



# Standortförderung Chancen & Herausforderungen

Wirtschafts-Zmorge Oberaargau  
Langenthal, 01. Mai 2024



## Wer steht vor Ihnen ?

Jahrgang 1975

DE/CH

Chemiker, ETH Zürich mit Promotion  
Management, Malik Zentrum St.Gallen  
Public Policy, London School of Economics

Privatwirtschaft

Bundesverwaltung

Aviatik





## **Amt für Wirtschaft**

### **Standortförderung**

Bestandespflege

Neuakquisitionen

Innovationsförderung

Tourismusförderung

Regionalpolitik

Promotion Grundstücke

Steuererleichterungen

Wirtschaftspolitik

...

### **Arbeitsbedingungen**

Arbeitsplatzsicherheit

Arbeitsplatzgesundheit

Stellenmeldepflicht

Drittstaatenkontingente

Kontrollen Schwarzarbeit

Eichmeister

Ladenöffnungszeiten

Uhrenbeobachtungsbüro

...

### **Führungsunterstützung**

Regierungsgeschäfte

parlamentarische Geschäfte

Grundlagen

Zahlen, Daten

Statistik

Strategie

Controlling

Steuerung, Logistik, Beschaffung

...



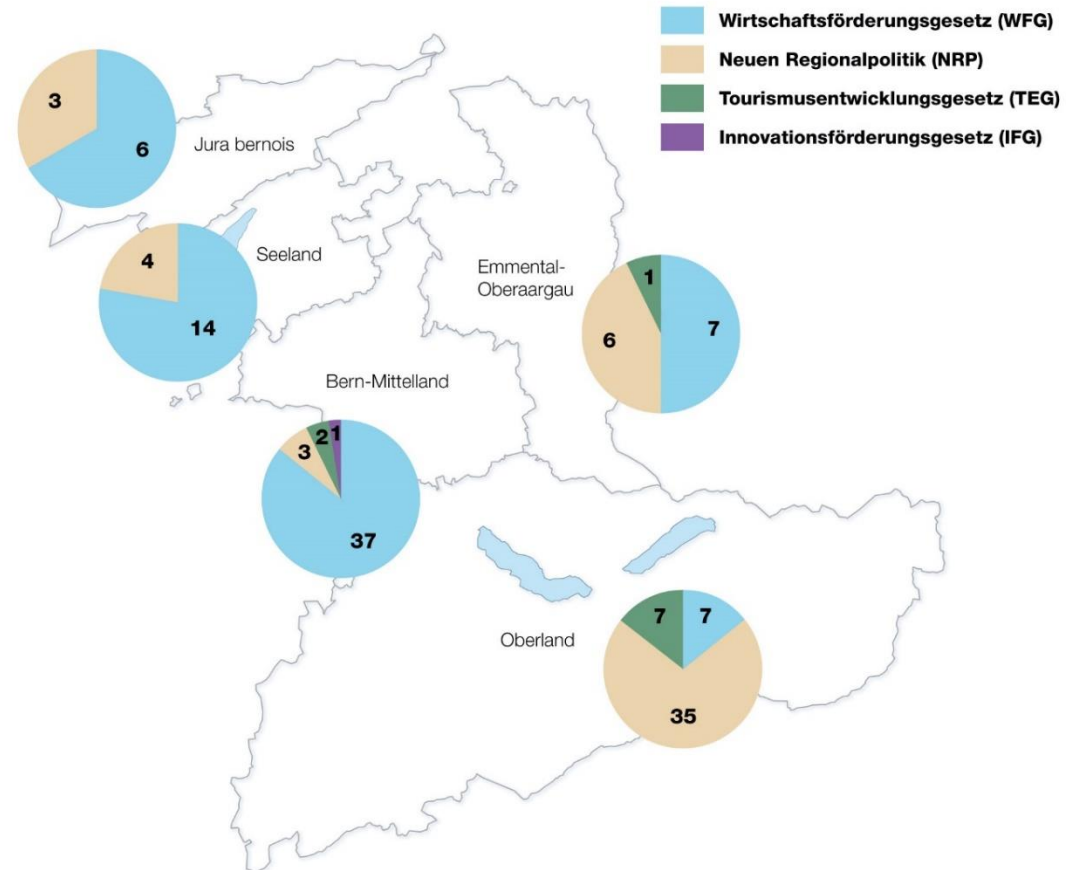
# Unser Selbstverständnis

- Dienstleistungen, die **einfach und pragmatisch** sind
- Dienstleistungen, die **Nutzen** schaffen für unsere **Kunden**
- viel **gestalten**, wenig verwalten
- was uns definiert:
  - einfache Abläufe, rasche Entscheide
  - Dualität von «Fördern» und «Kontrollieren» clever leben
  - Generationenwechsel proaktiv managen
  - weg vom Papier



