



# SWISS NATIONAL DAY, 2025

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## Message from THE AMBASSADOR OF SWITZERLAND



RETO RENGGLI  
Ambassador of Switzerland to Bangladesh

Switzerland is also a dynamic, multicultural and multilingual nation. Direct democracy and federalism, with a strong local government system, are essential hallmarks of my country, which allows citizens to have the final say in most matters, from the local to the national level.

Today is the National Day of Switzerland. On this special occasion, I convey my warm greetings to all the fellow Swiss citizens living in Bangladesh, as well as our Bangladeshi friends. Our national day commemorates an event which took place more than seven centuries ago. In August 1291, according to popular legends, delegates from three Alpine cantons swore the oath of unity that laid the foundation of the Swiss Confederation. From that historic moment, through the adoption of our federal constitution in 1848 and to modern Switzerland in its current shape and form, our political and social journey has been guided by our respect for dialogue, diversity, inclusivity and a strong commitment to democracy. Therefore, our national day celebration is not just about remembering those historic events. It is also about reaffirming and standing up for the core values that have shaped Switzerland.

Beyond the snow-capped mountains

and picturesque meadows, today's Switzerland boasts an advanced and export-oriented economy, which is driven by research and development, innovation and technology. Switzerland's private sector and manufacturing industry blaze a trail when it comes to quality, precision and reliability. In this newspaper supplement, you can explore several articles highlighting the forte of the Swiss private sector and how it champions innovation and competitiveness.

Switzerland is also a dynamic, multicultural and multilingual nation. Direct democracy and federalism, with a strong local government system, are essential hallmarks of my country, which allows citizens to have the final say in most matters, from the local to the national level. Human rights and humanitarian tradition are quintessential values that we hold very dearly and that have helped Switzerland to emerge as a responsible and trusted global player in various multilateral fora. We are proud of our "international Geneva", which hosts numerous international and non-government organizations. This role of Switzerland matters even more today, as multilateralism seems to be increasingly challenged.

On the bilateral front, the relations between Switzerland and Bangladesh are strong and diverse. Our bilateral economic cooperation holds immense potential and has emerged as a cornerstone of our bilateral relations. Our annual bilateral trade has maintained the \$1 billion+ trajectory for the fourth consecutive year. Almost all major Swiss multinational companies are operating in Bangladesh. They are not just creating economic and employment opportunities, but they are also bringing high-quality products, services, innovation and technology to the people of Bangladesh. We are

confident that an improved framework condition and more ease of doing business will further strengthen our bilateral economic ties.

Since the beginning of our bilateral relations, my country has remained a relevant, effective, and reliable development partner of Bangladesh. Even as Switzerland will gradually, responsibly and sustainably phase out its bilateral development cooperation programme by 2028, it will remain engaged with Bangladesh in addressing key challenges, with a continued focus on humanitarian aid—especially in response to the ongoing Rohingya refugee crisis—as well as climate change and migration issues.

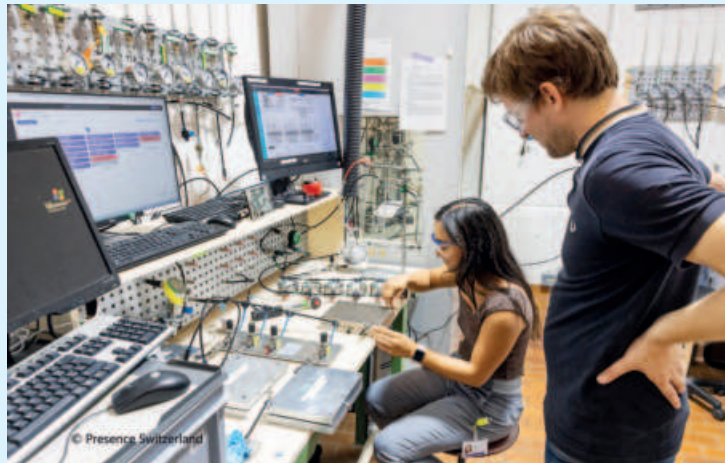
A year ago, Bangladesh experienced historic moments. The country stands currently at a crossroad: it is on the cusp of a dual transition—both in terms of its democratic journey and in view of its graduation from the LDC status. Switzerland supports Bangladesh and its people during this transition and their quest for a just, prosperous and tolerant society—one that undergirds free, fair and inclusive democratic processes for everyone. As Bangladesh aims to revise its playbook to transform the economy into one that is anchored in innovation and a skilled workforce, the Swiss private sector is well-positioned to partner with its Bangladeshi counterparts in facilitating this transition.

