

Attracting Potential Companies to the St.GallenBodenseeArea

Consulting Project USA Market Research for Canton of St.Gallen



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An exciting region with much to offer, the St.GallenBodenseeArea wants to bring new opportunities to support the region's growth and fuel the Swiss economy. The goal of the project was to find prospective companies in the United States that may have a future interest in the expansion to Switzerland and arrange appointments with them and the client.

Canton of St.Gallen

St.GallenBodenseeArea (SGBA): The location promotion of the cantons of St.Gallen, Thurgau, Appenzell Ausserrhoden and Appenzell Innerrhoden, promotes international development. Their aim is to take care of the existing companies in the area and to attract companies from abroad. Among other things, the SGBA representatives consult companies on growing in this area, networking and establishing relationships, and connecting them with local experts for advice.

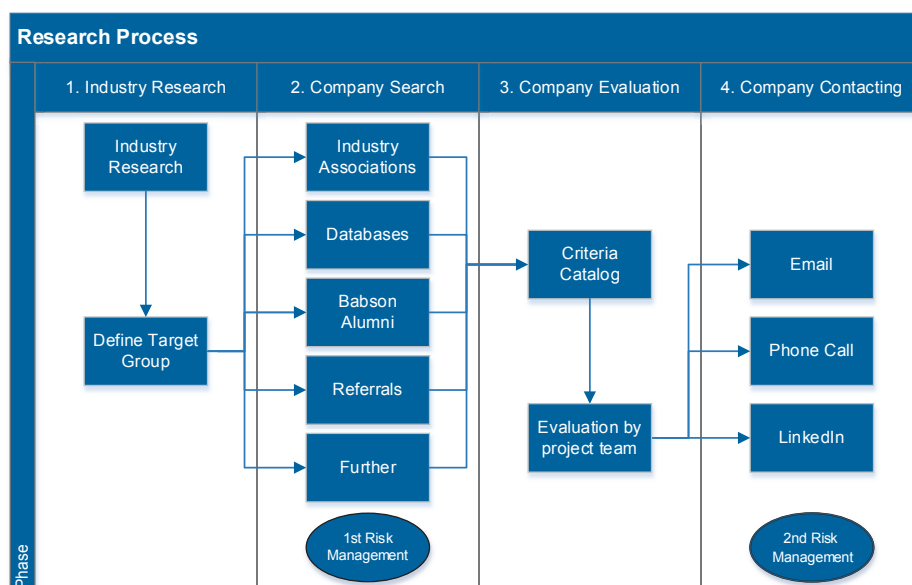
Proceeding

The project focused on finding and scheduling meetings with prospective companies. It involved research to identify the industries and geographic regions with the highest potential to target in the United States, as well as an extensive online search and evaluation process for companies. It also involved discussions with over a dozen experts in order to validate the information gathered. Over 300 companies were then contacted through different methods, such as phone calls or email,

in order to determine their interest in an appointment regarding international expansion.

Results

The team organised 22 appointments, meetings, follow-ups, or events for the client with various companies and groups. The top six industries in the US for the client to explore are: Clean Technology, Electronics & Optics, Information & Communications Technology, Mechanical Engineering, Medical Technology, and Nanotechnology. In addition, the North Eastern United States (i.e. Boston) and the West Coast (i.e. California and Colorado) seem to be strong regions to target. Further recommendations were developed regarding how companies should be contacted, who should be contacted at the companies, and how the outreaches should be tracked. The team is excited by the possible impact this project can have on boosting the region and improving businesses and lives in the St.GallenBodenseeArea.



JMCFE USA

Joint Management Consulting Field Experience
Market Research 2015

Project Team (f. l. t. r.)

- Brian Hickey, Babson College Boston, MA, United States
- Lea Herold, University of Applied Sciences St.Gallen, Switzerland
- Anita Lacher, University of Applied Sciences St.Gallen, Switzerland, Project Leader
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Client

Canton of St.Gallen, Office for Economy and Labor, Location Promotion, St. Gallen
Franc Uffer, Director FDI Promotion, Delegate St.GallenBodenseeArea
www.location.sg.ch, www.sgba.ch



The project team quickly understood the characteristics and importance of location promotion and showed strong commitment and a very professional approach during the project. Apart from the good results mentioned, we were pleased to obtain interesting improvement suggestions for market cultivation strategy.

FHS-Coach
Prof. Dr. Wilfried Lux



Babson-Coach
David Lopez, MBA



The JMCFE St. Gallen project was one of excitement, challenge, inspiration and success. The team excelled in effort and passion and focused on learning, growing and providing a high level of client service and results. It was a great pleasure to be associated with a team with this level of talent and commitment.