



AICEP

Agência para o Investimento
e Comércio Externo de Portugal

Em Foco Suíça

Aeronáutica, Aeroespacial e Defesa

Data: 21.10.2024

Local: Porto, Portugal



Em Foco Suíça

Aeronáutica, Aeroespacial e Defesa

- 01** Perfil do País.
- 02** Suíça Caracterização Geral.
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- 04** Relações Económicas Internacionais.
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Perfil do país

Dados Macroeconómicos



Fonte: https://en.wikipedia.org/wiki/Cantons_of_Switzerland

Fonte alternativa:

https://www.atlas.bfs.admin.ch/maps/13/de/234_233_228_227/134.html



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Arms	Code	Name in official language(s)	Name in English	As a Swiss canton since	Capital	GDP (2021)	GDP per Capita (2020) in CHF	Population	Area (km²)	Density	No. munic. (2018)	Official languages
	ZH	Zürich	Zurich	1351	Zurich	152,547	96,359	1,553,423	1,729	898	166	German
	BE	Bern; Berne	Bern / Berne	1353	Bern	84,878	77,027	1,043,132	5,960	175	347	German, French
	LU	Luzern	Lucerne	1332	Lucerne	30,128	67,936	416,347	1,494	279	83	German
	UR	Uri	Uri	1291	Altdorf	2,075	54,006	36,819	1,077	34	20	German
	SZ	Schwyz	Schwyz	1291	Schwyz	10,807	61,223	162,157	908	179	30	German
	OW	Obwalden	Obwalden / Obwald	1291	Sarnen	2,716	67,453	38,108	491	78	7	German
	NW	Nidwalden	Nidwalden / Nidwald	1291	Stans	3,159	66,209	43,520	276	158	11	German
	GL	Glarus	Glarus	1352	Glarus	2,980	67,849	40,851	685	60	3	German
	ZG	Zug	Zug / Zoug	1352	Zug	22,570	156,210	128,794	239	539	11	German
	FR	Fribourg; Freiburg	Fribourg / Freiburg	1481	Fribourg	20,252	59,263	325,496	1,671	195	136	French, German
	SO	Solothurn	Solothurn / Soleure	1481	Solothurn	19,402	65,237	277,462	790	351	109	German
	BS	Basel-Stadt	Basel-Stadt / Basel-City	1501 (as Basel until 1833/1999)	Basel	40,076	189,354	201,156	37	5,444	3	German
	BL	Basel-Landschaft	Basel-Landschaft / Basel-Country	1501 (as Basel until 1833/1999)	Liestal	21,596	70,866	292,955	518	566	86	German
	SH	Schaffhausen	Schaffhausen / Schaffhouse	1501	Schaffhausen	8,250	87,569	83,107	298	278	26	German
	AR	Appenzell Auser Rhoden	Appenzell Auser Rhoden / Appenzell Outer-Rhodes	1513 (as Appenzell until 1597/1999)	Herisau ^[note 7]	3,580	57,601	55,309	243	228	20	German
	AI	Appenzell Inner Rhoden	Appenzell Inner Rhoden / Appenzell Inner-Rhodes	1513 (as Appenzell until 1597/1999)	Appenzell	1,155	64,358	16,293	172	94	6	German
	SG	St. Gallen	St. Gallen / St. Gall	1803	St. Gallen	41,979	74,210	514,504	2,031	253	77	German
	GR	Graubünden; Grischun; Grigioni	Grisons / Graubünden	1803	Chur	15,455	72,754	200,096	7,105	28	108	German, Romansh, Italian
	AG	Aargau	Aargau	1803	Aarau	44,951	63,177	694,072	1,404	494	212	German
	TG	Thurgau	Thurgau /	1803	Frauenfeld ^h	19,274	61,190	282,909	992	285	80	German
	TI	Ticino	Ticino / Tessin	1803	Bellinzona	33,181	83,450	350,986	2,812	125	115	Italian
	VD	Vaud	Vaud	1803	Lausanne	62,917	70,250	814,762	3,212	254	309	French
	VS	Valais; Wallis	Valais	1815	Sion	20,134	55,313	348,503	5,224	67	126	French, German
	NE	Neuchâtel	Neuchâtel	1815/1857	Neuchâtel	17,603	87,080	175,894	802	219	31	French
	GE	Genève	Geneva	1815	Geneva	56,342	102,876	506,343	282	1,792	45	French
	JU	Jura	Jura	1979	Delémont	5,323	63,643	73,709	839	88	55	French
	CH	Schweizerische Eidgenossenschaft;	Swiss Confederation	1815/1848	(Bern)	743,330	80,418	8,670,300	41,291	210	2,222	German, French, Italian, Rom

Perfil do país

Dados Macroeconómicos - https://www.admin.ch/gov/en/start.html?_organization=1&_startdate=01.04.2015

A FEDERAÇÃO

SWITZERLAND
A WELL-BALANCED MECHANISM

1+26+2,000=1
Power is shared by the federal government, the 26 cantons and around 2,000 communes.

SUBSIDIARITY
The cantons and communes have authority over a wide range of matters (e.g. schools, hospitals, tax and policing) and a great deal of autonomy. The federal government only takes on tasks that the cantons and communes cannot manage alone.

Federalism is what allows the different aspects of Switzerland, with its four national languages and large geographical differences, to coexist. Federalism was one of the founding principles of the Swiss Confederation in 1848.

Every canton has its own constitution, parliament, government and courts. About a fifth of communes have their own parliament, in particular the cities.

© FDFA, PRS 2021 / Sources: The Swiss Confederation – a brief guide 2021, ch.ch / For more, visit aboutswitzerland.org

<https://www.eda.admin.ch/aboutswitzerland/en/home/politik-geschichte/politisches-system/politisches-system-der-schweiz---fakten-und-zahlen.html>

A POPULAÇÃO

WE ARE SWITZERLAND

8,738,791 inhabitants

TOP 5 Foreign nationals by country of origin:

Italy	14.6%
Germany	13.9%
Portugal	11.4%
France	6.7%
Kosovo	5.1%

Most people live in urban areas.

84 YEARS
Switzerland has the second highest life expectancy Worldwide after Japan.

Life expectancy:
women — 85.9 years
men — 81.9 years

×2
The Swiss population has more than doubled since the start of the 20th century.

Swiss nationals 75%
Foreign nationals 25%

© FDFA, Presence Switzerland 2023 / Sources: Federal Statistical Office, OECD / For more, visit aboutswitzerland.org

<https://www.eda.admin.ch/aboutswitzerland/en/home/gesellschaft/bevoelkerung/die-bevoelkerung---fakten-und-zahlen.html>

A ECONOMIA

WE CREATE VALUE ADDED

EXPORTS
The largest shares of exported goods (2021):

Chemical and pharmaceutical products	50.4%
Machinery and electronics	12%
Watches	8.6%

The EU is Switzerland's biggest trading partner.

50.1% exports
67.5% imports

15.8 MILLION WATCHES
Switzerland is a leading watch exporter. In 2021 it exported watch and clock products with a value of CHF 22.3 billion worldwide.

Over 99% of registered businesses in Switzerland are SMEs with fewer than 250 staff.

COFFEE
In 2021, Switzerland exported some CHF 3.3 billion worth of coffee. This corresponds to an export share 4.2 times that of chocolate and 4.5 times that of cheese.

Swiss GDP by sector:

Primary sector	0.7%
Secondary sector	25.8%
Tertiary sector	73.6%

© FDFA, Presence Switzerland 2023 / Sources: Federal Statistical Office, Federal Customs Administration / For more, visit aboutswitzerland.org

<https://www.eda.admin.ch/aboutswitzerland/en/home/wirtschaft/uebersicht/wirtschaft---fakten-und-zahlen.html>

Perfil do país

Dados Macroeconómicos

Em 2021 o tecido empresarial suíço é constituído por 609.518 empresas das quais >99%, ou seja 607.820, são PME. Em 2024 as empresas são 619,946 e empregam no total >4,7M trabalhadores distribuindo-se pelos sectores terciário, secundário e primário na seguinte proporção – 77,65%; 14,48% e 7,87% respetivamente.

Em termos geográficos localizam-se em:

	nº de empresas com indicação de trabalhadores					Total	
	1 - 9	10 - 49	50 - 249	Total 1) 1 - 249	>249	Empresas	trabalhadores 2)
Total	556 360	52 191	9 619	618 170	1 776	619 946	4 758 260
Região de Genebra	109 865	9 550	1 625	121 040	323	121 363	838 495
Espaço Mittelland	110 353	10 580	1 917	122 850	330	123 180	975 966
Noroeste Suíça	65 220	6 110	1 258	72 588	262	72 850	651 430
Zurique	96 040	9 501	1 902	107 443	419	107 862	995 438
Este Suíça	76 439	7 501	1 362	85 302	207	85 509	594 749
Centro da Suíça	65 689	6 389	1 155	73 233	176	73 409	512 937
Ticino	32 754	2 560	400	35 714	59	35 773	189 245

1) PME
2) inclui trabalho temporário

Fonte: Bundesamt für Statistik - Statistik der Unternehmensstruktur - STATENT

Em termos de geração de PIB os cantões de língua alemã representam 71%, os de língua francesa 24,5% e de língua italiana 4,5%.

Fontes: <https://www.kmu.admin.ch/kmu/de/home/praktisches-wissen/zahlen-und-fakten%20/kmu-in-zahlen/firmen-und-beschaefigte.html>
<https://www.bfs.admin.ch/bfs/de/home/statistiken/industrie-dienstleistungen/unternehmen-beschaefigte/wirtschaftsstruktur-unternehmen.assetdetail.32159053.html>



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Bruttoinlandprodukt 2021

nach Grossregion und Kanton

Total 743 330 Mio. Fr.



Stand der Daten: 27.10.2023

Quelle: BFS - Volkswirtschaftliche Gesamtrechnung (VGR)

© BFS 2023

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Suíça – Caracterização Geral

Panorama Macroeconómico – Doing Business



Rankings on Doing Business topics - Switzerland



Topic Scores

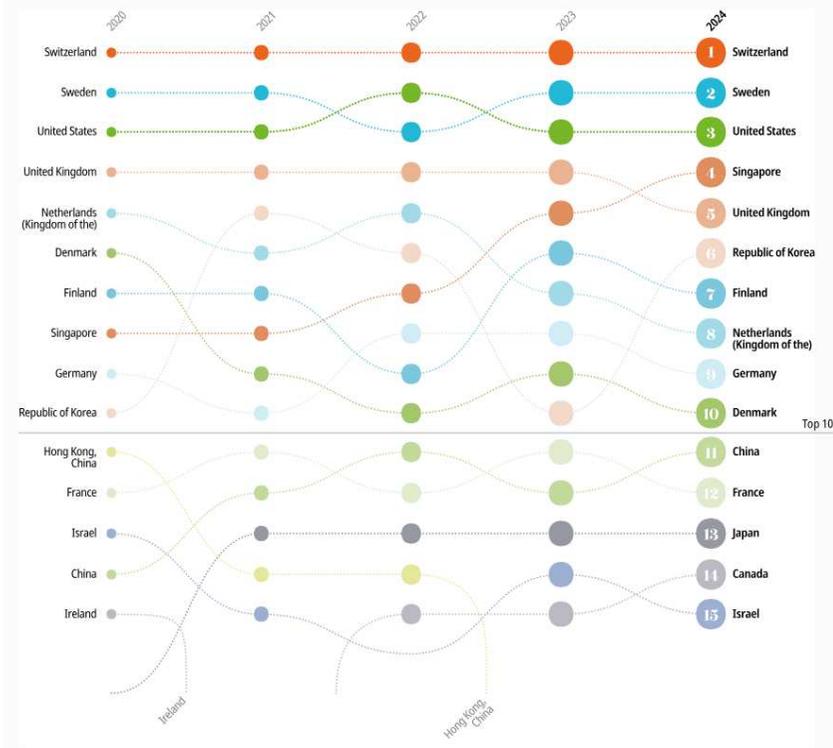


[Doing Business in Switzerland - World Bank Group](#)

Suíça – Caracterização Geral

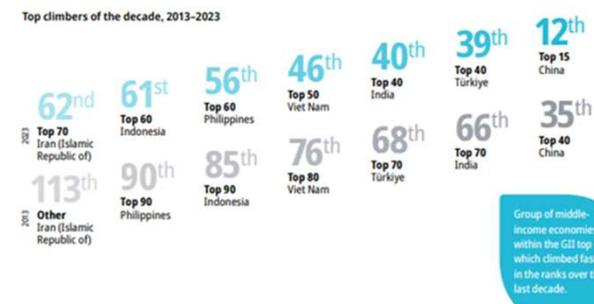
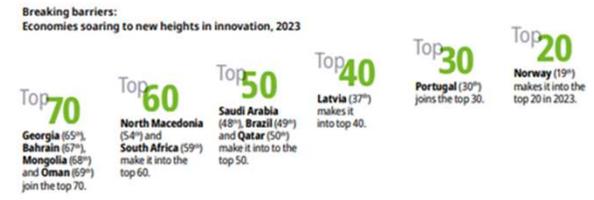
Panorama Macroeconómico – N°1 em Inovação

Figure 16 The GII dynamo: The top 15 innovators, 2020–2024



Note: Year-on-year comparisons of GII rankings need to take into account changes to the GII model that have occurred over time, as well as data

Figure 10 Continued



Standout economies' 4-year innovation surge, 2019–2023

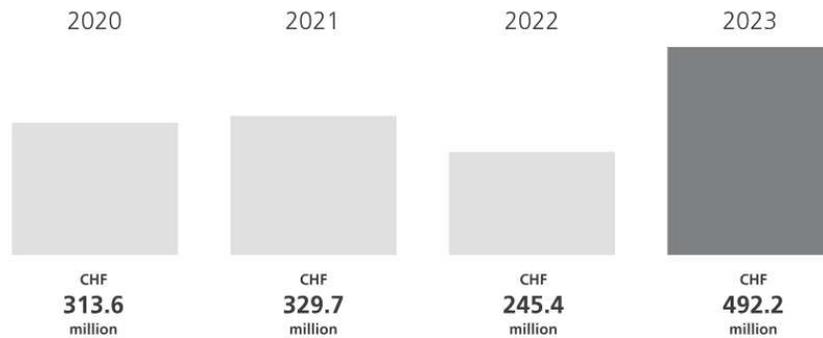


In the last four years, and since the start of the pandemic, Mauritius, Indonesia, Saudi Arabia, Brazil and Pakistan ascended the most (in order of their rank progression).