Before I conclude, I would like to reiterate that Switzerland immensely values its friendship and cooperation with Bangladesh and will continue to further deepen its diplomatic and economic cooperation with the country, as well as the business to business and people to people exchanges.



Switzerland.

## How Switzerland's Private Sector Works



In celebration of Switzerland's national day, we examine key sectors, the role of SMEs, and the strengths and challenges of Switzerland's export economy.

The Swiss economy is a diverse and stable one, with key sectors such as pharmaceuticals, financial services, precision engineering and the watch industry. These industries are major contributors to the country's GDP and are globally recognized.

**SMEs: The Backbone of the Economy**  
Small and medium-sized enterprises (SMEs) make up about 99% of all companies and are crucial for driving innovation and creating jobs. They specialize in niche markets and are known for their adaptability.

Switzerland benefits from a highly skilled workforce, a strong education system, and a stable political and economic environment. These factors

create a favorable business climate.

**Strengths and Challenges**  
Switzerland has a strong export economy, with around two-thirds of its goods being exported. Major export destinations include the EU, the USA, and China. Key exports are pharmaceuticals, machinery, chemicals, and watches. The high quality and innovation of Swiss products give the country a competitive edge in the global market.

However, the Swiss private sector also faces challenges. High labor costs and a strong Swiss franc can make Swiss products more expensive and less competitive internationally. Additionally, the country's strict regulations and high standards, while ensuring quality, can sometimes lead to increased production costs and slower market entry for new products.

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Heartiest Felicitations on

# Swiss National Day

from Switzerland Bangladesh Chamber of Commerce & Industry

ABB

Acce/eron

Bata

Clarichem  
LIMITED  
(Agent of Archroma)

HILTI

JAKOB MÜLLER  
GROUP

KUEHNE+NAGEL

LafargeHolcim

MSC

Nestlé

SELISE  
Bangladesh Ltd.

SGS

syngenta

Swiss Elegance  
Hasnat Enterprise

Aamra Resources Limited  
ABB Limited  
ACI Limited  
AEGIS INTERNATIONAL  
Alpha Vision Limited  
Arifs (Bangladesh) Limited  
ASSL Textile  
Authentic Sourcing Ltd.  
Baby Nutrition Ltd.  
Bata Shoe Bangladesh Limited  
Bauwerk Ltd (Hilti Bangladesh)  
Buhler Bangladesh Pvt. Ltd.

Building Products & Services  
Clarichem Ltd.  
Creative Engineers Limited  
Cross Freight Lines Limited  
Daffodil Traders  
Digital Medical Systems Ltd.  
Dohatec New Media  
Excellent Corporation  
Fashion Steps BD Ltd.  
Giant Group(Shafi Processing Industries Ltd)  
Habib Bank AG Zurich

Hasan Mohin, Chartered Accountants  
IMR METALLURGICAL RESOURCES AG  
Index Accessories Ltd.  
Kuehne+Nagel Ltd.  
LafargeHolcim Bangladesh PLC  
Mohammad and Sons  
MSC Mediterranean Shipping Company  
Bangladesh Ltd.  
Nestle Bangladesh PLC  
New Asia Limited  
Norsel Asia Pacific  
Novartis( Bangladesh) Limited

Omya  
R H corporation  
Radiant Business Consortium Ltd.  
Roco Bangladesh Limited  
Saco Watch Company  
SELISE Bangladesh Ltd.  
SGS Bangladesh Limited  
Sika Bangladesh Ltd.  
SwissChroma Bangladesh Limited  
Swiss Elegance (Hasnat Enterprise)  
Swisscontact  
Syngenta Bangladesh Limited

T&T Enterprise  
Textile Associates Limited  
TEXXIT BD  
Texcorp Trading Limited  
The Analyst Limited  
Turbocharging Bangladesh Limited  
Tutelar Oil Services Co. (Pvt.) Ltd.  
W & W Grains Corporation