

The Future of Food in Switzerland

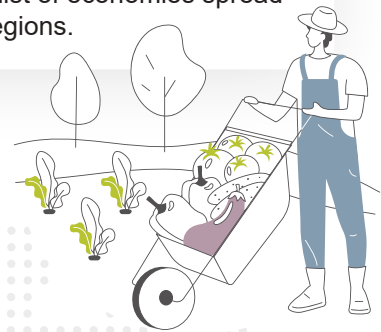
19+

big-brand food and nutrition corporates are either Swiss or headquartered in Switzerland



Nr 1.

in attracting and retaining international talent worldwide. For the 10th year running, Switzerland has topped a 64-strong list of economies spread over eight regions.



2ND most patented domain

FoodTech is the second most patented domain after pharma.



14

Swiss companies are ranked among the global top 500 companies in terms of R&D spending with Roche in 8th and Novartis in 14th place.

Key Figures

Switzerland is also the country with **the most registered patents per capita** in the world.



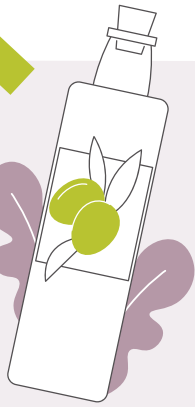
1ST globally for university-industry R&D collaborations

Ranks 4th

globally for R&D spend in relation to GDP, after the U.S., South Korea and Israel.

How can the Swiss food innovation ecosystem elevate your business to the status of a white truffle in a forest full of mushrooms?

Let's take a closer look at the ingredients that make Switzerland a unique business location.



Swiss Regulations

The oil you cook with

Every cuisine has unique characteristics. The same is true for regulations. Think of Swiss regulations as the extra virgin olive oil of the business world – smooth, reliable and a great basis for business success.



Competitive taxation

Competitive and low corporate tax rates and a **flexible tax system** benefit your business and attract multinational corporations and scale-ups alike.



Ease of doing business

Switzerland is not part of the EU, which gives it **operational freedom**. Swiss regulations are designed to be **business-friendly and transparent**. Industry-players are encouraged to shape a regulatory framework that drives innovation.

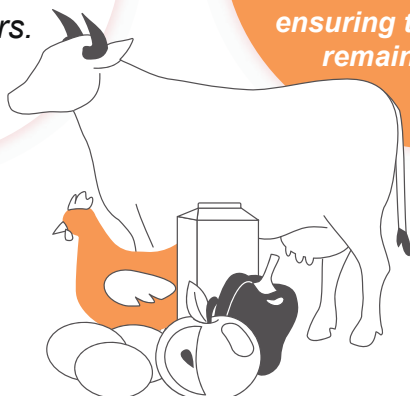


High standards of quality

"Swiss made" stands for high-quality, **trust and precision** - and it sells. The value-added generated by the Swiss brand can represent as much as 20% of the sales price for certain products – and as much as 50% for luxury items – compared to similar goods from other origins.

The **Swiss Protein Association** ensures that Switzerland offers the best framework conditions for sustainable protein producers.

In 2023, a motion was accepted by the federal government to adapt food legislation and make market tests for novel foods easier, while ensuring that food safety remains a priority.



Testimonial



"Switzerland offers an exceptional business environment, unparalleled innovations, and a proactive 'can-do' attitude that enhances the resilience of food value chains."



Matthew Hoffer

Managing Director
Europe & Middle East,
ONEAGRIX



"The clarity and flexibility of Swiss regulations in Switzerland appealed to us. Everything is geared towards efficiency for businesses, without excess paperwork."



Carrol Plummer

Co-founder and CEO,
Vivent



"Switzerland is in the center of a packaging cluster containing many packaging companies and universities. Our site in Schaffhausen is an important center of competence in food packaging, innovating for the whole Syntegon group. Due to our location, we benefit from networking opportunities in the packaging cluster and are able to hire highly skilled and qualified employees in the Zurich region."



Stephan Schuele

Head of Product
Management, Syntegon



Talent

Your special ingredient

A special ingredient makes a dish exceptional. Once discovered, it becomes indispensable – much like highly qualified employees. Switzerland's special ingredient? A wealth of highly qualified professionals – and the means to retain them.

