

Swissness in Poland 2018

Benefits of Marketing with the Swiss Origin

Warsaw, Feb x 2018



Polish study on behalf of:

 **Swiss**
Chamber Poland

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Partner



Polish Study conducted by



The study has been conducted with a sample of over thousand people online in December 2014...

How?

CAWI (Computer Assisted Webinterview) from Ipsos Access Panel

Who?

National representative 18+ for:

- gender
- age
- education
- place of living

sample n=1000

When?

November / December 2017

Where?

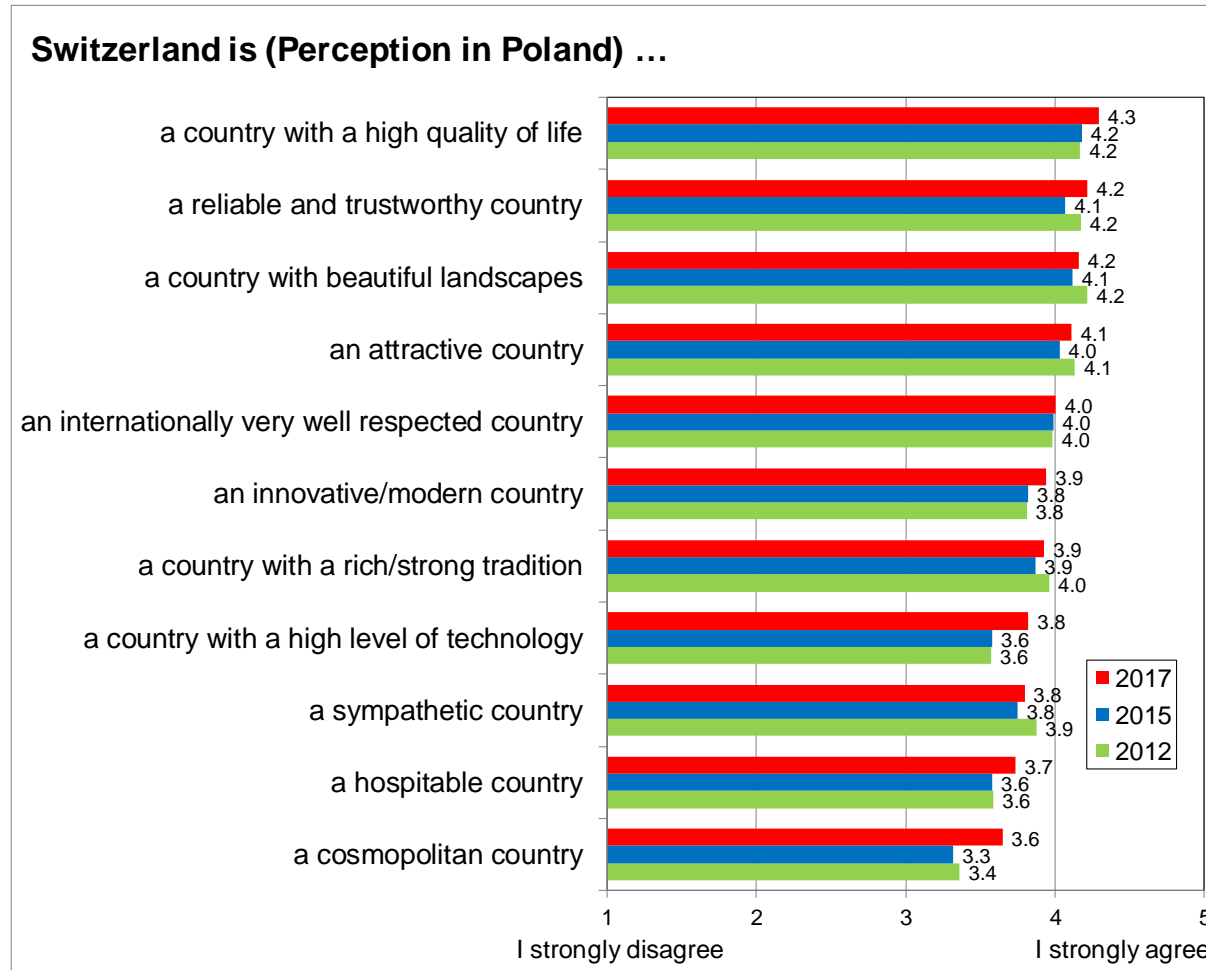
Poland

Questionnaire?