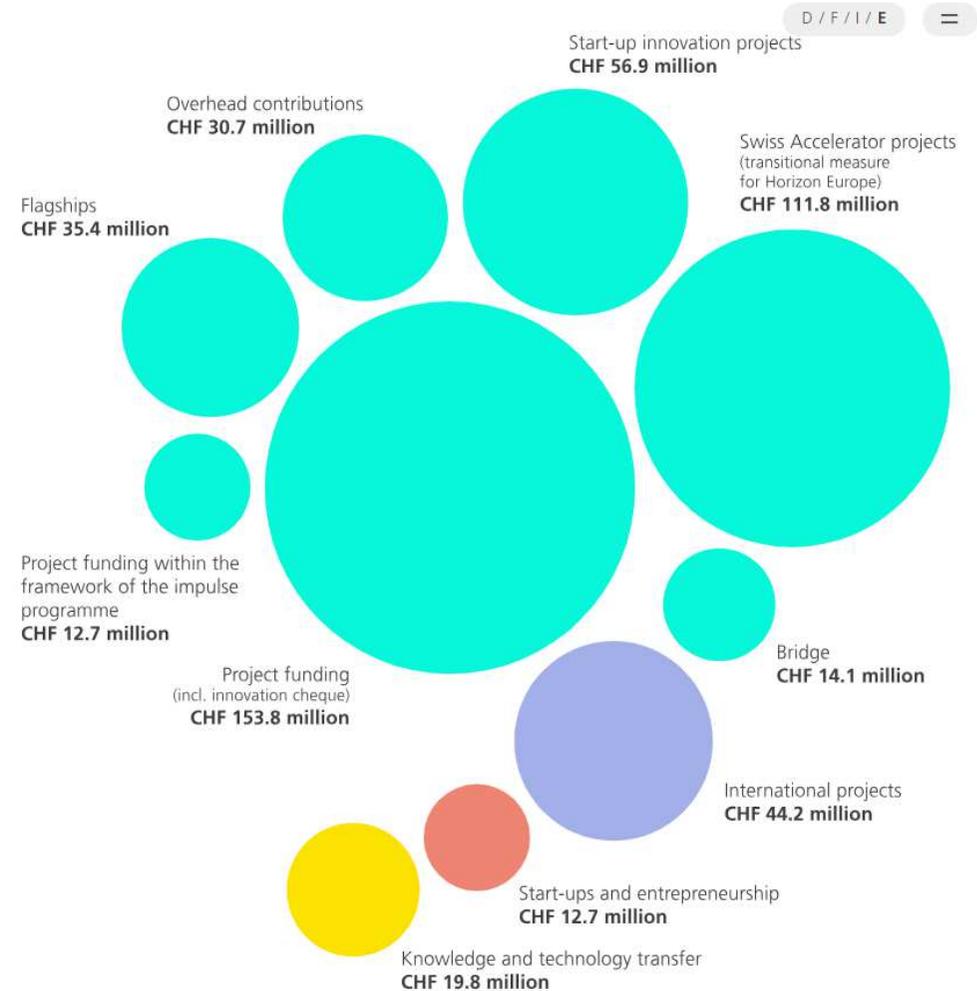
Suíça – Caracterização Geral

Panorama Macroeconómico – N°1 em Inovação - INNOSUISSE

Demand was high to very high in all funding areas in 2023. All in all, the approved funding contributions rose sharply compared with previous years, since Innosuisse approved projects with direct financing for Swiss companies for the first time in 2023. This funding was provided both as part of the call for projects for the Swiss Accelerator in 2022 as a transitional measure for Horizon Europe and as part of the new start-up innovation projects. Innosuisse also approved both new flagships and Innovation Boosters.



<https://2023.discover-innosuisse.ch/en/funding>

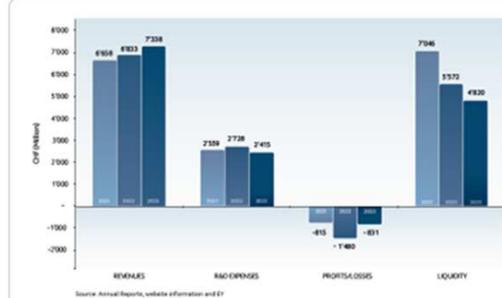


Suíça – Caracterização Geral

Panorama Macroeconómico – N°1 em Inovação

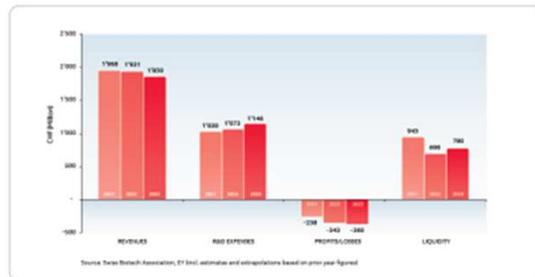
A investimento da Suíça em I&D no sector da Biotecnologia

Revenues, R&D expenses, profit/loss, liquidity 2021-2023
Total Swiss Biotech Companies



Note: The 2023 data in above tables is based on information that was available up until March 31, 2024. At this time, some of the companies had not yet disclosed their financial figures for 2023. Therefore some figures were carefully extrapolated on the basis of the latest interim data publicly available (i.e. Q3 or Q4 2023).

Revenues, R&D expenses, profit/loss, liquidity 2021-2023
Private Swiss Biotech Companies



A relevância da Suíça no sector da Biotecnologia

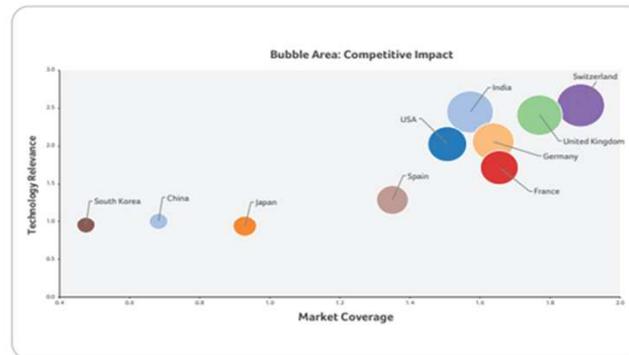


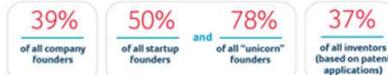
Figure 1b: Competitive impact, market coverage and technology relevance of active biotech patents by country

Pivotal role of Switzerland's diverse and dynamic talent hub

Switzerland benefits from an exceptionally varied and versatile talent pool, thanks to the way the country has developed its policies and education system. The country works closely with the European Union within the framework of the Swiss-EU Bilateral Agreement on the Free Movement of Persons (AFMP) and has adopted the EU's system of mutual recognition of professional qualifications. Nationals from non-EU states are entitled to apply for recognition of their foreign qualifications, and companies are able to tap talent from neighboring countries, with 1 in 5 workers crossing daily into Switzerland for work.

The Times Higher Education World University Rankings shows that Switzerland boasts five of the top 100 universities in life sciences and medicine, and two in the top 100 for natural sciences.* These universities help to provide a pool of highly skilled professionals who have attained advanced qualifications in areas such as pharmaceuticals, biotechnology, and medical sciences. They also attract global talent, and many of their graduates choose to pursue their careers in Switzerland.

International talent and its role in the economy and the life sciences sector*



Life sciences sector



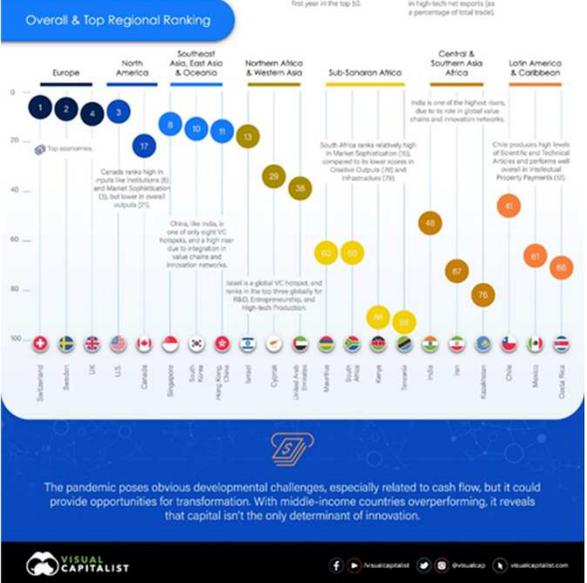
<https://baselarea.swiss/blog-post/biotech-companies-wing-their-way-to-the-basel-area/>
<https://www.swissbiotech.org/listing/swiss-biotech-report-2024-shows-sector-performing-well-in-2023-by-continuing-to-embrace-international-alliances/>
<https://www.swissbiotech.org/listing/biotech-report-2024-switzerland-is-incubating-the-next-global-innovations/>

Global Stars

The Most Innovative Countries, Ranked by Income Group



The map below shows the most innovative countries ranked by World Bank income group, and includes overall ranking. Based on the WIPO Global Innovation Index (GII), the ranking weights variables like R&D, venture capital, and high-tech production. Note: The GI includes 122 countries comprising 94% of the world's population and 97% of global GDP. Source: WIPO Global Innovation Index 2023. Cornell, IHS&D



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Produção e Consumo

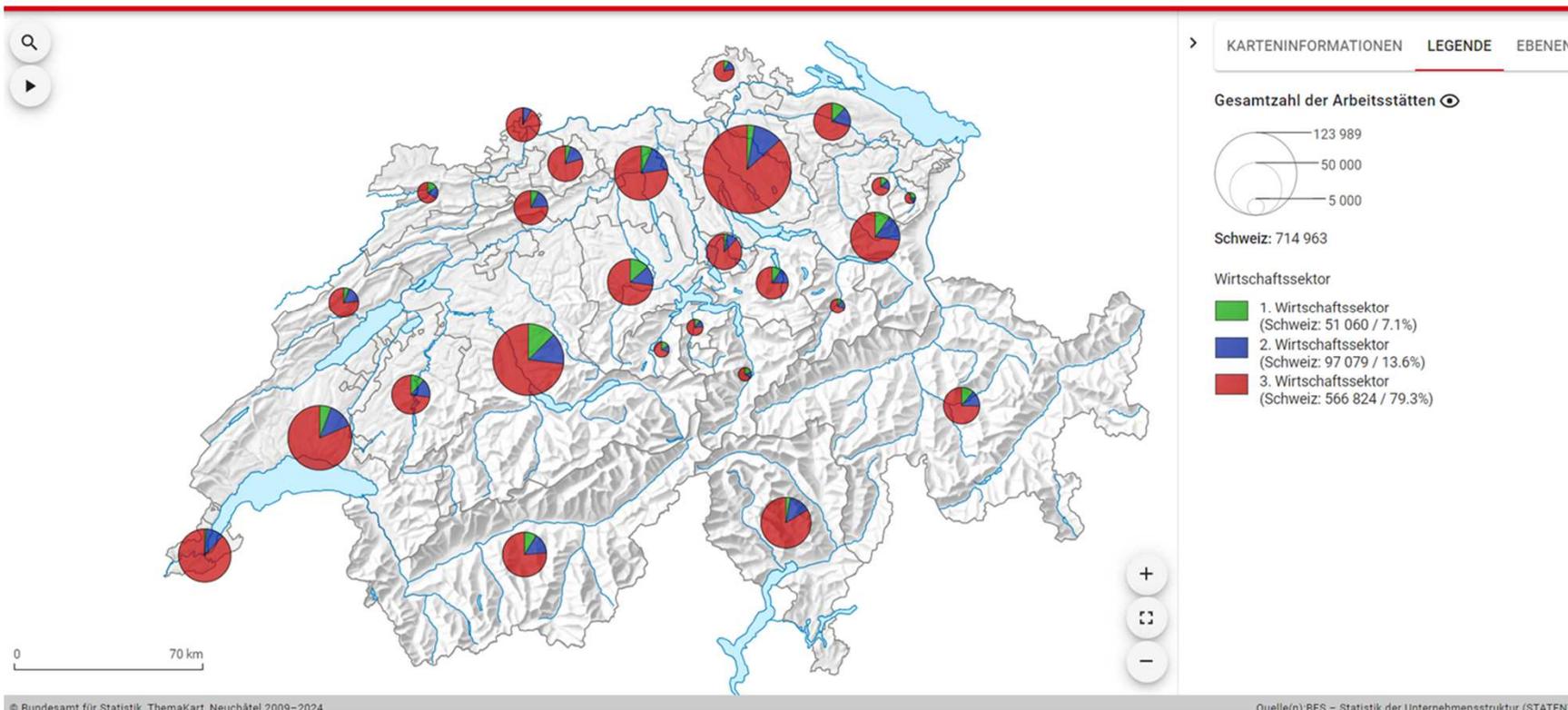
Produção (postos de trabalho)

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Bundesamt für Statistik
Statistischer Atlas der Schweiz

06 - Industrie, Dienstleistungen / Wirtschaftsstruktur: Arbeitsstätten / Übersicht / 2022
Arbeitsstätten nach den drei Wirtschaftssektoren, 2022

IT DE FR EN



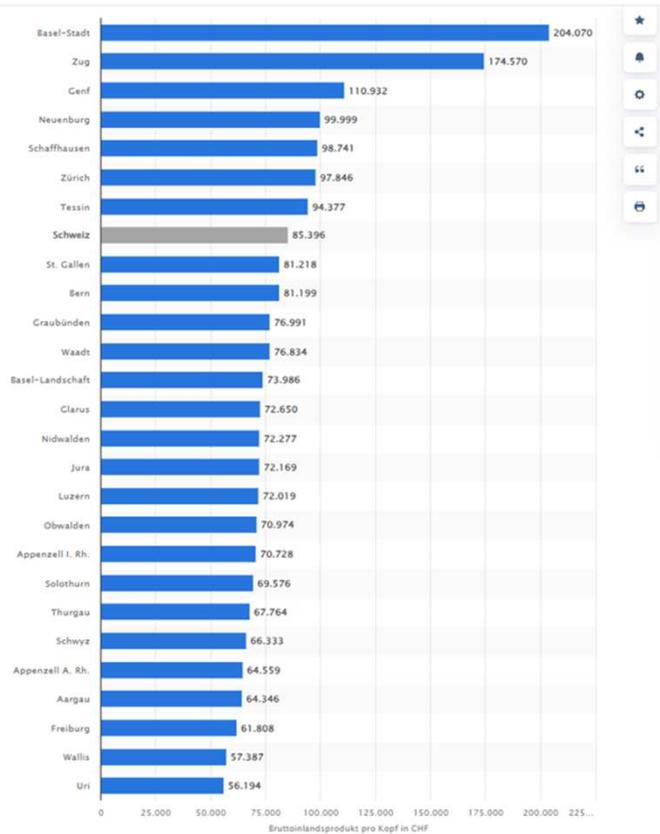
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Fonte: https://www.atlas.bfs.admin.ch/maps/13/de/18020_9071_9070_138/27809.html