# Gesamtschau 2023 Förderung / Regionen

(nach gesetzlicher Grundlage)





# Förderbeispiele 2023



# Spezialitäten 2023

## BERN MEDTECH COLLABORATION CALL 2024



<sup>b</sup>  
UNIVERSITÄT  
BERN


The present **call for project proposals** is jointly announced by CSEM SA (CSEM), the University of Bern (UniBE) and Insel Gruppe AG (INSEL) within the framework of the **collaboration credit of CHF 2 Mio for the year 2024 made available by the Canton of Bern under the Collaboration Agreement of March 21, 2023** between these three organizations.

The main purpose of this call is to exploit the synergies between the medical and clinical expertise of UniBE and INSEL, and the microtechnology and -electronics know-how of CSEM to develop digital health tools, innovative therapies and disruptive new medical devices, thereby strengthening the Canton of Bern as a national medical innovation hub.

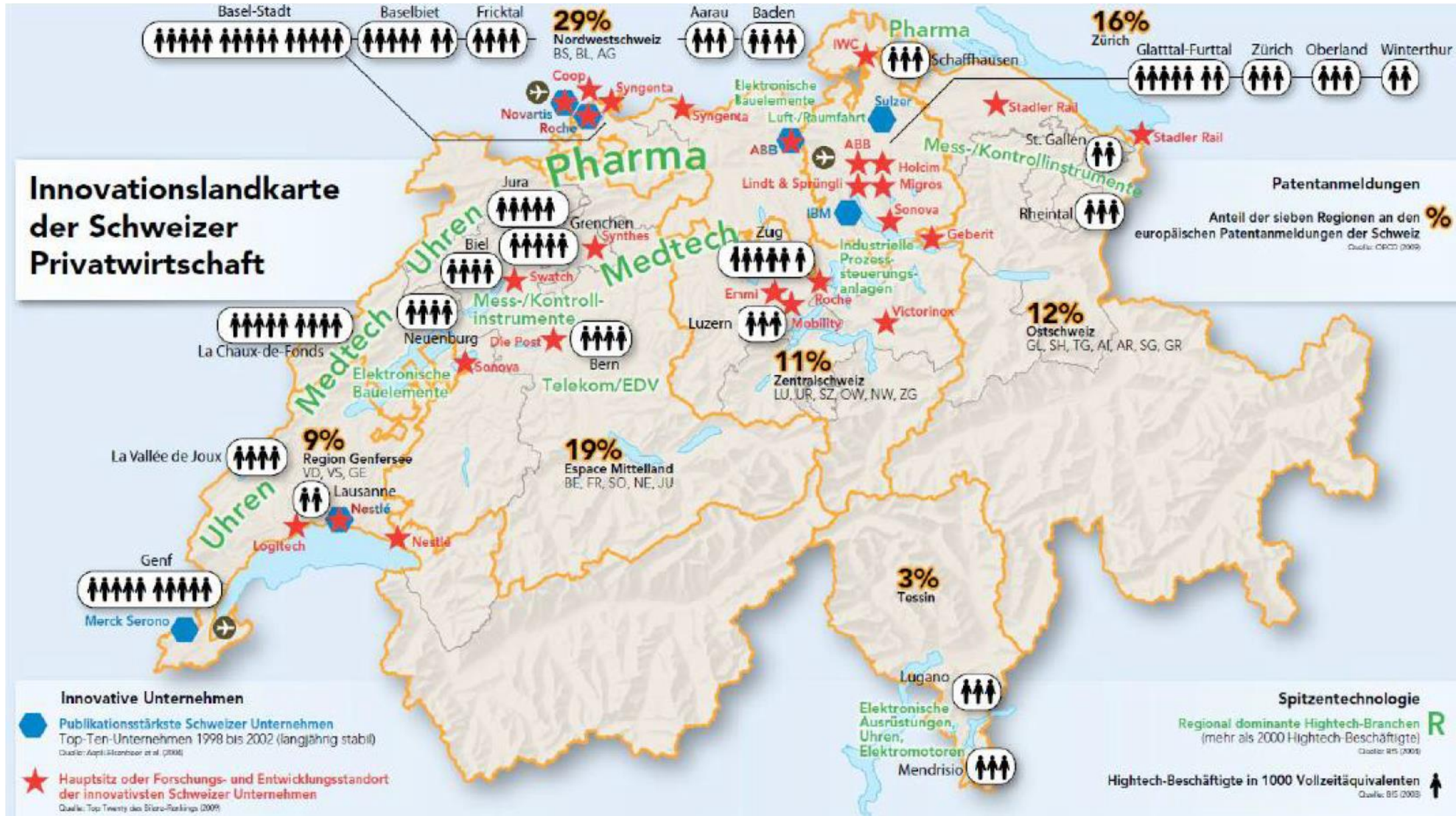


Ansiedlung CSEM «Abteilung Medtech»