comparable with the "Swissness Worldwide" Studies 2008, 2010, 2013 and 2016 and "Swissness in Poland" 2012 and 2015

General Image of Switzerland (Aided)

Switzerland stands especially for a high quality of life, beautiful landscapes and reliability...



Consumers' image of Switzerland

Ideal world



High performance

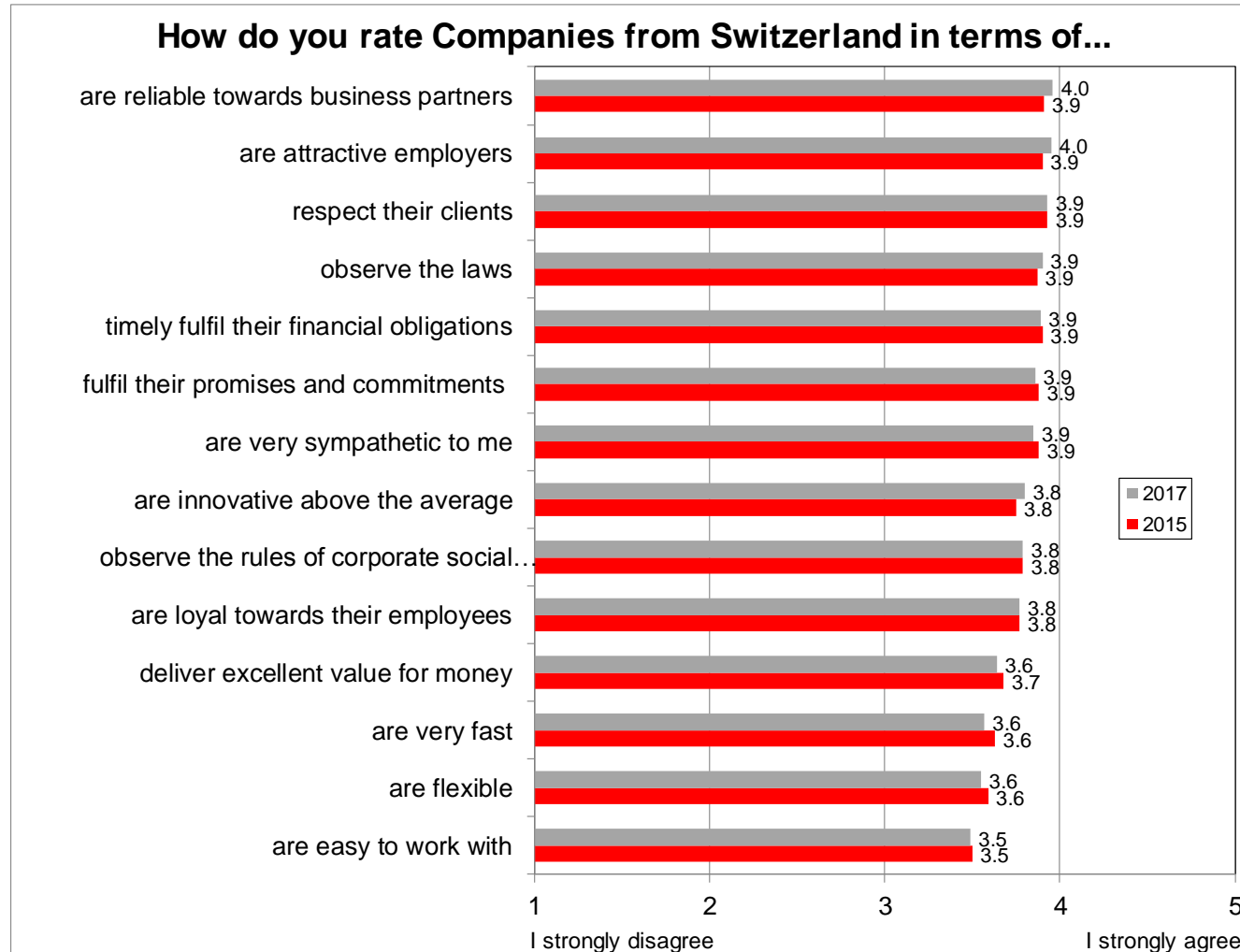


Cosmopolitanism



Image of Swiss and Polish Companies

Swiss companies have an excellent image in Poland...



Ø Swiss Companies 3.8
 Ø Polish Companies 3.0

Image of Swiss Products and Services vs. Competition

Swiss Products and Services are especially reliable and trendy compared to the competition...

