

Press Release

Well informed thanks to Osec's new, user-friendly website

Zurich, 25.09.2008. **As Osec has been taking on the new duties of import and investment promotion, as well as promoting Location Switzerland alongside exports since 2008, Osec's website was recently re-launched. The new website is aimed at simpler user prompting, making it easier for the visitor to obtain the best information.**

One important duty of the official Swiss foreign trade promoter, Osec, is to offer a broad information platform to internationally minded companies over the Internet. Osec therefore recently launched a new website (www.osec.ch) and merged the contents of the former Internet sites of SIPPO (Import promotion), LOCATION Switzerland (location promotion) and Osec (export promotion). The importance of the need for information about foreign trade matters and specific markets is apparent from the roughly 50,000 visits a month to the Osec website. Items coveted were, above all, reports on countries and lines of business, as well as information on fairs and events, publications on various business subjects and information on Osec services. With the new website Osec is also making a contribution towards co-ordinating the quasi-governmental promotion agencies working abroad, particularly Swiss Tourism, as requested by the Swiss parliament.

User friendliness is vital

Osec offers the new website in German, French and English. In re-launching the website, particular emphasis was placed on usability. For example, for the website visitor, this makes it easier to make contact with, amongst others, internationalisation experts (e.g. specialists who have registered with the online database, "Pool of Experts") and the Swiss Business Hubs. Because it is easy to establish contact, Osec customers are also provided with rapid, individual assistance, if the information on the website is not adequate. The visitor also finds it easier to obtain specific information because of the optimised search technology. Information is also available on more than 170 countries via an interactive world map. Osec will continue to optimise user-friendliness in the future.

A totally new feature is the interactive online film: in the so-called "Online Guided Tour", the visitor to the site is familiarized, by means of a virtual advisor, with the advice concept "Export Step by Step". This new feature makes it furthermore easier to the visitor to find the contents tailor-made to meet the requirements of a company wanting to do export business.

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