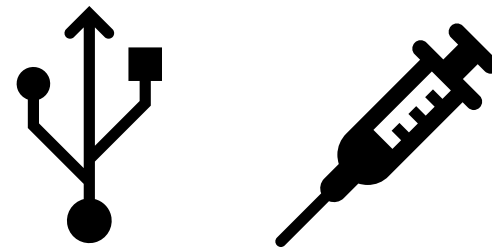


Short Introduction

Jes Caspersen is the founder of ITech Consult AG that has been providing IT and Life Science consultancy services to Swiss clients for the last 3 decades



CEO & Founder of
ITech Consult AG



Specialise in IT & Life Science
consultancy within Switzerland



(Happily) married to
my Lithuanien Wife

General Economic Aspect Switzerland

Switzerland has amongst the highest GDP per capita globally, a federal democratic system ensure political stability and is know for its precision industry as well as financial sector

**9 Million
Population**

**4 languages used
In different regions**

**High
Maturity**

**Early
Adopters**

**Less
Price Sensitive**

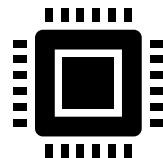
**Formal, Punctual
and Conservative**



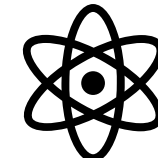
Size of
Switzerland



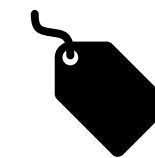
Language
Diversity



Digital
Maturity



Open to
Innovation



Price
Sensitivity



Business
Culture

Business Insights for Switzerland

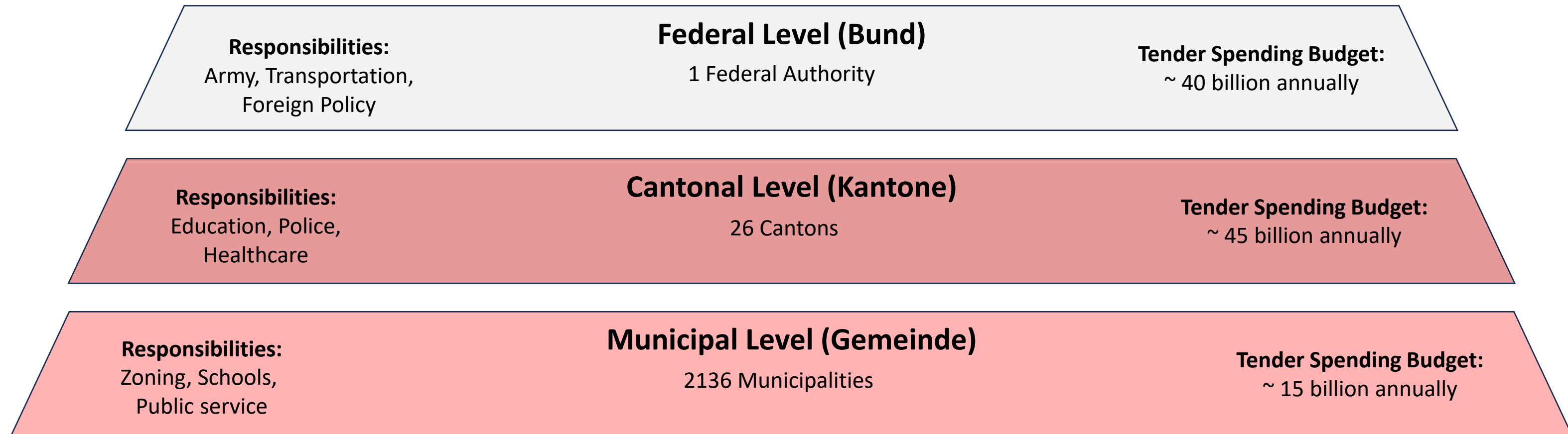
For many companies, Switzerland is an attractive market with many similarities with legislation applied in