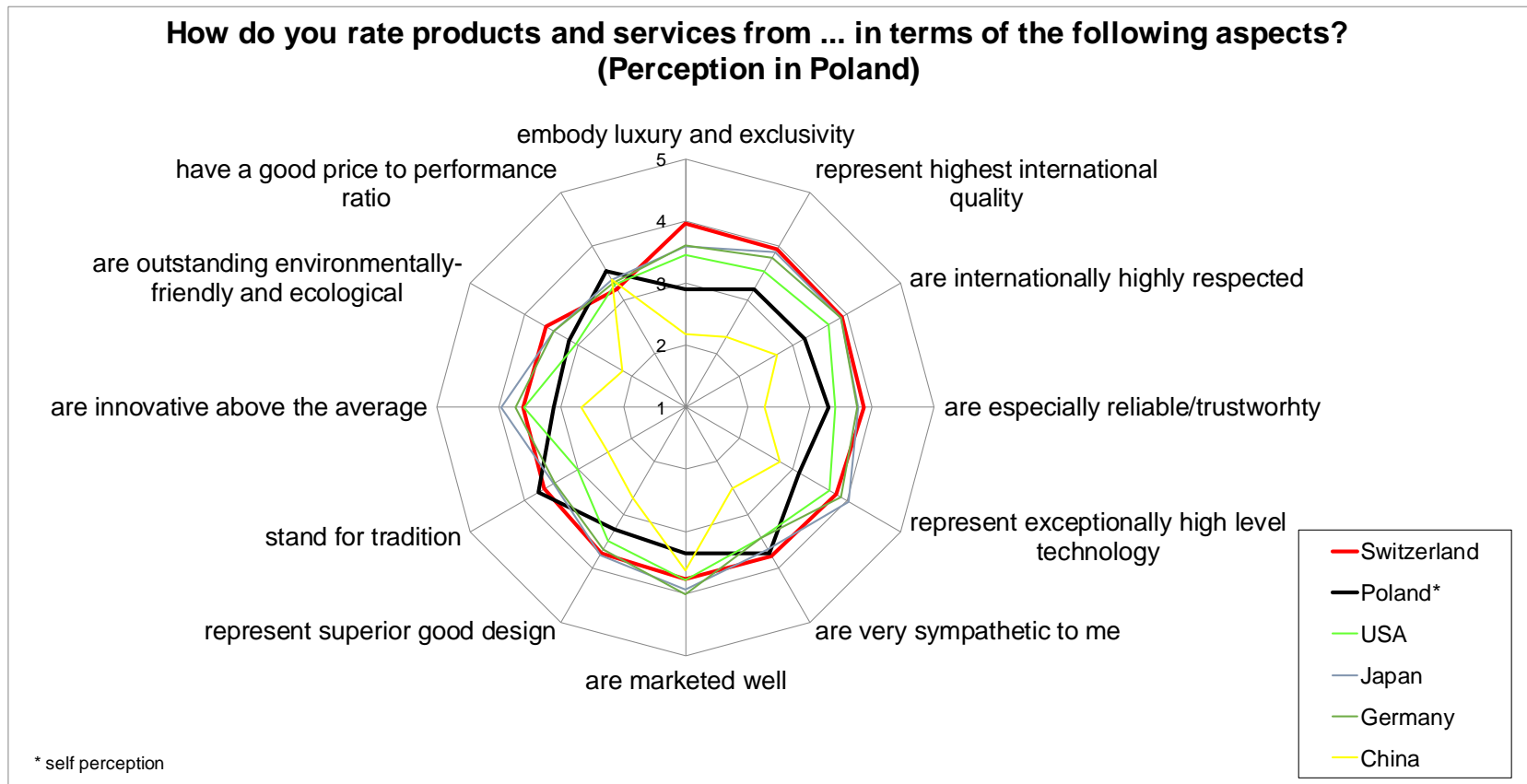
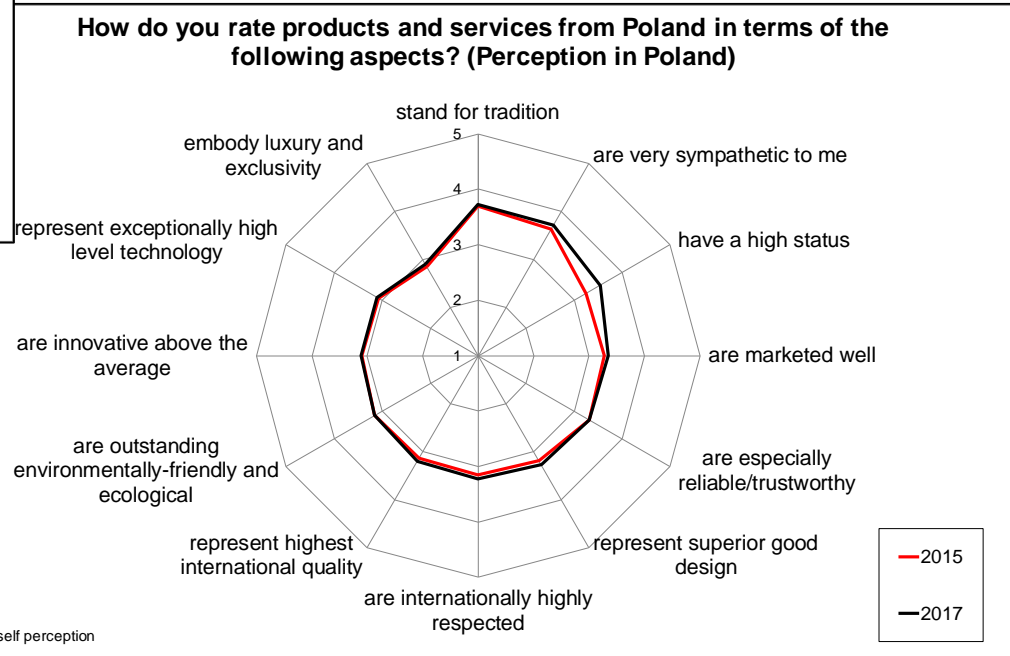
