# **T&A Engagements**





SWISS BUSINESS HUB'S India, Canada, USA

**EMBASSY OF SWITZERLAND**Nepal



Trade relations between UAE and Switzerland are expected to diversify beyond traditional sectors including high end products, clean energy technology and healthcare. With the rise of digital economies, both nations are likely to explore opportunities in digital trade, e-commerce, and related regulatory frameworks.

The UAE's focus on becoming a global hub for innovation aligns with Switzerland's strengths in research and development. Swiss expertise in smart cities and advanced infrastructure will likely see more investments and projects in the UAE, contributing to the development of sustainable urban environment. Collaboration in blockchain technologies and digital assets is expected to increase, with both countries exploring regulatory frameworks and investment opportunities. Joint initiatives to combat climate change and promote sustainability will be a key area of cooperation, leveraging Swiss technology and UAE's strategic investments.

Overall, the bilateral economic relationship between the UAE and Switzerland is poised to deepen economic their economic relations through diversified trade, increased investment in innovation and sustainable development.

T&A Consulting is a multi-disciplinary economic development and strategic advisory firm headquartered in National Capital Region (NCR), India with presence in North America, United Kingdom and the Middle East that provides consulting services to federal and state governments, industry and trade associations, chambers of commerce, public development bodies, private businesses, academic institutions and tourism authorities worldwide.

T&A is a certified expert and a long-standing partner to Switzerland Global Enterprise (SGE) for India, USA, and Canada markets and has facilitated trade and investments, economic development, job growth, partnerships, and collaborations with an extensive track record of working with enterprises across diverse sectors and geographies.

Owing to T&A's strong experience of working with Switzerland Global Enterprise (SGE) /Swiss Business Hub India (since 2009), T&A is well connected within the Swiss ecosystem. T&A has a strong database of nearly 6,000 Swiss companies spread across 26 sectors. T&A is also well networked with over 57 key industry associations from Switzerland. These deep networks enable a good understanding the Swiss strengths and subsequent identification of most relevant opportunities with highest potential for business success for Swiss companies.

Select case studies are detailed in the document

# India - TEPA Impact Study Report

Swiss sectoral impact analysis study of India-European Free Trade
Association (EFTA) Trade and Economic Partnership Agreement (TEPA)

**Sector: Trade** 

**Service: Impact Analysis Study** 

Target Market: Switzerland & India

Year of Project: 2024

# **Engagement Context**

On March 10, 2024, the EFTA states (Switzerland, Norway, Iceland, and Liechtenstein) signed the Trade and Economic Partnership Agreement (TEPA) with India. The agreement includes provisions on trade, rules of origin, intellectual property, and a new investment chapter, which commits the EFTA states to invest USD 100 billion in India and create 1 million jobs within 15 years. The TEPA Impact Study Report focuses on identifying trade and investment opportunities for Swiss companies in India and evaluating the most promising sectors for export and investment.

## **Objective**

- To identify trade and investment opportunities for Swiss companies in India under the TEPA framework.
- To determine the most promising sectors for Swiss exports and investments.
- To assess the Indian market landscape, including economic opportunities, regulatory issues, and non-tariff barriers
- To evaluate how TEPA enhances competitive advantages for Swiss companies relative to other international agreements.

## **Approach**

**Analysis**: Assessed TEPA provisions, including trade, investment, and non-tariff barriers.

**Identification:** Determined promising sectors based on trade volume, growth rates, and regulatory harmonization.

**Comparison:** Compared TEPA's impact on Swiss companies with other international trade agreements.

**Validation:** Validated findings with data analysis, ensuring accuracy and relevance for decision-making.

**Reporting:** Compiled findings into a detailed report, ensuring data accuracy and relevance.

#### **Outcome**

Provided a comprehensive analysis of trade and investment opportunities under TEPA for Swiss companies in India.

Identified key sectors for Swiss investment and export, with recommendations based on market trends and regulatory considerations.

Offered strategic recommendations on leveraging TEPA to enhance Swiss companies' competitive positioning in the Indian market.

