

*team*  
**FINLAND**



# Team Finland in Switzerland and Liechtenstein



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[deltatampere.com](http://deltatampere.com)

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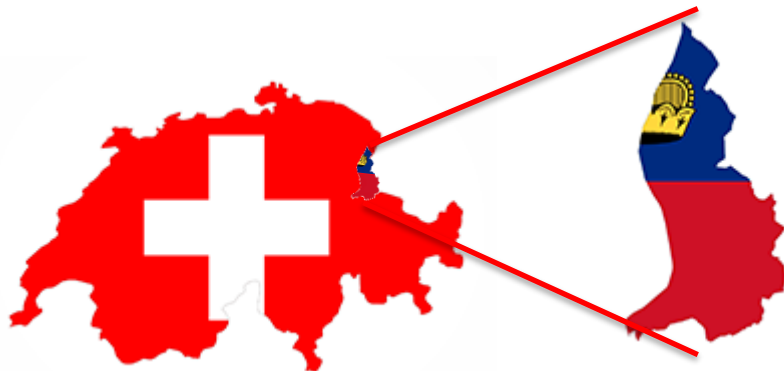
**How about export/trade to/with  
Switzerland and Liechtenstein?**







# Switzerland and Liechtenstein



- 8,7 m inhabitants
- 41,285 km<sup>2</sup>
- 210 inh./km<sup>2</sup>
- GDP: 808 billion \$
- 92,100 \$ GDP/Capita

- 39,000 inhabitants
- 158 km<sup>2</sup>
- 246 inh./km<sup>2</sup>
- GDP: 7 billion \$
- 184,000 \$ GDP/Capita



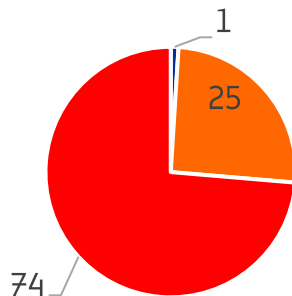
- 5,5 m inhabitants
- 338,462 km<sup>2</sup>
- 16 inh./km<sup>2</sup>
- GDP: 281 billion \$
- 50,500 \$ GDP/Capita

Graphics: Freevectormap.com  
Source: World Bank



# GDP form Economic Sector (in %)

Switzerland

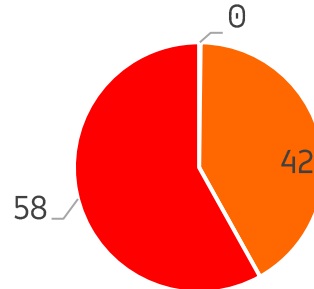


■ Primary ■ Secondary ■ Tertiary

Main sectors:

- **tertiary:** banking and insurance companies (10%), commodity trading (4%), tourism (3%)
- **secondary:** chemical and pharmaceutical industry (6%), machinery, electrical and metal industry

Liechtenstein



■ Primary ■ Secondary ■ Tertiary

Main sectors:

- **tertiary:** banking and trust companies
- **secondary:** high-tech products in mechanical engineering and food production



# Switzerland and its Army & Defence Industry

- Neutrality, Innovation and Strategic Readiness
- Tradition of neutrality since 1815
- Strong emphasis on territorial defence
- Militia-based army structure
- Civil-military cooperation



# Structure of the Swiss Armed Forces

- Militia System: Majority of soldiers are reservists
- Professional Core: Small number of career officers and NCOs
- Key Components: Ground forces, Air force, Cyber defence
- Conscription: Mandatory for male citizens



# Defence Budget and Spending

- 2023: € 5.8 billion, 2024: € 8.7 billion (1% of GDP)
- Current focus areas:
  - Modernization of equipment (F-35, Patriot)
  - Cybersecurity and Digitalisation
  - Infrastructure upgrade



# Major Swiss Defence Companies

- RUAG: Aerospace, cyber and land systems (mainly MRO)
- Mowag (General Dynamics): Armored vehicles (e.g. Piranha)
- Rheinmetall Air Defence (Oerlikon): air defence (e.g. Skyguard)
- Thales Switzerland: Communications and electronics
- B&T AG: Small arms and tactical equipment
- SwissP Defence AG (Beretta): high-quality small-caliber ammunition



# Finland in the Swiss Army

- 14 patrol boats on Swiss lakes (Marine Alutech, Shiptec -> offset production) in 2021
- Cooperation in MRO of F/A-18 C/D and flight training
- Training of UN peacekeepers in Finland
- Annual officer exchange (Mannerheim scholarship since 1949)



# Public Procurement

- Managed by armasuisse
- Invitations to tender published on [www.simap.ch](http://www.simap.ch)
- Offset compensation obligations
- General information: [www.ar.admin.ch/en/procurement](http://www.ar.admin.ch/en/procurement)



# International Cooperation

- Participation in European defence initiatives
- Collaboration with NATO (Partnership for Peace)
- PESCO: Cyber Ranges Federations project under the EU's Permanent Structured Cooperation (PESCO)