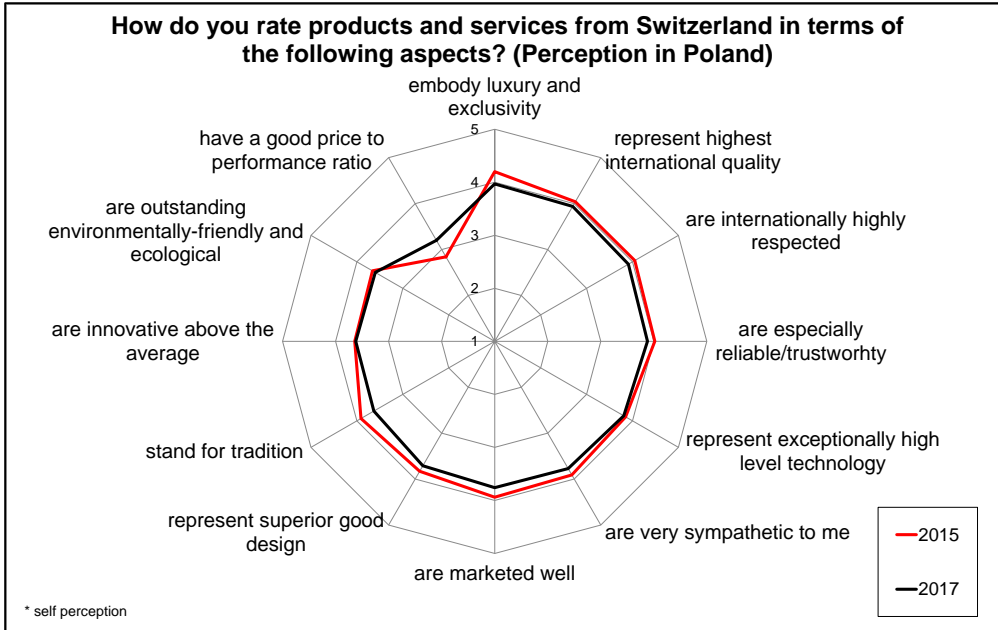


