

**2002. 8**

**KOTRA**



1.	..4				
2.		..7			
가.	가	..7			
.		..9			
3.			..10		
가.	가	..10			
.		..11			
.	-				..12
4.				..14	
가.			..14		
.			..16		
.	-				..17
5.					..19
가.		..19			
.		..26			
.			..30		
.	..35				
.	..39				
.	-		..44		
.		..48			
.	..50				
6.		..53			
가.		..53			
.			가		..54
.CE				..56	
.					..57
.				..58	
.			..59		
.		..64			

. , A/S .64

[ ]

1. ..66
2. 30 ..67
3. ..69
4. ..76
5. ..76

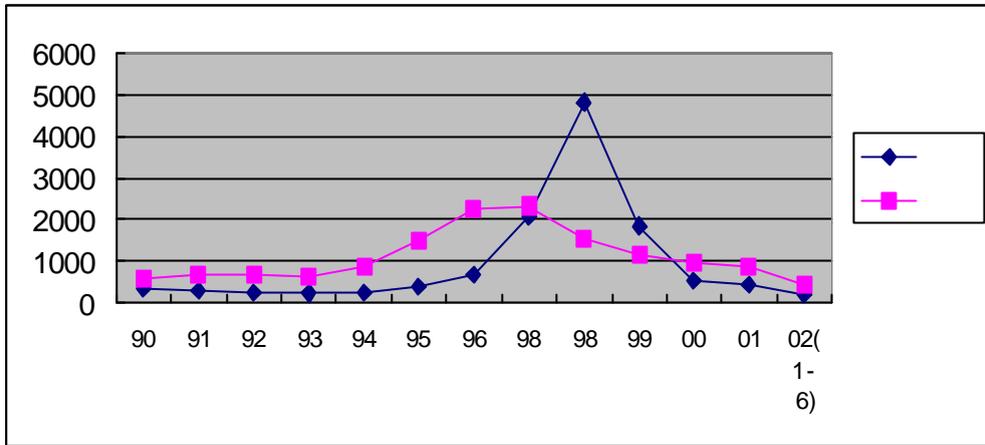
[ : ]

1. ..78
2. ..83
3. ..85

**1.**

< 1 :

>  
( : \$ )



2002 1-6 , 0.37%

, LCD

KOTIS 2002 1-6 \$2 7 , 2001

\$4 2 , 2000 \$4 6

, 가 ,

, 가

KOTIS \$1 1985

, \$2 \$4 5 , VCR,

TV, , 가 / 가

1988 , 가

1998 \$48 , \$33 , IMF

, 2000 \$4 6

\$2 4 -2 8

< 2: >

( : \$ )

	1998	1999	2000	2001	2002(1-6)
	4,832	1,840	515	432	158
	4,552	1,594	260	154	36
	280	246	255	278	122

\* : KOTIS

, , ,  
 . 2001  
 8% \$6,885 (SFr.11,637 )  
 \$338 (SFr.571 )  
 4.9% . 29%, 19%, 7%

< 3: >

( : SFr. , %)

		1999	2000	2001		
11		3,436	3,925	3,391	2.39	-13.62
13		1,800	2,301	2,258	1.59	-1.86
18		802	1,088	809	0.57	-25.66
21		672	895	679	0.48	-24.07
25		553	605	602	0.42	-0.58
27		404	533	571	0.40	7.06
34	가	211	285	317	0.22	11.12
37		222	295	241	0.17	-18.41

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

1988 , , 4 ,  
 / / 가 2001

< 4: -

(88-2001) >

( : SFr. )

	1988	1990	1995	2001
1	(4,117)	(4,246)	(2,985)	(3,391)
2	(873)	(902)	(1,055)	(2,258)
3	(534)	(553)	(642)	(809)
4	(415)	(418)	(588)	(679)
5	(297)	(420)	(479)	(602)
6	(208)	(374)	(376)	(571)
7	가 (137)	가 (273)	가 (197)	가 (317)
8	(64)	(84)	(182)	(241)

\* : (2002)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

76%가 EU

( , , , )  
 1. ‘ , ’ ),  
 가 가 가

,  
 가

2

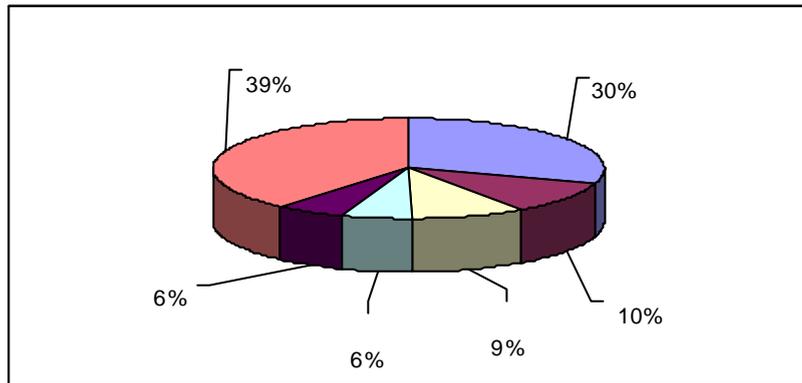
2.

## 가. 가

1998 \$798 (SFr.1,158 ), 1999 \$800 (SFr.1,200 ),  
 2000 \$802 (SFr.1,394 ) , 2001  
 , 2000 \$45 가 \$847 (SFr.1,418 ) .

2001 \$847 \$1,411 60%  
 , 가 \$11,602 , \$2,964 4

(10%), (9%), (5%), (4%) EU  
 가 (6%), (3%), (2%)  
 < 5 : >



\* : World Trade Atlas Switzerland(2001)

EU

가

가

가

2001 , A  
 가 .  
 , A  
 , A  
 A 가 , A 가  
 가 가

< 6: (99-2001) >  
 ( 30 ) 2  
 ( : SFr. , %)

	가	1999	2000	2001	(2001)	
		120,354	139,402	141,889	100	1.78
1		37,206	40,584	42,744	30.12	5.32
2		14,439	14,246	14,555	10.26	2.17
3		11,636	12,950	13,315	9.38	2.82
4		7,799	10,288	8,382	5.91	-18.53
5		6,801	8,129	8,180	5.77	0.63
11		3,436	3,925	3,391	2.39	-13.62

\* : World Trade Atlas Switzerland(2001)  
 \* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

가 . 가  
 , ' ,  
 , ' ,  
 /  
 (Novartis), (Roche) 가

< 7: 20 (99-2001) >  
 ( : SFr. , %)

			1999	2000	2001		
1	84		16,663	18,948	18,040	12.71	- 4.79
2	85		11,273	13,833	12,709	8.96	-8.13
3	71	,	7,660	11,402	12,224	8.62	7.21
4	87		10,564	11,475	11,952	8.42	4.15
5	30		6,477	7,253	10,102	7.12	39.29
6	29		5,964	7,210	8,773	6.18	21.69
7	27	,	3,594	6,377	6,505	4.58	2.01
8	39		4,307	4,844	4,769	3.36	-1.55
9	90		4,065	4,582	4,696	3.31	2.5
10	94	가	3,163	3,314	3,269	2.3	-1.36
11	62	( )	2,795	2,876	3,000	2.11	4.29
12	48		2,461	2,667	2,652	1.87	-0.56
13	73		2,164	2,436	2,383	1.68	-2.18
14	72		1,775	2,342	2,105	1.48	-10.13
15	61	( )	2,044	2,165	2,079	1.47	-3.98
16	88		3,589	3,127	1,876	1.32	-40.02
17	49	,	1,768	1,813	1,809	1.27	-0.25
18	76		1,427	1,710	1,691	1.19	-1.14
19	91		1,309	1,622	1,636	1.15	0.89
20	97	/	1,001	1,359	1,594	1.12	17.35
...			120,354	139,402	141,889	100	1.78

\* : World Trade Atlas Switzerland(2001)

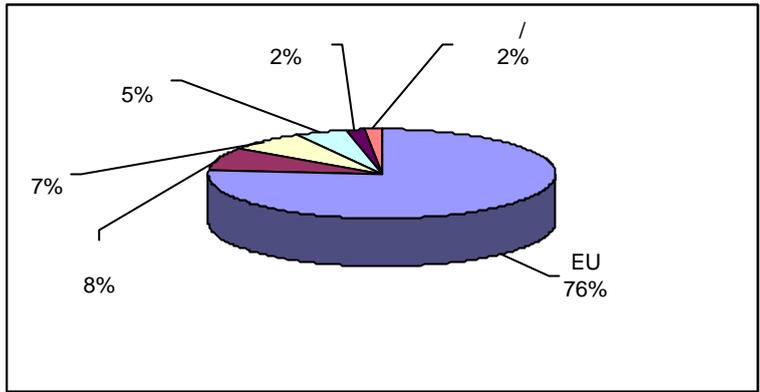
\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

### 3.

#### 가. 가

(SFr.108,162 ) 76% 2001 EU \$64,001  
8% \$6,885 (SFr.11,637 ) .

