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From: daniel.isler@fargate.ch
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Internet Newsletter of Fargate AG

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Dear Mr Gee

Here we are with our summer newsletter.

Happy reading!



With best regards,

Daniel Isler, CEO

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Foreign investors for Swiss SME's

Fargate has now stepped into the realm of international M&A (mergers and acquisitions) as well. We conduct sales and purchases of enterprises – an activity that has added zest and dynamism to our business.

This type of business activity has of course been matter of course for SMEs in the USA since a long time. Now a trend is emerging in the Swiss business world too – an entrepreneur need not necessarily be compelled to build up a company right from scratch on his or her own and hold on to it till its decline. It is also possible to buy an already existing SME and develop it further. Another option would be to sell off one's own SME in order to use the sales proceeds to chart a new success story.

Change in ownership in SMEs – the latest trend

«Trading» in SMEs has now become socially acceptable. The M&A market in Switzerland has seen a radical change in the level of professionalism during the course of the past few years. The positive fallout of this development has been that work practices have become more transparent and standardized. There has been a definite increase in the number of players in the market (sellers and purchasers of enterprises), whereas the average holding period (number of years with the same owner of an enterprise) is witnessing a steady decline.

Larger SMEs in international «marriages»

Medium and large-scale enterprises are, as a rule quite experienced in buying and selling parts of a company. The issue



Systematic company search by our research experts: We identify all matching target companies (long list) and contact them to find out whether they are interested (short list) to discuss a possible partnership with our client.

in such cases has more to do with the region of interest. A general observation in this context is that more often than not, there are too few companies in the domestic market which could be taken into account for transactions of this nature. However, if these companies were to cast their nets a little further to cover Europe or even further to other continents, they would find a surprisingly large number of interested parties. Large-scale enterprises often conquer foreign markets through acquisition of well-established companies in the target market. This modus operandi works out to be far more efficient, faster and in most cases also much safer than setting up a new business from the very beginning.

2thePoint/Fargate: Competence and internationality

In early 2006 Fargate entered into a strategic co-operation and office sharing deal with the Zurich-based M&A boutique, 2thePoint AG. The USP of 2thePoint AG is its exclusive competence in the financial sector: the company's founder and CEO, Dr. Eduardo Schindler has many achievements to his credit – he has established a bank in Liechtenstein and successfully negotiated business transactions totalling more than one billion Euro to name a few. Fargate's network and 2thePoint AG's competence in the M&A business will synergise to present Swiss SMEs with an organisation which has a cutting edge in international M&A projects.

» [Short profile of 2thePoint/Fargate \(PDF, 1 page\)](#)

» [Homepage of 2thePoint](#)

Directory of international business experts

Swiss SMEs can look for experts in international business listed in the website www.PoolOfExperts.ch. The heartening news here is that this database is growing by leaps and bounds.

The internet portal took shape as a result of a joint venture between Osec, Fargate, Flare International USA and the Swiss-American Chamber of Trade and Commerce.

More than 250 experts already at your service

The service was introduced to the general public in October 2005 and more than 250 specialists have registered themselves with detailed profiles till date. The website is visited about 3,000 times every month. Going by access statistics, China appears to be the most interested country.

Who co-ordinates these experts?

The experts listed in this pool are primarily individual players working independently. Interested SMEs can zero in on a specialist or specialists of their choice on the basis of their detailed profiles. But after that they have to deal with the individual experts on their own. It has been observed that most SMEs usually prefer to work with a general expert who can put them in touch with the optimal specialist for each country and each task at the local level and then co-ordinate these projects centrally. Thus, in such a scenario the general partners would be functioning through their own network of foreign specialists.

Fargate's role

There are two large network operators in Switzerland: namely, Osec, which is subsidised by the government and Fargate, which functions independently. The foreign chambers of trade and commerce usually concentrate on one or only a few countries. Fargate knows many of the experts in the new pool personally. In fact, some of them also happen to be long-time contractual partners («satellites») of Fargate.

» www.poolofexperts.ch



Fargate's M&A partner 2thePoint is - among 77 banks and law firms - the only consulting company to be authorised to execute IPO's at Swiss stock exchange SWX.



Article in CASH of June 22nd 2006.: «Why Pool of Experts?»



Two members of the board at the booth at KMU Swiss Event Forum on May 18th in Baden: Alexander Bickel (Flare) and Katalin Dreher (Osec).