Image of Swiss Products and Services over time

The Image of Products from Switzerland in Poland is quite stable...



Does it pay?

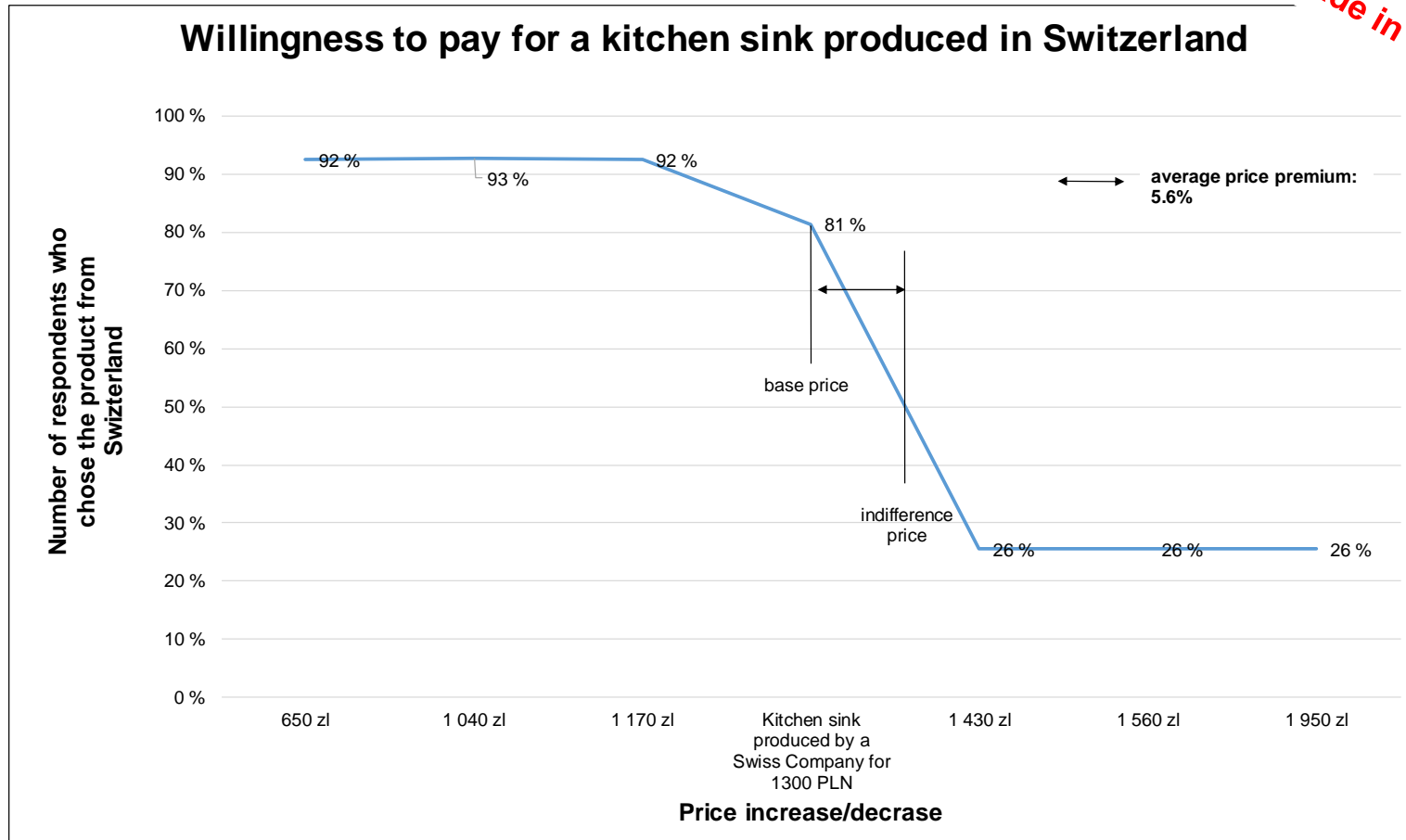
The contingent valuation method

Preference	<p>A kitchen sink made out of best stainless steel, with high design quality and best functional fit into other kitchen equipment of unknown origin and an identical kitchen sink from Switzerland each cost 1300 PLN.</p> <p>Which kitchen sink do you prefer?</p> <p>(Alternative answers: "don't mind/am indifferent" and "I cannot judge/product category does not interest me")</p>
Swissness-Premium	<p>If the kitchen sink from Switzerland was chosen in question 3:</p> <p>If the kitchen sink from Switzerland now costs 10 %, 20 % or 50 % more (1 alternative question only), which product would you then prefer?</p> <p>If the kitchen sink with no further information was chosen in question 3:</p> <p>If the kitchen sink from Switzerland now costs 10 %, 20 % or 50 % less (1 alternative question only), which product would you then prefer?</p> <p>Every respondent got randomly one of the questions. The price increases were adopted to an anticipated willingness to pay.</p>