 Seilbahnen Schweiz  
Remontées Mécaniques Suisses  
Funivie Svizzere  
Pencicularas Svizras

Sicherung Ausbildungszentrum Meiringen



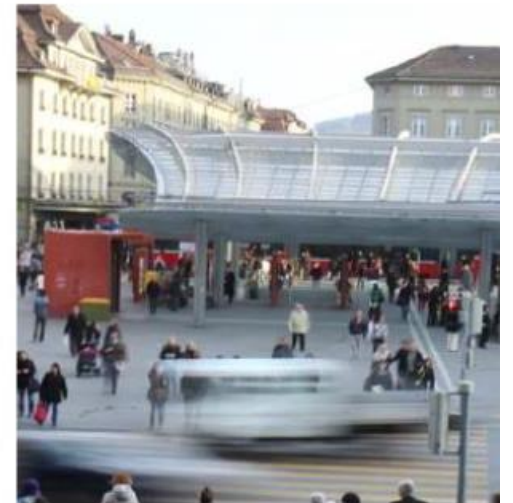




- **small country. very small !**
- highly **fragmented**, highly **decentralized**
- **diverse industry** structure; **99.6 % SMEs (1/3 @ global players)**
- **four national languages** (and **cultures**) plus English
- **24% foreign** population
- very **low** government **debts** (**debt brake rule**)
- strong **public and industry R&D** activities
- **public expenditures** on R&D **small**
- excellent **science & technology base + institutions**
- excellent **education system**, **dual-track** modality
- **competitiveness** is a must, “**bottom-up**” approach
- broad international **network**
- **political stability**, predictable legal system
- education, research and innovation **high on political agenda**



- nearly **1'000'000 inhabitants**.  
Revenue per inhabitants 76'000 Swiss francs
- around **60'000 companies** (mostly SMEs) and **600'000 employees** in the Canton of Bern.  
City of Bern and suburbs around 300'000 inhabitants.
- **economic sectors** (employees): 73% in services, 22% in industries and 5% in agriculture. Largest industrial canton.
- Bernese companies mainly **export** watches, jewelry, pharmaceutical products, machines, precision parts
- **high precision manufacturing + medtech**
- largest bilingual canton (German and French speaking)



be advanced

siteminsel



medical cluster

Präzisionscluster  
Cluster précision



- **centrally located** and multilingual with **great connectivity** throughout the world
- **German / French / English** with expat communities
- access to Swisscom Innovation Lab, Swiss Innovation Park, **Swiss Smart Factory** (exchange platforms between clients, companies and suppliers)
- **full support** by the economic development agency
  - > *real estate research, work permits, financial incentives (including R&D incentives)*
  - > *close and straightforward contact to authorities and networks*
- **attractive tax environment** for corporates
- Canton Bern: the best of what Switzerland is known for
  - > *strong industry (precision manufacturing, medtech, ICT), dynamic cities*
  - > *mountains & lakes, landscapes, leisure & culture*



## high precision manufacturing

- machine-building, electrical industry, metal industry and **watchmaking industry**
- world's leading providers and suppliers
- leading machine-exporting country
- **additive manufacturing**, automation, robotics, smart manufacturing (Industry 4.0), laser, surface treatments, advanced materials
- **Watch manufacturing:** Omega, Longines, Rado, Swatch, Rolex (movements)
- **Technology companies:** Tornos, Studer, Festo, Feintool, Schneider Electric
- **bystronic, Güdel, Fisher Spindle, Waterjet, Motorex, Blaser, uvm.**





## medtec

- great tradition and a lot of innovative life science and medtech companies
- efficient on **registration and certification**
- **medical technology branch has the advantage of the know-how from the precision industry**
- 7000 employees and 320 companies
- Bern is home to one of the most important **university hospitals** in Switzerland and a dense network of regional hospitals
- **health care facilities and companies :**  
CSL Behring, Haag-Streit, Straumann, Dräger Medical, ThermoFisher
- **Ypsomed, 3M, hystrix, uvm.**





