



Media Release

## **A qualified «yes» of IG Swiss Made to the “Swissness” bill**

Quality as the crucial criterion

**Zurich, 28 March 2008 – In its response to the planned amendment of the law on the protection of armouries and other trademarks, the interest grouping, Swiss Made (IG Swiss Made), although it essentially supports the objective of the bill, nonetheless has serious reservations regarding the planned reformulation of the law on the protection of trademarks. In the opinion of IG Swiss Made, far from improving the quality of Switzerland as a commercial and business location, it would weaken it.**

The small and medium-sized Swiss watchmakers incorporated within the interest grouping, Swiss Made (IG Swiss Made), essentially support the objective of the planned amendment of the law on the protection of armouries and other trademarks. The reason for this is that effective anti-abuse rules and other, specific, rules increasing legal certainty and strengthening consumer confidence in Swiss products are also in the interest of IG Swiss Made.

The members of IG Swiss Made have always defended the high standard of quality of the «Swiss Made» quality mark. As export-oriented businesses in the mid- and low-price segments with a strong foothold in the international markets, they consider the currently applicable and internationally accepted regulations ideally tried and tested. That is why IG Swiss Made seriously doubts whether the planned new criteria for determining the acceptability of the use of the term «Swiss made» are appropriate.

This applies in particular to the proposal to increase domestic manufacturing costs to 60 percent. Such an arbitrary and hence questionable for order policy reasons and internationally unenforceable tightening of the general financial conditions would allow prices and delivery times to increase significantly and would also place the members of IG Swiss Made at a disadvantage in relation to the price-insensitive luxury goods segment. And all the manufacturers who can still produce and market watches abroad under very moderate «Swiss Made» conditions would rejoice at the statutory obstacles which Switzerland is placing in its own way.

However, the crux of the matter is that the quality of products and services will not be improved by such obstacles. And quality should remain the most important criterion.



IG Swiss Made is therefore calling for the status quo to be maintained. It could, at best, agree to a 50 percent share of the value generated in Switzerland. It rejects the arbitrary and also internationally unusual stipulation of 60 percent, not least because such a massive structural intervention would seriously endanger Swiss firms and hence Swiss jobs.

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