Product Categories	Requires CE	Clarification
Most Industrial Goods		It is <u>not mandatory</u> to add CE marking for products sold only in Switzerland, but if your product already bears CE marking, you can lawfully sell it in Switzerland
MRA Goods		For most categories within MRA, CE marking is accepted as equivalent to Swiss conformity marking. Exception are medical devices for which Swiss conformity is required since 2021
Specific Goods Outside MRA		Some product categories outside MRA like measuring instruments, hot-water-boilers and radio equipment must meet Swiss-specific regulations, which are not automatically equivalent to CE marking

*MRA Goods include machinery, electrical equipment, medical devices, construction products, lifts and biocidal products

In-&-outs of Swiss Tendering

For companies taking part in public tenders for the first time in Switzerland can be daunting.
But beneficial – every public purchase above 230'000 CHF is published on www.simap.ch.
Switzerland political system defines how tenders work in Switzerland



Publicly owned Companies



swissgrid

BKW



RUAG



ITech Consult | Tender Experience

ITech Consult has had success with public tenders. We use it as part of our Business Development strategy. As an example – this is what we won within last 12 Months.

Customer	Award in CHF	Number of awards	Net yearly expected turnover annually
Canton Graubunden	CHF 7'000'000	10	CHF 140'000
Federal Police and Justice Department	CHF 74'156'000	6	CHF 2'471'000
Canton Zürich Department of Justice	CHF 2'875'000	4	CHF 145'000
Federal emergency services	CHF 8'500'000	1 (3)	CHF 850'000
Federal Department of economics	CHF 11'400'000	1	CHF 2'290'000
Federal Department of Foreign affairs	CHF 32'000'000	12	CHF 550'000
Federal Tax office	CHF 7'000'000	3	CHF 460'000
Federal Department of Transportation	CHF 34'000'000	8	CHF 850'000
Federal IT Department	CHF 2'700'000	1	CHF 540'000
Total	CHF 179'600'000		CHF 8'296'000

Tenders Breakdown

Tenders in Switzerland usually consist of Eligibility, Technical and Award Criterion such as:

Kategories	Titel	Description
Eligibility Criterion	Prohibition on awarding contracts to Russian vendors	The vendor uploads the fully completed and legally signed "Federal Government's Self-Declaration Form" at this point using the "Document Upload" button.
Eligibility Criterion	Network security	The vendor confirms that they unreservedly and fully accept the directive on network security (Network Security Policy of the Canton of Bern, NSP BE).
Eligibility Criterion	Proof of equal pay between man and woman	The vendor confirms and provide proof for compliance with equal pay regulations, ensuring no gender-based wage discrimination within the organisation.
Technical Specification	Confirmation of staff certification	The vendor confirms that at least two professionals intended for service delivery meet the defined requirements for the role, specifically for the role of Project Manager at competence level Senior S3, as outlined in the tender documentation (Certification in Hermes Advanced or IPMA Level A)
Technical Specification	Language and special knowledge	The vendor confirms that the professionals intended for service delivery have German language skills at competence level C1 and that any required French language skills or other specialised knowledge must be fulfilled during the call-off phase (mini-tender process).
Award Criterion	Vendor References	References from similar client – important they will be validated.
Award Criterion	ISO 14001:2015	Cerfications
Award Criterion	Price	The offered price will be evaluated based on the total cost structure provided in the financial submission. Typical counts for 40% of the Award Criteria points

Eligibility Criterion are mandatory requirements that must be confirmed and are related to the company
Technical Specification are mandatory requirements that must be confirmed and are related to the product or service.
Award Criterion are evaluated based on the degree of fulfilment and ultimately determine who is awarded the contract.

Strategies for Winning Tenders

For many companies, Switzerland is an attractive market with many similarities with legislation applied in

Tipps & Tricks

- Be Precise, be diligent, take your time
- Invest in required certification beforehand
- Partner up with complimentary companies to achieve full points
- You cannot expect to win tenders at your first attempt
- Every tender participation is a learning opportunity
- More tips in the Tendering in Switzerland?
 - Let us connect over LinkedIn

[Jes Caspersen | LinkedIn](#)