Price Premium Swissness

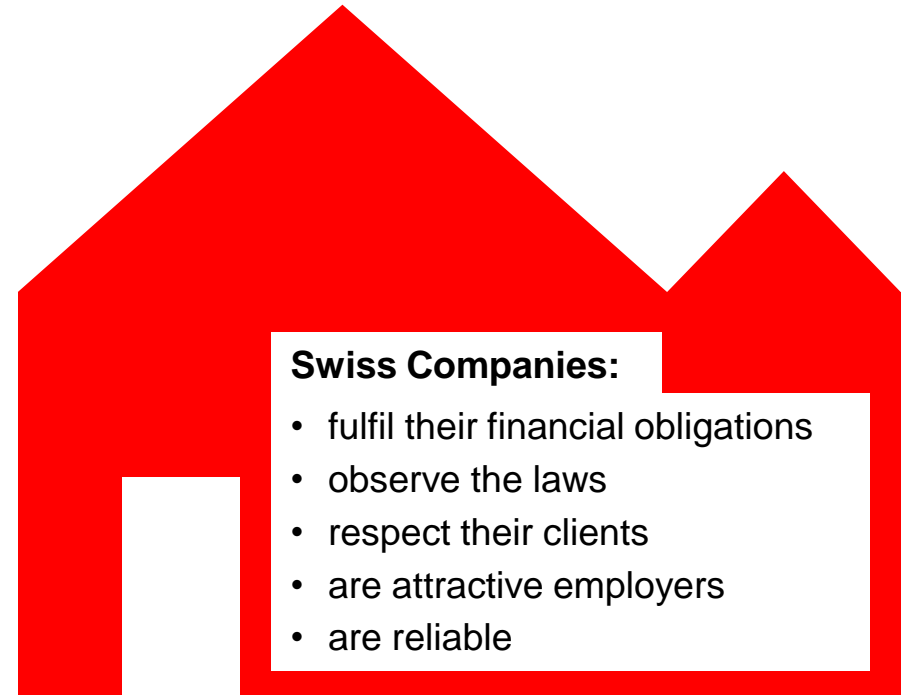
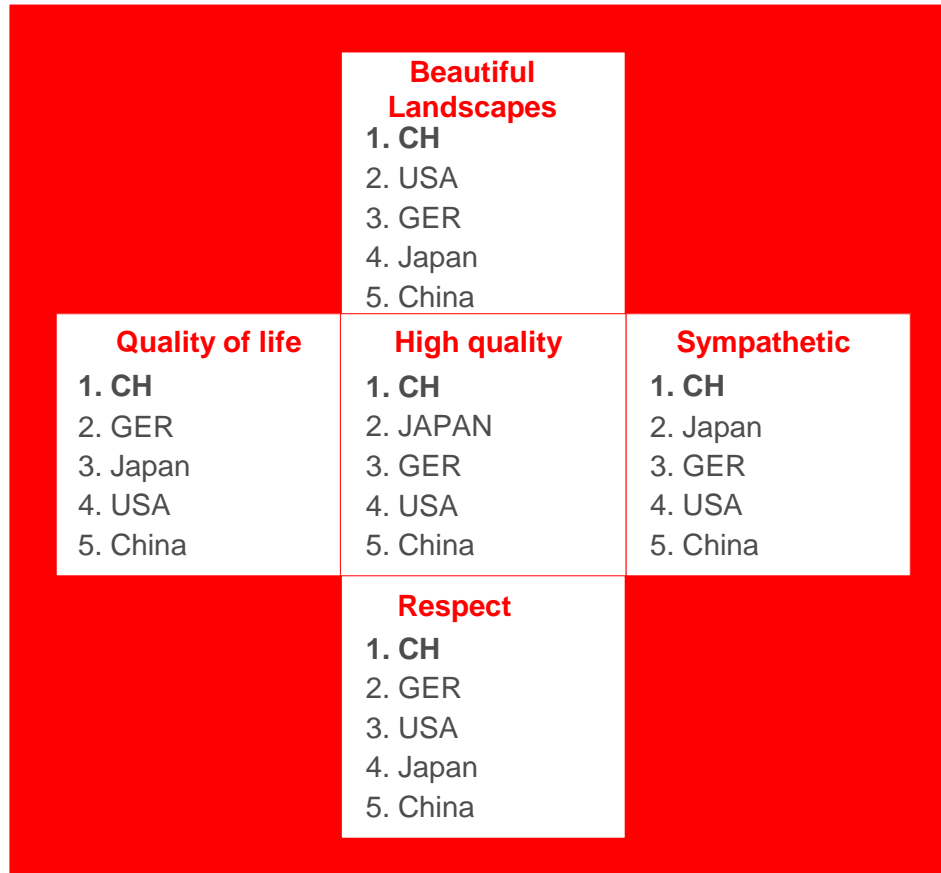
80% of people prefer a Swiss product if the price is the same. If the Swiss Product gets more expensive a quarter of potential customer prefer it nevertheless...

Example kitchen sinks made in Switzerland



Conclusion 2: Profile of Switzerland and Swiss Companies

Swiss Products are seen at the top end by many quality measures...



Since January 1st 2017 the new Swissness Law is in force:

- **Swiss industrial goods have to have 60% of the production costs in Switzerland plus the most important production step must have been done in Switzerland.**
- **Service companies have to have the head office in Switzerland.**
- **For food 80% of available basic products**
- **The law should get power internationally.**