Food technology and biotechnology programs by world leading academic institutions including **ETH Zurich** and **EPFL Lausanne**, applied sciences universities like **HES-SO**, **School of Agricultural, Forest and Food Sciences HAFL**, and **ZHAW** and institutes like the **Grangeneuve Agricultural Institute** drive cutting-edge food science and technology research. The result? A steady flow of highly trained professionals for your business.

You don't have to take our word for it: For the tenth year running, the **Global Talent Competitiveness Index 2023** ranks Switzerland **#1 at developing, attracting and retaining talent**. A coincidence? More like Swiss precision.

Switzerland has a **thriving startup scene** with **300+ FoodTech startups** developing a diverse range of solutions – from algae and insects through plant-based meat alternatives to creating dairy-like cream through fermentation. Will your business bring the next winning idea?

Test market and entry to EU

How you plate your food

The way food is plated significantly impacts the success of a dish. It's about arrangement, presentation and location – much like the strategic considerations a company must evaluate when entering a new market. Curious? Let us explain:



✓ **Variety**

Switzerland has a mix of German, French, and Italian influences, providing you with a **diverse cultural landscape** that can mimic larger, varied markets so you can test marketing campaigns, new food products and technologies.

✓ **Plate choice**

High disposable incomes (Switzerland has one of the highest standards of living and GDP per capita in the world) and the willingness to pay for quality make Switzerland the **ideal test-ground** (or plate!) to serve your premium or innovative food products on.

✓ **Alignment**

Switzerland borders Germany, France and Italy – three large and diverse markets. Its location makes it an **ideal entry point to scale new products and enter the European market**.

Testimonial

"After a decade of research and development, we now have the capability in Monthey, Valais, to initiate new chemical syntheses during the initial commercial phase of new molecules."



Christian Spühler

Plant Manager,
Syngenta Monthey

"Swiss food safety regulations focus on scientific evidence and risk assessment. This leads to more pragmatic and flexible regulatory outcomes compared to the often more precautionary approach of the EU. With transparent and streamlined approval processes for new food products, businesses can bring products to market faster."



Yannick Gächter

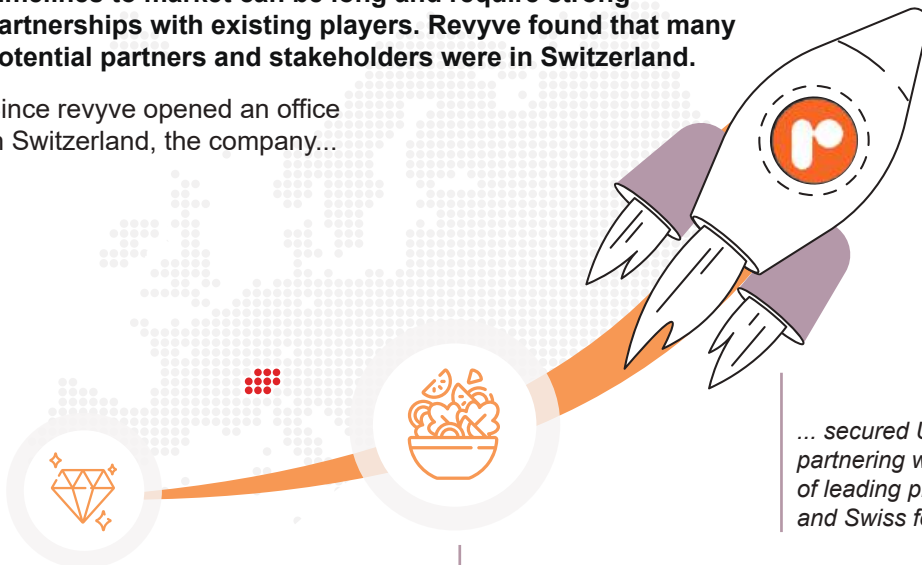
CEO, The Cultured Hub

Case Study: revyve

Revyve is a Dutch foodtech company that unlocks the full potential of yeast by producing high-performing texturizing ingredients.

Timelines to market can be long and require strong partnerships with existing players. Revyve found that many potential partners and stakeholders were in Switzerland.

Since revyve opened an office in Switzerland, the company...



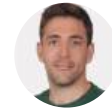
...successfully scaled production to industrial level, achieving consistent quality while demonstrating viable production costs.

... explored the functionality of its ingredients and synergies with other ingredient manufacturers in a selection of food applications. Revyve is now able to support its customers in their journey from formulation to industrial validation.

... secured USD 12 million by partnering with a broad range of leading players in the Dutch and Swiss food industry.



