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Swiss Economic Mission to Bhutan Back to Business for a Sustainable Future

July 31 to August 03 2023

Thimphu

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The Himalayan Kingdom of Bhutan is steadily progressing along its path of economic growth. In the coming months, the Government of Bhutan will announce a slew of initiatives, amongst them a new FDI policy. The vision of the leadership in Bhutan is to enable business partnerships, while ensuring that the country continues to maintain its pole position when it comes to sustainability and carbon neutrality. Therefore, in order to take the first mover advantage, this Mission comes at a perfect time for Swiss and Liechtenstein businesses.

The historical context is instructive too. The relationship between Switzerland and Bhutan dates back to the 1950s when the friendship between His Majesty, King Jigme Dorji Wangchuck, and Mr. Fritz von Schulthess, a Swiss entrepreneur, laid the foundation for cooperation between the two countries. Over decades, many joint projects in infrastructure, agriculture, forestry, health and education have been built up together. In order to further solidify this relationship, Switzerland established a Consulate in Thimphu on 1st August 2018. Soon after, the Swiss Embassy and the Swiss Business Hub India, organized the first ever delegation of Swiss companies to Bhutan. As the country enters the next crucial phase of its economic growth, Bhutan is eager to expand and deepen its economic cooperation with Switzerland. After a long absence due to the Covid-19 pandemic, a reception on the 1st of August, during this Mission, will symbolically mark the return of a strong Swiss presence in Bhutan.

This business mission, **Back to Business for a Sustainable Future**, is being led by Dr. Ralf Heckner, the Ambassador of Switzerland to India and Bhutan. Together with the Swiss Business Hub India, Society Switzerland Bhutan, Swiss-Asian Chamber of Commerce and the Swiss Indian Chamber of Commerce - we are pleased to invite Swiss businesses, academic and research institutions, as well as organizations which are enthusiastic about contributing to the development of our sustainable economic futures. Swiss companies active in India, as well as in the region, are particularly well placed to take the location advantage. While the Mission does not have a sector focus, Swiss companies in the following areas of businesses will find the trip compelling and contextually relevant.

Decarbonization	cleantech, renewable energy, carbon credit trading, waste to energy, circular economy, forest management
Transportation Infra	cable cars, tunnelling, railways, logistics
Healthcare	pharma, laboratory infrastructure, diagnostic equipment
Energy	hydro power (micro and mini), solar, green mining technology, geospatial mapping, green hydrogen, pump and turbine technology
Agriculture	Supply chain optimization for agri produce, raw material for flavors and fragrances, food safety and certification
BFSI and IT	reinsurance, software development, digitization, fintech

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1. Program Outline (indicative)

July 31	• Arrival in Bhutan
Monday	• Half day programme including briefings on the following topics: <ul style="list-style-type: none">○ Key growth sectors and collaboration opportunities○ Policy and regulatory framework○ Swiss company testimonials about doing business in Bhutan
August 01	• Meetings with officials and representatives of the Government of Bhutan covering topics such as industry, start-ups, infrastructure, transport, agriculture, energy, skill development, digitalization, sustainability, financial services and IT
Tuesday	• Swiss National Day event
August 02	• B2B networking event with the private sector and start-ups in Bhutan
Wednesday	• 1:1 tailor made meetings and visits as per requests made by participating Swiss companies and organizations
	• Local site seeing
August 03	• Debriefing and next steps
Thursday	• Departure from Bhutan

2. Participants can expect the following

- First-hand information about business opportunities in Bhutan
- A platform to present your company, product and services directly to the decision makers in Bhutan
- For companies already present in India, a chance to enhance and expand their existing market knowhow and business networks
- High-level interactions with representatives of the Bhutan Government
- Tailor-made B2B meetings as per the requirements of each participant
- Interactions with important stakeholders during the Swiss National Day celebrations on August 01
- Organization of all local travel and stay arrangements

3. Fee structure (Prices excl. VAT)

CHF 1'100.00:	S-GE Gold Member/SICC/Society Switzerland-Bhutan/Swiss-Asian Chamber of Commerce
CHF 1'200.00	S-GE Silver Member
CHF 1'300.00	Non-Member

Fee includes the following:

- Organization of the mission including setting up of all meetings and visits
- Providing support before and during the mission
- Setting up 1:1 meetings as requested by participating Swiss and Liechtenstein companies
- Logistical support with booking of travel and stay arrangements. Fee also covers the following costs:
 - 3 nights stay in a 5 star hotel, including breakfast and Wi-Fi
 - All airport transfers and transport in the city
 - All lunches and dinners

Fee excludes the following:

- International flights to and from Bhutan
- Out of pocket expenses
- Travel and medical insurance
- On best effort basis, support with Bhutan Visa will be provided

4. Register online by 10 July 2023 at the latest. Please kindly **click on the link below** for your registration and in order to receive other detailed information on the S-GE Website as follows:

<https://www.s-ge.com/en/event/fact-finding-mission/swiss-economic-mission-bhutan-back-business-sustainable-future>