Internet portal www.PoolOfExperts.ch: Detailed portraits of experts for international projects of Swiss SME's

» [Handelszeitung of May 31st 2006](#)

» [CASH of June 24th 2006](#)

India: market of the future

The prospects of the Indian economy are extremely bright. Interested SMEs were given many practical tips and reports on experiences of so-called "India specialists" during the "India-days" programme.

In another 25 years India is generally expected to become the third largest economic power in the world, after the USA and China. Everyone knows that India is an attractive production location with a competitive edge. Yet another factor worth taking note of is that the country is also rapidly turning out to be a lucrative sales market for Swiss export products. Out of a population of more than one billion people, around 50 million can be counted as belonging to the middle-class according to our standards.

Third global economic power in the making

The Indian government is making all out efforts to enhance the competitiveness of its national economy in the international arena: access for foreign trade partners and investors is becoming easier, the infrastructure is being given a massive boost and the education system is being improved even further.

India has some noteworthy plus points in comparison to other upcoming global markets:

- Functioning democracy
- Functioning legal system
- English-speaking population
- Relatively healthy banks and enterprises
- Young population (average age 24 years)

India-days: Great interest amongst SMEs

Two one-day seminars were organised by Margrith Neuenschwander of the St. Gallen-Appenzell Chamber of Commerce and Industry on the 10th and 11th of May at Berne and St. Gallen respectively; the theme was «India – The Market of the Future». The speakers at these seminars were SMEs and experts with relevant experience in India. General rapport amongst participants at both these events was very positive.

» [Event agenda \(PDF 169 KB\)](#)



Interested attendees on May 11th 2006 in St. Gallen.



Speech «Office outsourcing India».



Event organiser: Sibylle Plüss-Zürcher (left) and Sandra Lütt (2.f.r.) of Handels- und Industrieverein des Kantons Bern together with Andrea Broker (2.f.l.) and Margrith Neuenschwander of Industrie- und Handelskammer St. Gallen-Appenzell

KMU Swiss Event Forum

On 18th May 2006, the fourth chapter of the SME Swiss Event Forum took place in Baden and registered a new high with a record number of visitors.



Panel discussion on the topic «expansion» f.l.t.r.: Andreas von Stechow (german ambassador in Bern), Martin Frutig (CEO, Bico AG) and Daniel Isler (CEO, Fargate).



Die neutrale KMU Plattform, die Impulse setzt

Website of KMU Swiss Event

1) Organizer Armin Baumann with two participants of the panel discussion, 2) 500 attendants, 3) speaker Dr. Thomas Borer-Fielding, 4) panel discussion, 5) moderator Hugo Bigi with National Councillor and entrepreneur Peter Weigelt, 6) pop musician Marc Sway.

» [Event review](#)

Oddity: Pedestrian precinct named «Fargate»

If you search for "Fargate" at Google, the first hit is the homepage of Fargate AG. However, there are other usages of this name as well.

In the year 1998, the founders of Fargate AG put their heads together and came up with the company name "Fargate" from amongst hundreds of options and after many brainstorming sessions. This was after all a professional product that they were talking about. The name would have to possess a strong associative power and at the same time, be as open as possible for any future directions that the business might branch off into. As a consequence, Fargate protected its company name as a brand name in the more important countries across the globe.

Of course, we must remember that in today's scenario of global transparency thanks to the internet, the uniqueness of a name is something that is extremely difficult to come by. The name Fargate too, evidently existed before the establishment of our company - for example, as an English pedestrian precinct.



The pedestrian precinct «Fargate» in Sheffield, England.

» [Pedestrian precinct «Fargate» at Wikipedia](#)

Branches and products best-suited for export

Daniel Isler of Fargate: «Internationalisation of processes can prove to be most profitable for branches of industry dealing in niche products with very high quality standards. Ideally the products should also have those positive characteristics which foreigners normally also attribute to Swiss citizens. These would primarily be aspects such as reliability, precision, quality, tradition, cleanliness and durability.»

» [More... \(Liechtensteiner Vaterland of July 14th 2006\)](#)



Who is Fargate?

We arrange international market partners on behalf of Swiss clients. We operate a network of 150 hubs in 40 countries to provide a hands-on approach on spot in the target markets.

[Deutsche Version](#)

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