# Challenges and Outlook

- Balancing neutrality with global security dynamics
- Cyber threats and digital transformation
- Recruitment and retention in the militia system
- Sustainability and innovation in defence tech



# Civil Protection and Cyber Defence

## National level

- Federal Office for Civil Protection coordinates the Swiss civil protection strategy and operates a national system for alerting, secure communication and NBC protection
- Swiss National Cyber Security Center (NCSC)
  - Responsibilities include:
    - Monitoring and analyzing cyberthreats
    - Raising public awareness
    - Supporting critical infrastructure operators
    - Responding to cyberincidents



# Civil Protection and Cyber Defence

## Cantonal level

- The 26 cantons are responsible for implementing the civil protection locally and have their own civil protection organisations.
- Partner organisations: cantonal police, local fire services, health care
- Cantonal Cyber Coordinator and policy committee at cantonal level



# Is there Anything for Finnish Companies?

- Slower digitalisation than in Northern Europe, especially among SMEs
- Increased cyberattacks and ransomware incidents

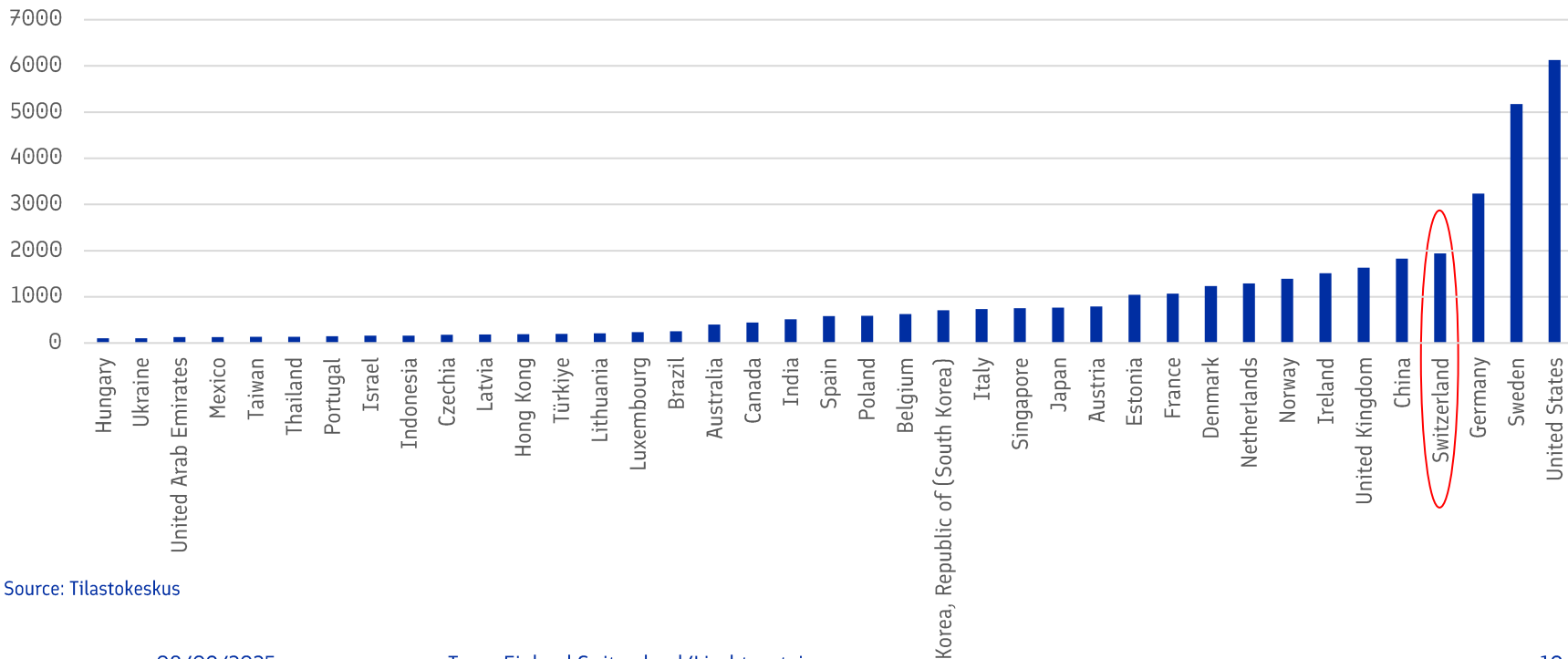
Lead to:

- High demand for **external cybersecurity providers**
- Adoption of **AI-driven security solutions**
- Interest in **quantum-resilient technologies**



# Finnish Export of Services 2024

(millions of €)



Source: Tilastokeskus



Kennzahlen Dienstleistungshandel 2024



1.6Mrd.