Produção e Consumo

Geração de Riqueza PIB per Capita – por Cantão - 2021



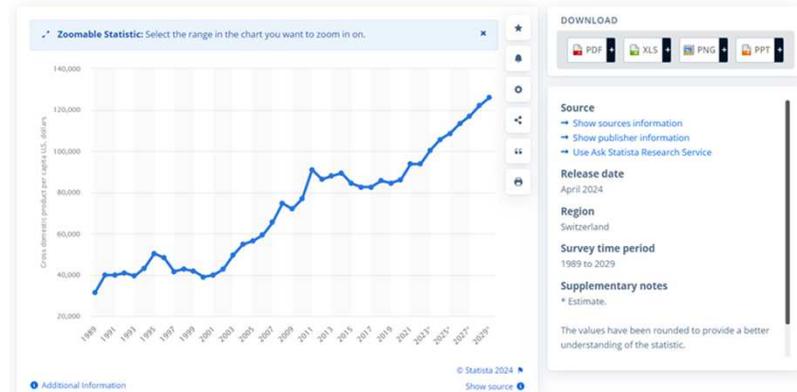
<https://de.statista.com/statistik/daten/studie/442774/umfrage/bruttoinlandsprodukt-bip-pro-kopf-in-der-schweiz-nach-kantonen/>



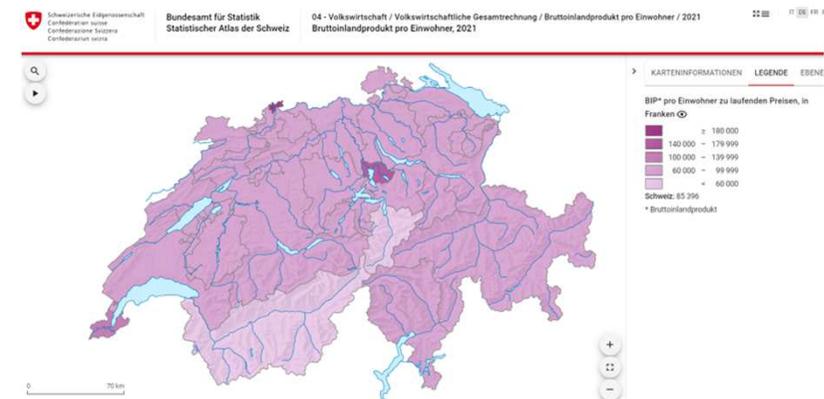
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Switzerland: Gross domestic product (GDP) per capita in current prices from 1989 to 2029 (in U.S. dollars)



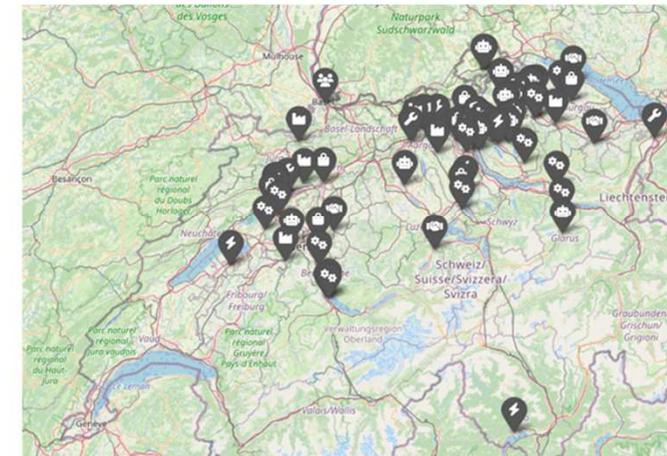
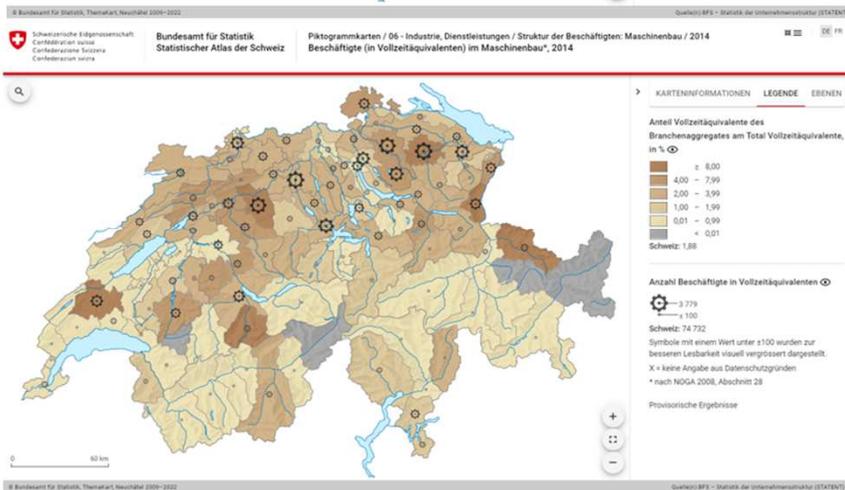
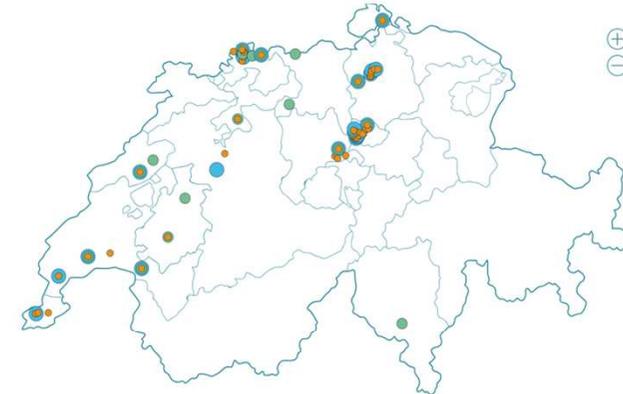
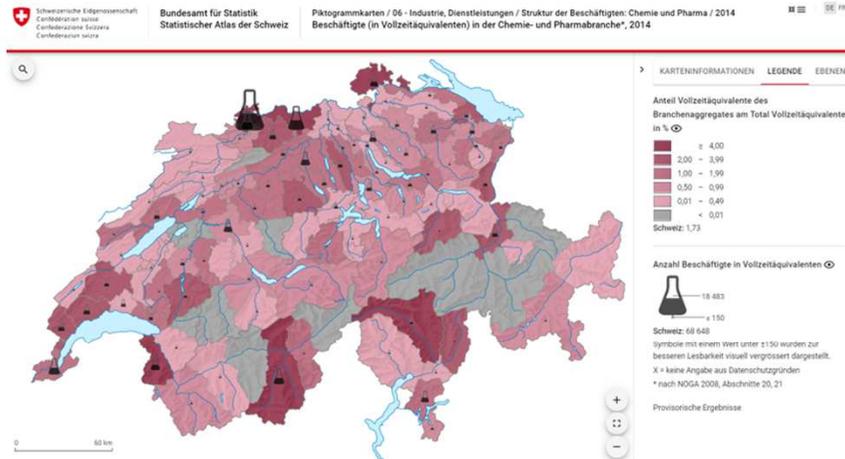
<https://www.statista.com/statistics/261356/gross-domestic-product-gdp-per-capita-in-switzerland/>



Fonte: https://www.atlas.bfs.admin.ch/maps/13/de/17573_8582_8581_8580/27266.html

Produção e Consumo

Produção – Principais Sectores



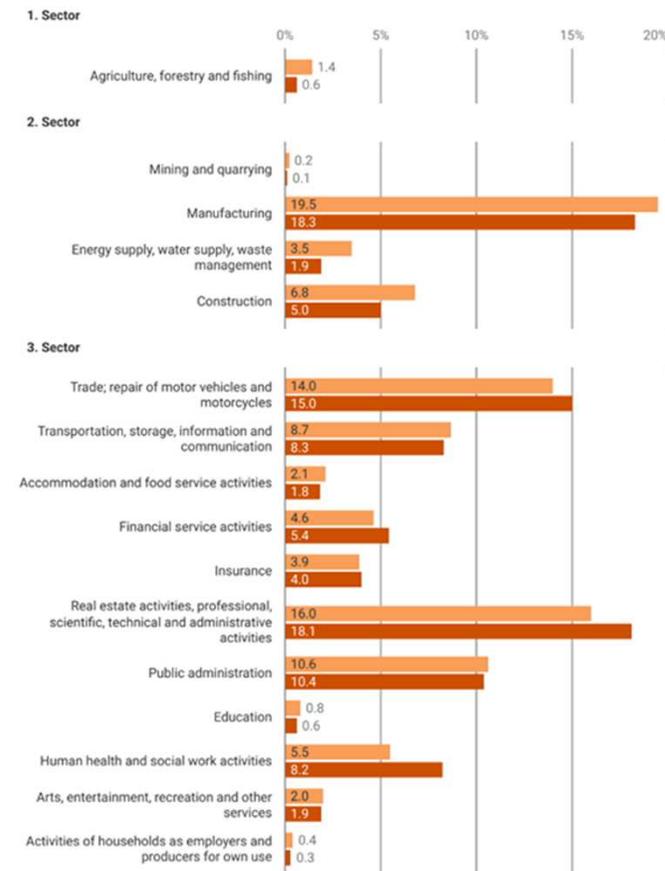
Produção e Consumo

Produção

Industries production account (aggregated by sections)

Gross value added (GVA) share of total GVA in %

■ 1995 ■ 2023



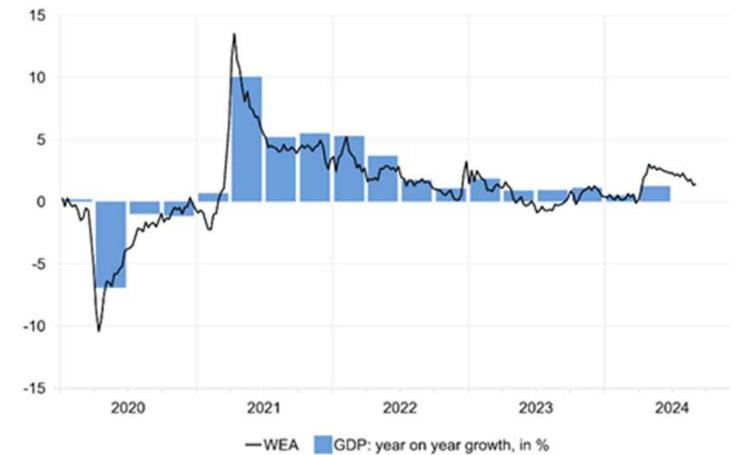
Data as on: 27.08.2024
Source: FSO – National Accounts (VGR)

gr-e-04.02.03.01-iwm
© FSO 2024

<https://www.bfs.admin.ch/asset/en/32257740>

Atividade económica semanal e PIB trimestral:

Weekly economic activity



Fonte:

<https://www.seco.admin.ch/seco/en/home/wirtschaftslage---wirtschaftspolitik/Wirtschaftslage/indikatoren/www.html>

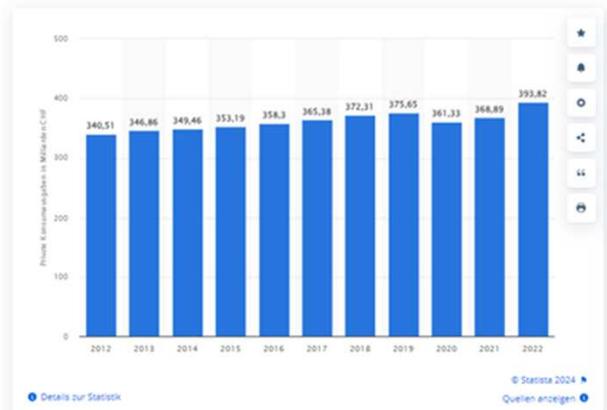
Fonte:

https://www.atlas.bfs.admin.ch/maps/13/de/16389_12795_12794_8580/25542.html

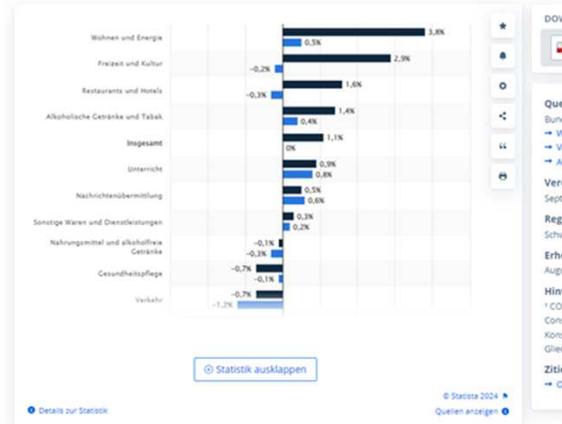
Produção e Consumo

Consumo Privado

Private Konsumausgaben in der Schweiz von 2012 bis 2022
(in Milliarden CHF)



Inflationsrate in der Schweiz nach Hauptgruppen im August 2024
(gegenüber dem Vorjahresmonat und Vormonat)

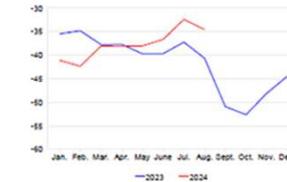


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO
Economic Policy Directorate
Short-Term Economic Analyses

Consumer sentiment, 06.09.2024¹

Consumer sentiment index
Calculated from the four sub-indices below



Month	2023:8	2024:8
Consumer sentiment index	-40.6	-34.6
Economic outlook	-25.5	-22.0
Past financial situation	-56.8	-52.6
Financial outlook	-41.6	-31.3
Moment to make major purchases	-38.6	-32.3