# Canada - Economic Footprint Analysis

The Swiss-based business presence in Canada and its economic impact study

Sector: Trade and Investment
Service: Economic Presence

Target Market: Canada
Year of Project: 2023

# **Engagement Context**

To assess the extent and nature of its presence in Canada, aiming to gauge the Swiss contribution to the Canadian economy. The Swiss Business Hub Canada initiated a project to map Swiss-based companies with either a direct or indirect presence across Canada. T&A was engaged by Swiss Business Hub Canada to conduct the study which involved understanding the nature of presence including the employment generated, revenue contribution, geographical concentration, and sectoral analysis.

# **Objective**

- Analyze the overall FDI trends from Switzerland to Canada.
- Identification of Swiss companies—direct subsidiaries, affiliated companies, associate companies, and independent branches—in Canada
- Extraction of general business information—such as year of incorporation, sectoral specialization, revenue generation, and employment generation—for each identified Swiss company
- Identification of Canadian provincial clusters based on Swiss business presence
- Sectoral analysis of Swiss businesses present in Canada

## **Approach**

**FDI trends identification:** Country-wise yearly FDI inflows and outflows data and sectoral FDI data were extracted from sources including Public portals, News Articles, Industry Reports, Statistics Canada, and the National Banks of Switzerland and Canada.

**Identification:** A list of Swiss-owned businesses in Canada was extracted and developed from proprietary and public data portals such as FDI intelligence, the International Trade Centre's Investment Map, Capital-IQ, and databases of Swiss and Canadian National Banks. T&A identified 320+ Swiss companies in Canada.

**Evaluation and Analysis:** The data gathered for 320+companies was used to understand the provincial clustering of Swiss companies in India and the sectors of importance for Swiss companies in Canada. The economic impact of Swiss business presence was further analysed basis revenue generation, employment generation, expansion plans, and acquisitions of Canadian companies.

#### **Outcome**

A comprehensive list of 322 Swiss companies operating in Canada was compiled, detailing their employment impact, annual revenues, geographic distribution, and investment activities over the past 5-6 years.

The companies were categorized into 12 industrial categories, with the top three being Mechanical and Electrical Machinery (MEM), Consumer Goods and Retail, and Information and Communication Technology.

These enterprises generated ~50,000-55,000 jobs and in 2022, Switzerland ranked as the 7th most significant source of foreign direct investment in Canada.



# **Nepal Fintech Ecosystem Analysis**

Market opportunity analysis of Nepal fintech ecosystem for Swiss financial services stakeholders

**Sector: Fintech** 

**Target Market: Nepal Service: Market Intelligence Report** Year of Project: 2023

# **Engagement Context**

T&A Consulting was engaged by Embassy of Switzerland in Nepal to provide a comprehensive analysis of the fintech ecosystem in the country. The project aimed to address interest in understanding the developments and opportunities within the sectors of banking technology, Insurtech, and digital payments and remittances. The goal was to offer insights and actionable recommendations relevant to Swiss strategic interests and investment considerations.

## **Objective**

- To evaluate the maturity levels of banking technology, Insurtech, and digital payments & remittances in Nepal, identifying key areas of development and opportunity.
- To highlight emerging opportunities for fintech innovation and investment in Nepal, focusing on areas such as digital lending, anti-money laundering systems, and parametric insurance, aligned with Swiss competitiveness.
- To develop strategic recommendations for Swiss stakeholders to leverage the growth potential in Nepal's fintech sectors, addressing regulatory and technological challenges.

# **Approach**

Sector Analysis: Conducted a detailed analysis of the fintech sectors, including current trends, technological advancements, and regulatory frameworks. involved reviewing existing reports, market data, and conducting stakeholder interviews.

Gap Identification: Identified and analyzed gaps and opportunities in the fintech ecosystem, focusing on high-potential areas for disruption and growth that would be of interest to Embassy of Switzerland.

Stakeholder **Engagement:** Engaged kev stakeholders, including banks, insurance companies, and fintech startups, to gather insights and validate findings in response to Embassy of Switzerland's inquiry.

Recommendations **Development:** Formulated actionable recommendations based on the analysis and stakeholder feedback, tailored to address Embassy of Switzerland's strategic needs and enhance their understanding of the fintech landscape.

