEOs of the publicly listed Swiss companies are non-Swiss; US citizens form the 2nd largest group in the top leadership level.**





USA and Switzerland: The Sister Republics

- **US political structure similar to the Swiss structure**
→ both with strong federal structures
- **Swiss constitution (1848) modeled on the US constitution (1787)**
→ both countries with strong separation between executive and legislative branches
- **Both countries with identical values**
→ Democracy, individual freedom, human rights and market economy
- **UNO with headquarters in New York and Geneva**
- **Both countries as open societies**
→ US with 14% foreigners, Switzerland with 23%
- **Both countries highly innovative and entrepreneurial**
→ rank 1 & 2 in global competitiveness and innovation
→ similar liberal economic laws and hard-working population

*** Footnote to frontpage:**

Mars Rover, NASA's fantastic Mars exploration vehicle, is powered by 39 electro motors manufactured by the Swiss company Maxon Motors, Inc.

Logitech mouse, the pride of Swiss technology, was developed by Swiss company Logitech Inc., at its main R&D center in Fremont, California.