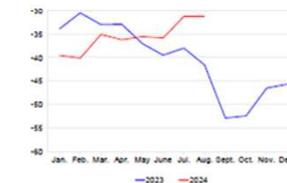
Sub-index 1: Economic outlook



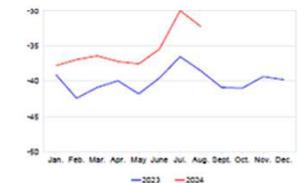
Sub-index 2: Past financial situation



Sub-index 3: Financial outlook

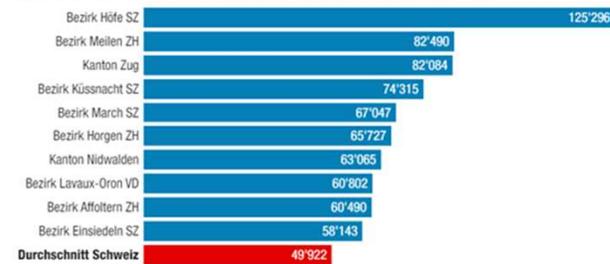


Sub-index 4: Moment to make major purchases



Zürichsee-Bezirke schwimmen oben auf

Die zehn Schweizer Bezirke mit der höchsten Kaufkraft pro Einwohner für das Jahr 2024



Quelle: GfK Kaufkraft Schweiz 2024 Grafik Ringier Medien Schweiz

KEY INSIGHTS

Private Konsumausgaben (2021)

371,4 Mrd. CHF

Konsumentenstimmungsindex (Juli 2023)

-27 Punkte

Kaufkraft je Einwohner (2024)

52.566 €



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<https://www.handelszeitung.ch/konjunktur/wo-in-der-schweiz-die-kaufkraft-am-hochsten-ist-700703>

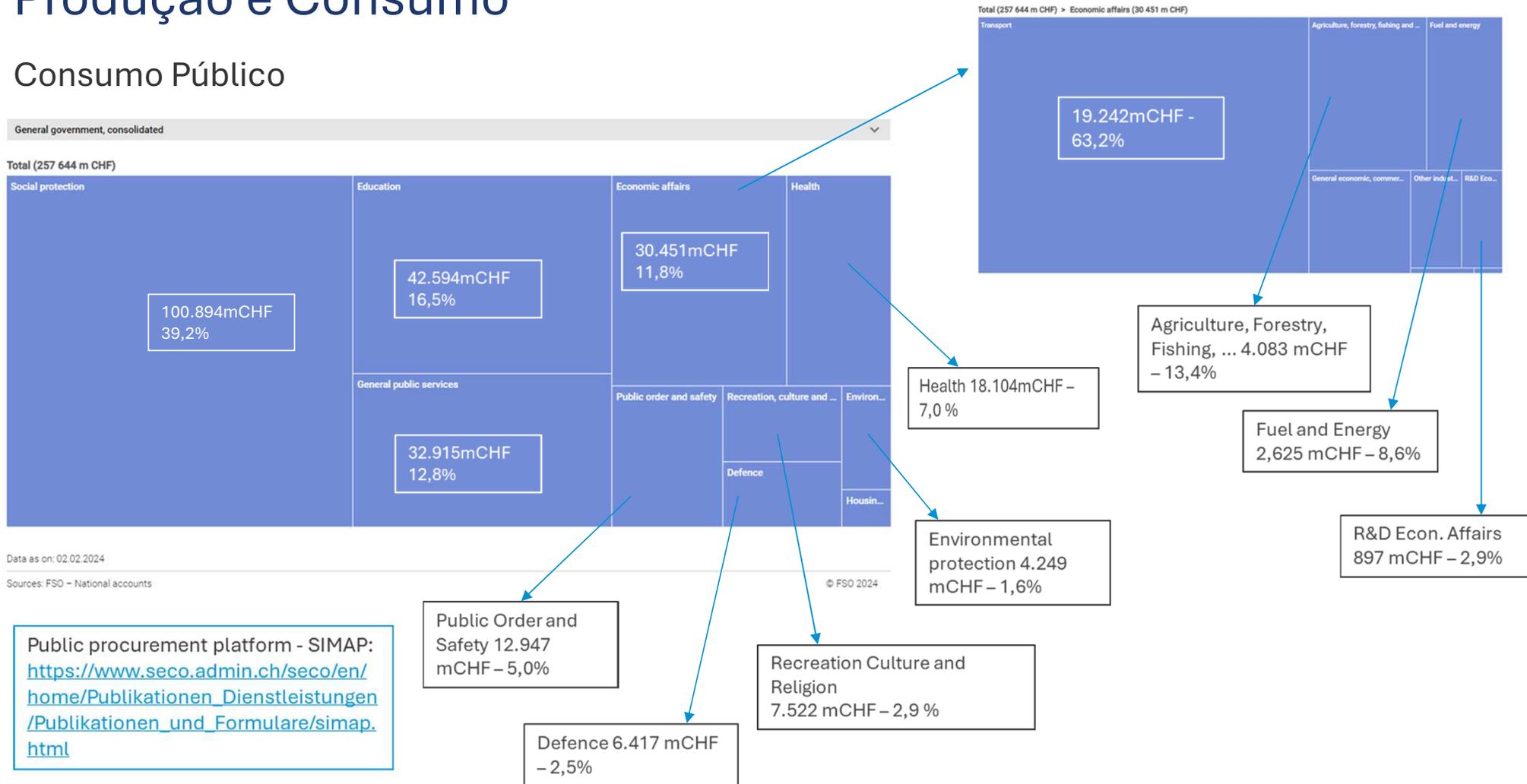
<https://www.bfs.admin.ch/bfs/en/home/aktuell/neue-veroeffentlichungen.assetdetail.30526321.html>

¹ The survey is carried out continuously and online. A total of 2757 people aged 16 and over took part in the last month in German, French or Italian. Further information and the data are available at www.seco.admin.ch/consumer-confidence.

<https://www.seco.admin.ch/seco/en/home/wirtschaftslage---wirtschaftspolitik/Wirtschaftslage/Konsumentenstimmung.html>

Produção e Consumo

Consumo Público



Public procurement platform - SIMAP:
https://www.seco.admin.ch/seco/en/home/Publikationen_Dienstleistungen/Publikationen_und_Formulare/simap.html

Public Order and Safety 12.947 mCHF – 5,0%

Defence 6.417 mCHF – 2,5%

Recreation Culture and Religion 7.522 mCHF – 2,9%

Environmental protection 4.249 mCHF – 1,6%

Health 18.104mCHF – 7,0%

Agriculture, Forestry, Fishing, ... 4.083 mCHF – 13,4%

Fuel and Energy 2,625 mCHF – 8,6%

R&D Econ. Affairs 897 mCHF – 2,9%

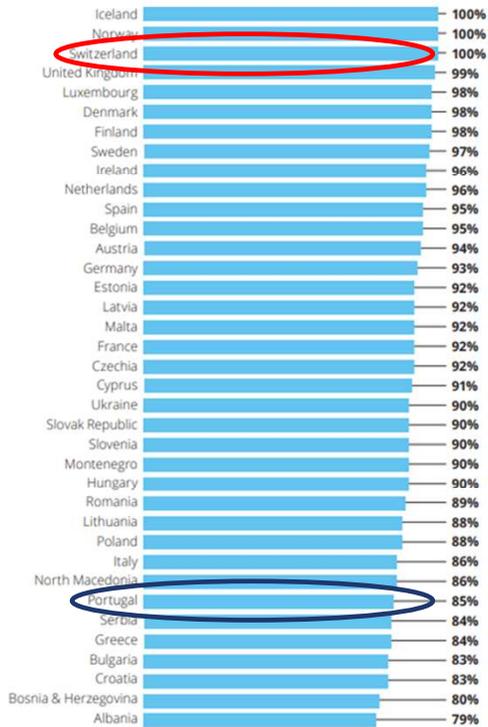
Produção e Consumo

Consumo Online

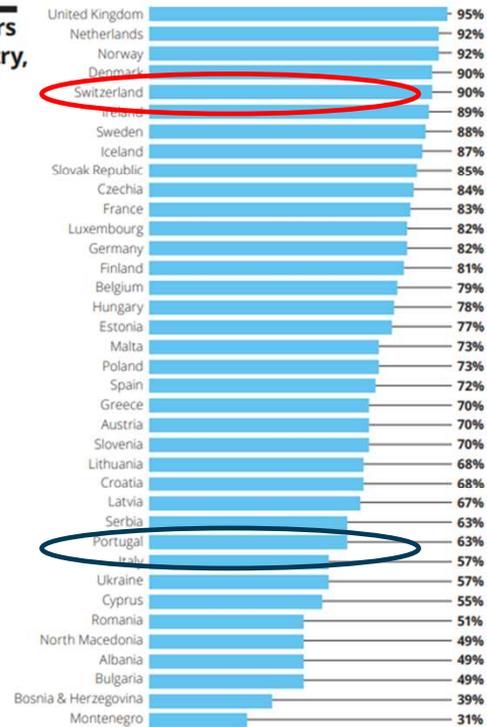
9 | Europe E-Commerce Report 2023 | E-commerce Overview | By Country

E-commerce Overview: By Country

Internet users per country, 2022



E-shoppers per country, 2022



SOURCE: EUROSTAT, DATA REPORTAL

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SOURCE: EUROSTAT, STATISTA

<https://www.eurocommerce.eu/european-e-commerce-report/>

Ver também: AICEP
<https://www.portugalexporta.pt/tudo-sobre-exportar-ecommerce>

Produção e Consumo

Consumo Online

EUROPE E-COMMERCE REPORT 2021 - CENTRAL EUROPE - SWITZERLAND

LIGHT VERSION

SWITZERLAND

CHARTS

Currency: Swiss Franc - VAT: 7.7%

INTERNET USAGE

Percentage of the population accessing the internet

— Growth Rate



SOURCE: EUROSTAT; WEARE SOCIAL; HOOTSUITE

E-SHOPPERS

Percentage of internet users that bought goods or services online

— Growth Rate



SOURCE: EUROSTAT; ECOMMERCE NEWS; DELIBTTT

GDP AND E-GDP (EUR, BN)

The Gross Domestic Product (GDP) in €Billion and the percentage of GDP comprised of e-commerce sales

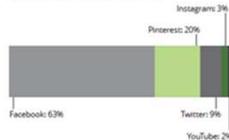
■ GDP ■ E-GDP



SOURCE: IMF

SOCIAL MEDIA USE

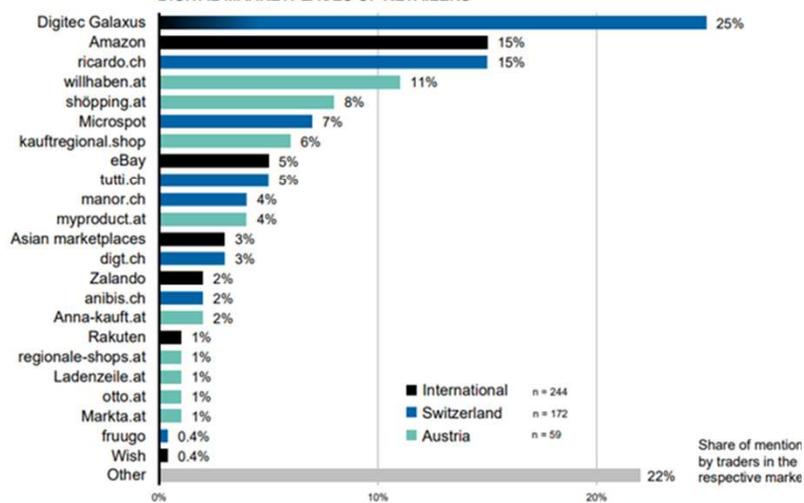
Most popular social media channels in 2021



SOURCE: STATCOUNTER

This is the light version of the report.

DIGITAL MARKETPLACES OF RETAILERS



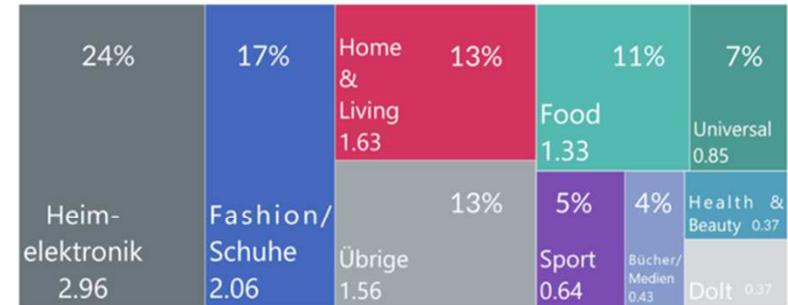
Share of mention by traders in the respective market



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Branchenverteilung im B2C Online Markt Schweiz
Volumen in Mrd. CHF (Händlerfokus* ohne Sortimentsbereinigung)
mit Anteil in % am Gesamtvolumen)



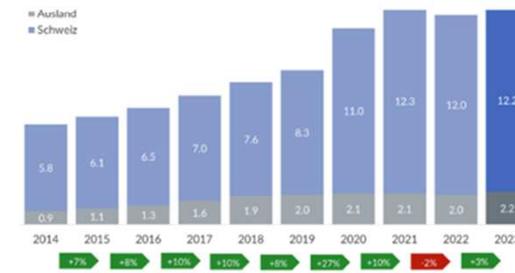
Basis = Basis: B2C - Volumen von 12.2 Mrd. CHF ohne Auslandsverkäufe

* Händlerzuordnung zu Sortimenten: Wenn ein Händler, keine Sortimentsumsätze einfordert und mehr als 2/3 seines Umsatzes mit einem Sortiment generiert, wird er einer Kategorie zugewiesen, ansonsten wird er als «Universal» eingestuft.