< 8 : (2001) >



\* : World Trade Atlas Switzerland(2001)

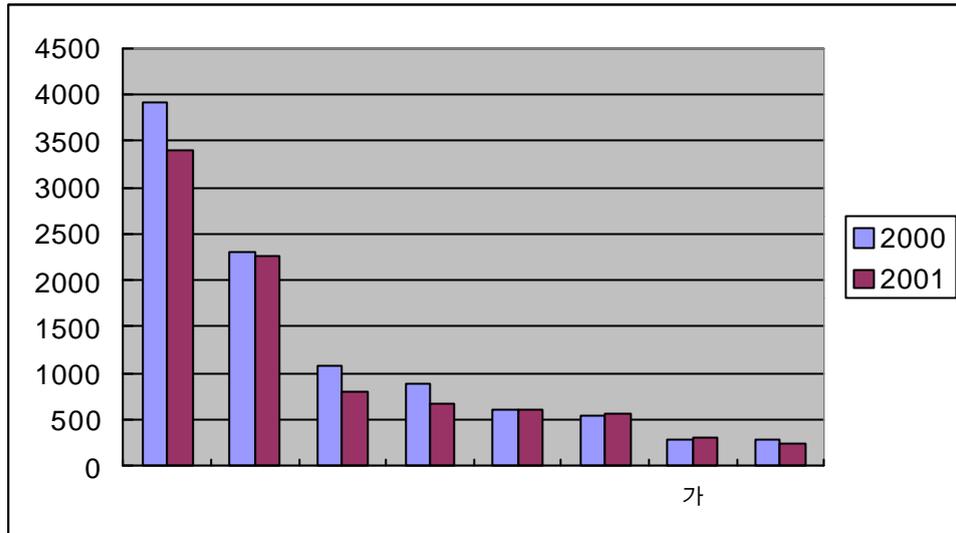
29% , 19%, 7% . , 가

, 1988  
4 , / /  
가 2001 6 .

< 9:

>

( : SFr. )



( : SFr. , %)

		1999	2000	2001		
11		3,436	3,925	3,391	2.39	-13.62
13		1,800	2,301	2,258	1.59	-1.86
18		802	1,088	809	0.57	-25.66
21		672	895	679	0.48	-24.07
25		553	605	602	0.42	-0.58
27		404	533	571	0.40	7.06
34	가	211	285	317	0.22	11.12
37		222	295	241	0.17	-18.41

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

2001 , (\$1 , SFr.1.7 )  
 15% , ( 12%), (11%),  
 (9%), (6%), (5%), (5%), (5%), (5%)  
 . 2001

< 10 : >

( : SFr. , %)

			1999	2000	2001		

1	85		1,531	2,100	1,693	14.55	-19.38
2	87		1,552	1,687	1,417	12.18	-16.00
3	71	,	1,185	1,384	1,275	10.96	-7.87
4	84		1,151	1,315	1,144	9.84	-13.02
5	91		581	796	734	6.31	-7.72
...			10,706	12,875	11,637	8.20	-9.62

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

. -

, HS 2

1-30 7 1-30

62%

1-10 57%

, , , , , 가 ,

30 ,

: 1 ,

3 . 7

10

< 11 : - >

( : )

							가	
1		1	19	3	29	11	19	14
2		2	1	2	3	3	1	1
3		3	7	1	5	6	4	2
4		9	13	6	10	19	17	4
5		4	5	8	16	27	7	22

6		10	4	12	1	1	5	9
7		5	11	5	7	10	3	3
8		8	46	14	27	25	27	5
9		14	12	15	23	17	46	53
10		-	10	25	14	16	50	18
11	( )	48	3	13	6	15	11	6
12		12	64	22	61	41	30	47
13		13	16	7	21	45	39	33
14	/	15	6	9	11	23	12	8
15	가	38	8	21	12	5	34	43
16		16	17	4	19	21	18	10
17	/	40	42	38	44	59	68	44
18	( )	39	2	19	4	7	23	11
19		55	20	27	28	36	29	38
20		22	-	53	32	52	53	74
21		6	18	17	2	2	2	15
22		-	22	11	15	49	44	35
23		26	40	42	9	32	20	36
24		46	50	48	76	30	14	26
25		41	26	24	37	46	61	29
26		17	43	18	-	50	54	16
27		58	87	41	-	77	72	-
28		-	29	35	-	31	35	23
29		59	-	37	60	57	58	42
30		11	77	54	55	72	49	31

\* :

\* ) - 30

4.

가.

(1)

/ , 가 ,  
 ,  
 가 ( 3-1 :



가 , , , 1 , ( 3-5 : , )  
 TV, 가 가 ,

(6) 가

가 20% , ( , HDD, ), , . ( 3-6 : 가 )

(7)

( 3-7 : ), 가 가 , , 가 , 가 가

2001 , 27  
 7% \$338 (SFr.571 ) , ,  
 LCD , , 가  
 65% .

( , ), , , ,





가 . ,  
 ,  
 ,  
 , , , ,  
 가 .

**5.**

가.

(1)

	(HS 9506 :	, ,
) 2001	\$20 (SFr.33 )	\$100 (SFr.174 )
		, ,
		2001
	\$1,900 (SFr.3,170 )	, ,
		가

< 14 :

(99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
4		20,971	60,917	31,707	8.70	-47.95
8		7,607	19,893	11,852	3.30	-40.42
18		2,375	1,809	2,146	0.60	18.60
20		1,211	639	1,738	0.50	171.91
25		275	1,254	518	0.10	-58.70
27		937	677	334	0.10	-50.61
29		315	203	314	0.10	54.71
43	가	71	13	32	0.01	146.00
...		335,207	402,416	362,783	100	-9.80

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

\* : HS 9506

(2)

63% 가 1 1

가 2001 , 10  
, ( ), , ( ), ,  
, 1990 가  
, 2001 가

2001

9.11

가

2001

\$11 (SFr.19 )

가

7

가

90

2001

가

Ochsner Sport, Athleticum

SportXX

3

가  
/ 가

IHA( )

< 15 : >

	(%)
	39
	35
	26

\* : Swiss Sports & Fashion, 2002 1

2000 \$595 (SFr.1,000 ) Beach Mountain 가 1985  
 , Zuericher Snowboard Garage  
 14-20  
 10

< 16 : (2000) >

( : SFr. )

( , )	330
( , )	110
/	200

( )	100
,	70
/	120
	930

\* : (ASMAS)

\* : \$1=SFr.1.68(2000)

Sportmarkets , Athle-ticum

2001 \$17 (SFr.28 ) , 가  
, 가

Athleticum  
, 가

가 가  
가 2000  
222% 가 10 320% 가,  
2.6%  
가  
가 , ,  
가

(3)

Migros Coop  
 ( ) 60%  
 가 가  
 Athleticum  
 Intersport , 400 , \$3 (SFr.5 )  
 28% . 2 Coop  
 Stoeckli Sport , Baechli Sport  
 , Eiselin Sport , Beach Mountain .

< 17 : (2000) >  
 ( : SFr. , %)

	11.4	60
	1.7	9
(Manor )	1.5	8
,	1.0	5
	3.4	18
	19.0	100

\* : Swiss Sports Goods Retailers Association(2002.1)

\* : \$1=SFr.1.68(2000)

\* :

Migros 10 Sports&Fun 34  
 , Manor 7  
 Athleticum \$38 (SFr.65 )  
 , Ochsner-Dosenbach 20  
 80 .

가

10 가

가 ,

Swisspo / Trade Exhibition for Sports Equipments and Sports Fashion

- : 2003 3 2 ~ 3 5

- :

- : Messe Zurich

- 가 : 227

- 2001 : 5800

- : SWISSPO

: Bodanstrasse 2 / Postfach 69, CH-9010, St. Gallen, Switzerland

: +41-71-223-1366

: +41-71-223-1625

: [sapf.swisspo@gmx.ch](mailto:sapf.swisspo@gmx.ch)

BESPO / Sports and Fashion Fair

- : 2002 9 1 ~ 9 3

- :

- : BEA Bern expo

- 가 : 257

- 2001 : 5900

- : BESPO

: Postfach 1764, 9001 St. Gallen, Switzerland

: +41-71-223-1366

: +41-71-223-1625

: [spaf.swisspo@gmx.ch](mailto:spaf.swisspo@gmx.ch)

Suisse Nautic, National Boating and Watersports Show

- : Motor boats, sailing boats, fishing boats, clothing,  
equipments, diving, windsurfing, engines

- : 2003 2 15 ~ 23

- :

- : BEA Bern Expo

- 가 : 169

- BEA Bern Expo

: Mingerstrasse 6, Postfach, 3000 Bern 22, Switzerland

: +41-31-340-1111

: +41-31-340-1110

: [www.beaexpo.ch](http://www.beaexpo.ch)

: [suissenausic@beaexpo.ch](mailto:suissenausic@beaexpo.ch)

90  
가

가 , 가

가

“ / 3 ”

OEM  
가 가  
가

SPAF (Verband Schweizerischer Sportartikel-Lieferanten)

- : Bodanstrasse 2, CH-9010, St. Gallen, Switzerland
- : +41-71-223-1366
- : +41-71-223-1625
- : spaf.hug@gmx.ch
- : , 110 가

ASMAS (Verband Schweizer Sportfachhandel)

- : Laupenstrasse 5a / POB 5226, CH-3001, Bern, Switzerland

- : +41-31-381-9394
- : +41-31-382-0242
- : [info@asmas.ch](mailto:info@asmas.ch)
- : 750

\$90(SFr.150) 가

•

(1)

2001 (\$70 , 37%)  
 , 가 2, 3 .  
 , ,  
 . ,  
 , 가  
 가 , 가  
 2001 29%  
 .

