Your partnership with the Organisation of the Swiss Abroad
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Who we are

- Private and independent lobby organisation
- Only institution that reaches all 776 300 Swiss abroad worldwide
- Founded in 1916
- Recognised by the federal government as the representative organ of the Fifth Switzerland
- The OSA's central values are trust, quality, independence and openness
Our structure

- 776,300 Swiss nationals abroad
- 650 Swiss associations and institutions
- Congress: 300-500 participants Swiss expatriates or Swiss citizens
- Executive Board: 11 members
- Council (CSA): 140 members
- OSA offices (15 employees divided into legal, marketing and communication, youth and secretarial and financial departments)
What we do

- All 776,300 Swiss abroad (more than 11% of Swiss citizens) worldwide inform, advise, represent and network

- Efficient information for the Swiss abroad thanks to the right online and print communication channels

- Representation of the decisions from the Council of the Swiss Abroad (CSA), which is elected by over 650 recognised Swiss associations worldwide, in the Swiss Parliament

- Lobbying to give the Swiss abroad a voice in politics on relevant topics

- Coordinating summer and winter camps for young Swiss

- Supporting the mobility and networking of Swiss people around the world

- Organising an annual congress on a topical issue for Swiss abroad
What we offer

• Personal access to the 776 300 Swiss people worldwide

• Diverse and efficient communication channels and the best opportunities for you and your company

• Image transfer through contact and lobbying support of 77 parliamentarians in the Federal Palace

• An added value for the community of the Swiss abroad, who appreciate your services and values

• Direct contact to the OSA-network and long-term cooperation with exchange of experience

Why an organisation of the Swiss Abroad?

25'800

10.7%

4.

Swiss citizens have already emigrated in the year 2020

of all Swiss Citizens live abroad

Altogether they would form the fourth largest canton in Switzerland
776 300 Swiss nationals distributed worldwide

Swiss citizens living abroad, 2020

By continent of residence

- Europe: 63%
- Africa: 4%
- North America: 8%
- Latin America and Caribbean: 16%
- Asia: 2%
- Australia, Oceania: 7%

The 20 most common countries of residence of Swiss citizens living abroad by age group, 2020

Source: FSO – Statistics on the Swiss Abroad (SE-Stat) © FSO 2021
776 300 Swiss nationals distributed worldwide

- The main majority is between 18 - 64 years of age
- Women have a higher average age than men
- Most Swiss families abroad can be found in several target groups (youth camp= 16-25 yrs, congress= 40-55 yrs, Council of the Swiss Abroad= 50-75 yrs)
The Swiss abroad

- is mainly female and on average about 40 years old
- lives in Europe, mostly in neighboring countries of Switzerland (France / Germany)
- is keen to travel in Switzerland
- is highly qualified and works for well-known international companies.
- He/she values Swiss standards such as quality, reliability, accuracy and Innovation, so the factor of Swissness
- regularly buys Swiss products and services at home and abroad
- Politics in Switzerland, taxes, social security and health are important topics to them
- is also willing to return to Switzerland
- is best accessed via Swiss Review and digital channels such as e-mail
- is actively informed on our website and via our newsletter
The Swiss abroad of the 2nd generation

- is between 15 and 25 years old
- lives abroad due to the emigration of his parents
- is a Swiss citizen of the 2nd generation born abroad
- is very strongly interested in her country of origin, Switzerland
- is interested in education in Switzerland in the future
- is likely to be working in Switzerland or in an international company
- is highly mobile and regularly visits Switzerland for a certain period
- has a good network and is active on social media
- is best reached via Instagram, SwissCommunity or Youtube
The young Swiss student abroad

• is between 18 and 25 years old
• grew up in Switzerland
• gains work or learning experience abroad for a certain period of time (sports, education, work)
• is very strongly interested in her country of origin, Switzerland
• is also interested in a professional future in Switzerland
• would like to continue to benefit from Swiss services on return (bank/insurance)
• has a good network and is active on social media
• is best reached via Instagram, SwissCommunity or Youtube
The Senior Swiss abroad

- is over 65 years old (42%m, 58%w) and retired
- is keen to take part in the Congress of the Swiss Abroad
- displaces his residence for economic interest or quality of life
- still strongly attached to Switzerland (family, friends)
- Politics, taxes, social security and health are important issues
- Women often live in Southern Europe, the United States or the United Kingdom
- Men prefer Central and Eastern Europe like Poland, Russia, Slovakia or Asian countries like Thailand because of the low cost of living
- is best reached via e-mail or SwissCommunity
- Keeps himself up to date with the (printed) Swiss Review
# Forms of Cooperation