Quelle: GfK Switzerland AG, HANDELSVERBAND swiss, Schweizerische Post - Jahreserhebung Onlinehandel Schweiz 2023

© GfK 3

Entwicklung Marktvolumen der letzten 10 Jahre Umsatz 2014 - 2023 / in Mrd. CHF



Quelle: GfK Switzerland AG, HANDELSVERBAND swiss, Schweizerische Post - Jahreserhebung Onlinehandel Schweiz 2023

© GfK 1

- Konsum im Onlinehandel steigt 2023 gegenüber 2022 total um +3% oder 0.4 Mrd. CHF
- Inland-Einkäufe auf .ch-Domains steigen um +2% im Vergleich zum Vorjahr 2022
- Einbussen aus 2022 wieder ausgeglichen
- In den letzten 10 Jahren hat sich der Onlinehandel mehr als verdoppelt
- Auslandsverkauf steigt um +10%. Treiber sind die Kleinpakete aus Asien

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06 Outros – Acesso ao Mercado

Relações Económicas Internacionais

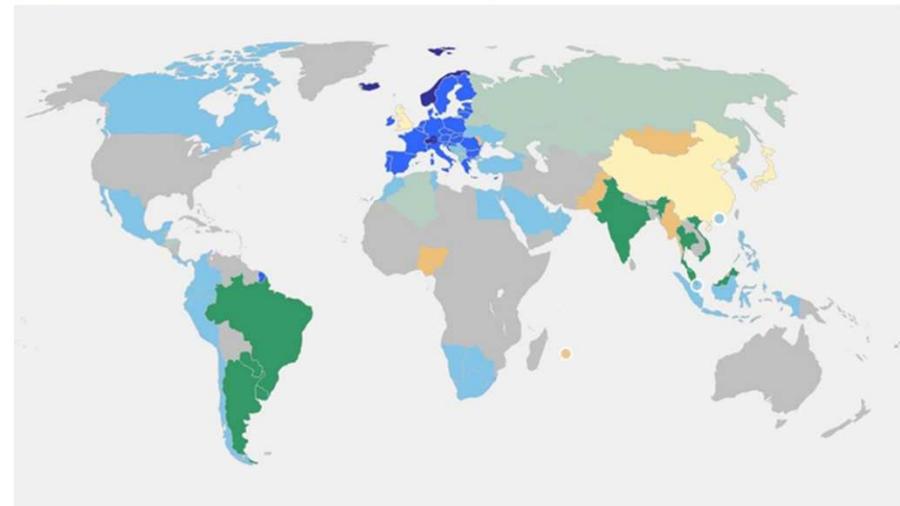
Estratégia Económica Internacional da Suíça – Acordos Bilaterais (EFTA e muitos outros)

A Estratégia Económica Internacional da Suíça tem como meta manter e incrementar a prosperidade da população suíça
https://www.seco.admin.ch/seco/en/home/Aussenwirtschaftspolitik_Wirtschaftliche_Zusammenarbeit/aussenwirtschaftspolitik/ziele_aw-politik.html

Trade and globalization can lead to increased structural change. In Switzerland, various policy areas - such as labor market and social policy, or regional and tax policy - make a decisive contribution to cushioning structural change and taking distributional effects into account.



EFTA = Islândia, Liechtenstein, Suíça e Noruega - <https://www.efta.int/> - <https://www.efta.int/free-trade/fta-map> :



A grande relevância das negociações com a UE para o estabelecimento de acordos bilaterais:

<https://www.economiesuisse.ch/fr/articles/il-ny-pas-dalternative-convaincante-aux-accords-bilateraux-iii>



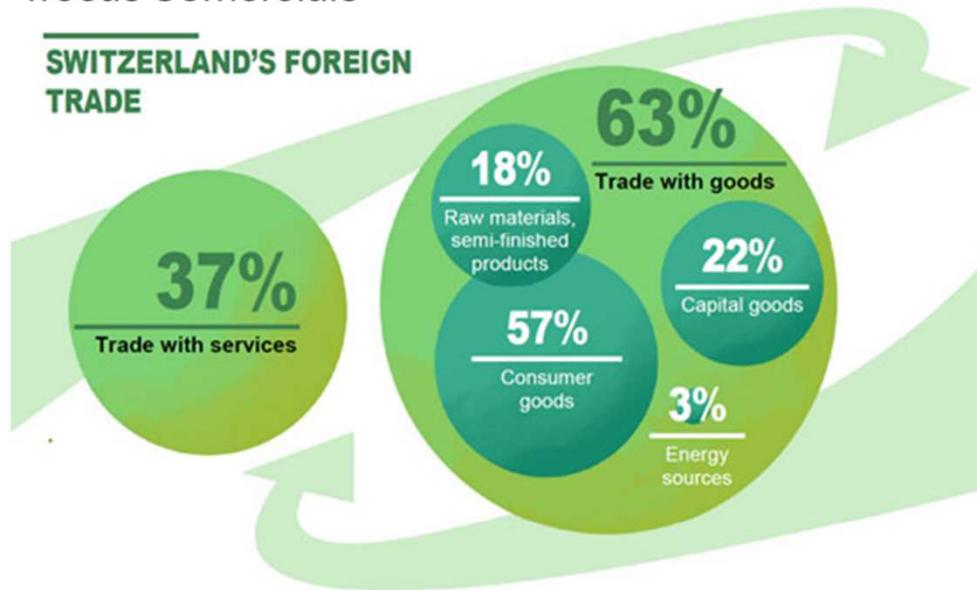
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e Comércio Externo de Portugal

Relações Económicas Internacionais

Trocas Comerciais

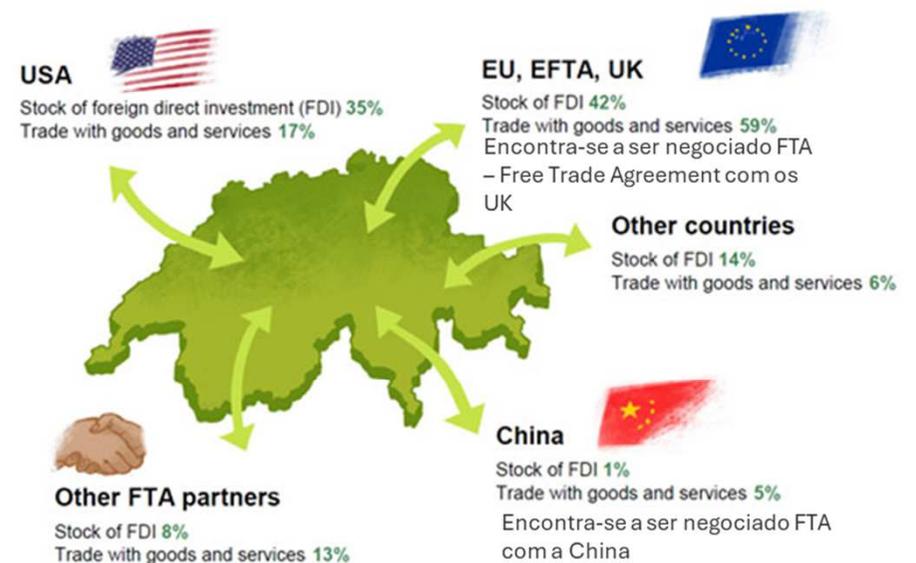
Trocas Comerciais



Prioridades geográficas

SWITZERLAND'S TRADING PARTNERS

Share of Swiss total trade (import and export)



Fonte:

https://www.seco.admin.ch/seco/en/home/Aussenwirtschaftspolitik_Wirtschaftliche_Zusammenarbeit/aussenwirtschaftspolitik/aws/grundsaeetze_aussenwirtschaftspolitik.html

Relações Económicas Internacionais

As OI na Suíça – um micro-cosmos de potenciais negócios relevante

Six pôles de competências

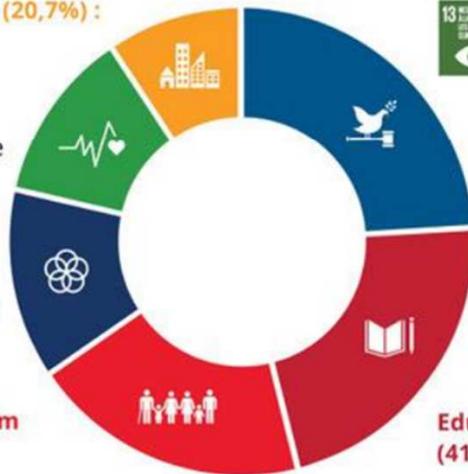
Les ONG genevoises se répartissent sur six pôles distincts et interconnectés, en fonction de leurs différentes activités dans les domaines couverts par les ODD.

Défense de l'environnement (20,7%) :
ODD 3, 12, 11, 7, 6 et 15.

Accès à la santé (22,3%) : ODD 3.
Lié à la présence à Genève du siège de l'OMS et de nombreux acteurs majeurs dans le domaine.

Partage du savoir et l'innovation (25,4%) : ODD 17 et 9.

Lutte contre la pauvreté et la faim (30,6%) : ODD 1 et 2.



Paix, justice et droits humains (47,5%) : ODD 16 et 10.
Lié à la tradition humanitaire et de promotion de la paix de Genève.

Education, égalité des sexes et emploi (41,8%) : ODD 4, 5 et 8.

<https://www.geneve-int.ch/whoswho>

<https://www.eda.admin.ch/eda/en/home/foreign-policy/international-organizations/international-organizations-switzerland.html>;

<https://www.eda.admin.ch/missions/mission-onu-geneve/en/home/geneve-international/faits-et-chiffres.html>

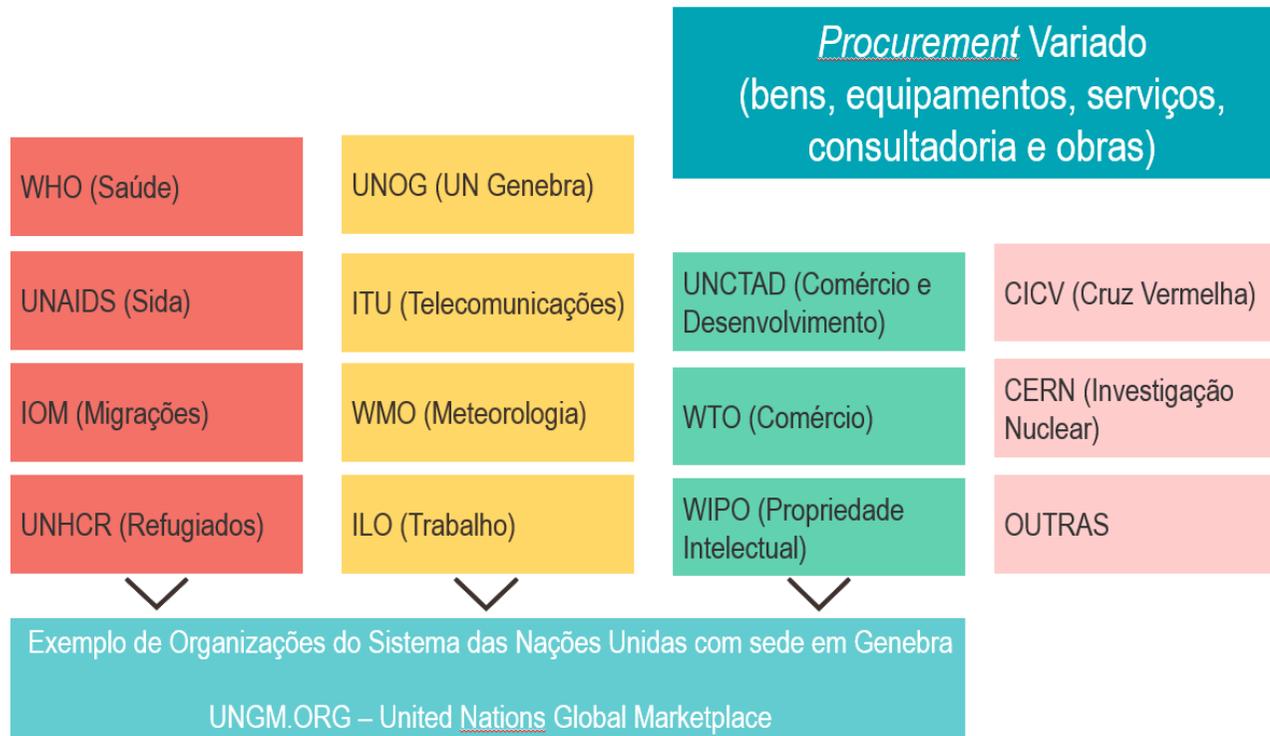


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e Comércio Externo de Portugal

Relações Económicas Internacionais

As OI em Genebra – potenciais negócios a explorar



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Suíça**

Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de BENS – Introdução – O comércio internacional português de bens

Exportações de Portugal por país



<https://tradingeconomics.com/portugal/exports-by-country>

Importações de Portugal por país



<https://tradingeconomics.com/portugal/imports-by-country>



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Agência para o Investimento e Comércio Externo de Portugal

Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de BENS e SERVIÇOS

Principais Países Clientes e Fornecedores

	EXPORTAÇÃO (FOB)								IMPORTAÇÃO (FOB)								SALDO	
	2023 jan/jul	% Total 2023	2024 jan/jul	% Total 2024	Var. Valor	Var. % 24/23	Bens % Tot 2024	Serv % Tot 2024	2023 jan/jul	% Total 2023	2024 jan/jul	% Total 2024	Var. Valor	Var. % 24/23	Bens % Tot 2024	Serv % Tot 2024	2023 jan/jul	2024 jan/jul
TOTAL	73,882	100,0	76,551	100,0	2,669	3,6	59,3	40,7	72,210	100,0	73,005	100,0	796	1,1	80,5	19,5	1,672	3,546
Espanha	14,777	20,0	14,961	19,5	183	1,2	78,2	21,8	23,005	31,9	22,892	31,4	-112	-0,5	89,2	10,8	-8,228	-7,932
França	9,171	12,4	9,008	11,8	-163	-1,8	64,7	35,3	5,174	7,2	5,409	7,4	235	4,5	79,8	20,2	3,997	3,599
Alemanha	8,180	11,1	8,775	11,5	595	7,3	59,8	40,2	8,064	11,2	8,318	11,4	253	3,1	85,5	14,5	116	458
Reino Unido	6,761	9,2	6,972	9,1	211	3,1	35,1	64,9	2,052	2,8	2,055	2,8	3	0,1	37,8	62,2	4,709	4,917
EUA	5,154	7,0	6,023	7,9	869	16,9	45,3	54,7	2,264	3,1	2,093	2,9	-172	-7,6	58,6	41,4	2,890	3,930
Países Baixos	2,936	4,0	3,188	4,2	253	8,6	51,0	49,0	3,866	5,4	3,921	5,4	55	1,4	82,5	17,5	-931	-733
Itália	2,641	3,6	2,819	3,7	178	6,7	75,4	24,6	3,503	4,9	3,501	4,8	-3	-0,1	87,0	13,0	-862	-682
Bélgica	1,847	2,5	1,922	2,5	75	4,1	58,3	41,7	2,192	3,0	2,243	3,1	50	2,3	85,8	14,2	-345	-320
Suíça	1,513	2,0	1,644	2,1	131	8,6	25,8	74,2	573	0,8	621	0,9	47	8,3	45,5	54,5	940	1,023
Irlanda	1,568	2,1	1,642	2,1	74	4,7	15,2	84,8	1,167	1,6	1,278	1,8	111	9,5	33,4	66,6	401	363
Brasil	1,545	2,1	1,605	2,1	60	3,9	17,7	82,3	2,600	3,6	2,547	3,5	-53	-2,0	80,4	19,6	-1,055	-941
Angola	1,330	1,8	1,186	1,5	-145	-10,9	48,9	51,1	158	0,2	171	0,2	13	8,5	46,9	53,1	1,172	1,014
Luxemburgo	465	0,6	463	0,6	-1	-0,3	16,5	83,5	286	0,4	293	0,4	7	2,4	20,4	79,6	179	171
Resto do Mundo	15,995	21,6	16,344	21,3	349	2,2	66,9	33,1	17,305	24,0	17,666	23,1	361	2,1	78,1	21,9	-1,310	-1,322