< 18 : (99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
3		84,394	85,729	79,955	24.18	-6.73
8		11,890	6,590	5,780	1.75	-12.29
12		3,750	6,152	4,344	1.31	-29.30
14		4,180	3,509	3,420	1.03	-2.53
16		2,041	4,495	1,541	0.47	-65.71
19		870	1,453	1,431	0.43	-1.51
20		2,788	2,125	2,288	0.69	7.67
25	가	510	1,620	420	0.12	-74.07
...		315,930	328,990	330,630	100	0.5

- \* : World Trade Atlas Switzerland(2001)
- \* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)
- \* : HS 9501( ), 9502( ), 9503( )

(2)

2000 1  
 \$55(SFr.92) , 가 가 .  
 2~3 2~3% , 2001 9.11  
 ,  
 .  
 Playstation2, Game Boy  
 가 . 2001  
 가 ,  
 .  
 가 2000 , 2001  
 ,  
 Game Boy 6~10  
 , 20  
 가 , 2000  
 \$2,600 (SFr.4,400 ) 2001 \$4,600 (SFr.7,800 ) 가

< 19 : (2000)  
 ( : SFr., , %)

	98	15.0
	96	14.5

	64	9.5
	60	9.0
	58	8.5
	58	8.5

\* : Handelszeitung(2002)

\* : \$1=SFr.1.68(2000)

가 2000 \$221 (SFr.371 ) 2001  
 \$150 (SFr.255 ) 32%가

(3)

200

가

(SVS)

Manor,

Migros, Coop

(Schweizerischer Verband der Spielzeuglieferanten)

- : Mr. Rolf Zindel
- : Postfach 627, CH-3000, Bern, Switzerland
- : +41-31-932-1678
- : +41-31-932-1686
- : [spielzeugsvs@datacomm.ch](mailto:spielzeugsvs@datacomm.ch),
- : [www.spielzeuglieferaten.ch](http://www.spielzeuglieferaten.ch)

< 20 :

/

>

( : SFr. , %)

	Manor	115	17
	Migros	94	14
	Coop	40	6
		32	6
		281	43

	Franz Carl Weber	47	7
	Toy 'R' Us	34	5
		141	22
		222	34
( )	Ackermann	150	23
		653	100

\* : HandelsZeitung (2001.12),  
가

가 ,

가

‘Schweizer Spielmesse’ ‘Swiss

Toy’

Schweizer Spielmesse / Int ' l Game and Toy Fair

- : 2002 9 4 ~2002 9 8
- :
- : Olma Messen St. Gallen
- 가 : 230 ( 42 )
- 2001 : 43,345
- : Olma Messen St. Gallen
- : Spluegenstrasse 12, CH-9008, St. Gallen, Switzerland
- : +41-71-242-0177
- : +41-71-242-0103
- : [spielmesse@olma-messen.ch](mailto:spielmesse@olma-messen.ch)
- : [www.olma-messen.ch](http://www.olma-messen.ch)

Swiss Toy / National toy fair Bern

- : 2002 9 25 ~ 2002 9 29
- :
- : BEA Bern expo
- 가 : 170
- 2001 : 47,000
- : BEA Bern expo
- : Mingersrasse 6, CH-3000, Bern, Switzerland
- : +41-31-340-1111
- : +41-31-340-1110

: [suissetoy@beaexpo.ch](mailto:suissetoy@beaexpo.ch)

: [www.beaexpo.ch](http://www.beaexpo.ch)

AG “ ” , Riva + Kunzmann 가  
“ ” , 가  
“ ” , 가

• /

(1)

2001 , (\$753  
-SFr.1,272 ) , ,

/ , , .

< 21 : >  
( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
4		193,750	231,590	236,760	4.52	2.23
8		182,990	181,130	104,830	2.00	-42.12
18		59,840	55,900	57,030	1.09	2.03
20		22,820	40,420	46,220	0.88	14.36
25		21,850	46,810	18,790	0.36	-59.86
27	가	27,010	15,090	16,180	0.31	7.24
29		8,650	10,690	11,040	0.21	3.29
43		3,510	3,280	6,310	0.12	92.13

...		5,244,510	5,843,650	5,239,690	100	-10.34
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\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

TFT LCD 가 / \$33  
(SFr.57 ) 74% \$17 (SFr.29 )

가 / , USB  
14.3%가 , 42%가 59%가

(2)

2001 6.4% 1 6  
( )가 , Compaq, HP, IBM  
12-29%가 Dell  
54%

< 22 : (99-2000) >

( : SFr. )

	1998	1999	2000	2001	2002
	37	44	77	95	110
PDA	57	95	118	142	165
	404	483	551	566	592
	85	110	138	155	172
	560	635	695	702	737
PC	747	865	953	901	928

\* : IHA (2002 )

PC 가 ,

11 Media Markt

가 , 2002 40% ,  
25%

가 가 TFT LCD

64 . / /  
 , UBS Novartis  
 100% LCD .  
 S 1 ,  
 TFT LCD ,  
 가 .  
 ( )

(3)

가 ,  
 .  
 , IT USB  
 ( DVD 가 )  
 가 .  
 , IT 가  
 , 가 .

1 Coop 가 Interdiscount , Radio TV Steiner ,  
 Microspot 3가 , Radio TV Steiner -  
 76 . 1995  
 \$1.53 (SFr.2.6 ) 2000 \$1.7 (SFr.3.0 ) .

< 23 :

(2000) >

( : )

가	1,350
	1,030
( / )	280
	720
( )	195
	3,575

\* : Detailhandel Schweiz 2000

Coop 1995 Interdiscount  
 Microspot Interdiscount ,  
 1996 \$2.7 (SFr.4.5 ) 2000 \$4.1 (SFr.7.0 ) .  
 Interdiscount 가 1998  
 Microspot 1996 6 가  
 Interdiscount 가 .  
 1998 Fust( ) Portable Shop ( ,  
 ) Jelmoli Group Fust 223 , Portable Shop 21  
 2 .  
 1990 Media-Markt ( )  
 Metro Group ) 11 1996 \$1 (SFr.1.8 )  
 1998 \$2.3 (SFr.3.9 ) 2 ,  
 2000 35%가 가 \$4.3 (SFr.7.3 ) .  
 , TV, , 가 Rediffusion (Swiss  
 Cablecom ) Swisscom Cable TV  
 . Rediffusion .

< 24 :

(2000) >

( : SFr. , )

Coop		1,064	243
- Interdiscount	가	703	144

- Radio TV Steiner	- /	299	76
- Microspot		62	23
Jelmoli		715	244
- Fust		545	223
- Portable Shop	,	170	21
Media-Markt		730	11
Rediffusion	가 /	118	40

\* : Detailhandel Schweiz 2000,

\* : 2000

\* : \$1=SFr.1.68(2000)

Migros Jumbo /  
Migros 100 M-Electronic  
Studios Jumbo 11 Media  
Markt .

가

IT 'Cebit' 가  
'Orbit/Comdex' , 1,500 가 가 .  
가 가가  
, 2002 가 .

Orbit/Comdex Europe

- : Computers, digital imaging, AV technology, networking, software IT

- : 2003 9 23 ~ 26

- :

- : Messe Basel

- : 57508 m2

- 가 : 1511

- : MCH Messe Basel AG

: Messeplatz 1, Postfach, 4021 Basel, Switzerland

: +41-58-200-2020

: +41-58-206-2189

: [www.orbitcomdex.com](http://www.orbitcomdex.com)

: [info@orbitcomdex.com](mailto:info@orbitcomdex.com)

(1)

(\$205 , SFr.347 ) 3 (\$327 , SFr.554 ),  
 2001 12%  
 2001 99  
 20%  
 < 25 : (99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
3		255,050	287,630	247,400	11.90	-13.98
14		31,820	37,790	27,370	1.32	-27.57
20		10,960	12,600	10,390	0.50	-17.55
22		13,810	10,450	8,910	0.43	-14.77
24		9,040	8,590	6,150	0.30	-28.43
27		6,680	8,370	5,180	0.25	-38.10
41	가	2,890	3,020	1,980	0.10	-34.29
52		640	1,370	730	0.03	-46.46
...		2,043,700	2,164,920	2,078,770	100	-3.98

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

\* : HS 61

. 2001 \$163  
 (SFr.277 ) , 9.24%  
 5 가 1% . 2000 \$2.2  
 (SFr.3.3 ) 26%가 가 ,  
 2001 99 , 가  
 가 .