#### **Outcome**

Produced a report outlining the current state and prospects of the fintech ecosystem in Nepal, including a maturity assessment of banking technology, Insurtech, and digital payments & remittances, specifically for Embassy of Switzerland.

Created an opportunity map highlighting key areas for innovation and investment within Nepal's fintech sectors, providing insights relevant to Swiss investment and strategic interests.

Provided recommendations tailored to Swiss needs, addressing regulatory challenges, technological needs, and potential partnerships in the Nepalese fintech market.

# India Market Intelligence Report

India market opportunity study and go-to-market strategy for Swiss Electric Mobility companies

**Sector: Electric Vehicle** 

Service: Market Intelligence Report

Target Market: India

Year of Project: 2024

# **Engagement Context**

T&A was engaged by Swiss Business Hub India to develop a comprehensive India market entry plan for Swiss companies in the EV space. The client sought potential partnerships with relevant stakeholders in the EV value chain to aid Swiss companies explore opportunities in India.

## **Objective**

- To develop a comprehensive understanding of India's EV industry, including market size, value chain, emerging trends, and growth potential.
- To identify and analyze Swiss strengths in the EV value chain and pinpoint opportunity areas for Swiss companies based on demand-supply gaps in the Indian EV industry.
- To assess India's EV regulatory landscape to recommend a go-to-market strategy for Swiss companies and understand its impact on Swiss export opportunities.

# Approach

**Mapping**: Developed a comprehensive EV value chain, covering major stakeholders such as EV manufacturers and charging infrastructure providers.

**Trend Analysis:** Analyzed market trends for 2-wheeler, 3-wheeler, and 4-wheeler EV segments in India, identifying key opportunity areas for Swiss companies.

**Opportunity Identification**: Identified 5 key opportunity areas for Swiss companies in India: battery technology, EV charging infrastructure, battery management systems, electric motors, and sustainable alternatives to lithium-ion batteries.

**Evaluation:** Assessed demand-supply gaps and market landscape for each opportunity area, evaluating market entry routes for Swiss companies.

#### **Outcome**

Identified feasible market entry routes for Swiss companies in the areas of battery technology, EV charging infrastructure, battery management systems, electric motors, and sustainable alternatives to lithium-ion batteries.

Provided a detailed analysis of the strengths and weakness for each market entry route, helping Swiss companies make informed decisions on their strategies.

Developed customized go-to-market strategies for Swiss companies to capitalize on identified opportunities in the Indian EV market.



# **USA Partner Search Selection**

Distributor Partner Search (DPS) selection in U.S. for Contrad SA- a Swiss company engaged in aesthetic and pain relief products

Sector: Pharmaceutical Service: Distributor Analysis Target Market: USA
Year of Project: 2024

# **Engagement Context**

Contrad Swiss SA, a Swiss pharmaceutical company, aims to launch ACTV8SKN (an aesthetic product) and EGYFIL (a pain-relieving gel) in the US. The focus was on exploring distributor partnerships for ACTV8SKN with skin clinics and dermatologists, and for EGYFIL with sports clinics and chiropractors. The engagement involved identifying and evaluating potential distributors in California, Florida, and New York.

# **Objective**

- To develop an exhaustive understanding of the US market for ACTV8SKN and EGYFIL, including potential distributor partnerships.
- To identify and evaluate potential distributors in California, Florida, and New York, focusing on those with wide access to customers.
- To assess the demand for non-invasive treatment options and complementary medical products in the US, and evaluate regulatory compliance requirements

# **Approach**

**Selection:** Developed a well-defined criterion and identified approximately 90 potential distributors, evaluating each on brand portfolio, sales capabilities, marketing strategies, and training resources.

**Insight:** Analyzed key market trends for non-invasive treatments and medical products, assessing interest in ACTV8SKN and EGYFIL.

**Outreach:** Conducted multiple rounds of distributor engagement, gathering insights and identifying collaboration opportunities for Contrad's products.

**Analysis:** Assessed market entry routes and determined the viability of 6 high-potential distributors.

#### **Outcome**

T&A identified feasible market entry routes for ACTV8SKN and EGYFIL in the US, targeting distributors catering to skin clinics, dermatologists, sports clinics, and chiropractors.

Provided a detailed analysis of market trends, demand-supply gaps, and regulatory requirements, enabling Contrad make informed decision on market strategies.