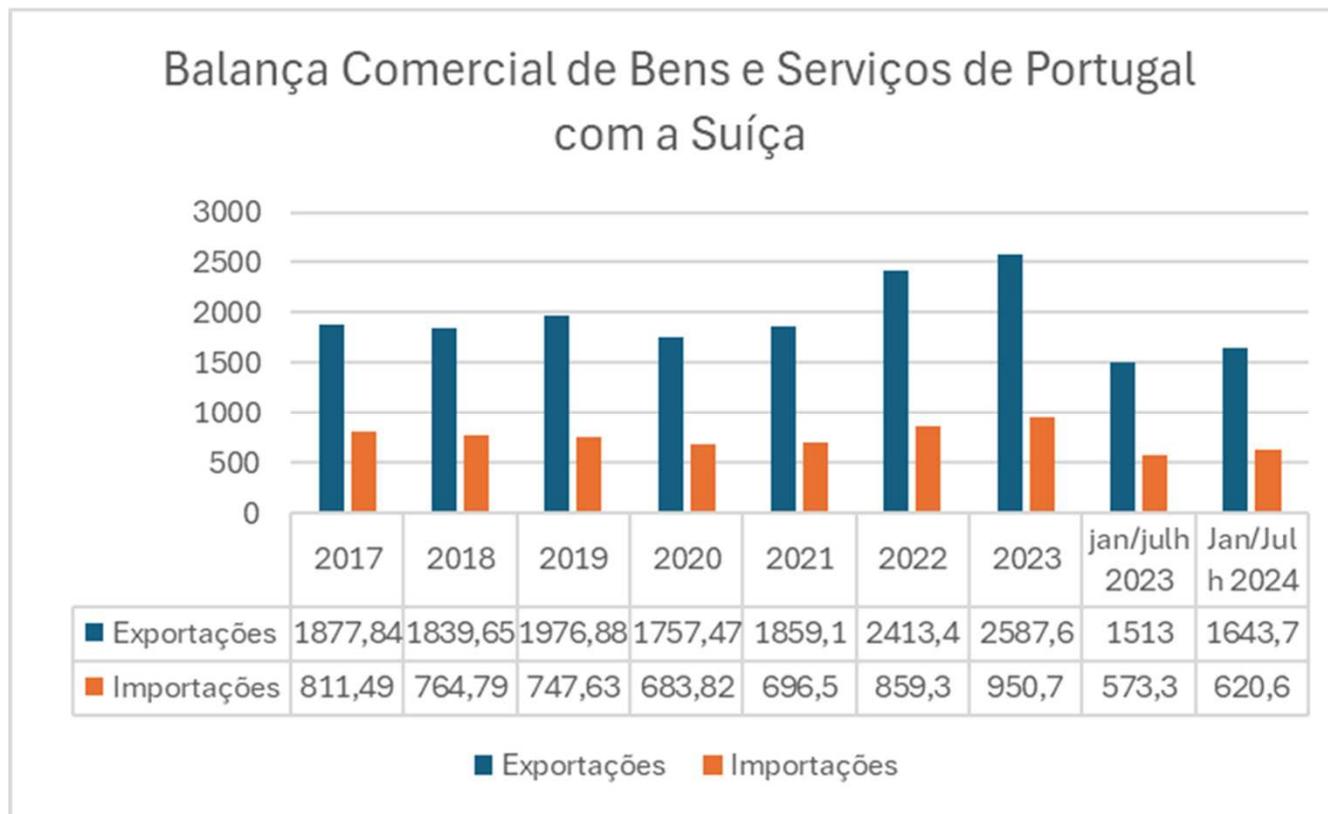
Fonte: Banco de Portugal; Unidade: Milhões de euros, exceto quando indicado.

Agência para o Investimento e Comércio Externo de Portugal, E.P.E
Contact Centre: 808 214 214 email: aicep@portugalglobal.pt www.portugalglobal.pt



Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de BENS e SERVIÇOS



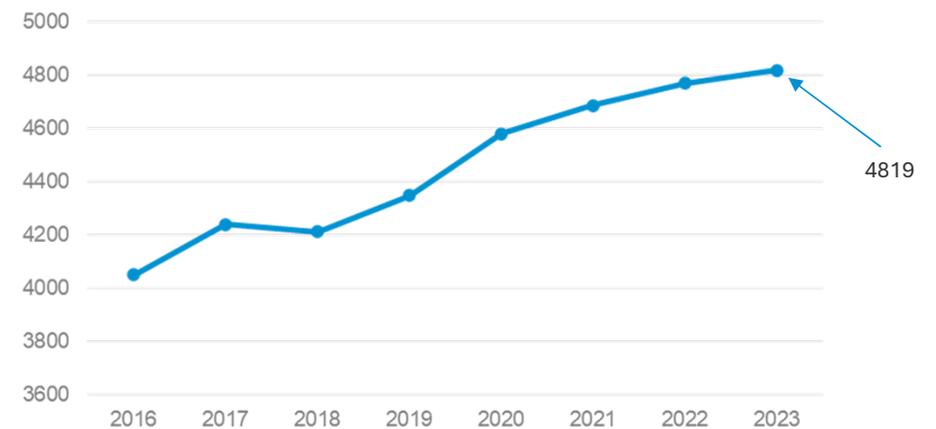
Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de BENS

Balança Comercial de Bens de Portugal com a Suíça



Exportadores para a Suíça/Nº de Empresas



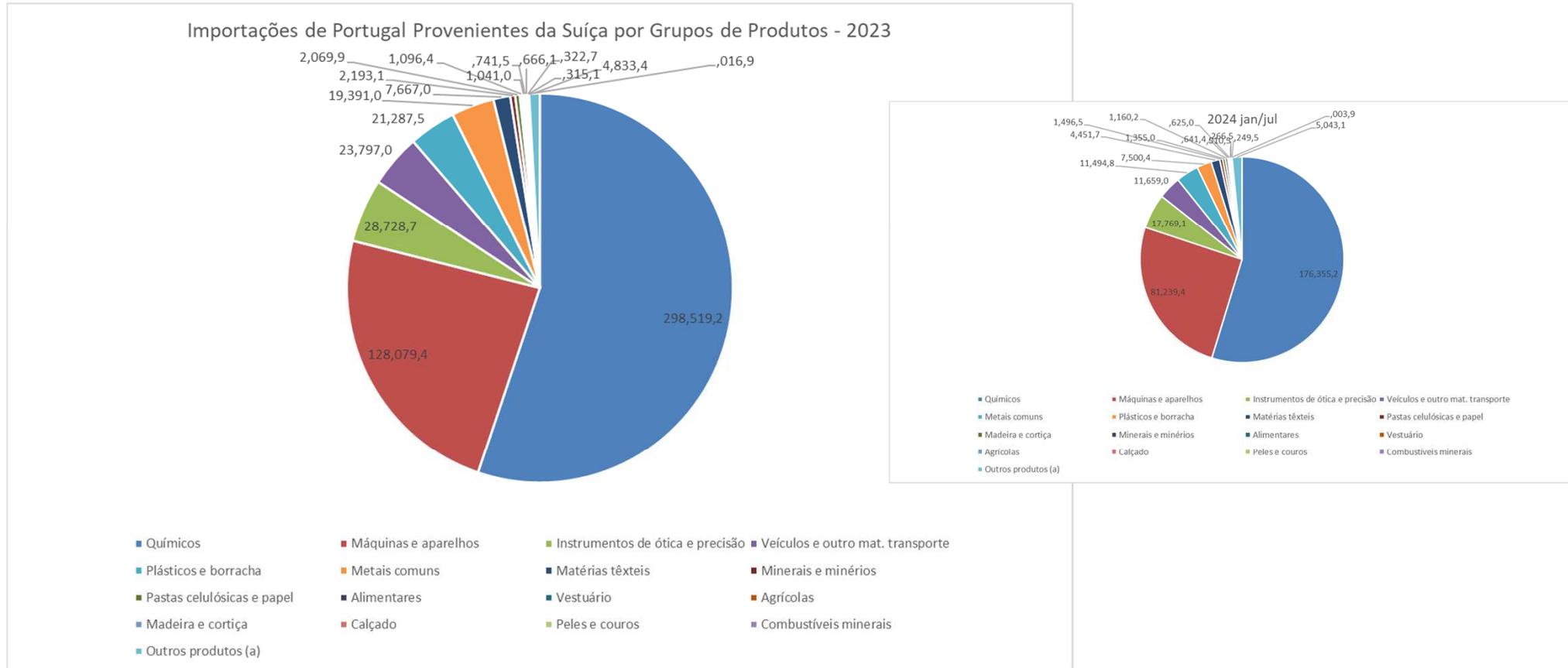
Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de BENS – Exportações por Grupo de Produtos



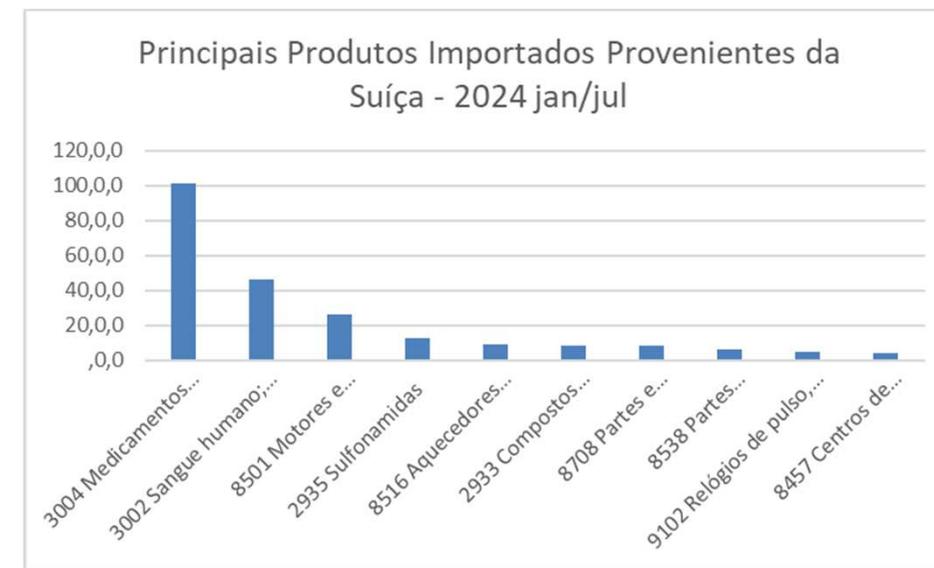
Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de BENS – Importações por Grupo de Produtos



Relações Económicas Bilaterais Portugal - Suíça

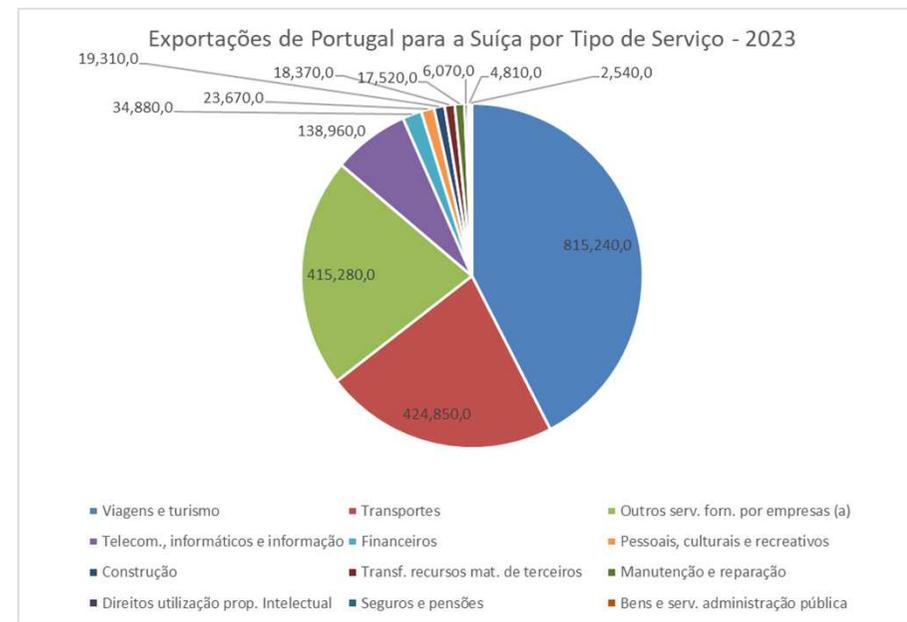
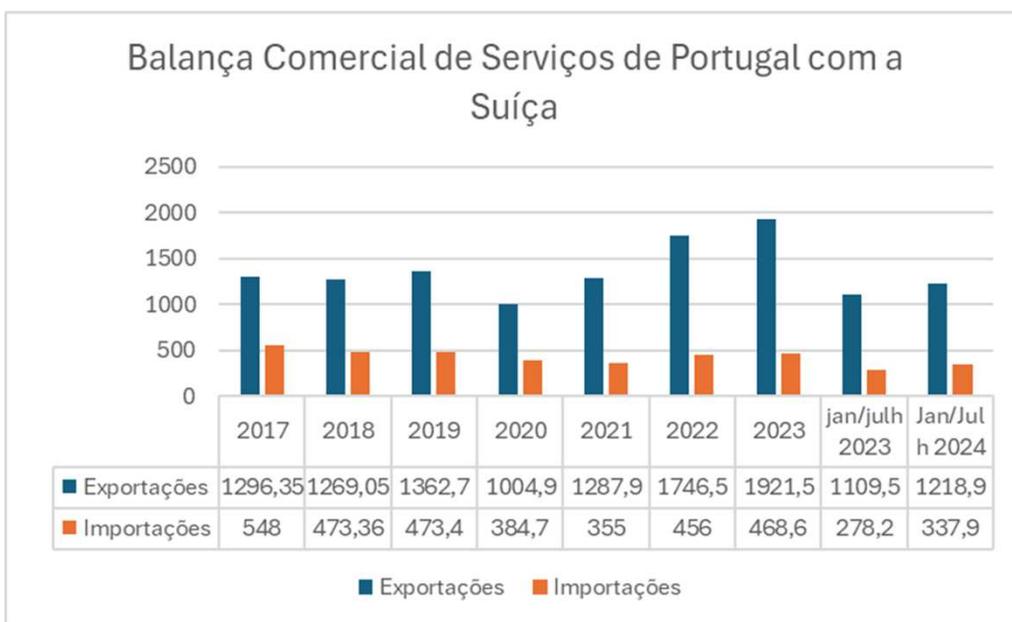
Trocas Comerciais – 10 Principais produtos



