



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Department for Economic Affairs,
Education and Research EAER

State Secretariat for Economic Affairs SECO
SME Policy

Increase SMEs productivity by digital government

13thINSME Annual Conference Meeting
Puerto Vallarta, Mexico - May 16th 2017

Martin Godel, Head of SME Policy and Deputy Head of
the Economic Promotion Directorate, SECO, Switzerland



Session II - Digital Technologies as a Catalyst for International Growth and Productivity

Objectives

- To understand specific issues that hinder SMEs from effective participation in global value chains
- To identify opportunities to enhance SMEs productivity through innovation
- To explore and adopt transferrable and measurable global best practices to catalyze growth of SMEs
- To help SMEs access new channels and markets



Session II - Digital Technologies as a Catalyst for International Growth and Productivity

Questions:

- Can best practices be highlighted in relation to the introduction of digital technology by SMEs in their production activities?
- What measures and policies can support SMEs in embracing the digital transformation?



Working definition «Digital»

Includes in the context of Gov2Biz:

- A set of mutually reinforcing technologies such as
 - Internet
 - digital devices, mobile, wearables including sensors
 - cloud computing
 - big data analytics including algorithms
 - artificial intelligence



Digital Economy 4.0

.....Digital Government 1.0

While companies, citizens and entire economies are transiting to the Digital Economy 4.0.....

....they improve productivity, speed, enabling tailor made solutions at low cost, etc.....

....However, Governments when interacting with companies are generally at Digital Government 1.0.or 2.0 at best...

....Government 3.0 allows full electronic GovtoBiz processes human-to-machine...

....Government 4.0 allows seamless machine-to-machine processes



How Digital Government improves SME productivity

Reducing time, money and energy especially of SME owners by

1. Establishing Transparency about all legal requirements
2. Providing clear processes and attribution of competencies
3. Lowering the need for third party experts, consultants for simple processes
4. Using electronic real-time public registry data, high data accuracy, decreasing errors, increasing compliance
5. Mutually agreed and government provided log-book and record keeping gov2biz transactions
6. Decreasing opportunities for corruption
7. Easier market access for foreign companies entering a new market
8. Allowing Government to centrally gather data about the effective use of processes and adjust regulations and resources accordingly



Example: Digital creation of enterprises



<https://ger.co>

powered by:



Home About How It Works Governments Businesses Schools **Go Green Campaign** Sprache auswählen

Make Business Registration Easy, Everywhere

Join in the effort to improve online business registration processes and help entrepreneurs register their businesses around the world.

Governments, Assess Your Website!

Map key

Entrepreneurs, Find Where To Register Your Business! [Begin here](#)

Show all Regions Find Country/Economy Country/Economy Not Listed?

Online Single Windows (29)

	Website Assessment	User Experience
Cameroon Rate Website	●●●●●○	☆☆☆☆☆ (0)
Canada Rate Website	●●●●○	☆☆☆☆☆ (0)
Chile Rate Website	●●●●○	☆☆☆☆☆ (0)
Switzerland Rate Website	●●●●●●	☆☆☆☆☆ (0)



Example: Digital creation of enterprises (2)

A full, online creation of a company including all necessary electronic signatures, social insurance registrations, entry into business registry, Value Added Tax registrations and all other necessary steps to establish a company, are offered according to Global Enterprise Network / UNCTAD by 5 countries only:

Estonia, Denmark, Oman, New Zealand and Switzerland.





Our experience

StartBiz.ch

- Since 2004 with many iterations
- 4 fully digital processes
 - Social insurances,
 - Value added tax
 - Business registry
 - Mandatory accident insurance
- 20 % of companies created in Switzerland are created through the online platform – much room for improvement.