Collected valuable feedback from distributors, highlighting areas for product development and strategic adjustments to meet market demands effectively.



# USA and Canada - Partner Identification Study

Shortlisting and identifying local supply partners for a Swiss Electronics Equipment Manufacturer in Canada and USA

**Sector: Trade** 

**Service: Partner Search** 

Target Market: Americas

Year of Project: 2023

# **Engagement Context**

T&A was the selected partner of Switzerland Global Enterprise to identify an ideal supplier for a Swiss developer and manufacturer of DC/DC converters and AC/DC power supplies. The company wished to identify Canadian and American companies with in-house design and manufacturing capabilities to reduce its reliance on China and Taiwan.

## **Objective**

To identify a supplier that matches the following requirements:

- In-house design and prototyping facility
- In-house production facility, preferably in the US or Canada. Companies that purely manufacture in China or Taiwan were to be excluded from the evaluation.
- The supplier shall not be a direct competitor to the Swiss company in its primary product segments.
- The potential supplier should not have a massive global presence and distribution
- The potential suppliers should have important industrial certifications such as 62368-1, EU 60601-1, and EN50155.

## **Approach**

**Primary Evaluation:** T&A identified the most relevant electronics component companies in Canada and the US to understand the local manufacturing ecosystem and identify the type of locally manufactured AC-DC power supplies and DC-DC converters.

**Detailed Evaluation:** T&A identified a list of 33 companies that had an in-house design and testing facility in the region to further investigate the country of origin for their products. The companies were also evaluated on the ideal partner profile parameters.

**Final Shortlist:** Based on the feedback on an initial list of potential partners, T&A evaluated a list of 33 companies from all major provinces in Canada and the US to arrive at a list of eight qualified suppliers that matched the Swiss company's requirements.

#### **Outcome**

T&A identified the relevant contacts across the eight identified potential suppliers, tabulated the findings in an Excel file, and submitted them to the Swiss company.

T&A also developed a priority quadrant recommending the suppliers to be targeted at priority.



# Canada – Cleantech Opportunity Identification

**Export opportunities for Swiss Cleantech firms in Canada** 

**Sector: Trade** 

Service: Opportunity Analysis & Market Intelligence

**Target Market: Canada** 

Year of Project: 2021

# **Engagement Context**

The Swiss cleantech industry, especially wastewater technology companies, is among the best in the world. Despite superior technology and innovation, Swiss firms have a minimal share in the wastewater treatment plant renovation projects worth USD 33 billion. Hence, T&A was selected as SGE's partner to identify business opportunities from select sectors under the Business Opportunity Scouting & Enabling (BOSE) program. The project involved the identification of wastewater segment opportunities in cleantech and mapping Swiss companies that may be suited for a cross-section of these shortlisted opportunities.

# **Objective**

- To identify trade opportunities for Swiss cleantech (wastewater) companies in Canada.
- To determine the most promising tenders for Swiss exports and sub-contractors for collaboration.
- To assess the Canada's wastewater market landscape, including economic opportunities, infrastructure requirements, import dependency, demographic changes, and demand for wastewater management technology.
- To evaluate how the competitive advantages of Swiss companies relative to other domestic and international technology or service providers.

#### **Approach**

**Capability Mapping:** Detailed classification of Swiss wastewater firms and product offerings.

**Identification:** Identification of recent tenders to target the most suitable opportunities based on Swiss capabilities.

**Assessment:** Scouting of registered Plan Takers for open tenders for sub-contraction.

**Validation:** Matchmaking of Award Winners with the relevant Swiss companies for subcontraction.

**Reporting:** Compiled findings into a detailed report, ensuring data accuracy and relevance.

#### **Outcome**

Upon analysis of tenders, T&A shortlisted 58 Swiss firms that offer products and services suitable for Canadian wastewater tenders.

T&A conducted a matchmaking exercise of the 58 Swiss firms and the 25 tenders identified.

T&A facilitated virtual B2B meetings for the identified Swiss companies with the opportunity authorities and ideal business partners in Canada.