Unidade = Milhões de Euros

Relações Económicas Bilaterais Portugal - Suíça

Trocas Comerciais de Serviços



Unidade = Milhões de Euros

Relações Económicas Bilaterais Portugal - Suíça

IDE

Posição (stock) de Investimento Direto entre Portugal e a Suíça - Princípio Ativo/Passivo

	2019 dez	2020 dez	2021 dez	2022 dez	2023 dez	Var % 23/19 ^a	2023 jun	2024 jun	Var % 24/23 ^b
Ativo	652,9	657,1	673,4	887,1	1,053,4	13,4	1,038,4	1,008,9	-2,8
<i>% Tot Portugal</i>	<i>0,8</i>	<i>0,9</i>	<i>0,8</i>	<i>1,0</i>	<i>1,1</i>	--	<i>1,2</i>	<i>1,1</i>	--
Passivo	3,403,7	3,803,8	4,221,0	4,621,1	5,080,6	10,5	4,809,1	5,197,2	8,1
<i>% Tot Portugal</i>	<i>2,0</i>	<i>2,2</i>	<i>2,3</i>	<i>2,4</i>	<i>2,4</i>	--	<i>2,4</i>	<i>2,4</i>	--
Saldo	-2,750,7	-3,146,7	-3,547,6	-3,734,0	-4,027,1	--	-3,770,7	-4,188,2	--

Fonte: Banco de Portugal; Unidade: Milhões de Euros (posições em fim de período).

Notas: (a) Média aritmética das taxas de crescimento anuais 2019 dez-2023 dez; (b) Taxa de variação homóloga 2023 jun-2024 jun

Ativo/Passivo: reflete os créditos (ativo) e obrigações (passivo) de residentes (Portugueses) perante não residentes (estrangeiros)

Fluxos de Investimento Direto entre Portugal e a Suíça - Princípio Direcional

	2019	2020	2021	2022	2023	Var % 23/19 ^a	2023 jan/jun	2024 jan/jun	Var % 24/23 ^b
IDPE	148,1	-123,9	-34,2	106,4	-72,4	32,8	-29,8	39,3	232,2
IDE	225,0	218,9	280,6	341,5	313,1	9,7	65,8	174,6	165,2
Saldo	-76,8	-342,8	-314,8	-235,1	-385,5	--	-95,6	-135,3	--

Fonte: Banco de Portugal; Unidade: Milhões de Euros (valores líquidos)

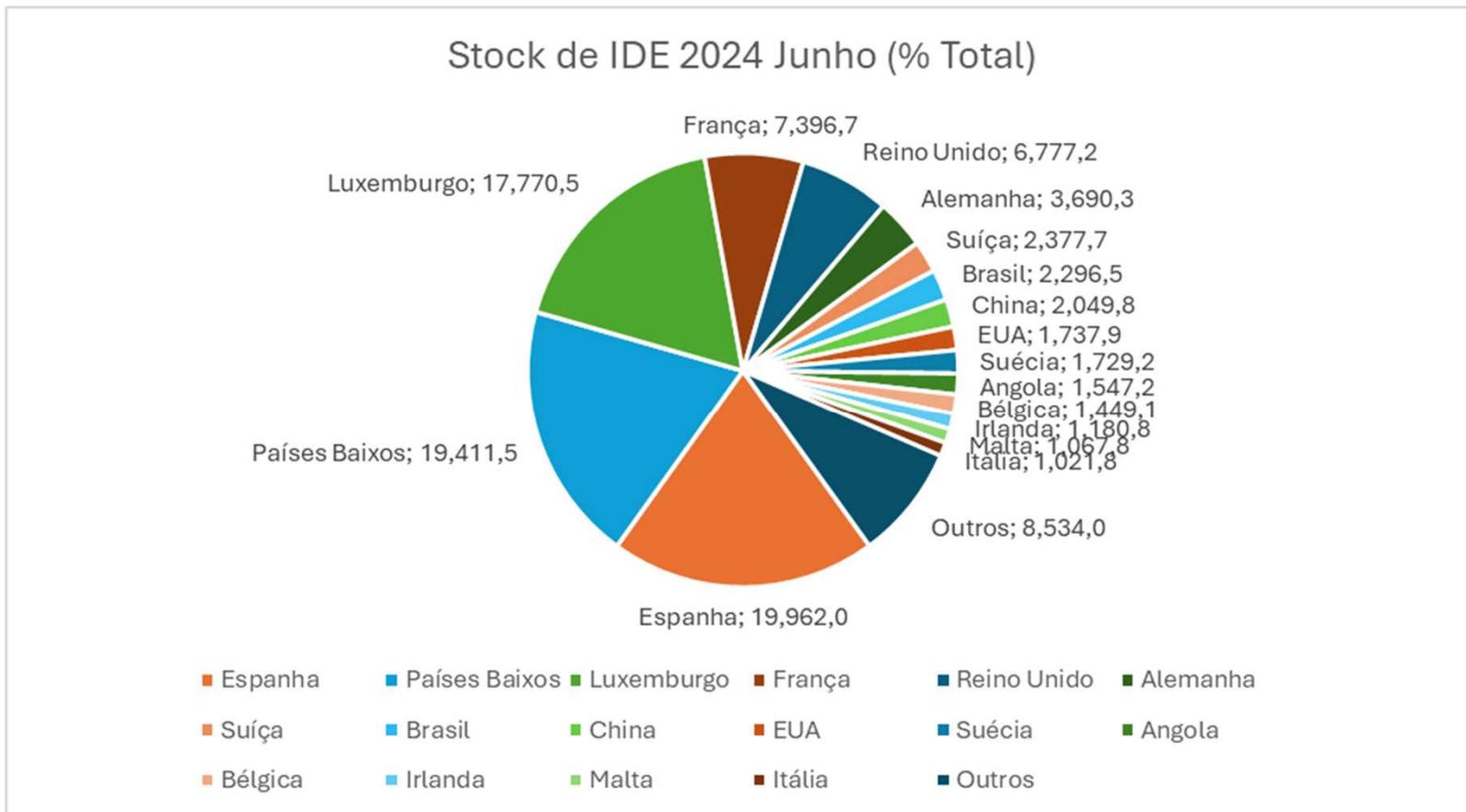
Notas: (a) Média aritmética das taxas de crescimento anuais no período 2019-2023; (b) Taxa de variação homóloga 2023-2024

§ - Coef. variação \geq 1000% ou valor zero no período 2019-2022 (série 2019-2023) e/ou 2023 (2023-2024)

Princípio Direcional: reflete a direção ou influência do investimento, isto é, o Investimento Direto de Portugal no Exterior (IDPE) e o Investimento Direto do Exterior em Portugal (IDE).

Relações Económicas Bilaterais Portugal - Suíça

IDE



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06 Outros – Acesso ao Mercado

Acesso ao Mercado – Eventos e Entidades

Eventos

bauen+wohnen
KKL LUZERN

Für Besucher

Für Fachbesucher

Für Aussteller

Medien

Kontakt

 **bautrends.ch**



Consulte por favor:

<https://www.myswitzerland.com/en-us/experiences/events/> e <https://www.myswitzerland.com/en-us/experiences/events/events-search/?rubrik=fairsandexpositions> +

https://www.eventseye.com/messen/schweiz/c2_fachmessen_schweiz.html +

<https://www.messeninfo.de/Messen-Schweiz-Z42-S2.html>

Exemplo: Aviação – EBACE - <https://ebace.aero/2024/about/>

Exemplo: Microtecnologia – SIAMS - <https://www.siams.ch/The-trade/The-show>

Exemplo: Cyber Security – SCSD - <https://scsd.ch/de>

Exemplo: Swiss Medtech Expo- <https://www.swiss-medtech.ch/en/fairs/swiss-medtech-expo>

Exemplo de feiras regionais: <https://www.myswitzerland.com/de-ch/erlebnisse/veranstaltungen/veranstaltungen-suche/?rubrik=maerktmessen>

Acesso ao Mercado – Previsões Económicas

Previsões Económicas e Confiança dos Consumidores

Forecasts Switzerland

Growth rates in % unless otherwise stated

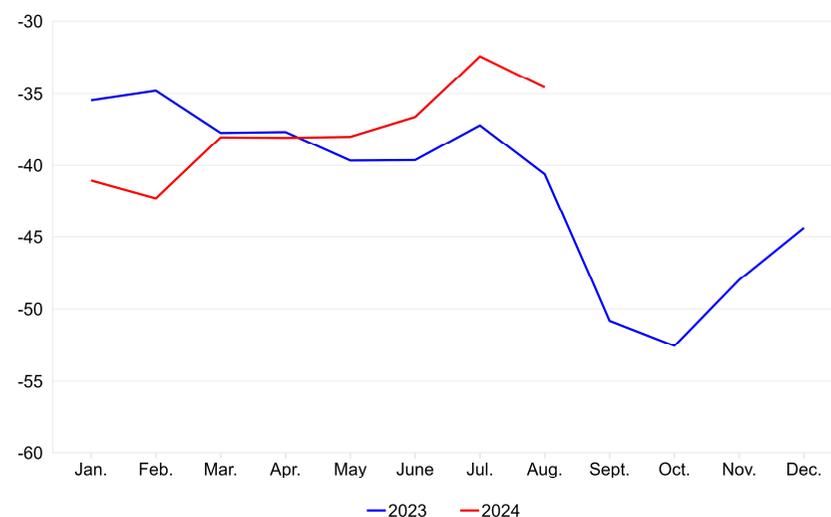
	2024*		2025*	
GDP and components, sport event adjusted**				
GDP	1.2	(1.2)	1.6	(1.7)
Private consumption	1.5	(1.3)	1.5	(1.4)
Government consumption	1.5	(0.5)	1.1	(0.2)
Investment in construction	0.5	(0.1)	1.9	(1.9)
Investment in fixed assets and software	-2.0	(-0.7)	3.1	(3.5)
Exports	4.3	(3.6)	3.1	(3.6)
Imports	3.3	(3.4)	3.7	(4.0)
Employment in full time equivalents	1.4	(1.2)	1.2	(1.1)
Unemployment rate in %	2.4	(2.4)	2.6	(2.6)
Consumer price index	1.2	(1.4)	0.7	(1.1)
GDP, not adjusted for sport events	1.6	(1.6)	1.2	(1.3)

GDP and components: volumes, seasonally adjusted; foreign trade: excluding valuables.

* Forecasts by the Federal Expert Group on Business Cycles from 19.09.2024. Forecasts from 17.06.2024 in brackets.

** Affected by sport event effects are: GDP, exports, imports.

Confiança dos consumidores – SECO, Setembro 2024



<https://www.seco.admin.ch/seco/en/home/seco/nsb-news.msg-id-102496.html>

<https://www.seco.admin.ch/seco/it/home/wirtschaftslage---wirtschaftspolitik/Wirtschaftslage/konjunkturprognosen.html>

Acesso ao Mercado – Recomendações

Prepare-se

Prepare-se: produto – inove; serviços – afine; equipa – robusteça; recursos - reforce, ...

Informe-se:

SECO – o Ministério da Economia - <https://www.seco.admin.ch/seco/de/home.html>

BFS - o Instituto de Estatística - <https://www.bfs.admin.ch/bfs/de/home.html>

ECONOMIE SUISSE – o “think tank” sobre economia - <https://www.economiesuisse.ch/en>

IMPrensa – nzz + le temps + swiss info + srf + handelszeitung + ... os press release +

Destaque para a entidade aduaneira e fiscal nos próximos slides

... a Embaixada e os Consulados

.....e a

Encontre Parceiros:

ASSOCIAÇÕES SECTORIAIS – SWISSMEM + Kunststoff.Swiss + Swissmedtech + Handelsverband + ...

... As empresas – diretório federal, diretórios das associações, ... (lista de fontes disponível) -

https://www.listcompany.org/Switzerland_Country.html

Não se esqueça:

A Suíça não faz parte da EU e é uma federação de países a que se chama cantões, dispõem de autonomia e poder decisório.

