

SIA International Strategy

Status: 4 March 2014

Starting position

Within the scope of the federal economic stimulation programme Stabilo III, federal funds were used as well to support export activities in the fields of architecture, engineering and design between 2010 and 2013 via the platform and association ingenious switzerland. Upon the expiration of the programme at the end of 2013 the association and the platform were dissolved.

Based on an assessment of the situation and a specific international strategy, the SIA Steering Committee decided to continue the export activities of ingenious switzerland in a revised form and incorporate them in the new SIA-International services unit beginning in early 2014. In addition to the promotion of exports, the specific support of SIA members in cross-border planning activities is of high priority. A survey conducted by the SIA in 2012 has shown that there is a genuine need for this. According to the survey, approximately 20% of all corporate members of the SIA are already active abroad.

Unless they are already members now, the former members of ingenious switzerland will be invited to join the SIA, if possible. For all other members of ingenious switzerland the SIA will establish a network and a programme to share experiences and information periodically. Furthermore, the SIA also envisions a larger forum on the exportation of Swiss architecture, engineering and design to be held in the fall of every year.

Strategy and implementation

The future international activities of the SIA will focus on the one hand on the interconnection, intermediation and support at the association level and on the other hand on the specific promotion of exports of architectural, engineering and design services. Accordingly, the strategy and its sub-goals are divided into these two major prongs.

A. *Priorities of the SIA association strategy:*

1. Intensification of current relations and development of new relations between the SIA and other architecture and engineering organisations abroad, primarily in Europe and in order to improve market access and the recognition of Swiss professionals in other countries.
2. Specific use and coordination of the network of 20 SIA professional associations and their relations with organisations and educational institutions abroad.
3. Expansion of the SIA's information, consulting and continuing education services relating to cross-border planning activities both by Swiss professionals abroad and by foreign professionals in Switzerland.
4. Periodic reporting regarding the SIA's activities abroad via the known communication channels of the SIA (newsletter, TEC21, Tracé and Archi, Management Magazin).

B. Priorities of the promotion of exports under the label "ingenious switzerland powered by SIA-International":

1. Project-specific support of export activities in the fields of architecture, engineering and design, including the continuation and development of the proven "workgroup" format, which is an interdisciplinary group of Swiss-based companies and professionals working together to develop and realise projects in selected target markets abroad. At the current time, the following projects are in progress on behalf of Switzerland-Global Enterprise S-GE: UK / High Tech Timber, Brazil / Cleantech, Japan / Design Cooperation, Korea / reconstruction and re-opening of the Swiss Embassy, Turkey and Poland (in development) / sustainable planning and construction.
2. Demand-based marketing of Swiss architectural and engineering know-how in selected countries e.g. export of the SIA's professional know-how, standards and regulations (structural design standards, energy standards, rules of competition, etc.) outside of Europe.
3. Goal-oriented participation of SIA-International in conferences, trade-fairs and exhibits in selected countries.
4. Gradual development of a network to export know-how and services in the fields of architecture, engineering and design with third party organisations, such as associations, foundations or universities.

A council for "International Affairs" was established and assigned by the SIA Steering Committee with the strategic management of SIA-International and the periodic review and revision, if necessary, of the international strategy. The council is headed by Daniel Meyer, Qualified Civil Engineer and Vice President of the SIA Steering Committee, and consists of around ten professionals with equal representation of architecture, engineering and design.

Myriam Barsuglia, Head of SIA-International, is in charge of the operational implementation of the strategy and for issues involving cross-border activities of the SIA and its members:

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