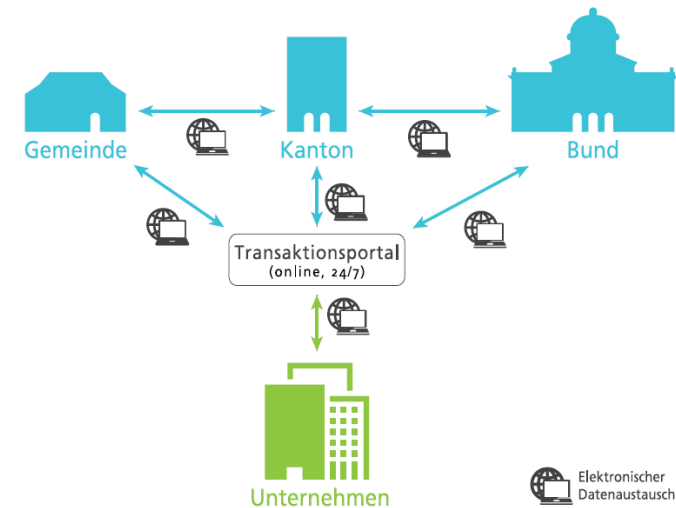
The screenshot displays the StartBiz.ch website, which is a platform for online business registration in Switzerland. The header includes the StartBiz logo and the tagline 'Unternehmen einfach online gründen', along with navigation links for 'Registrieren' and 'Login'. A navigation bar contains links for 'Startseite', 'Info-Center', 'Pflichtenabklärung', and 'Kontaktadressen', and language options for 'DE', 'FR', 'IT', and 'EN'. The main content area features a central message: 'StartBiz ist eine Dienstleistung des SECO um die Neugründung von Unternehmen in der Schweiz zu unterstützen und zu vereinfachen.' Below this, it states that the service supports business registration with various authorities across all Swiss cantons. A blue circular badge indicates '39'607 Gründungen seit 2004'. A list of supported services includes: Handelsregister, Mehrwertsteuer, AHV/IV/EO/ALV, and Unfallversicherung. Two informational boxes are present: 'Bevor Sie gründen' (Before you start) and 'Probelauf' (Trial run). The right sidebar contains a 'Registrieren' section with a 'Registrieren' button, and a 'Login:' section with input fields for 'Kontoname' and 'Passwort', a 'Login' button, and a 'Passwort vergessen?' link. At the bottom of the sidebar, it notes 'Nur wenn SuisseID eingesteckt:' and provides a 'suisseID LOG-IN' button.



Our vision: offering companies a true One-Stop-Shop for Gov2Biz

Main Challenges

- Fragmented, independent government agencies (central government, state-level, municipal level)
- To include all government interactions with a company using registry data and re-using data already provided
- One feel and look for all types of processes
- Providing an intelligent system with no knowledge about necessary procedures and competent authorities
- Integrating in the long term over 900 government
- Handling large numbers of electronic interfaces
- Enforcing a general ontology





Holdingname AG

Musterstrasse 22, 9006 Rothenburger

Modifier

Mes demandes

Voir les demandes complétées

Déclaration
Inscription à l'assurance accident LAA

Draft
14.08.2017

Déclaration
Inscription à la TVA

Rejected
14.08.2017

Déclaration
Inscription au registre du commerce

Draft
14.08.2017

Déclaration
Demande d'extrait du registre du commerce

in Progress
14.08.2017

Déclaration
Inscription au registre du commerce

Sent
14.08.2017

Fiscalité
Ajouter une signature

Sent
14.08.2017

Nouvelle demande

Utilisateurs enregistrés

Matthias Schmidt
matthias.schmidt@gmail.com

Administrateur principal



Authorized from 08.09.2016 - 12.12.2019
Last access 12.12.2019, 14:40

Révoquer l'accès

Johnny Humbeldorner
johnny.humeldorner@watchesofswitzerland.ch

Responsable fiscal



Authorized from 08.09.2017 - 12.12.2032
Last access 01.01.2017, 15:10

Révoquer l'accès

Invitations envoyées

Peter Muster
peter_muster99@gmx.com

Administrateur principal



Authorized from 08.09.2016 - 12.12.2019
Last access 12.12.2019, 14:40

Annuler l'invitation

Anita Bächler
anita.baechler@amazon.ch



Authorized from 08.09.2017 - 12.12.2032
Last access 01.01.2017, 15:10

Annuler l'invitation



Envoyer une invitation



**....ask your Government for full,
integrated, seamless 24/7 digital
Gov2Business processes for all types of
transactions through one single window**

Martin Godel

Head SME Policy and Deputy Head of Economic Promotion Directorate

State Secretariat for Economic Affairs SECO

Federal Department for Economic Affairs, Research and Education EARE

Bern, Switzerland

Martin.Godel@seco.admin.ch

Find me on LinkedIn