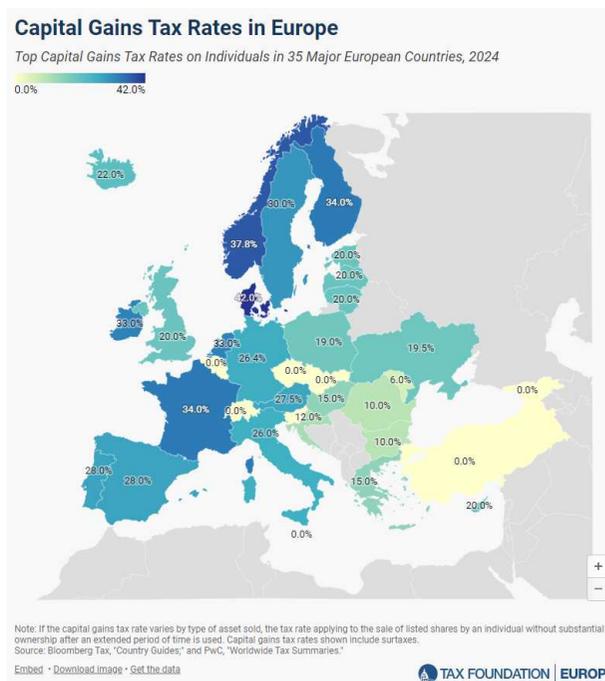
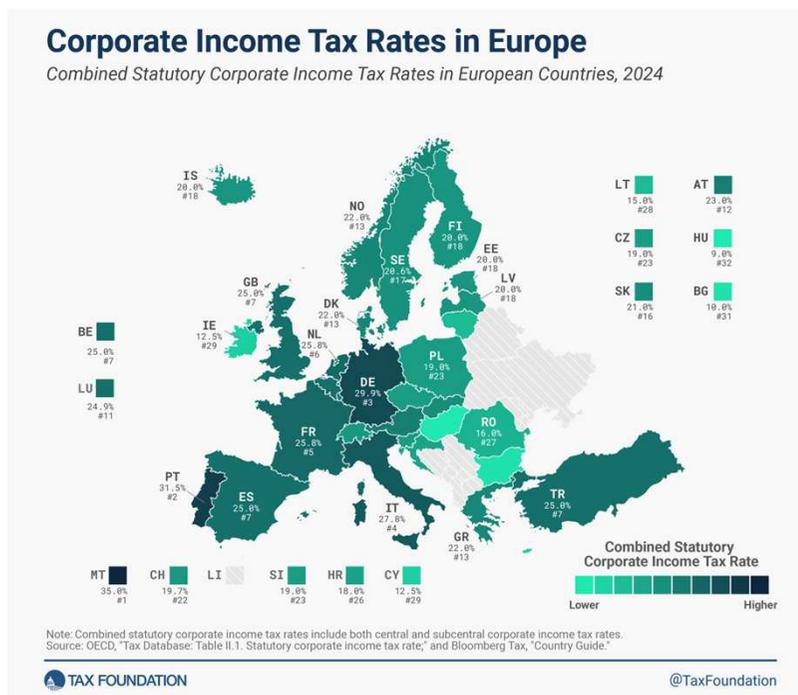
A cultura de rigor e afabilidade.

Conheça as regras antes de se comprometer!

Acesso ao Mercado – Recomendações

Dossier Fiscal _ regime Geral, enfoque lucro e capital das empresas

<https://www.estv.admin.ch/estv/it/home/afc/sistema-fiscale-svizzero/raccolta-di-informazioni-fiscali.html>



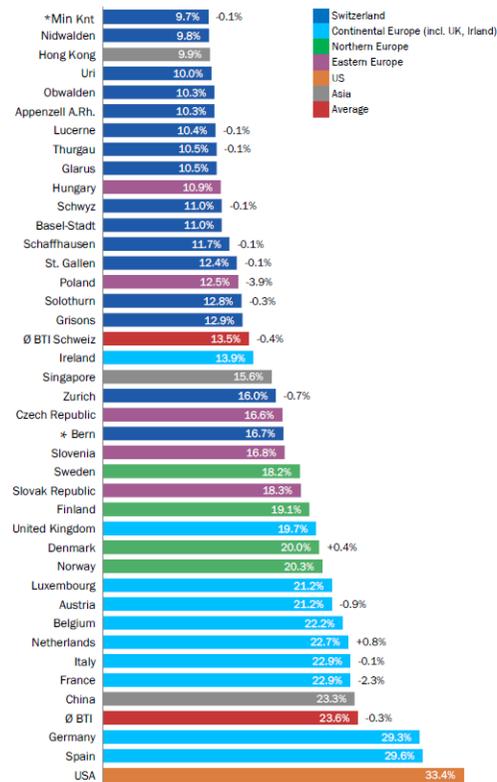
Simulador para cálculo de pagamento de impostos pessoa física:
<https://swisntaxcalculator.estv.admin.ch/#/calculator/income-wealth-tax>

<https://www.estv.admin.ch/estv/fr/accueil/afc/systeme-fiscal-suisse/recueil-informations-fiscales.html> +
<https://taxfoundation.org/data/all/eu/capital-gains-tax-rates-in-europe-2024/>

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Dossier Fiscal _ regime Geral, enfoque lucro e capital das empresas

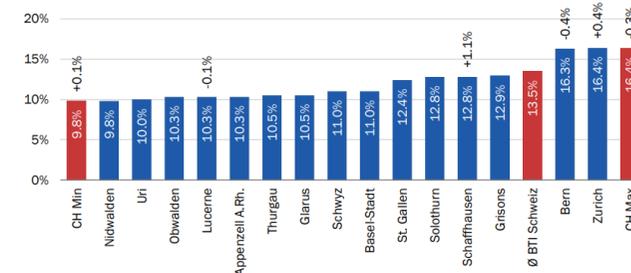
Fig.1 BAK Taxation Index for companies 2023



EATR (i.e., effective average tax burden) for companies in Swiss cantons (measured at the cantonal main location) and international locations (measured at the economic main location) in %. Changes compared to 2021 in percentage points to the right of the bars. For the Swiss cantons, the values of all cantons participating in the project and the GDP-weighted average of all 26 cantons are shown. (*) To show the range of the tax burden in Switzerland, the values for the canton with the lowest (Min Knt, not involved in the project) and the highest burden (Bern) are shown. Source: BAK Economics, ZEW

- The GDP-weighted average of the Swiss BAK Taxation Index remains unchanged at 13.5 per cent compared to 2023.
- The range of tax burdens for companies has decreased compared to the previous year. The EATR tax burden in Switzerland lies between 9.8 per cent (+0.1 percentage points) and 16.4 per cent (-0.3 percentage points).
- The cantons of Central Switzerland tend to have a low tax burden and are leading in the intercantonal tax competition. The tax burden is medium in Eastern Switzerland and comparatively high in the other major regions. Cantons with larger cities tend to have a higher tax burden.

Fig.1 BAK Taxation Index for companies in Switzerland in 2024



Note: The figure shows only the cantons involved in the project, the canton with the lowest (CH Min) and the highest taxes for companies (CH Max) as well as the GDP-weighted average of all 26 cantons. Depicted is the Effective Average Tax Rate (EATR) applicable to companies in Swiss cantons (measured at the cantonal main location) in %. Changes compared to 2023 in %-points above the column. Source: BAK Economics, ZEW

Não obstante a complexidade, o regime fiscal suíço é considerado um dos mais favoráveis para as empresas, com taxas de Imposto sobre o Rendimento das Sociedades (após as várias incidências) a variar entre os 9,8% e os 16,4%, dependendo do cantão e município em que se localiza a empresa ([Corporate Taxation](#)).
 + <https://www.easygov.swiss/easygov/#/>



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Fonte: https://baktaxation.bak-economics.com/fileadmin/documentsBTI/Oeffentliches_Executive_Summary_BAK_Taxation_Index_2024_CH_en.pdf ; <https://transforma.ch/wp-content/uploads/2021-tax-rates-switzerland.pdf> + [Switzerland Highlights 2022 \(deloitte.com\)](https://www.deloitte.com/pt/switzerland-highlights-2022)

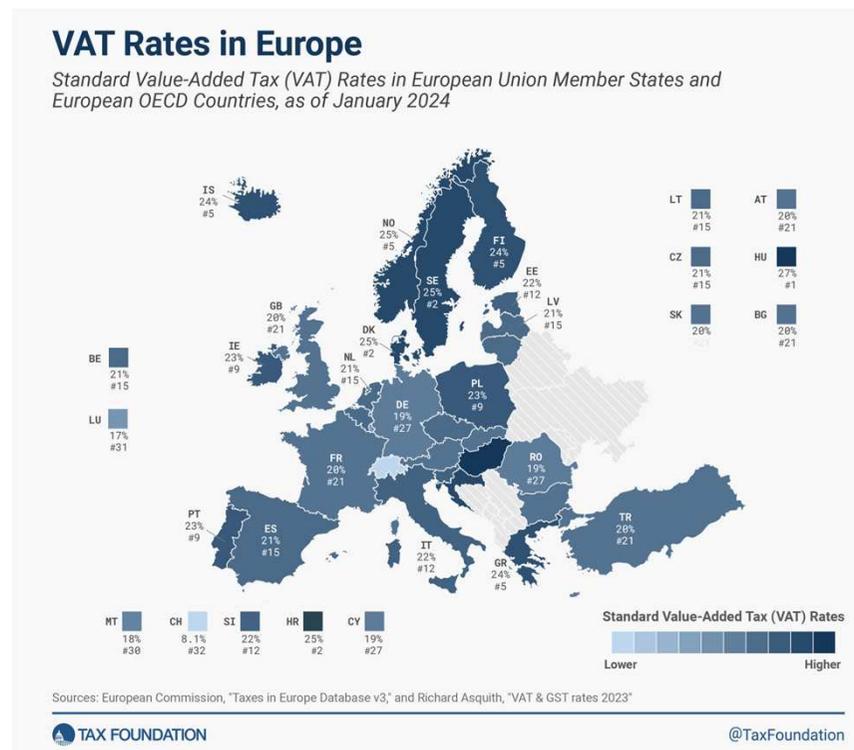
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Dossier Fiscal _ IVA (VAT)

How much is value added tax?

The federal government levies value-added tax on the purchase of products and services. However, it does not tax all products at the same rate:

Summary of the tax rates



- <https://www.estv.admin.ch/estv/fr/accueil/taxe-sur-la-valeur-ajoutee.html>
- <https://www.ch.ch/en/taxes-and-finances/types-of-taxation/value-added-tax--vat/>
- <https://www.estv.admin.ch/estv/en/home/value-added-tax/vat-rates-switzerland.html>
- https://taxfoundation.org/wp-content/uploads/2024/01/VAT_Rates_24_updated_2.png

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Dossier Fiscal _ impostos e tarifas aduaneiras

Electronic customs declaration



Mandatory/obligation for customs clearance

e-dec*

e-dec web

*the party liable to declare is authorised for electronic customs clearance by the Directorate General of Customs

Border protection



Direct information

→ **Tares**
(correct classification in the customs tariff is essential!)

Rates, permits/licences, quotas

<https://www.zollschule.ch/>

Impostos e tarifas aduaneiras - links:

<https://www.bazg.admin.ch/bazg/en/home/kontakt/customs-information-office.html> + <https://www.bazg.admin.ch/bazg/en/home/the-focbs/organization/border-crossings-and-customs-offices--opening-hours.html> + <https://www.bazg.admin.ch/bazg/en/home/customs-declaration/declaration-companies.html> + as tarifas específicas - motor de busca: https://xtares.admin.ch/tares/main/mainFormFiller.do;jsessionid=D05x-awAtvtpLdv381wpXxSznX_Y95eRh9KD_NOsZM6QLXpmMpE!1386662362 - <https://xtares.admin.ch/tares/login/loginFormFiller.do?l=en> + <https://www.bazg.admin.ch/bazg/fr/home/infos-pour-entreprises/tarif-des-douanes---tares/datenlieferungen.html> (<https://www.blv.admin.ch/blv/en/home/import-und-export/import/importe-aus-der-eu.html>) + Supressão de impostos aduaneiros sobre bens industriais a partir de 1 de janeiro de 2024: <https://www.bazg.admin.ch/bazg/fr/home/infos-pour-entreprises/tarif-des-douanes---tares/aufhebung-der-industriezoelle.html>

agriculture policy



In general:

high level of border protection for basic agricultural products produced in Switzerland

Instruments:

- Customs duties
- Quota regulations

Border protection



Highly protected goods (quotas/high rates)

Vegetables + fruits: fresh, chilled or frozen (depending on the season)



Food law



Imported foodstuffs must comply with the requirements of Swiss foodstuffs legislation.

→ [Import of foodstuffs and utility articles \(admin.ch\)](#)

Foodstuffs which are intended for personal and private consumption do not fall within the scope of food law.

special excise duties



- ♦ **Spirits tax**
CHF 29.00 per litre of 100% alcohol (reduced tax rate of CHF 14.50 per litre of 100% alcohol, f. ex. Porto, Vermouth)
- ♦ **Beer tax**
CHF 25.32 per hectolitre for normal and special beer (from 10.1 to 14.0 degrees Plato)

Border protection



moderately protected goods (rates)

- ♦ Meat of rabbits, game animals
- ♦ Sugar
- ♦ Processed agricultural products (chap. 17, 18, 19, 20, 21)
- ♦ Olive oil
- ♦ Wine

A brief guide to Tares – the Swiss customs tariff

You will find tariff numbers, customs duties and information relating to other charges (VAT, incentive fees, tobacco duty, beer tax, mineral oil tax, etc.) as well as information on bans, restrictions, or authorisation requirements in the Electronic [Customs Tariff - Tares](#).

www.tares.ch

1. To start the application

- Click on ENTER in the entry screen

2. Declaration header and tariff search

- Select transport direction (Import from, Export to) and
- Select country of origin or destination country from the list (e.g. Hungary) and
- Search with tariff number: enter tariff number (TN); possible formats: a two, four, six, or eight-digit number. E.g. 04 (Dairy produce ...) or 0406 (Cheese ...) or 0406.10 (fresh cheese ...) or 0406.1020 (Mozzarella); click on ENTER/RETURN or on «Search».

The applicable eight-digit tariff number can be determined as follows:

- By consulting the [General Tariff](#)
- Or by entering the international six-digit TN. This number generally includes the first six digits of the tariff number used for export from the country of origin. This number usually appears on the international transport documents, an invoice or an export document from the country of origin.
- N.B.: Tariff classifications and/or interpretations may vary in individual cases; the tariff number for export from the country of origin is used by the Federal Office for Customs and Border Security solely for information purposes.
- Or by entering the search term, e.g. «cheese» or «mozzarella» in the «Search by text» field in the search mask, and then clicking on the applicable word in red.

3. When the «Search result» tab is displayed:

- Click on the dark-grey tab «Whole chapters» at the top on the right
- Search for applicable eight-digit tariff number
- If there is a magnifying glass symbol next to the applicable eight-digit tariff number: Click on the magnifying glass symbol (🔍)
- If there is no magnifying glass symbol next to the applicable eight-digit tariff number: click on the applicable tariff number: click on the lower frame of the magnifying glass symbol of the applicable key

The details for the respective tariff number or the respective key including customs duty rates, VAT and special remarks are shown in the tab «Display details».

- To compare rates across different countries, click on the money symbol (🌐) next to the eight-digit tariff number.

You can check whether the retrieved tariff number is correct and find additional information under [Tariff classification decisions](#) or the [Explanatory notes](#) to the customs tariff. To do so, click on [Decisions](#) or [Explanatory notes](#) at the top on the right under «Display details» for the tariff number.

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