

Press Release – Zurich, March 23, 2021

## **Switzerland – just right for Finnish companies**

**For companies that want to expand from the Finnish market, the question is often how and where? The World Value Survey shows that the Swiss market is just right for Finnish companies. For one thing, the two countries share almost identical values and cultures and the high standards of quality, technology and design. On the other hand, Switzerland offers high purchasing power and, with its three national languages, is the ideal starting and test market for the large countries of Germany, France and Italy.**

### **Similar culture in the heart of Europe**

The "World Value Survey" <sup>1</sup>, which has been comparing the values of over 80 countries since 2005, clearly shows that Finland and Switzerland are globally the closest to each other in terms of shared values and culture. Small talk is not a core competence. But customer orientation and the focus on business is. And since values and culture are the basis of every functioning business relationship, Switzerland is the easiest country for Finnish companies wanting to expand their offering.

Thanks to its central location in Europe, Finnish companies can use the location as a hub for all their market activities. The good infrastructure, the favourable transport routes and the unbureaucratic access to authorities guarantee for an easy start. And with its three national languages and cultures, Switzerland is used by countless international companies as a test and innovation market to expand to Germany, France and Italy.

### **Switzerland – a very attractive market**

Economically, Switzerland is one of the most attractive destinations of all. This is demonstrated by the many independent destination comparisons carried out annually, the high standard of living and the fact that Switzerland is home to countless headquarters of international companies. And since there has been a noticeable increase in the number of companies looking to expand into Switzerland and Central Europe in recent months, SFB Partners has widened its services and network.

SFB Partners supports Finnish companies and paves the way for them to enter Switzerland and Central Europe. The Finnish-Swiss consultants at SFB Partners offer professional practical support throughout the business development process. From market research and market entrance planning to the establishment of a local country organization.

### **Easy access with a Finnish partner**

As an expert for Finnish companies, SFB Partners works hand in hand with all major export and support organisations such as Business Finland and the Swiss Chambers of Commerce. "The international mindset and the fact that the Swiss like Kaurismäki as much as they like modern technology makes a market entry for Finnish companies easier than anywhere else," says Jouni Epper, Managing Director of SFB Partners.

SFB Partners also helps Finnish companies to organise meetings and study tours in Switzerland to inspire their own organizations. A key factor is knowing the Swiss market and having access to local networks and potential partners and opinion leaders. Markus Sillanaukee, Director of OP Uusimaa says: "With its Finnish roots, SFB Partners immediately understood our needs and was able to open the doors we needed in Switzerland."

#### Attachments

- Chart World Value Survey Finland/Switzerland
- Picture with drone over the Swiss alps and picture of a man standing in front of mount Matterhorn
- Picture of Jouni Epper, Managing Partner of SFB Partners
- Logo of SFB Partners

### **SFB Partners**

SFB Partners opens the doors to Switzerland and Central Europe for Finnish companies. Our experienced Swiss-Finnish consultants offer customized solutions and have access to a vast network of decision-makers and key opinion leaders. SFB Partners can support you across the board: from market research and business development to legal issues or the establishment of a local branch.

Jouni Epper, Managing Partner

[jouni@sfbpartners.com](mailto:jouni@sfbpartners.com)

+41 78 791 71 99

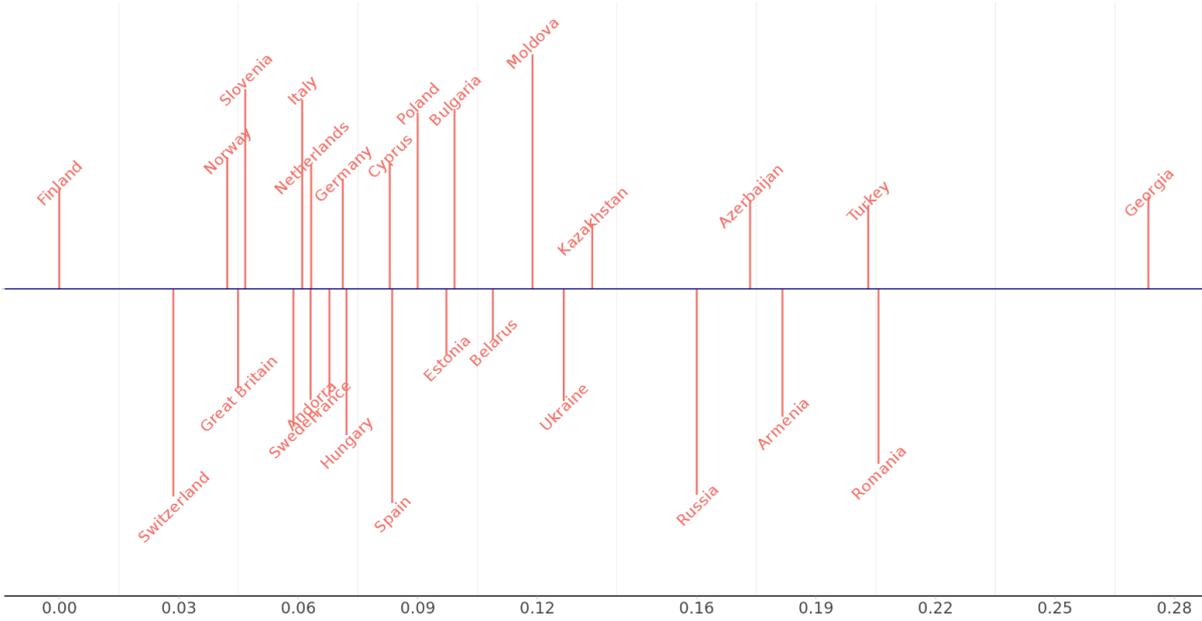
[www.sfbpartners.com](http://www.sfbpartners.com)



<sup>1</sup> <http://www.worldvaluessurvey.org>

Graphical representation: <http://www.culturaldistance.com>

**Finland and Switzerland are globally the closest to each other in terms of shared values and culture. The gap is only 0.029 points.**



Source: World Value Survey - [www.culturaldistance.com](http://www.culturaldistance.com)