< 26 : (99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
3		252,620	289,650	277,140	9.24	-4.32
15		28,940	40,340	31,720	1.06	-21.36
20		22,200	21,650	22,310	0.74	3.08
35		3,670	3,540	2,860	0.10	-19.18
36		1,810	1,980	2,770	0.09	40.34
38		2,610	3,300	2,330	0.08	-29.18
40		2,700	2,630	1,640	0.05	-37.49
59	가	650	490	350	0.01	-29.86
...		2,274,670	2,876,190	2,999,690	100	4.29

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

\* : HS 61

(2)

2001 \$3,909 (SFr.6,450 ) ,  
 1/20 98  
 1-4 12%가  
 가 , 가 1  
 99 , 가 가 2000  
 2000/2001, 2001/2002 가  
 , 2002 가  
 D 가 2002  
 . dms , , 가

, , .  
 “ ”,  
 ”  
 , 2002 1-4  
 \$87 ( 27% ), \$110 (-30.3%)  
 2002  
 1-4 \$170 ( 171.6% ), 2000

(3)

:

, 가  
 , 가  
 Migros, Coop  
 Charles Voegle Mode 9 34%

< 27 : 10 (2001) >

( : SFr. , %, )

1	Charles Voegele AG		648	10.0	148
2	Hennes & Mauritz AG(H&M)		459	7.1	45
3	C&A		280	4.3	30
4	PKZ		208	3.2	55
5	Spengler AG		200	3.1	20
6	Brunschwig & Cie SA Grieder		199	3.1	31
7	Schild AG		132	2.0	33
8	Benetton AG		110	1.7	95

9	Esprit		87	1.3	n/a
10	Beldona		75	1.2	75
			2,398	37.2	532
			6,450	100.0	

\* : Handelszeitung (2002.5),

\* : \$1=SFr.1.68(2000)

10 \$14 (SFr.24 )

37% . 1 Charles Voegele 가

H&M

45

C&A

< 28 : (2000) >

	(%)
	27.0
	26.0
	4.0
	57.0
	10.5
	12.6
/	10.2
/	9.7
	43.0
	100.0

\* : Detailhandel Schweiz 2000(IHA )

PKZ Group (PKZ men's wear 27 ), (Blue Dog 13 ),

(Feldpausch 10 ) 58%,

32%, 10% . PKZ

가 3 28 27 , Feldpausch 4

10 .

Spengler 가 20

가 ( \$72 -SFr.122 )  
 Brunshawig & Cie Grieder 10%  
 80 Schild ( ) 1990

Morgan and Kookai ( )  
 ), Levi Strauss ( ), Max Mara ( ), Wolford ( ), Kid Cool ( )  
 ), Tie Rack and Laura Ashley ( ), Adess ( )

(1)

2001 (\$286 -SFr.485 ),  
 (\$131 -SFr.222 ), (\$57 -SFr.92 ) , \$57 (SFr67 )  
 ) 4 ,  
 \$31 (SFr.53 ), \$15 (SFr.25 ),  
 \$11 (SFr.19 ) 6, 8, 10 .  
 \$4.7 (SFr.8 ) , 14 ,  
 0.68% , , , , 1%  
 , ( 41%)

< 29 : (99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
4		57,590	76,200	67,050	5.73	-12.01
14		6,060	7,230	8,010	0.68	10.67
15		8,900	7,200	7,830	0.67	8.75
26		1,830	930	1,580	0.13	69.23
29		3,340	1,950	1,270	0.11	-34.93
30		910	1,300	1,050	0.09	-18.72
52		60	160	70	0.01	-58.07
	가	-	-	-	-	-

...		1,009,750	1,056,880	1,170,280	100	10.73
-----	--	-----------	-----------	-----------	-----	-------

- \* : World Trade Atlas Switzerland(2001)
- \* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)
- \* : HS64

(2)

(VSS, Verband Schweizerischer Schuindustrieller)

( ) 14 Bally /

Lotto 가 Nike, Adidas, Fila, Diadora,

, / ,

, 가 OEM .

, 가 , Lowa , Dachstein , Salomon

, 가 가 .

/

, / '95-'98

'99 5% 가 .

가 ) Square Type . (



, 3) /  
3가 .

, 가 ,

< 30 : (2000) >

( : SFr. , )

Ochsner-Dosenbach	265	220
Karl Voegele	240	224
Bally	119	45
Bata	N/a	45
Tschuemperlin	33	13

\* : Detailhandelschweiz 2000(IHA )

\* : \$1=SFr.1.68(2000)

Swiss Footwear Fair , 가  
가 가 .

Swiss Union of Shoe Merchants

- : Roessligasse 15, 4460 Gelterkinden
- : +41-61-985-9600
- : +41-61-985-9603
- : Mr. D. Spiess
- : [www.schuhschweiz.ch](http://www.schuhschweiz.ch)
- : [schweiz.schuhhv@datacomm.ch](mailto:schweiz.schuhhv@datacomm.ch)

Swiss Footwear Fair

- : Footwear, bags, accessories, shop fittings
- : 2003 2 23-24 , 9 7-8

- : 1 2
- : BEA Bern Expo
- : 3200 m2
- : 110
- : Int. Schuhmusterschau GmbH
- : Roessligasse 15, Postfach, 4460 Gelterkinden
- : +41-61-983-1040
- : +41-61-985-9603
- : [www.schuhmesse.ch](http://www.schuhmesse.ch)
- : [ism\\_gmbh@datacomm.ch](mailto:ism_gmbh@datacomm.ch)

• -

---

(1)

SFr.862 , 10.25%) (\$108 -SFr.183 , 2.17%) \$510 -  
 2001 317,126 0.5%  
 , , , Smart  
 가 , RV  
 2002 .

< 31 : (2001) >  
 ( : %)

1		12.5
2		10.3
3		6.6
4		6.0
5		5.9
6		5.6
7		5.4
8		5.3
9	BMW	4.7
17		2.3
27		0.7

30		0.4
----	--	-----

\* : Vademecum 2002

, A/S OEM  
 , 가 ,  
 'Bosch' 가  
 . GPS Navigator(LCD)  
 가 .

, 2002 '7  
 , 가 ,  
 가 , .

< 32 : / (99-2001) >  
 ( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
4		44,140	48,550	43,480	4.97	-10.43
15		770	850	1,830	0.21	116.43
16		190	1,000	1,710	0.19	71.1
20		1,490	1,360	1,170	0.13	-13.63
...		890,660	844,070	875,100	100	3.68

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.68(2001), 1.68(2000), 1.50(1999)

\* : HS 8708

2001 50 , 1991  
 65% 가 . 가 65%, 35%  
 . (2001 \$44 -SFr.74 )  
 1 , (\$15 -SFr.26 ), (\$6 -SFr.10 )  
 2, 3 .

99 D  
 , 2001 62% 가 .  
 , , 가 .  
 1 H

< 33 :

(99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
		219,200	263,420	252,360	100	-4.20
1		71,260	89,910	74,120	29.37	-17.56
8		4,230	6,510	6,400	2.54	-1.67
9		270	480	770	0.31	62.32
15		30	90	230	0.09	148.40

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

\* : HS 8711

(2)

2001

가

가

Auto-Swiss,

가

가

2 Rad가

Auto-Swiss

- : Postfach 5232, Mittelstr. 32, 3001 Bern, Switzerland

- : +41-31-306-6565

- : +41-31-306-6560

- : Mr. H. Schick

- : [www.auto-schweiz.ch](http://www.auto-schweiz.ch)
- : [info@auto-schweiz.ch](mailto:info@auto-schweiz.ch)

#### International Motor Show

- : Motor cars, equipment, accessories, components, garage equipment
- : 2003 3 6 – 16
- :
- : Palexpo Geneva
- : 63877 m2
- 가 : 273
- : Orgexpo
- : case postale 112, 1218 Le Grand-Saconnex, Switzerland
- : +41-22-761-1111
- : +41-22-798-0100
- : [www.palexpo.ch](http://www.palexpo.ch)
- : [info@palexpo.ch](mailto:info@palexpo.ch)

#### 2-Rad (Int'l Bicycle and Motorcycle Exhibition)

- :
- : 2003 2
- 가 :
- :
- : Messe Zuerich
- : 14,574m2
- 가 : 215
- 가 : 22
- : 89,265
- : MCH Messe Zuerich AG
- Tel . +41-58-206 5000
- Fax. +41-58-206-5055
- : [www.messe.ch](http://www.messe.ch)
- : [2-rad@meese.ch](mailto:2-rad@meese.ch)

(1)

“Veloland Schweiz(가)”  
 35 ~36  
 2001  
 가 1  
 (2001 \$23 -SFr.39 ), 3 (\$8 -SFr.14 ), 9  
 (\$1.8 -SFr.3 ) ( )  
 < 34 : ( ) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
3		21,310	26,570	17,580	13.33	-33.84
4		16,400	17,430	13,580	10.29	-22.10
11		1,440	1,650	2,070	1.57	25.28
12		1,150	1,050	1,820	1.38	74.03
16	가	740	810	390	0.29	-51.82
22		30	80	120	0.09	47.49
32		20	40	20	0.02	-41.90
33		0	0	20	0.01	-
...		116,470	136,390	131,890	100	-3.30

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

\* : HS 8714

(2)

36 60%  
 . 10 Cilo , Allegra  
 , Tigr , Villiger  
 가  
 Shimano 2  
 가  
 Futec , 가  
 1 가 Shimona  
 가

(3)

가  
 '2Rad (  
 )가  
 "Eurobike"가

Eurobike

- :
- : 2002 8 29 ~2002 9 1
- 가 :
- :
- : Messgelaende
- : Mess Friedrichshafen GmbH  
 Tel . +49-7541-7080  
 Fax. +49-7541-708110

[www.messe-friedrichshafen.de](http://www.messe-friedrichshafen.de)  
[eurobike@messe-fn.de](mailto:eurobike@messe-fn.de)

(1)

/ , 2001 (\$30  
 -SFr.50 , 32%) , (\$25 -SFr.43 , 28%), (\$7.7 -  
 SFr.13 , 8.7%) 가 \$7  
 (SFr.12 ) 8% , \$1.6 (SFr.2.7 )  
 , 1%

< 35 : / (99-2001) >

( : SFr. %)

	가	1999	2000	2001	(2001)	(00/01)
5		9,270	18,170	12,430	8.06	-31.57
8		3,530	4,800	2,760	1.79	-42.42
13		1,290	1,090	830	0.54	-23.30
18		440	640	470	0.30	-26.99
23		260	240	260	0.17	10.15
26		390	550	180	0.12	-67.42
29		0	0	40	0.03	-
30	가	40	0	30	0.02	-
...		156,764	164,499	154,340	100	-6.18

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.692001), 1.68(2000), 1.50(1999)

\* : HS 7323

(2)

9.11 , 2002 6

가 가 ,

Rosenthal

가 .

