



swiss  
textile  
machinery

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**1. What are Swissmem promotion plans for 2020 in the form of exhibitions, International conferences etc? What are your strategies for the next 5 years, and the countries you hope will be in forefront in buying your machines.**

2020 will be a very busy year with respect to exhibitions and conferences. For many years we support our members in important and developing customer markets. In February 2020 we will organise a Swiss Pavilion at ITME Africa in Addis Ababa / Ethiopia and later in the year at CAITME in Tashkent / Uzbekistan. Apart from ITMA Asia, which will be held from 15 – 19 October 2020 in Shanghai, we plan two more activities. A Swiss Textile Machinery conference in Brazil and Mexico in March 2020. And a customer event at India ITME in December this year. These are countries and regions we see a potential also for the years to come.

**2. Were there any special efforts mounted in recent times to boost Swiss machinery industry's presence in Asia, and particularly in India? What were the results?**

Our role is to promote the importance of the Swiss Textile Machinery industry. Interestingly, this industry is much better known abroad than in Switzerland. Our events are a first step to present the diversity of the Swiss textile machinery industry. Especially for SMEs this is an important platform, as they have a much more difficult time building up a global presence. Our activities always focus on both goals - on the one hand the short-term initiation of business, but also the long-term customer relationship and the establishment of the brands of our members and of the Swiss textile machinery industry.

In recent years we have focused on countries in which our industry still sees substantial development potential. Since the business relations between Switzerland and India are very strong, the support of the association in this market was not decisive.

**3. European textile machinery companies are complaining about stagnant or negative order position. Please comment on orders intake for the Swiss textile machinery industry in the recent times.**

After quite a few years with "best-ever" order volume and results, Switzerland, as many other industrial countries, encounters a certain slowdown of our industry. This is certainly uncomfortable but far away from downturns as we experienced 10 years ago. As our industry is very accustomed in dealing with such strong fluctuations, we are very confident, that the impact on our industry is digestible. In addition we again face a strengthening of the Swiss Franc versus the Euro and the US Dollar. Looking at the sales statistics, 2019 was slightly slower than 2018. China was the strongest export market, followed by the US, Germany, Turkey and India.

**4. The textile industry has been focusing on digitalization and sustainability campaigns in the recent times. What are the efforts and strategies undertaken by the Swiss textile machinery industry in this regard?**

Many of the innovations will integrate digitalisation and sustainability aspect. Industry 4.0 offers various possibilities, be it in product or process optimization or in the development of completely new business models. Our member companies use these possibilities to generate maximum customer benefit. With regards to sustainability, the optimized utilisation of resources is again one of the major topics. Raw materials are scarce and energy is expensive, therefore making our machines more efficient in both aspects is key.

## **5. Swiss Textile Machinery claims that innovation is in their DNA. How comes?**

To answer this question I would like to go back in time... Many of the companies in our association of textile machinery manufacturers were founded in the second half of the 19th century, have gone through many ups and downs and have gained outstanding reputation over time. Having such a long history, the Swiss companies have constantly managed to anticipate changes, developed their business strategy and have continuously evolved. One generation has passed to the next know-how and experience along with the inventor gen. This gen driving innovations was and still is necessary for Swiss textile companies to survive, will say overcoming the disadvantage of a minor market earlier and of a high-income market nowadays.

## **6. How innovative is Switzerland objectively?**

Let me make a point with figures. The European Patent Office states a total of over 170,000 patents applications from Switzerland until the end of 2018. Looking only at 2018 the total of patent applications was 7,927 what comes down to 22 each day. There's a ranking according to the ratio applications per one million inhabitants in which Switzerland is with 956 on the first position in sequent years.

## **7. Any point you wish to add?**

Did you know that The Swiss Textile Machinery association has recently launched its new campaign and the webpage [www.swisstextilemachinery.ch](http://www.swisstextilemachinery.ch) ? They both focus on the innovative spirit of our country. The chocolate bar, fizzy drinks and the computer mouse were all invented in Switzerland. "Invented in Switzerland. Where the same innovative spirit drives textile progress today." This is also reflected by the years of experience of our 44 members – an impressive number of 4060 years!