"Due to its high purchasing power and innovative retailer landscape, Switzerland is a great test market for food tech. Setting up in both Switzerland and the Netherlands provided us access to top-tier expertise in the two top ecosystems in Europe which have been a great support on our journey to deliver natural, animal-free ingredient solutions."



Cedric Verstraeten

CEO, revyve

Innovation

The edible flower

Molecular gastronomy, New Nordic cuisine, farm-to-table – they all have one thing in common: innovation. It drives the evolution of food culture. It also gives you that coveted edge over your competition. Innovation is the edible flower in your summer salad. And it grows in Switzerland.



Among 132 economies, the Global Innovation Index ranks **Switzerland #1 – for the 13th year running.**

This spirit of innovation paves a fertile ground for startups, scaleups and research institutions focusing on:

- ✓ sustainable food production
- ✓ sustainable protein sources
- ✓ and precision agriculture, among others!

Major food and nutrition conglomerates like **Nestlé, Bühler, Givaudan, dsm-firmenich** and **Syngenta** have been founded in Switzerland, but also other international companies like **ADM, Mondelez Europe, Tetra Pak, Chiquita and Burger King** have chosen Switzerland for their HQ. So did the United Nations. Geneva is renowned as a **global hub for NGOs** that address food security, agriculture and nutrition challenges. This concentration gives you valuable access to decision makers for pilot projects and business partnerships.

Nestlé's R&D Accelerator covers 4'000 square meters surface and includes a variety of co-working stations, analytical labs, prototyping kitchens and mini-production facilities – providing a unique platform to bring your innovations to the market fast.

Innovation campuses like **Agropôle** and **AgriCo** are dedicated to agricultural and food innovation and offer offices, co-working spaces and land for field trials. Nearly 500 million Swiss francs are being invested in the development of the AgriCo campus, which comprises 100 hectares of agricultural land for large-scale trials.

Agroscope, the Swiss center of excellence for agricultural research, conducts research on sustainable farming practices, plant breeding, animal health, and food safety.

UFAG Laboratorien is an independent service laboratory for foodstuffs and pharmaceutical analytics and is GMP accredited, certified in accordance with ISO 17025 and FDA approved. It tests companies' food and agricultural products according to recognized international standards and individual specifications.

Innosuisse provides funds to facilitate partnerships with research centers.

Givaudan launched a Startup Challenge offering the winning startup the chance to collaborate with their global ecosystem of protein hubs and alternative protein experts.



"Innosuisse support allowed us to access expensive equipment that we would otherwise never have been able to use. This support has helped us to scale Planted from an ETH university spin-off to the fastest growing FoodTech startup in the alternative proteins industry in Europe."



Christoph Jenny

Co-founder, Planted

"Collaboration and strategic partnerships are key to success in alt-protein. By teaming up, we can innovate and get products to market more quickly."



Flavio Garofalo

Global Director Culinary & Plant Attitude, Givaudan

"Agropôle Swiss Precision Farming blends Swiss tradition with advanced technology for sustainable indoor farming, focusing on green and blue food production. The campus offers FoodTech companies and innovators dedicated rental spaces, support services, test fields, and various events for collaboration and innovation in sustainable agriculture."



Stéphane Fankhauser

Founder & Director, Agropôle

SWISS FOOD & NUTRITION VALLEY

Swiss Food & Nutrition Valley is a nationwide, not-for-profit association that brings together 150 actors across the Swiss food innovation ecosystem to pioneer future-proof food systems. Its diverse community includes multinational food companies, leading universities, local government, retailers, accelerators, SMEs and more than 100 startups. The partnership between Swiss Food & Nutrition Valley and Switzerland Global Enterprise brings together the Valley's extensive ecosystem and S-GE's global network to help you benefit from Switzerland's unique business advantages.