WMF 가 가 ,

Hutschenreuther 가 Waterford Wedgwood , Rosenthal ,

10 가 , 가  
가 , 가

(3)

Vendor

, ,  
, S AMC  
가 가 가 ,  
Vendor AMC

가 , 가

가

가 ,  
 , 20  
Sowieso 가  
가 ,

‘Ambiente’

가 .

Top Table 가 가 .

#### Ambiente

- : 2003 2 14 ~ 2 18
- :
- : Frankfurt am Main
- 가 : 4.887
- 2002 : 145,000
- : Messe Frankfurt GmbH
- : Ludwig-Erhard-Anlage 1, D-90327, Frankfurt am Main, Germany
- : +49-69-7575-0
- : +49-69-7575-6433
- : [ambiente@messefrankfurt.com](mailto:ambiente@messefrankfurt.com)
- : [www.ambiente.messefrankfurt.com](http://www.ambiente.messefrankfurt.com)

#### Top Table/Swiss Table, Kitchen, Houseware Show

- : 2003 3 16 ~ 3 18 ( 14 )
- :
- : Messegelaende Allmend Luzern
- 가 : 80
- : 1,500
- : LUMAG
- : Horwerstr. 87, CH-6005 Luzern, Switzerland
- : +41-41-318-3700

: +41-41-318-6710  
: [info@lumag.ch](mailto:info@lumag.ch)  
: [www.lumag.ch](http://www.lumag.ch)

## 6.

가.

-

가

가 , 가  
“ ” 00 가?  
“A B ” , ( 가  
)  
3 Swisspo , IT  
9 Orbit/Comdex  
,  
가 ( , , ) 가  
3 ‘Top  
Table’ ( ) 2 ‘Ambiente’ ( IT  
) , IT 9 ‘Orbit/Comdex’ ( IT  
) 2 ‘Cebit’ ( IT )  
가 .  
“  
가 .

([kte@kotra.ch](mailto:kte@kotra.ch))

가 가

([www.kotra.or.kr/zurich](http://www.kotra.or.kr/zurich))

3

가

가

가

가

가

Migros

( 580 ,

\$117 )

Coop

( 1,610 ,

\$77 )

가

가

2002

“ 가

가 ”

가

. Migros

가 , Coop Manor Vendor  
가 , .

, Migros .

1) ( , , Micro Fiber )

2) 가 ( Luggage)

3) /

3) 가 ( 가 )

4) ( , , CD-R/RW, , , )

5) 가 ( , , , DVD , CD )

가 ,

가 가 , ,

. **CE**

- 가

‘ ’

, 가 가 가

가 ,

( 가 ) CE  
가 . 가  
(CE, GS)

EU EU  
90% EU  
가 . , 가 , ,  
6 EU CE

2001

2001 가 , 가  
가 ” CE “

(SEV, [www.sev.ch](http://www.sev.ch))가

SEV 가  
가 . SEV CE  
가

SEV

***“No Thanks”***

(Unterlage : , )

) . , 가

( , )

2001  
가

D

가

가 100

90%가

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EU

76%

, EU

가  
EU 가 ,  
,  
IT  
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EU, , 가  
가  
EU, 가  
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2003  
가

*- Man-to-Man*

1:1

가

가

2002

6

가

가

가 1 ~2

가

, 6 3

3-4

, 3-4 가 1:1

가

, 1 2

1)

KOTRA 가

15

CD-Rom D/B 가  
 가 가 ,  
 1:1  
 가

- KOTRA ( ) :  
 (02) 3460-7383 , [sori@kotra.or.kr](mailto:sori@kotra.or.kr)
- KOTRA : +41-1-202-1232, [ktc2@kotra.ch](mailto:ktc2@kotra.ch)  
 - :

2)

1:1  
 F/U,

가

- KOTRA ( ) : (02) 3460-7214

● KOTRA : +41-1-202-1232, [ktc3@kotra.ch](mailto:ktc3@kotra.ch)

- :

< \_\_\_\_\_ : **D** >

100 D 1980

90

D

가

2001

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가

KOTRA

, 2001 3

20

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. 2002

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3

가

168

가

500 가 /  
OSEC([www.osec.ch](http://www.osec.ch)) 3,000  
([www.kotra.or.kr/zurich](http://www.kotra.or.kr/zurich)) ( , , )  
가 가 , , 가 , ,  
, 1:1

가  
가  
가

o Swiss Buyer's Directory

- (1) <http://www.swiss-directory.ch>
- (2) "Trades and Products"
- (3) 가

o Swiss Yellow Page

- (1) <http://www.theyellowpages.ch>
- (2) "What"

o Swiss Export Directory

- (1) <http://www.osec.ch>
- (2) "Doing Business in & with Switzerland"
- (3) Sourcing in Switzerland  
"Swiss Products and Producers"

(4) Swiss Export Directory

(5) Company Product ,

(6) 가

. , A/S

-

T/T

” “ 가 , “

1 , “

” 가 ,

가 T 가 ,

’ T 가 .

가 가 ,

가 가 ,

가 가



(Luxurious Asket)

가

가

가

가

, 2002

가

(2001 )

	(The Swiss Confederation)
	41,284km <sup>2</sup>
	7,209
	(124 ), (95 ), (45 ), (41 )
	(63%), (19.2%), (7.6%), (0.6%)
GPD	\$2,064
1 GNI	\$38,140 ( )
	1.3%
	1.9%
	1.9%
	(SFr.)
	\$1=SFr.1.50 (2002 6 )
	\$827 ( ), \$847 ( )
	, / , , ,
	, , , ,

\* : (2002), Switzerland in Figures(UBS), 가 , World Bank

**2. 30**

< 1 : 30 (99-2001) >

( : SFr. , %)

	가	1999	2000	2001	(2001)	(00/01)
--	---	------	------	------	--------	---------

1		37,206	40,584	42,744	30.12	5.32
2		14,439	14,246	14,555	10.26	2.17
3		11,636	12,950	13,315	9.38	2.82
4		7,799	10,288	8,382	5.91	-18.53
5		6,801	8,129	8,180	5.77	0.63
6		6,111	7,894	7,650	5.39	-3.08
7		2,310	3,308	5,328	3.76	61.08
8		4,687	4,945	5,080	3.58	2.75
9		1,676	3,844	4,769	3.36	24.08
10		3,452	4,145	4,238	2.99	2.25
11		3,436	3,925	3,391	2.39	-13.62
12		2,046	2,418	2,493	1.76	3.11
13		1,800	2,301	2,258	1.59	-1.86
14		1,838	1,915	1,487	1.05	-22.35
15		791	643	1,146	0.81	78.22
16		1,118	1,140	1,138	0.8	-0.24
17		984	1,243	1,060	0.75	-14.71
18		802	1,088	809	0.57	-25.66
19		393	660	781	0.55	18.27
20		424	856	757	0.53	-11.51
21		672	895	679	0.48	-24.07
22		459	604	672	0.47	11.25
23		411	504	637	0.45	26.30
24	가	467	625	635	0.45	1.58
25		553	605	602	0.42	-0.58
26		474	601	585	0.41	-2.59
27		404	533	571	0.4	7.06
28		489	514	524	0.37	1.84
29		636	579	508	0.36	-12.19
30		349	604	502	0.35	-16.95
...		120,354	139,402	141,889	100	1.78

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

### 3.

< 3-1 :

>

( : SFr. , %)

	HS		2000	2001		
--	----	--	------	------	--	--

1	870323	(1500-3000cc)	836.5	600.5	17.71	-28.21
2	870322	(1000-1500cc)	164.4	151.1	4.46	-8.09
3	852540	가 ( )	144.3	136.3	4.02	-5.55
4	711021		57.2	108.4	3.2	89.33
5	847160	(1500-3000)	117.5	82.8	2.44	-29.54
6	853710		71.3	69.1	2.04	-3.16
7	293379	( )	54.8	59.9	1.77	9.19
8	293299	( )	22.3	54.7	1.61	145.07
9	300320		38.1	51.9	1.53	36.11
10	711011	가	75.3	48.8	1.44	-35.18
11	870333	(2500cc )	42.2	46.0	1.36	8.81
12	845811		46.5	45.5	1.34	-2.13
13	900990		44.6	42.0	1.24	-5.86
14	871150		47.5	37.6	1.11	-20.93
15	900912		40.1	36.4	1.07	-9.09
16	870421	5	33.4	35.5	1.05	6.3
17	300390		0.2	35.2	1.04	-
18	300490	,	9.7	34.5	1.02	256.91
19	847330		36.7	33.7	0.99	-7.96
20	870324	(3000cc )	27.2	32.5	0.96	19.35
21	401110		34.6	31.8	0.94	-8.14
22	870431	5	28.4	29.5	0.87	4.12
23	902730		0.7	28.2	0.83	-
24	293229	( )	49.5	27.3	0.8	-44.85
25	845710		23.2	26.5	0.78	14.2
...		( )	3925.5	3390.8	2.39	-13.62