## tourism

- one of the **largest** tourism regions of Switzerland
- world reknown **Jungfrau-Region**
- old city of Berne: UNESCO World Heritage
- international **ski and sports events**
- over 600 hotels and more than 5 million nights
  
- large **network of partners** in the regions
- tourism- and regional policy high on the agenda, both cantonal and national





# Invest in Switzerland

Why Switzerland for  
innovative companies



**GGB<sup>a</sup>**  
Invest  
Western  
Switzerland

**+ SWITZERLAND  
GLOBAL  
ENTERPRISE**

enabling new business







### KMU-Coaching

Gemeinsam den Weg bestimmen.  
Willst du dein Unternehmen weiterentwickeln? Mit uns schaffst du den nächsten Schritt.



### Startup-Programm

Von der Idee zum Markt. Wir sind dein Navi auf dem Startup-Highway und unterstützen dich mit Leidenschaft.



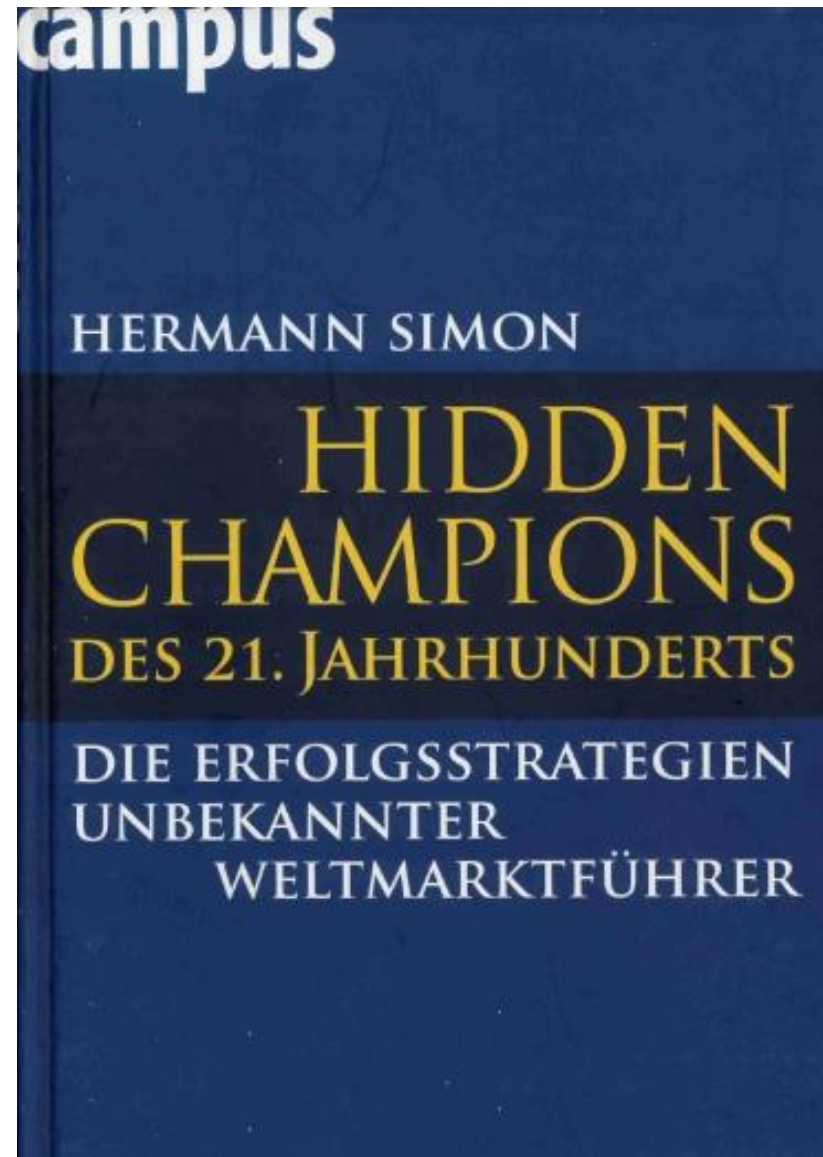
### Gründerberatung

Miteinander bauen wir dein Fundament.  
Hast du Fragen zur Firmengründung? Wir beantworten sie gerne.



### Inno-Ökosystem

Sich zurechtfinden. Brauchst du den richtigen Zugang? Wir lotsen dich durch das Berner Innovations-Ökosystem.





## Diskussion

Industriebasis

Fachkräfte

STAF: F&E-Abzüge

neu: Aktive Flächenpolitik, eBau, BauV

Raumplanung

allg. Steuern

Bescheidenheit

Wahrnehmung in der Politik

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