The ICT Market in Switzerland: What to Expect?

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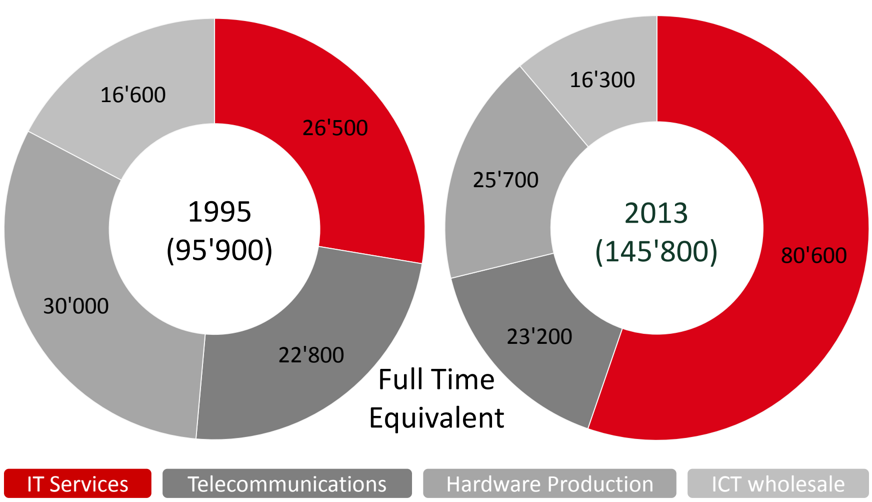
one voice for ICT

The ICT Sector in Switzerland & How It Changed



Source: BFS BZ 1995, BFS STATENT 2013. **Calculations & Figure**: 2015

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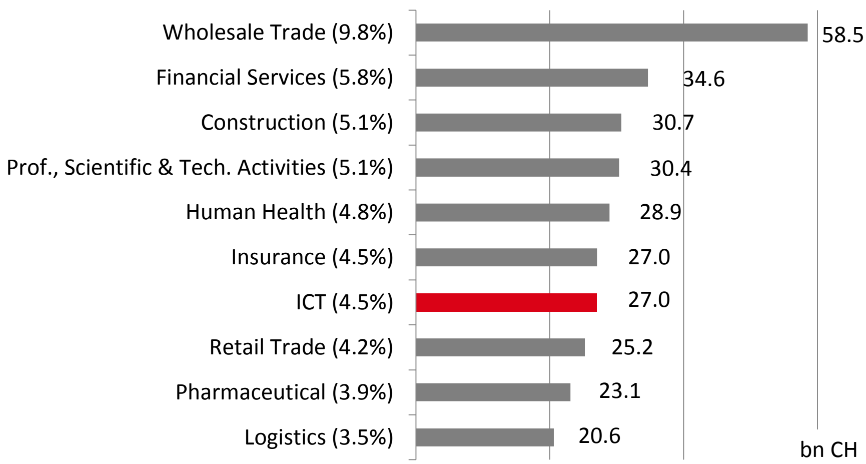
Added Value by Sectors in Switzerland, 2011



Source: BFS (VGR 2011, Informationsgesellschaft 2013). **Calculations & Figure**: Econlab 2014.

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High-End ICT Infrastructure in Switzerland

- Switzerland has the highest (wired) broadband penetration among all OECD countries in 2013[1]:
  - #1 Switzerland: 44.9 per 100 inhabitants
  - OECD-average: 27.0 per 100 inhabitants
  - #30 Poland 15.6 per 100 inhabitants
- Switzerland's business sector has the 2nd highest (wired) broadband penetration rate among all EU15 countries in 2011[2]
  - #1 Finland: 99% of all companies with 10 or more employees
  - #2 Switzerland: 98%
  - EU-15-average: 93%
- Switzerland's mobile subscriptions are 5th highest in the world in 2012[1]
  - #1 Finland (172 per 100 inhabitants), #5 Switzerland (130)

1 **Source**: OECD (2014): Key ICT Indicators
2 EU data from 2013. **Source**: Eurostat (2013), KOF-Panelumfrage 2011