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<th>Youth camps</th>
<th>Council ***</th>
<th>Review</th>
<th>Social Media</th>
<th>Price in CHF</th>
</tr>
</thead>
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<tr>
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<td>X</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<td>X</td>
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<td>-</td>
<td>-</td>
<td>Discount</td>
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<tr>
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<td>-</td>
<td>-</td>
<td>Discount</td>
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<tr>
<td>Combo full</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
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</tr>
<tr>
<td>Combo light</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
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</tr>
<tr>
<td>Congress</td>
<td>CONG**</td>
<td>CONG**</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>CONG**</td>
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<tr>
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<td>-</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
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* YS = Youth offers from the Organisation of the Swiss Abroad, including presence on digital and print communication
** CONG = Congress of the Swiss Abroad
*** CN = Council of the Swiss Abroad
Forms of Cooperation

Institutional Partner

**Appearance as a partner**  
in the corresponding section of the new website and in the SwissCommunity network

**Banner**  
on the homepage of the new website SwissCommunity.org

**Sponsored Content**  
as news on the SwissCommunity.org website for 1 month

**Newsletter**  
4 articles per year

**Online Community**  
1-2 mailings per year to community members

**Social Media**  
4 posts per year on Facebook, Twitter or Instagram

**Swiss Review**  
1 Sponsored Content + integrated Logo on Swisscommunity-advertisement

30% discount on an advertisement

**Congress**  
Stand presence on site + 4 VIP invitations

**Council**  
2x year, Stand presence on site + distribution of documents

**Youth camp**  
Give-aways
Forms of Cooperation

Partner WEB

Website
Banner presence on the homepage of the new website swisscommunity.org and on the community

Appearance as a partner
In the relevant section of the new website and on the Community

Newsletter
4 Contributions per year, as required

Community
1-2 mailings per year, as required

Social Media
4 Posts/ per year on Facebook, Twitter or as required

Swiss Review
30% discount on an advertisement

Youth camp
Give-aways

Partner WEB Exclusive

according to services Partner WEB
Appearance as a partner + Exclusivity without competitors in selected sector
Contract duration at least for 1 year. Is automatically renewed
Forms of Cooperation

**Partner Combo**

**Website**
Banner presence on the new website swisscommunity.org during 1 month

**Newsletter**
1 Contribution per year, as required

**Swiss Review**
1 1/8-advertisement, in a required edition

**Community**
1 Mailing per year, as required

**Congress Partnership**

**Website**
Banner presence of new website swisscommunity.org during the congress (4 weeks)

**Congress**
Stand presence on site with standard size
4 invitations VIP for Saturday and 4 invitations to the evening dinner
Contribution in the special newsletter congress
Distribution of documents in the congress documentation folder
1 full-page advertisement in the congress programme
Forms of Cooperation

Partnership Youth

Website
Presence with your logo as partner

Print & Online Flyer
Presence with your logo as partner

Youth Camps
Presentation of your company at a camp of your choice
Partner reference for a camp of your choice
The «Swiss Review» is the only medium that reaches all of the total 770,900 Swiss abroad all over the world.

Total circulation: 430’000
Print: 177’000, Digital: 253’000
The magazine is distributed to all Swiss Abroad registered with a Swiss representation abroad and to individual subscribers

Languages: English, German, French, Spanish

Regional issues: 14 different regional issues (including «Gazzetta Svizzera» for Italy). The regional pages provide a platform for important communications from Swiss representations and for information on regional events and happenings.
Digital Community

Community
New community network since 2021
6'500 members from more than 155 countries

Social Media
Facebook 13 500 subscribers
Twitter 1 400 followers
Youtube 322 subscribers
LinkedIn 540 followers
Communication Channels

Newsletter

Content:
Decisions from politics, current events around the organization, advice on current matters and others.

Target group:
770,900 Swiss abroad and Partners of the OSA

Total circulation: 36 500 Personen
Opening rate: DE: 16%, FR, 18%
Click rate: DE: 20%, FR, 22%
Languages:
German (24 000)
French (12 500)
Congress of the Swiss Abroad

• organised annually since 1916
• With 300 - 500 people - along Swiss abroad with representatives from business, politics and science
• 3-day event in Switzerland at selected locations
• Exchange and direct contact between partners and congress participants
• Visit and representation of a member of the Federal Council
• Regional and national media ensure broad coverage
• Participation of a Swiss abroad youth camp for generational exchange
Council of the Swiss Abroad

• similar to the Swiss Parliament
• Representation of the interests of the Swiss abroad within Switzerland
• Composed of 120 foreign members and 20 national members from politics and business, distributed from all over the world according to their numerical strength
• Exchange on current political issues affecting the Swiss abroad
• In charge of statements and resolutions which are placed with the responsible authorities
• Twice a year: spring meeting in Bern (in 2021 in Brunnen SZ), autumn meeting at the congress
Youth

- Programme for young people aged 15-25 years
- Twice a year with several summer and winter camps at selected locations in Switzerland
- Getting to know Swiss culture as a second homeland with activities in leisure, language and politics
- Exchange between Swiss youth and young adults abroad and the local Swiss population
- Support by trained camp leaders and experienced supervisors
- Access for young Swiss abroad from financially vulnerable families in the form of a fair price structure
We are here for you

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