



8. Swiss Argentine Chamber of Commerce

Presentation

The Swiss Argentine Chamber of Commerce's vocation, founded in 1938, is to promote relations between Argentine and Swiss business communities in all their manifestations. With this aim in mind, the Chamber cooperates in the diffusion of the Swiss community's activities in Argentina and contributes with the Swiss Embassy in the support of reciprocal commerce and relations with official and private entities of both countries.

The CCSA, which reunites the main representatives of the economic and cultural Swiss community present in Argentina, acts as a connecting link between them and develops a vast program of services and activities which make the Chamber the preferred reference by those who participate or wish to do so, in commercial relationships between Switzerland and Argentina.

Services and mission

The institution provides commercial assistance for companies established in Switzerland and in Argentina, and elaborates commercial reports with listings and profiles of companies according to line of business, for which it counts with ample data bases. As an example, we can mention the recent commercial mission by a Swiss group interested in becoming acquainted with the Argentine market to make contact with suppliers in furniture design, textiles, sports clothes and gourmet products. Thus, the CCSA organized a tour around Buenos Aires, the new capital city of Latin American design, established a schedule of visits from buyers to producers, small and medium-size companies of each line of business and designers, and organized simultaneously touristic visits and tango lessons for its guests, with the conviction that the cultural mission is the ideal complement of the commercial mission. The CCSA, as well, carried out studies for a chain of stores interested in importing to Switzerland Argentine products which guarantee quality and highly accessible prices for the Swiss consumer.

As well, the institution promotes the contact between potential Swiss investors and Argentine companies as possible partners, for which it counts with important knowledge and insertion in the local medium. When a company or a Swiss investor requires representatives, the CCSA gets in touch with diverse companies with the aim of detecting their competitiveness level and evaluate their interest in the product. In addition, it is considered whether the company already has a distribution network all over the country and represents or distributes similar or complementary products, in order to build a fan of three business companies which are contacted directly by the interested party, either in the Chamber or in the company itself. The Chamber also intervenes in the organization of meeting agendas in several business



companies, visits to companies and assistance to post-graduate students, as it has been regularly doing with the participants in the Executive MBA of St. Gallen University.

The CCSA develops market research activities for business companies which are interested in the Argentine and Swiss potential. These studies, carried out by a third party composed by highly competent professionals in the areas of reference, are of fundamental importance for the Swiss companies to be able to decide about the steps to follow in the eventual process of insertion in the local market. This means that the contribution provided by the Chamber as a nexus between both markets is important for the strategic-commercial decision-taking process, and continues as well in the support of companies and individuals who wish to settle in the country.

Another key point is business and juridical counseling, in commercial, tax and legal areas, which the CCSA is fit to provide thanks to its wide network of associates, which include the most important Law firms in the country, as well as local representatives of transnational consultancy firms. And, as in this circumstance, like in many others, the language barriers must not be underestimated, the institution provides translating services of texts in Spanish, German and English, as well as functioning as a receiver of requests and consultation over labour searches in Argentina and Switzerland. These ample activities of bilateral relationship comprise the development and promotion of the participation in fairs and congresses for Swiss companies, together with the Chamber's associates. Companies of the most diverse lines of business, from the industrial to the pharmaceutical, are shown together with the CCSA in the main displays of the commercial and business sector, establishing valuable bonds and contacts in different areas.

Among our members, and as well on the occasion of the visit of famous Swiss people, the Chamber organizes lunches, contact meetings, conferences and specialists boards on the diverse fields of commercial activity which are of its members' interest; these members range from great companies –Laboratories, international certifiers, food companies, banks- to small and medium-size companies which promote the bilateral relationship on a daily basis. Likewise, its facilities and its Business Center, situated in the centre of Buenos Aires downtown, and equipped with the most modern technology, may be rented by its associates in order to carry out different activities, meetings and presentations.



Communication

The Swiss Argentine Chamber of Commerce has two main means of communication with its members: the bilingual web site (Spanish-English) www.suiza.org.ar, the magazine Helvetia and the monthly Newsletter Helveti@. In the site, updated information about the institution can be found, about its members, commercial services, Swiss-Argentine agreements related to double taxation and other areas, events and human resources. The site offers a complete browser of members with their references and contacts. On the other hand, our magazine Helvetia, of quarterly publication, is distributed among the main Swiss-Argentine commercial leaders, and contains information on associated companies, news in the economic, juridical, commercial and financial sectors, cultural life and Swiss presence in Argentina, as well as development perspectives of the markets and the report on the periodical activities of the CCSA, fairs in Switzerland and other topics of bilateral interest.