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

< 3-2 : >

( : SFr. , %)

	HS		2000	2001		
1	911320		75.3	84.6	3.75	12.35
2	911120		54.2	61.6	2.73	13.64
3	420292	가 , ,	55.9	52.1	2.31	-6.81
4	611020	가	58.3	50.7	2.25	-13.13
5	620342		46.5	46.2	2.05	-0.60
6	611030	, 가	51.3	45.9	2.03	-10.57
7	20714		31.2	38.8	1.72	24.44
8	847160		31.1	34.3	1.52	10.29
9	621040		32.0	30.2	1.34	-5.44
10	284180		16.1	26.6	1.18	65.33
11	850440		30.6	25.1	1.11	-17.77
12	611010	, 가	31.4	23.7	1.05	-24.72
13	620462	, , ,	17.9	23.4	1.04	30.54

14	320411		28.5	22.9	1.02	-19.61
15	852731		20.9	21.3	0.94	1.83
16	621050		21.4	19.1	0.84	-10.80
17	420310	가	24.9	18.7	0.83	-25.17
18	852190	VCR	5.3	16.9	0.75	217.71
19	852713		18.6	16.6	0.73	-11.20
20	950390		18.7	16.4	0.73	-12.39
21	950699	( , , )	42.0	16.2	0.72	-61.57
22	420212	가 , ,	18.4	15.6	0.69	-15.31
23	640299	( )	14.5	15.4	0.68	6.13
24	950341	( )	19.1	15.1	0.67	-20.66
25	640399		21.4	15.1	0.67	-29.26
26	847330		13.7	14.7	0.65	7.32
27	900912		5.6	14.6	0.65	161.30
28	160232	( )	13.5	13.6	0.6	1.08
...	-	( )	2300.5	2257.7	1.59	-1.86

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

< 3-3 :

>

( : SFr. , %)

	HS		2000	2001		
1	847130		97.2	85.9	10.62	-11.70
2	847160		56.2	79.9	9.88	42.03
3	854213		256.4	76.8	9.50	-70.02
4	847330		76.5	61.3	7.58	-19.87
5	871200		60.1	39.0	4.82	-35.14
6	847180		34.2	33.5	4.14	-1.91
7	850440		21.4	21.4	2.65	-0.14
8	847150		27.1	16.7	2.06	-38.47
9	845710	가	11.9	15.4	1.90	28.96
10	853400		14.4	12.8	1.58	-10.92
11	853669	, ,	12.8	11.8	1.47	-7.20
12	847141	(8471 )	7.6	10.4	1.28	35.60
13	850890		13.8	9.4	1.17	-31.85
14	291229		1.0	7.9	0.97	717.34
15	871499		7.4	6.6	0.82	-10.05
16	731815	,	4.9	6.4	0.79	30.77
17	847170	( / /HDD/CDD)	7.9	6.4	0.79	-19.69
18	950699	( , )	14.9	5.7	0.71	-61.69
19	392690		6.0	5.7	0.70	-5.93
20	853120	LCD	5.0	5.5	0.69	10.87
21	854230		8.6	5.1	0.63	-40.79
22	950691	/	3.5	5.1	0.63	44.50
23	852390	( )	4.5	4.6	0.57	2.44
24	900651		5.1	4.6	0.57	-10.11

25	871491		6.7	4.4	0.54	-34.39
26	390760	PET	0.2	4.4	0.54	-
27	851750		6.4	4.3	0.53	-33.26
28	871120		3.1	4.2	0.52	36.10
...	-	( )	1087.7	808.6	0.57	-25.66

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

< 3-4 :

>

( : SFr. , %)

	HS		2000	2001		
1	911120		136.8	116.4	17.13	-14.95
2	911320		146.4	115.5	17.01	-21.09
3	711319		155.0	77.4	11.39	-50.10
4	710239		53.6	37.4	5.51	-30.27
5	910211	( )	27.6	22.1	3.25	-20.21
6	847330		34.1	20.1	2.96	-40.95
7	710391	, ,	40.5	16.7	2.46	-58.71
8	711620	( )	6.0	14.5	2.13	142.14
9	910129	( )	0.6	10.7	1.57	-
10	901380	LCD	11.5	10.2	1.51	-10.99
11	911430		10.1	10.2	1.50	1.14
12	853400		8.2	9.8	1.45	19.26
13	710122	가	10.6	9.4	1.38	-11.85
14	830890		6.5	7.7	1.13	17.75
15	611020	, 가	9.9	7.4	1.08	-25.54
16	911390		5.6	7.3	1.07	28.84
17	611030	, 가	9.7	6.2	0.91	-36.25
18	620342	/	6.7	5.6	0.82	-16.48
19	611010	, 가	4.5	5.2	0.77	17.09
20	711220		16.4	4.8	0.71	-70.61
21	854213		2.5	4.7	0.70	90.36
22	911490		6.5	4.4	0.65	-32.32
23	853120	LCD/LED	5.9	3.9	0.58	-33.60
24	621040		4.7	3.6	0.53	-23.17
25	854389	가	1.3	3.4	0.50	152.96
26	970110		0.7	3.0	0.45	322.19
27	851790		3.9	3.0	0.44	-23.79
28	710399		4.7	3.0	0.44	-36.03
...	-	( )	894.7	679.3	100	-24.07

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

< 3-5 :

>

( : SFr. , %)

	HS		2000	2001		
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1	911490		106.9	75.6	12.57	-29.27
2	710391	,	30.9	47.1	7.83	52.33
3	160414	, 가	29.8	27.0	4.49	-9.42
4	911320		21.3	25.7	4.27	20.42
5	911120		20.4	25.3	4.20	23.98
6	854160		21.3	20.5	3.41	-3.78
7	420292	가	18.3	20.2	3.36	10.07
8	711319		15.8	16.6	2.76	5.14
9	911430		14.1	13.7	2.28	-2.43
10	160520		9.7	12.6	2.09	30.04
11	870421		17.7	12.6	2.09	-28.98
12	30613	가	8.6	12.3	2.05	43.86
13	711620		11.2	11.2	1.85	-0.44
14	591120		6.0	10.4	1.72	73.79
15	901380		2.3	10.2	1.69	347.06
16	100630		10.0	10.1	1.68	1.80
17	847160	/	10.1	9.2	1.52	-9.05
18	620342	( )	7.1	8.5	1.42	20.14
19	442090	가	4.3	7.7	1.28	79.45
20	320416		5.2	7.1	1.18	37.18
21	420299	가	6.0	5.6	0.94	-6.27
22	853400		6.2	5.5	0.92	-10.30
23	854250		1.9	5.5	0.92	191.11
24	852812	TV	5.9	5.4	0.90	-8.46
25	70990		5.0	5.4	0.90	8.33
26	852721		9.2	5.3	0.89	-42.21
27	200820		5.3	4.5	0.75	-13.94
28	100640	( )	6.2	4.4	0.73	-29.12
...	-	( )	605.1	601.6	0.42	-0.58

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

< 3-6 : 가 >

( : SFr. , %)

	HS		2000	2001		
1	854213		80.6	63.4	20.02	-21.35
2	711210		0.0	35.6	11.23	-
3	711319		10.9	26.2	8.28	141.54
4	710813		24.8	26.0	8.2	4.6
5	854230		16.7	16.7	5.28	0.28
6	901520	( )	7.4	11.3	3.57	51.84
7	847180		6.8	7.6	2.4	11.67
8	847170	( / /HDD )	7.4	7.3	2.3	-1.36
9	852731		3.8	6.2	1.96	62.2
10	901190		6.0	6.1	1.93	1.23
11	847989		7.4	5.5	1.75	-25.29

12	410729	가 가	3.8	5.5	1.73	43.37
13	901530	( )	4.3	5.0	1.58	17.88
14	847330		6.3	4.6	1.44	-27.09
15	852990		1.6	4.1	1.28	146.47
16	381800		3.8	4.0	1.28	6.26
17	901590		3.6	4.0	1.28	11.56
18	291739		0.5	4.0	1.27	791.69
19	900190		3.0	3.7	1.18	25.72
20	910690	,	3.1	3.7	1.15	18.08
21	710239		4.1	3.4	1.08	-17.52
22	853400		1.0	3.1	0.99	215.51
23	854250		0.0	3.1	0.99	-
24	330300		6.3	2.9	0.93	-53.32
25	710122	가	0.0	2.8	0.88	-
26	900290		4.1	2.6	0.83	-35.24
27	330129		2.1	1.6	0.51	-22.18
28	851590	/	1.8	1.4	0.45	-20.26
...	-	( 가 )	285.0	316.7	0.22	11.12

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

< 3-7 :

>

( : SFr. , %)