# **India Market Opportunity Study**

Market Opportunity in emerging cleantech sector for Swiss stakeholders

**Sector: Cleantech** 

Service: Market Intelligence Report

Target Market: India

Year of Project: 2022

# **Engagement Context**

Swiss cleantech companies, known for their advanced technologies in renewable energy, battery storage, and sustainable public transit systems, aimed to expand their footprint in the Indian market. India, with its ambitious climate goals and growing demand for clean technologies, presents significant opportunities for Swiss firms. The focus was on identifying promising business opportunities across three key segments: battery storage and renewable energy, advanced public transit systems, and energy optimization technologies for railways.

## **Objective**

- To identify and evaluate high-potential business opportunities in India's cleantech sector for Swiss companies, focusing on segments such as battery storage, sustainable public transit systems, and energy optimization technologies.
- To assess the commercial feasibility of opportunities in key cleantech segments.
- To provide strategic recommendations on the most feasible market entry strategies and partnership models for Swiss cleantech firms.

## **Approach**

**Market Research:** Conducted extensive research by gathering data from both primary and secondary sources. This included interviews with industry experts, local stakeholders, and potential partners, as well as analyzing existing reports, and industry publications.

**Opportunity Scouting**: Developed a long list of potential business opportunities by assessing press releases, and other sources to identify actionable and viable prospects.

**Opportunity Evaluation**: Applied a structured evaluation framework to rank opportunities based on commercial feasibility, considering factors such as relevance, financial scope, maturity, and regulatory requirements.

**Report Compilation:** Compiled findings into a comprehensive report, highlighting the most promising opportunities, providing strategic recommendations, and outlining potential modes of onboarding for Swiss companies.

#### **Outcome**

Identified 26 high-potential cleantech opportunities in India, categorized by their commercial feasibility.

Delivered a comprehensive analysis of emerging trends in India's cleantech sector, including advancements in renewable energy technologies, public transit innovations, and energy optimization in railways.

Provided Swiss cleantech companies with tailored recommendations for entering the Indian market, including strategic partnerships and licensing options.

# **India M&A-Transaction Advisory**

M&A- target search for EBP- a Swiss company engaged in sustainable engineering and consulting

Sector: Sustainable Engineering Service: Acquisition Consulting Target Market: India
Year of Project: 2022

## **Engagement Context**

EBP, a prominent global consulting and engineering firm, is focused on providing sustainable solutions across various domains, including urban and rural development. With expertise in building technology, civil engineering, climate, communications, and environment. EBP was keen to extend its footprint into the Indian market. To achieve this, EBP aims tasked Switzerland Global Enterprise (S-GE) with executing this strategy, which in turn enlisted T&A Consulting for support.

# **Objective**

- **Identify and Evaluate Targets:** To map and assess potential acquisition targets in the Indian sustainable engineering and consulting sector, based on technical and non-technical criteria.
- **Facilitate Acquisition**: To set up and support introductory discussions between EBP and shortlisted acquisition targets, helping EBP make informed decisions for their entry into the Indian market.
- **Risk Assessment and Mitigation:** To identify & analyze potential risks associated with each acquisition target, including financial, operational, and reputational risks.

# **Approach**

**Target Mapping and Screening:** Utilized secondary information sources and T&A's industry connections to identify and evaluate potential targets. This included accessing public databases, industry journals, and leveraging T&A's network of construction, engineering, and sustainability stakeholders in India.

**Target Profiling:** For shortlisted targets, develop detailed profiles including business form, ownership, key personnel, areas of activity, financials, and organizational history. This profiling included information on the company's assets in India, strategic partnerships, and regulatory compliance.

Target Outreach and Introductory Meetings: Prepared communication materials, initiated contact with shortlisted targets, and arranged meetings for EBP. T&A facilitated and documented these discussions to assist EBP in evaluating the potential acquisition targets.

#### **Outcome**

Presented EBP with a refined list of high-potential acquisition targets in the Indian sustainable engineering sector, supported by comprehensive evaluation criteria and detailed profiles.

Arranged and facilitated initial meetings between EBP and shortlisted targets, enabling EBP to progress with informed acquisition discussions and decisions.

