

**Country Report 2013** 



### Content

- 1. The Swiss project in a nutshell
- 2. Challenges and Opportunities in the Swiss context



# The Swiss project in a nutshell

- History
  - Tradition dates back to 1250.
  - Economically important; 1856 were 560'000 high stem mulberry trees under production; 1914 last cocoon production.
  - 2009: Producers association (farmers and textile industry).
- Objectives
  - The silk production in Switzerland shall be reintroduced to create supplementary income for Swiss farmers and at the same time strengthening the Swiss textile industry.

### Status

- 36 farmers (4'000 trees), 5 textile companies incl. marketing
- 2012: > 1 box, 5,5 kg raw silk, successful weaving tests.
- 2013: 3 4 boxes, raw silk for market entry in 2014



# **Content**







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**Swiss Silk Producers Association** 

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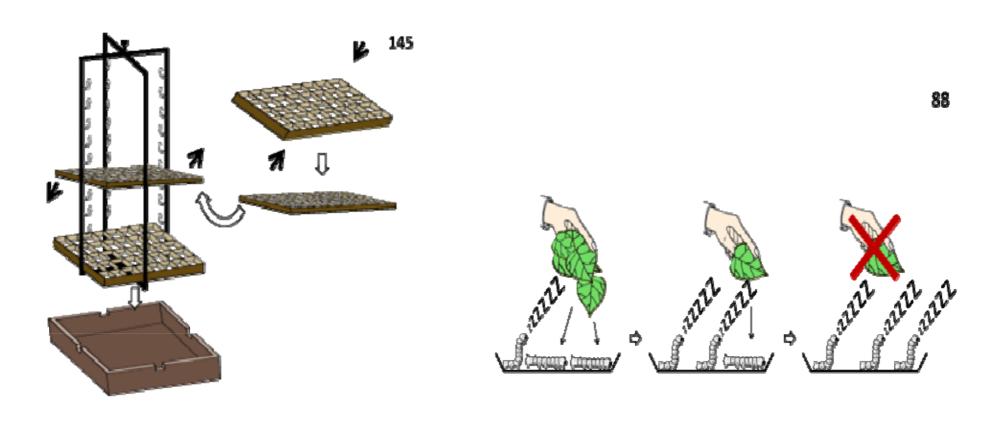
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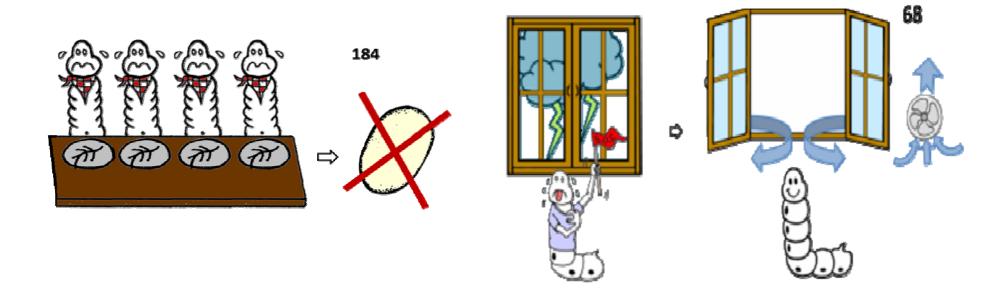


### **Handbook**





### Handbook





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# What makes the "Swiss case" challenging

- High salaries
- Shortage of land
- No research and know-how in cocoon production
- No government structures and support
- No venture capital
- Project setup is all on voluntary basis
- → Different approach is needed.





Where are the opportunities in the "Swiss case"

- High income structure of consumers
- Entrepreneurial agricultural structures
- Existing textile industry (oldest company dates back to 1730)
- High sensitivity for cultural heritage.



→ Existing potential



# The "Swiss Silk way" of doing things

- Operate outside the "world market logic"
- Integrated supply chain from tree to textile.
- High end segment marketing
- Niche production (potential 1 10 tons of raw silk: up to 5% of Swiss need)
- Networking (know how, eggs, reeling, etc.)
- Economical thinking & "organic growth"
- long term perspective
- Consciousness of failing