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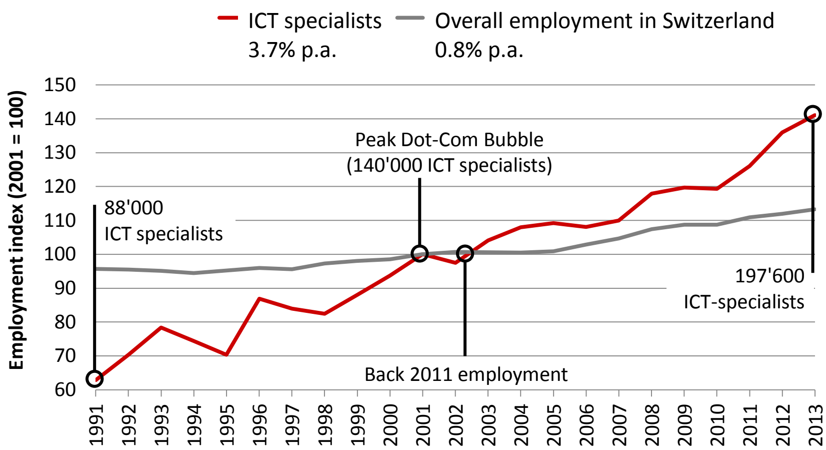
Growth of ICT Employment in Switzerland



Source: BFS SAKE 1991-2013. **Calculations & Figure**: Econlab 2014

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Where do the ICT specialists work?

Sectors	ICT employement	Share of ICT employment
IT services	**49'000**	**25%**
Financial services	13'800	7%
Telecommunications	**70'900** **12'100**	**36%** **6%**
IT wholesale & hardware production	**9'800**	**5%**
Management consultancy	9'700	5%
Public sector (incl. social security, military)	8'400	4%
Wholesale (excl. ICT and motor vehicles)	6'800	3%
Education	6'000	3%
Other professional, scientific & tech. activities	5'600	3%
Retail trade (excl. motor vehicles)	5'200	3%
Total top ten 10 sectors	**126'300**	**64%**
Other sectors	71'300	36%

Source: BFS SAKE 2013. **Calculations**: Econlab 2014

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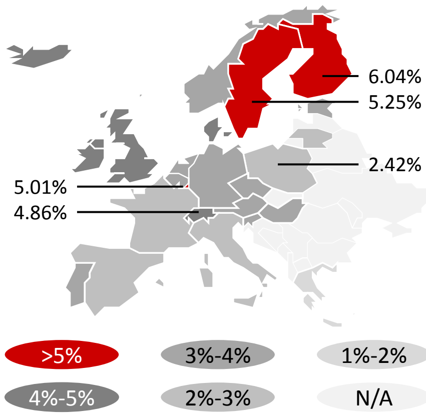
The Importance of the ICT Labour to Switzerland

- Share of ICT specialists[1] of total employment, 2014



- High skilled ICT labour at work in Switzerland:
  - Almost twice the share of academics compared to Swiss average
  - Strong vocational training ensures hands-on experienced skilled labour
- Shortage of skilled ICT labour in Switzerland [14'000 > 2022]
  - IT unemployment rate at 2.0% (national average of 3.0%)[2]
  - ICT immigration rate almost twice high as national average

[1] **Source**:OECD Digital Economy Outlook 2014. **Calculations & Figure**: IWSB 2015.
[2] **Source**:SECO AMSTAT 2014, BFS SAKE 2014. **Calculations**: IWSB 2015

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Swiss Imports of ICT Services by Country, 2014

- Switzerland imports ICT services worth 12.7bn CHF[1]
- Europe is the main supplier with 55% (7.0bn CHF)

#	Country	Value in swiss francs (CHF)
1	Germany	2.3bn
2	United Kingdom	1.1bn
3	France	754m
4	Ireland	605m
5	Netherlands	348m
9	**Poland**	**145m**

[1] **Source**:Swiss National Bank (Balance of Payements) 2014. **Calculations**: IWSB

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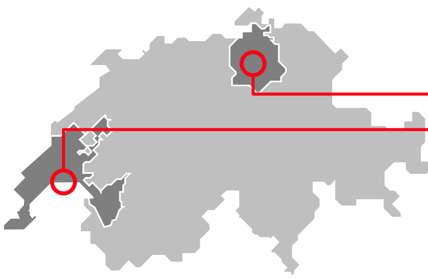
ICT Clusters in Switzerland



- Elite universities in computer science [Times Ranking]
  - #8 ETH Zurich
  - #22 EPF Lausanne
- Most dynamic ICT regions:
  1. Zurich (34% of all ICT specialists work here)
  2. Lausanne/Geneva

- European Research HQ in Zurich: IBM, Google, Disney Research

[1] Times Higher Education World University Ranking for Engineering and Technology (2013/2014)

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Conclusions

- Main business opportunity for Polish firms
  - Skilled ICT labour shortage that won't be solved within the next decade
  - Software engineers are most sought after specialists
  - Main demand by other sectors than the core ICT sector
- Main market entry strategy
  - Strategic alliences with Swiss ICT firms
  - Offering sourcing services to mitigate the skilled labour shortage
  - Focussing on providing services to the non-traditional ICT sectors
- Supporting organisation: Switzerland Global Enterprise