	HS		2000	2001		
1	853710		13.7	31.4	13.06	128.94
2	852731		12.9	15.5	6.46	20.89
3	847180		3.5	11.3	4.68	225.07
4	392321		8.5	9.3	3.87	9.84
5	852090		5.1	8.7	3.61	69.72
6	852190		8.2	8.2	3.41	-0.31
7	401519		5.9	5.9	2.47	0.70
8	151190		4.2	5.5	2.29	32.05
9	851999		7.7	5.3	2.20	-31.07
10	854213		4.8	5.1	2.14	6.32
11	847170	/	10.8	4.7	1.95	-56.44
12	903180		1.0	4.3	1.79	332.89
13	847989		7.4	4.3	1.79	-41.88
14	853400		1.4	4.3	1.79	201.75
15	852520	/	16.7	4.1	1.70	-75.43
16	852732		2.9	3.7	1.54	25.91
17	401511	/	2.7	3.4	1.40	22.84
18	852990	TV/	11.1	3.3	1.38	-70.21
19	911490		7.3	3.1	1.29	-57.18
20	854230		3.4	3.0	1.26	-11.01
21	900652		3.2	3.0	1.23	-8.51

22	850440		1.7	2.8	1.16	63.62
23	950380		1.0	2.8	1.15	165.51
24	950330		4.9	2.6	1.10	-46.57
25	854140		1.4	2.6	1.08	81.20
26	611020	, 가	3.2	2.5	1.05	-21.96
...	-	( )	294.8	240.6	0.17	-18.41

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

#### 4. (2000-2001)

( : SFr. , %)

	HS		2000	2001		
1	870323	(1500-3000cc)	116.6	118.5	20.76	1.56
2	852520		6.5	65.6	11.51	915.40
3	847160	LCD	27.2	51.2	8.98	88.35
4	870322	(1000-1500cc)	22.0	29.9	5.23	35.56
5	870332	(1500-2500cc)	9.7	19.1	3.35	96.92
6	390760	PET	23.2	15.7	2.74	-32.55
7	852812	TV	11.6	14.0	2.46	20.65
8	870321	(1000cc )	21.7	11.4	2.00	-47.45
9	401110		12.9	9.6	1.69	-25.27
10	911120		11.1	8.5	1.48	-23.79
11	852190	(DVD)	3.7	7.1	1.24	88.96
12	390311	PS, EPS	12.5	6.1	1.08	-50.82
13	870421	5	5.9	5.5	0.96	-7.62
14	320411		5.4	5.2	0.91	-5.00
15	640399		4.1	4.6	0.81	13.34
16	911320		5.0	4.5	0.78	-10.22
17	390740		2.1	4.2	0.73	94.36
18	390330	ABS	1.0	4.1	0.72	318.72
19	870333	(2500cc )	3.4	3.9	0.69	16.14
20	852110	(VCR)	5.2	3.8	0.67	-27.54
21	848210		1.7	3.5	0.61	105.37
22	847130		0.0	3.4	0.60	-
23	293340	( )	3.5	3.4	0.59	-3.42
24	851711		4.9	3.2	0.56	-35.64
25	870431		3.8	3.0	0.53	-21.54
26	292230	( )	5.4	2.9	0.51	-45.40
27	720990		0.1	2.9	0.50	-
...	-	( )	532.9	570.54	0.4	7.06

\* : World Trade Atlas Switzerland(2001)

\* : \$1=SFr.1.69(2001), 1.68(2000), 1.50(1999)

5.

1	KOTRA	<a href="http://www.kotra.or.kr/zurich">www.kotra.or.kr/zurich</a>
2	(Swiss Federation of Commerce and Industry)	<a href="http://www.vorort.ch">www.vorort.ch</a>
3	OSEC) (Swiss Export + Trade;	<a href="http://www.osec.ch">www.osec.ch</a>
4	(Gesellschaft fuer Foerderung der schweizerischen Wirtschaft)	<a href="http://www.wf-sdes.ch">www.wf-sdes.ch</a>
5	- (Swiss- South East Asia Chamber of Commerce)	<a href="http://www.seacc.ch">www.seacc.ch</a>
6	(Swissmem)	<a href="http://www.swissmem.ch">www.swissmem.ch</a>
7	(SGCI) :	<a href="http://www.sgci.ch">www.sgci.ch</a>
8	Watch Industry; FH) (Federation of the Swiss	<a href="http://www.fhs.ch">www.fhs.ch</a>
9	TVS) (Swiss Textile Federation;	<a href="http://www.swisstextiles.ch">www.swisstextiles.ch</a>
10	Logistic: SGL or ASL) (Swiss Association of	<a href="http://www.sgl.ch">www.sgl.ch</a>
11	KVS) (Swiss Plastics Association;	<a href="http://www.kvs.ch">www.kvs.ch</a>
12	(Association of Swiss Metal-Working Industry Subcontractors; SMZ)	<a href="http://www.swk.ch">www.swk.ch</a>
13	Association; swissSOFT) (Swiss Software	<a href="http://www.swisssoft.org">www.swisssoft.org</a>
14	(SVUT)	<a href="http://www.umwelttechnik-verband.ch">www.umwelttechnik-verband.ch</a>
15	(Swiss Bankers Association)	<a href="http://www.swissbanking.org">www.swissbanking.org</a>
16	.	<a href="http://www.vsig.ch">www.vsig.ch</a>

[ : ]

1.

2000 \$486 (SFr.817 ) , 15  
47.1% . Migros Coop 2

30% , 2001 Coop EPA ,  
Migros ABM .

< -1 : 15 (2000) >

( : SFr. , % , )

1	Migros( )	13,100	16.0	582
2	Coop( )	11,467	14.0	1,444
3	Manor( , )	2,765	3.4	71
4	Kiosk AG( , )	1,348	1.6	1,322
5	Primo/Visavis( )	1,336	1.6	1,360
6	Jumbo( )	1,334	1.6	45
7	Denner( )	1,225	1.5	522
8	EPA( )	982	1.2	136
9	Volg( )	882	1.1	652
10	Media-Markt( )	774	0.9	11
11	Globus(Migros)( , )	740	0.9	11
12	Pick Pay( )	707	0.9	172
13	Charles Voegele( )	648	0.8	142
14	Waro( )	644	0.8	26
15	Intersport Schweiz( )	560	0.7	350
		38,512	47.1	6,846
		81,713	100.0	52,500

\* : Bilanz (2001.12.),

\* : \$1=SFr.1.69(2001), 1.68(2000)

\* : 1. Migros Coop , (2001)

2. Primo/Visavis, Pick Pay Bon appetit Group

3. Manor, Jumbo Maus Freres SA

가.

Migros, Coop 2 44.3%

Valora Group ,

Kiosk 가 70% ,

(Drugstore)

가 .

가 Charles

Voegele 가 , 3  
35%

가 45% 5  
, 3 가

가

(\$483 -SFr.817 )

7.0% \$33 (SFr.57 )

70 가 Manor가 48% ,  
1997 Migros Group Globus가 2 . Globus  
11 Globus 55  
ABM .

< 2 : (2000) >

( : SFr. , %)

1995	59.9	-
1996	57.9	-3.3
1997	55.4	-4.3
1998	55.8	0.7
1999	N/a	-
2000	57.0	-

\* : Detailhandel Schweiz 2000(IHA ), Manor

\* : \$1=SFr.1.68(2000)

ABM , 가 , , EPA , , 가  
 3.3%

Bern Loeb 10 SFr. 2.1

< 3 : (2000) >  
 ( : , s/m, SFr. )

Manor	71	300,500	4,293	26.9
Globus	11	78,299	7,118	6.6
ABM	55	77,400	1,407	4.5
EPA	38	104,870	2,760	8.5
Coop City	10	51,780	5,178	4.7
Loeb	9	17,239	1,915	2.5
Jelmoli	1	23,000	23,000	2.1
	195	653,088	3,366	55.7

\* : Detailhandel Schweiz 2000,

\* : \$1=SFr.1.45(1998)

\* : 1998

1995 34 Jelmoli (23,000s/m)  
 Globus(6 ), ABM(5 ), Loeb(2 ), Coop, Fust, Migros

가 25~70%

500

Silvio Tarchini 가 Foxtown 가 3 가 1995  
 15,000s/m Mendrisio 80  
 SFr. 80

< 4 : (2000) >  
 ( : , s/m, SFr. )

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					(SFr. )
Foxtown	Mendrisio	1995	15,000	80	80
“	Villeneuve	1998	6,000	30	20
“	Ruemlang	1999	8,000	26	30
Outletpark Switzerland	Murgenthal	1996	10,000	25	N/a
-	Weltingen	1997	5,000	14	N/a

\* :

\* : \$1=SFr.1.45(1998)

\* : 1999

Silvio 1998 Villeneuve (6,000s/m, SFr. 20  
) 1999 Ruemlang (8,000s/m, SFr. 30 ) 3

Interdomus 가 Outletpark Switzerland(Murgenthal ) 1996  
Nike, Adidas, Big Star 25  
2000 Wil

Kiosk( , , )  
1985~1995 10 Kiosk 3,306 2,408  
, 1998 2,121 가 2000 2,295

, , , , , ,  
2000 SFr. 20.6

< 5 : Kiosk (2000) >

( : , SFr. )

Valora	1,465	1,468
Naville	203	473
SKIV	350	120

Coop	297	N/a
	2,295	2,061

\* : Detailhandel Schweiz 2000,

\* : \$1=SFr.1.68(2000)

Valora( Merkur ) 70%  
 1 Kiosk Merkur 92 , 15 , 7  
 Aperto , 24 . Valora  
 120 ,  
 Kiosk , 5,000 ,

가  
 , 2001 Carrefour가 Jumbo(  
 6 ) 2002 4 Coop 2009  
 가 EPA( 8 ) 40%  
 가

44.3% Migros Coop  
 Media - Markt Voegele,  
 가 가  
 가

2.