Handel (CHF)



0,5%

Anteil Welt



Nr. 29

Handelspartner



6,58%

Wachstum p.a. (2015-2024)

Dienstleistungshandel nach Sektoren 2024 (Mio. CHF)

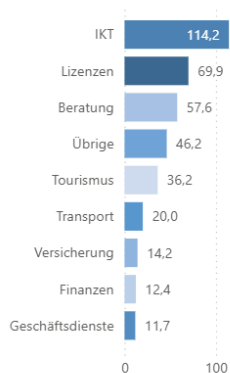
Dienstleistungshandel Entwicklung

Dienstleistungshandel nach Sektoren

Ausländische multinationale Unternehmen in der Schweiz

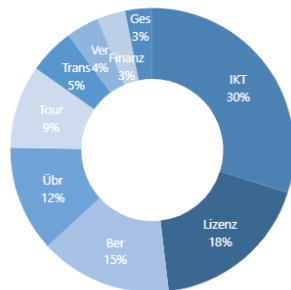
Ausländische Dienstleistungserbringer (natürliche Personen) in der Schweiz

Export von Dienstleistungen

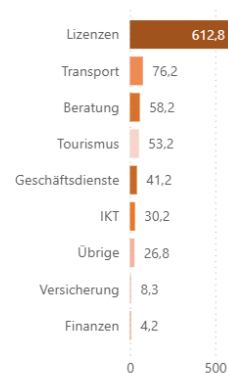


Quelle: SNB, 15.4.2025

Wachstum pro Sektor: Sektor auswählen

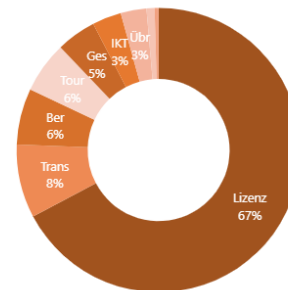


Import von Dienstleistungen



Quelle: SNB, 15.4.2025

Wachstum pro Sektor: Sektor auswählen




Rangfolge

Welt

EU

Metadaten

 zurück zur Startseite

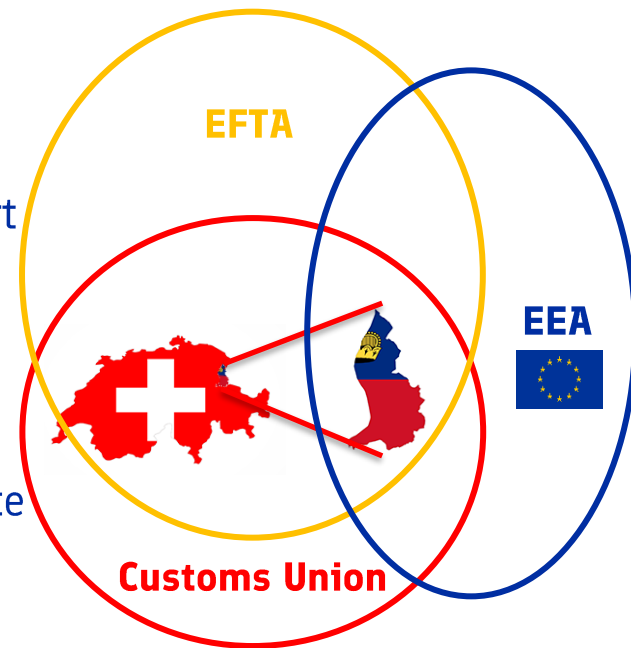


**Some «minor» challenges ...**



# EEA, EFTA and NON EU

- **Switzerland** is not an EU member state
- **Liechtenstein** is not an EU member state
- **Liechtenstein is an EEA member state** (with Iceland, Norway and the EU) and part of the European Single Market
- Switzerland is an EFTA member state (with Liechtenstein, Norway and Iceland)
- Liechtenstein is also an EFTA member state
- Customs union between Switzerland and Liechtenstein since 100 years





# And more languages ...

- **Official languages in Switzerland: German, French and Italian**
- **Official language in Liechtenstein: German**
- **In general, conversation is easy in English**



# Challenges

- **No one is waiting for you here:** you have to convince your potential partners that they need your products or services, that they are better or more price efficient than those already on the market.
- **Personal contact is valued:** make personal visits to customers, visit trade fairs, ask about satisfaction, how business is going and whether anything can be improved.
- **Build a good business relationship and trust with your customer:** convince them with your value-added goods and services.



# Challenges

- **Convince your customer:** first with core values and references of your company before starting with tech specs.
- **Offer pragmatic and efficient solutions:** it should be easy for the customer.
- **Take time:** there will be no fast decisions, and they are often made as a collective with the whole management team.
- **Have a direct (local) contact point/representative.**



# Take Help for the Challenges

- **Ask for help:** local consultants (some are Finnish) offer evaluation of market potential, establishing contacts, negotiation support and local representation, VAT and tax issues etc.
- ➔ **Business Finland Expert Search:** [expertsearch.businessfinland.fi](https://expertsearch.businessfinland.fi)
- **Ask us!** Team Finland and Business Finland help you with the first steps in planning the market entry and establishing first contacts, but also with various financing possibilities for the internationalization of your business (BF).



# **Thank you for meeting you today, and let's keep in touch!**

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