Provided EBP with valuable insights into the Indian market landscape, including regulatory considerations, industry trends, and potential synergies with acquisition targets 2E

# **Business Opportunity Scouting & Enabling**

A standardized guidebook/ playbook for programme implementation for BOSE

Sector: Trade and Investment Service: Opportunity Scouting

Target Market: India
Year of Project: 2021

# **Engagement Context**

Swiss Business Hub, India, engaged T&A to prepare a standardized guidebook/ playbook for programme implementation for BOSE, across SBH's focus geographies for the programme, with standardized action plans and reporting and activity output templates for select focus Swiss sectors/industry segments.

# **Objective**

- Creation of a guidebook, which can serve as a charter for program implementation globally for the project, BOSE Identification of Swiss companies—with direct subsidiaries, branch offices, and liaison offices—in India.
- Development of a local market opportunity definition and measurement framework (and criteria); Identification of Swiss industrial clusters in India.
- Development of strategies and action plans for in-market and on-the-ground program implementation in global markets.
- Development of reporting templates and key performance indicators for programme/ opportunity tracking and output benchmarking and measurement

# Approach

- Developing a definition for an opportunity for Swiss companies.
- Developed a definition for evaluation criteria based on size, maturity, relevance, availability of finances, regulatory requirements, the likelihood of opportunity realization, and expected commercial terms, amongst others.
- Developed a framework for opportunity viability measurement, scoring, and opportunity selection.
- Used success cases from existing G2G policy advocacy mechanisms, funding, and support, and operational competencies of competitors, amongst others, to develop strategies for ecosystem development through indirect interventions and partnerships.
- Developed a framework for analyzing and choosing direct market support in realizing commercial opportunities through advisory services in business match-making, market research, product and price benchmarking, market viability studies, and facilitation of commercial negotiations.

#### **Outcome**

A detailed guidebook was developed keeping in mind the focus sectors of Switzerland. The guidebook provided frameworks for identifying opportunities, measuring viability of the opportunity, in-market and on-ground implementation strategies. Each framework was a function of key performance indicators and methodology for performance tracking.



# India - Swiss Economic Footprint

The Swiss-based business presence in India and its economic impact study

Sector: Trade and Investment
Service: Economic Presence

Target Market: India
Year of Project: 2021

### **Engagement Context**

Embassy of Switzerland sought to assess the extent and nature of its business presence in India. The Swiss Embassy initiated a project to map Swiss-based companies with a direct presence across India. The study aimed to gauge the Swiss contribution to the Indian economy.

## **Objective**

- Analyze the overall FDI trends from Switzerland to India.
- Identification of Swiss companies—with direct subsidiaries, branch offices, and liaison offices—in India.
- Extraction of general business information—such as year of incorporation, sectoral specialization, functional specialization, revenue generation, and employment generation—for each identified Swiss company.
- Identification of Swiss industrial clusters in India.
- Analyze the impact of Swiss investments in research and development, innovation, healthcare, the start-up ecosystem, skill development, gender equality, women empowerment, and regional development..

#### Approach

**FDI trends identification:** Country-wise yearly FDI inflows and outflows data and sectoral FDI data were extracted from sources including Public portals, News Articles, Industry Reports, the Government of India, and the National Banks of Switzerland.

**Identification:** A list of Swiss-owned businesses in India was extracted and developed from proprietary and public data portals such as FDI intelligence, the International Trade Centre's Investment Map, and Capital-IQ. T&A identified 300+ Swiss companies in India.

**Evaluation and Analysis:** The data gathered for 300+companies was used to understand the state-wise clustering of Swiss companies in India and the sectors of importance for Swiss companies in India. The economic impact of Swiss business presence was further analysed based on revenue generation, employment generation, expansion plans, and impact on innovation, regional development, and women's empowerment, amongst other factors.

#### **Outcome**

Switzerland invested ~200 million in India in 2022

Around 323 Swiss companies invested in India and are present with a subsidiary, a joint venture, a representation or a liaison office.

The companies have created ~135,000 jobs.

There are 30 Swiss R&D centres in India.

108 Swiss companies—more than 1/3rd of the total Swiss presence—manufacture in India. ~68% of the Swiss companies manufacturing in India export from India.

Five states—Maharashtra, Karnataka, Haryana, Delhi, and Tamil Nadu—account for ~90% of Swiss investments in India.



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