



CeBIT

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9 - 15 March 2006



sippo
— swiss import
programme



sippo
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promotion

SIPPO Pavilion Hall 4, Stand D70

Get your global network

Market leaders from:

Bangladesh, Bulgaria, Indonesia, Jordan, Palestine,
Romania, Serbia & Montenegro, Macedonia and
Ukraine



sippo 
— swiss import —
promotion programme



SIPPO

SIPPO (Swiss Import Promotion Programme) is the official import promotion programme under the patronage of SECO, the State Secretariat for Economy of the Swiss government. It supports private businesses in emerging markets and markets in transition that are endeavouring to access the Swiss market as well as markets in the European Union.

SIPPO's services include business branch-related market information, advisory services for products and marketing, promotion in Switzerland as well as assistance at selected European trade fairs.

At the same time, Swiss and EU companies are informed about the requests for contact received from foreign companies and are given support in their search for new sourcing markets, products and cooperation partners.

The aim of this economic and trade promotion is to support emerging markets and markets in transition in their attempts at comprehensive integration into the global economy:

- an increase in the skills of small and medium-sized companies in selected countries in terms of product quality and marketing
- a strengthening of skills and the inclusion of trade institutions and business-branch associations in the trade development process
- an increase and qualification of small and medium-sized companies' trade contacts with the Swiss/EU import economy
- an improvement in the status of information in the Swiss/EU import economy regarding new sourcing markets in the partner countries

SIPPO

SIPPO's programme is a part of Switzerland's development and foreign trade policies. It is conducted complementary to other programmes involved in technical cooperation relevant to trade. Apart from a contribution to the costs by participants in the programme, the programmes are largely financed by the State Secretariat for the Economy, SECO.

Repeated participation at selected international trade fairs is a prerequisite for future success and a major milestone in the trade promotion process.

At SIPPO stand at Cebit 2006 – (Hall 4 stand D70) selected market leaders from 9 transition countries are offering you excellent solutions (complete solutions, wide range of software applications, standard and customized solutions) with an outstanding price/performance ratio.

Attractive opportunities for long term co-operations on a win – win basis can be discussed directly with the company representatives.

In the framework of a Win – Win situation for all Swiss and EU companies an efficient solution for identification of new sourcing opportunities is being offered allowing in short and mid terms the increase of the competitiveness of their own products.

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Patronage
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Customers	Malaisia, Thailand, Brazil



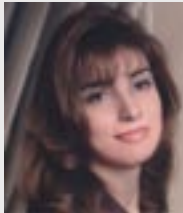
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Products	Web based design and software development, Database applications, Outsourcing
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