Academia

Federal Institute of Technology Zurich (ETH)

- Laboratory of Food Process Engineering
- Laboratory of Food Biotechnology
- Institute of Food, Nutrition and Health
- Center of Food Sciences
- World Food Systems Center

University of Zurich

- Institute for Food Safety and Hygiene

University of Applied Sciences Zurich (ZHAW)

- Institute of Food and Beverage Innovation

École Polytechnique Fédérale de Lausanne (EPFL)

- Integrative Food and Nutrition Center

Ecole hôtelière de Lausanne (EHL)

- Innovation Hub
- Institute of Nutrition Research and Development

HES-SO

- Food Ecosystem Institute

University of Bern

- Institute of Plant Sciences

Bern University of Applied Sciences

- School of Agricultural, Forest and Food Sciences HAFL

Grangeneuve Agricultural Institute

Research Institute of Organic Agriculture FiBL

School of Management Fribourg: Food Ecosystem Institute



AgroTech





-  **Syngenta**, a leading global agricultural technology company operates the world's largest production site in Switzerland.
-  **Ecorobotix** raised 52 million US Dollars in 2023 to develop innovative solutions for sustainable farming, aiming to reduce the environmental impact of agriculture through precision farming technologies.
-  **AgroSustain** creates natural and eco-friendly products to protect crops and extend the shelf life of fresh produce.

Sources:

Agroscope - Practice-oriented applied research for the agriculture and food sector

Agropôle - Business park and innovation center

Food Production & Packaging

-  **SIG** is a leading packaging solutions provider offering aseptic cartons, bag-in-box, and spouted pouches to deliver food and beverage products safely, sustainably, and affordably worldwide.
-  **Depoly** breaks down PET plastics into virgin-grade raw monomers and enables the production of recycled PET products that match the quality of their oil-based counterparts.
-  **Unilever Switzerland's** Nutrition Manufacturing Hub offers production and expansion capabilities, expertise, and logistics. It supports other companies in the Food industry by offering advisory services, space for pilot and industrial scale production, manufacturing infrastructure, and Contract Manufacturing Services.
-  **planetary's** mission is to develop biomanufacturing facilities, enabling sustainable bio-based production at an industrial scale.

Sources:

Impag - supplier of natural and synthetic raw materials and active ingredients





Nestlé Institute of Health Services

Fenaco Cooperative

Mediplant research and competence institute

PhytoArk supports the process of mass-producing products based on natural ingredients

Food Innovation

-  **Primal Bee's** patented beehive sets a new standard for the beekeeping industry, transforming beekeepers' efforts into significant advancements in biodiversity and the sustainability of food chains. Through the Swiss-Israeli Lean Launchpad, the company connected with international partners and investors.
-  Multinational bakery ingredients company **Bakels** established its global headquarters in Switzerland and through its Centre of Competence for sours, is committed to sharing knowledge of the fermentation process.
-  **Bühler's** new Grain Innovation Center helps customers in the food and animal feed sectors navigate market dynamics and develop future foods. They can conduct trials, explore new processes, and access Bühler's extensive ecosystem of Application & Training Centers, covering the entire protein value chain.
-  **NewRoots** produces plant-based cheese alternatives from organic cashew milk using traditional cheese-making techniques.

Sources:

Swiss Food Research - Innovations for a future-oriented food system

Nestlé R&D Accelerator

Hack Summit

Kickstart Innovation and Masschallenge support start-ups in scaling

Switzerland – your recipe for success

OPEN YOUR REGIONAL HQ IN SWITZERLAND IF YOU WANT TO...

- ... enter the European markets from a central hub.
- ... benefit from a strong food innovation ecosystem.
- ... attract and retain the best executives.

SWITZERLAND IS THE RIGHT PLACE FOR YOUR R&D ACTIVITIES IF YOU WANT TO...

- ... collaborate with world-class research institutes.
- ... operate within an ecosystem with a strong presence of industry players, accelerating your time-to-market through collaboration.
- ... benefit from a supportive and business-friendly regulatory environment.

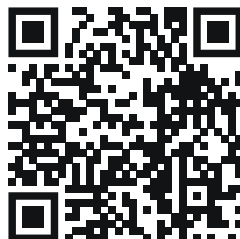
OPEN YOUR PRODUCTION SITE IN SWITZERLAND IF YOU WANT TO...

- ... ensure your products meet the highest safety and quality benchmarks and benefit from the “Swiss Made” label, which is globally recognized for quality, precision, and reliability.
- ... enhance your production with state-of-the-art infrastructure and one of the world’s most sustainable energy mixes (60% water power).
- ... leverage a work-force that is trained in state-of-the-art production processes.



How we help

Switzerland Global Enterprise is the official Swiss organization for export and investment promotion. Our Swiss Business Hubs around the world and our team in Switzerland will help you with your location analysis, organize site visits and provide you with contacts and introductions that kick-off and accelerate your growth in Switzerland. Our service is free of charge.



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.

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GLOBAL
ENTERPRISE**