가.

Migros, Coop, Manor

가

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Feedback

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, , , 가  
, 가 , 가  
가 가 ,  
가

가 .

.

Coop, Migros

, Denner, Pick Pay

가 .

.

가 , , ( 가 )

A/S

,

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.  
 , 1 Migros  
 가  
 ,  
 2 Coop Migros  
 가  
 Manor '20-30 30-40 가  
 , Jumbo 가  
 Migros, Coop  
 , Denner In-and-Out  
 5

3.

가. Migros

(1)

o	:	( / )
o	:	1925
o	(2000) :	SFr. 197 (\$ 117 )
-	:	SFr. 131 (\$ 78 )
o	(2000) :	582 (Globus )
o	(2000) :	80,948
o	(2000) :	16.0%

(Migros Industries)

(2)

/

Migros

가

가 ( )

가 .

o

- : Ms. Brigitte Reck(Purchasing Manager)

- :

- : +41-1-277-3312

- : +41-1-277-3478

- : [Brigitte.reck@mgb.ch](mailto:Brigitte.reck@mgb.ch)

- :

- : Mr. Urs Carlen(Purchasing Manager)

- :

- : +41-1-277-3344

- : +41-1-277-3478

- : [urs.Carlen@mgb.ch](mailto:urs.Carlen@mgb.ch)

- :

가

Migros

가

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A/S가 . , LG

o

- : Mr. Toni Huser(Purchasing Manager)
- :
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- : +41-1-277-3544
- : [toni.huser@mgb.ch](mailto:toni.huser@mgb.ch)
- : , ,

가

4 가 , .

o

- : Mr. Juerg Caluroi(Purchasing Manager)
- : Migros-Genossenschafts-Bund  
Limmatstrasse 152, CH-8005 Zurich, Switzerland
- : +41-1-277-3425
- : +41-1-277-3477
- : [juerg.caluori@mgb.ch](mailto:juerg.caluori@mgb.ch)
- : 가 ,

o Migros

- : Cora/Migros liason office  
Silvercord Tower 2, Room 503  
30, Canton Road, Tsim Sha Tsui  
Kowloon, Hong Kong
- : 852-2730-1111
- : 852-2736-5282

. Coop



	Hartmann	3311	3312	
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Interdiscount(Coop Group )

o

- : Mr. Andreas Frischknecht
- : +41-31-764-4444
- : +41-31-764-4220
- : [andreas.frischknecht@interdiscount.ch](mailto:andreas.frischknecht@interdiscount.ch)
- : Interdiscount AG  
Bernstrasse 90, CH-3303 Jegenstorf, Switzerland

## . Manor

(1)

o	:	( + ),
o	:	1901
o	(2000) :	SFr. 27.7 (\$ 16.5 )
o	(2000) :	71
o	(2000) :	11,500
o	(2000) :	3.4%

Manor SFr. 57 48%

2 Globus(Migros Group ) 6.6%

71 .

(2)

o Basel

- : Manor AG, Rebgasse 34, Postfach, CH-4005 Basel, Switzerland

/	Ms. C. Ayer	41-61-686-1111	41-61-686-1850	<a href="mailto:Carole.ayer@manor.ch">Carole.ayer@manor.ch</a>
( )	Mr. P. Bader	41-61-686-1111	41-61-686-1848	<a href="mailto:Peter.bader@manor.ch">Peter.bader@manor.ch</a>

( )	Mr. Cuordileone F.	41-61-686-1111	41-61-686-1096	<a href="mailto:Francesco@cuordileone@manor.ch">Francesco@cuordileone@manor.ch</a>
	Mr. R. Felder	41-61-686-1111	41-61-686-1865	<a href="mailto:Roland.felder@manor.ch">Roland.felder@manor.ch</a>
	Mr. A. Feuz	41-61-686-1111	41-61-686-1829	<a href="mailto:Andre.feuz@manor.ch">Andre.feuz@manor.ch</a>
	Mr. E. Giger	41-61-686-1111	41-61-686-1850	<a href="mailto:Erwin.giger@manor.ch">Erwin.giger@manor.ch</a>
	Ms. J. Heule	41-61-686-1111	41-61-686-1865	<a href="mailto:Jacqueline.heule@manor.ch">Jacqueline.heule@manor.ch</a>
	Mr. K. Holzer	41-61-686-1111	41-61-686-1865	<a href="mailto:Kurt.holzer@manor.ch">Kurt.holzer@manor.ch</a>
	Ms. D. Huegi	41-61-686-1111	41-61-685-1865	<a href="mailto:Dora.huegi@manor.ch">Dora.huegi@manor.ch</a>
	Mr. U. Neuhausler	41-61-686-1111	41-61-686-1865	<a href="mailto:Urban.neuhausler@manor.ch">Urban.neuhausler@manor.ch</a>

○ Hochdorf

- : Manor AG, Baldeggstrasse 1, Industriegebiet, CH-6280 Hochdorf,  
Switzerland

	Ms. O. Trivic	41-41-914-9225	41-41-914-9444	<a href="mailto:Olivia.trivic@manor.ch">Olivia.trivic@manor.ch</a>
	Mr. H. R. Amrein	41-41-914-9232	41-41-914-3444	<a href="mailto:Hansruedi.amrein@manor.ch">Hansruedi.amrein@manor.ch</a>
( )	Mr. P. Fischer	41-41-914-9229	41-41-914-3444	<a href="mailto:Pius.fischer@manor.ch">Pius.fischer@manor.ch</a>
( )	Ms. P. Aeschlimann	41-41-914-9345	41-41-914-3444	<a href="mailto:Patricia.aeschlimann@manor.ch">Patricia.aeschlimann@manor.ch</a>
	Mr. P. Walter	41-41-914-9212	41-41-914-3444	<a href="mailto:Patrik.walter@manor.ch">Patrik.walter@manor.ch</a>
	Mr. R. Zinco	41-41-914-9205	41-41-914-3444	<a href="mailto:Rimo.zinco@manor.ch">Rimo.zinco@manor.ch</a>
/7†	Mr. David Brunschvig	41-41-914-9281	41-41-914-9444	<a href="mailto:David.bruschvig@manor.ch">David.bruschvig@manor.ch</a>

. Jumbo

(1)

o	:	( + )
o		(2000) : SFr. 13.3 (\$ 8.0 )

o	(2000) : 45
o	(2000) : 1.6%

6 Manor Maus Freres SA  
 . 2001 Carrefour가 Jumbo 40% Jumbo-  
 Carrefour 2002 9 Carrefour

2)

- o : Mr. Caruso(Purchasing Manager)
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- : +41-1-834-9565
- : +41-1-834-9596
- : , , ,

o Lever Faberge GmbH(Unilever)

- : Grafenau 12, CH-6301 Zug, Switzerland
- : +41-41-729-2929
- : +41-41-729-2110
- : Mr. Hansruedi Grob
- : [hansruedi.grob@unilever.com](mailto:hansruedi.grob@unilever.com)
- : , 가 , ,

. EPA

(1)

o	:	,
o	:	1929
o	(2000) :	SFr. 9.8 (\$ 5.8 )
o	(2000) :	136
o	(1998) :	2,684
o	(2000) :	1.2%

EPA 1929 Julius Brann Manor Maus ,  
 ‘Einhertspreis AG(only one price)’ . 39  
 97 1980 1  
 가 , 1995 EPA Superdiscount( )

(2)

o EPA AG

- : Bederstrasse 49, CH-8027 Zuerich, Switzerland

	Mr. H. Jansen	41-1-287-1285	41-1-287-1331	<a href="mailto:Helmut.jansen@epa.ch">Helmut.jansen@epa.ch</a>
	Mr. R. Mueller	41-1-287-1202	41-1-287-1331	<a href="mailto:Rene.Mueller@epa.ch">Rene.Mueller@epa.ch</a>
	Mr. O. Bless	41-1-287-1320	41-1-287-1364	<a href="mailto:Oilver.bless@epa.ch">Oilver.bless@epa.ch</a>
	Ms. J. Hafner	41-1-287-1260	41-1-287-1369	<a href="mailto:Janine.hafner@epa.ch">Janine.hafner@epa.ch</a>

o Coraviso AG

- : Industriestrasse 25, CH-8604 Volketswil, Switzerland  
 - : +41-1-947-1902  
 - : +41-1-947-1929  
 - : Mr. Ernst Raschle(Purchasing Manager)  
 - : , , 가

o Syntrade AG

- : Unterdorfstrasse 12, CH-8808 Pfaeffikon SZ, Switzerland  
 - : +41-55-415-6888  
 - : +41-55-415-6878  
 - : Mr. Juerg Rueckert

. Charles Veogele AG

(1)

o :
o : 1955

- o (2000) : SFr. 6.5 ( \$ 3.9 )
- o (2001) : 148
- o (2001) : 1,620
- o (2000) : 0.8%
- o (2001) : 10.0%

1955

Charles Voegele

. 1979

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(2)

- o : Charles Voegele Holding AG  
Gwattstrasse 15, Postfach, CH-8808 Pfaeffikon, Switzerland
- o : +41-55-416-7111
- o : +41-55-416-7171
- o : Mr. Graf(Pruchasing Manager)
- o : [peter.graf@voegele-mode.com](mailto:peter.graf@voegele-mode.com)
- o : . . . ( )