



Building an Isagenix Business in  
**SWITZERLAND**

# Switzerland OVERVIEW

- Switzerland is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Swiss purchasing power stands at CHF44,177 (\$45,594) per capita.
- Switzerland currently has a population of just over 8.4 million with approximately 68.3% between the ages of 18 and 65 years old.
- Switzerland is a modern, highly developed country with a great road and rail infrastructure and Zürich main station is one of the busiest railway stations in the world, serving up to 2,915 trains per day.
- Approximately 2/3 of the population can speak English.
- Switzerland has four official languages - German, French, Italian and Romansch.
- Switzerland is the world's biggest producer and consumer of chocolate.
- The country is also known for its ski resorts and hiking trails.

Switzerland is located in the heart of Europe and shares its borders with five other Countries.



# Switzerland GETTING TO KNOW THE PEOPLE



## BUSINESS ETIQUETTE

- Always be punctual.
- Meetings are done by appointment and not spontaneously.
- Greet your contacts with a handshake and a smile.
- Neat and clean business dress code.



## LOCAL MENTALITY

- The Swiss are open to the possibility of additional income streams.
- The Swiss are a proud people with deep cultural roots.
- They love all outdoor and winter sports.

# Switzerland CONSUMER CONCERNS

Integration & Immigration

29%

Economic Stability

15%

Environment

11%

Unemployment

11%

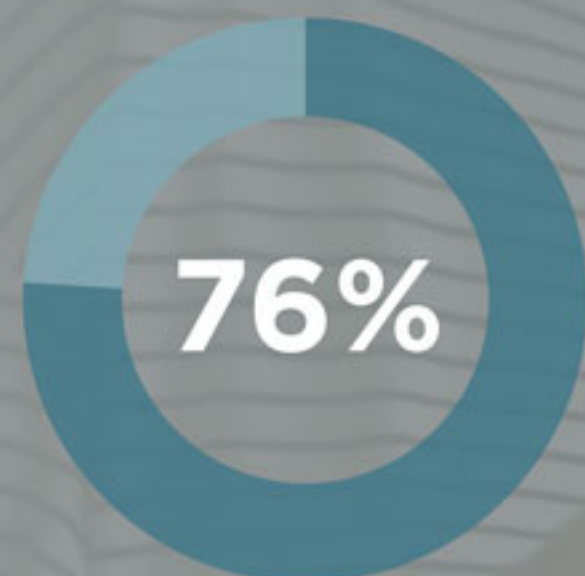
European Politics

10%

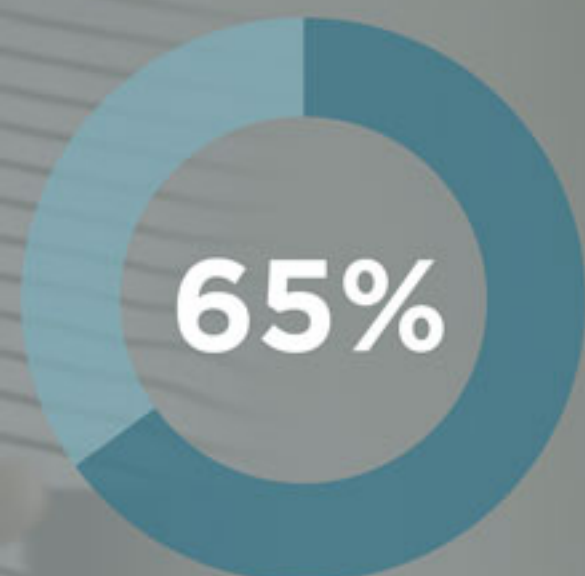
# Switzerland COMMUNICATION

## CONSUMER SOCIAL MEDIA

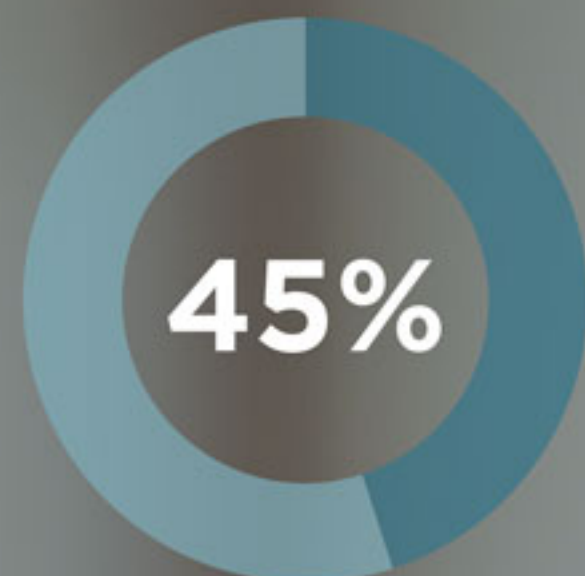
WHATSAPP 



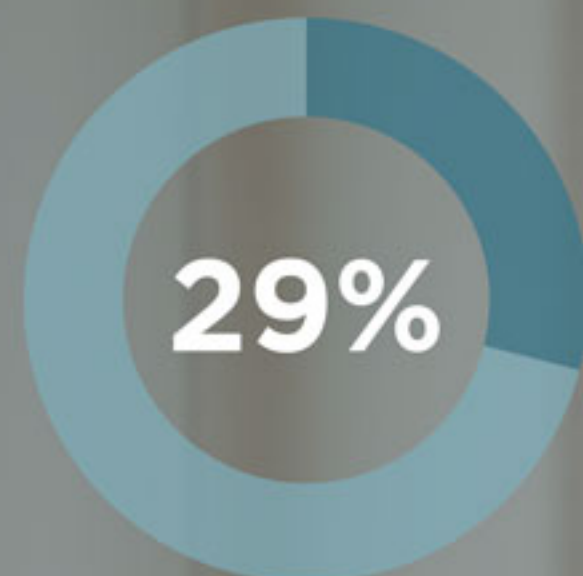
YOUTUBE 



FACEBOOK 



INSTAGRAM 



SNAPCHAT 



## LANGUAGE BASICS

**Grüezi** | Hello

**Guten Morgen** | Good morning

**Guten Tag** | Good afternoon

**Grüß Gott** | Good afternoon

**Guten Abend** | Good evening

**Auf Wiedersehen** | Goodbye

**Bitte** | Please

**Dankeschön** | Thank you

**Entschuldigen Sie bitte** | Excuse Me

**Ich verstehe Sie nicht** | I don't understand

German is the most popular language, followed by French, Italian and Romansch, so in some parts of the country you will need additional language skills.

ISAGENIX