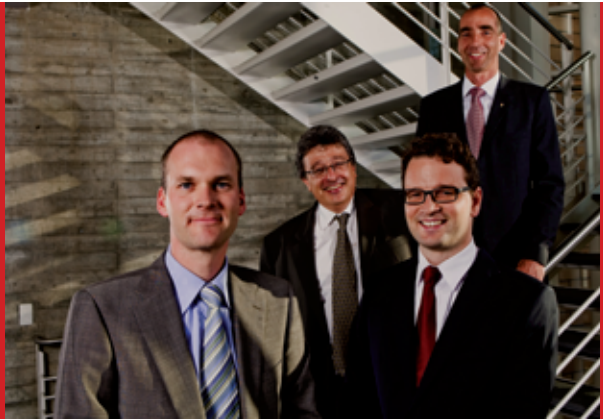


# swiss economics



**“When the only tool you have  
is a hammer, you tend to treat  
everything as if it were a nail.”**

Mark Twain



# Excellence in Economics

**Swiss Economics** provides orientation in the changing competitive, technological and regulatory environment of your industry. We support you in coping with current challenges and in actively shaping the future of your market.

**We excel** in combining sound economic competence with proven industry experience. Our expertise is complemented with a wide network of leading scientists and senior practitioners. We master state-of-the-art quantitative methods and their application in practice.

At Swiss Economics we dispose of the **adequate tools** to assist you in the following **fields**:

**Regulation**

**Economic Policy**

**Competition Policy**

**Strategy Development**

**Pricing**

**Efficiency Analysis**

**In-House Training**



# Regulation

You would like to play an active role in shaping your sector's regulation and effectively advance your position. We support you in developing your regulatory framework with:

**Regulatory Impact Assessment.** A well-founded assessment of regulatory impact is an important basis for successful corporate strategies. We provide the basis for strategic decisions and support you in the strategy process.

**Regulatory Management.** A professional regulatory management approach significantly enhances business opportunities and adds to your company's value.

**Regulatory Strategy.** We accompany you in the interpretation of change in regulation and provide support in developing your regulatory strategy.

**Communication.** We support you in the formulation of your interests and provide expertise, arguments and research studies.



**“Using sound analytics and their sector-overlapping competence, Swiss Economics have contributed important insights to improving regulation in Swiss railways.”**

**Bernhard Meier**, Director Public and Regulatory Affairs,  
Swiss Federal Railways SBB

**“The work of Swiss Economics provides an important foundation for the further development of the Swiss telecommunications sector.”**

Olivier Buchs, Director Regulatory, Sunrise Communications AG



## **Economic Policy**

You would like to comprehensively assess the economic impact of change in regulation and its coherence. We support you with:

**Economic Impact Assessment.** A well-founded assessment of regulatory impact on the economy and affected stakeholder groups is key to a consistent economic policy. To this end, we apply solid qualitative and quantitative scientific methods.

**Regulatory Adequacy Analysis.** In addition to its economic impact, regulation should also embrace various political criteria. We have developed a specific methodological approach to support you in reaching informed decisions.

# Competition Economics

Economic analysis and its empirical support adds substance to your argument in competition law. Swiss Economics assists you in convincingly presenting your positions with economic expertise, advice and research in:

**Consulting Services.** We develop convincing lines of reasoning in close cooperation with you.

**Expertise and Studies.** Our economic and econometric analysis provides a solid foundation for your positions.



**“Swiss Economics provide well-grounded and convincing arguments in competition cases.”**

Dr. Marcel Meinhardt, Partner, Lenz & Staehelin

“Swiss Economics’ breadth of vision has opened up new prospects for us.”

Benoît Strölin, Head of Swiss Post Box

## Strategy Development



You would like to align your business with regulatory and technological change. We support you in the development and implementation of your strategy with:

**Market Simulation.** Our quantitative models provide a framework for assessing future developments in your market.

**Scenario Analysis and Evaluations.** With profound market knowledge in regulated industries, we identify and analyze relevant competitive scenarios.

**Business Wargaming.** With an interactive strategic simulation, we support you in developing a common understanding of market dynamics and strategic opportunities.

You would like to make sure that your products conform to your customers' needs. With our quantitative methods, you gain a comprehensive knowledge of your competitive position:

**Customer Behavior.** We employ economic methods to investigate price elasticities, assess your customers' willingness to pay, and appraise the market potential of your products.

**Pricing Strategy.** We support you in optimizing your price structure using game-theoretic methods to anticipate market reactions.

**Price Regulation.** We show you how to maximize your pricing flexibility.

**“The quantitative approach of Swiss Economics gives me valid support for decision making in relevant problems: transparent and plausible, without the oversimplification of facts.”**

Dr. Jan Remmert, Director Marketing PostMail, Swiss Post



# Pricing



# Efficiency Analysis and Benchmarking

“Swiss Economics offers an excellent support and a great consultation expertise. We were in good hands and are very satisfied with the final outcome.”

Michael Westermann, Energy Regulation, Bundesnetzagentur



You would like to benchmark your own performance. We support you with informative internal and external benchmarking:

**Internal Benchmarking.** Using state-of-the-art econometric methods, we evaluate the efficiency of your production units.

**Competitive Benchmarking.** We identify best practice in your sector and advise you on how to improve your efficiency.



# In-House Training

You would like to invest in your employees and enable them to cope with challenges in the areas of economic policy, regulation and competition. Our team has broad experience with continuing education and training. We offer tailor-made courses in:

**Regulatory Economics.** Gain an overview of the basic regulatory and industrial economic approaches and understand how changes in the regulatory framework affect the marketplace.

**Business Economics.** Understand the opportunities of economic methods supporting business decisions.

**Argumentation Training.** Learn and train how to effectively advance your message in negotiations and political arguments.

# Partners

## **Christian Jaag, Ph.D.**

Christian Jaag is **Managing Partner** with Swiss Economics and a Lecturer in Economics and Management at several Swiss universities. After his studies in St.Gallen and Paris (ESCP Europe), he received a Ph.D. in Economics and Finance (HSG). He was also a visiting scholar at Rutgers University. christian.jaag@swiss-economics.ch | +41 44 500 56 26



## **Dr. Urs Trinkner, M.B.L.-HSG**

Urs Trinkner is **Managing Partner** with Swiss Economics and a Lecturer at the University in Zurich. After his studies in finance he received a doctoral degree in Management and Economics (UZH). He holds an Executive Master in European and International Business Law (University of St. Gallen). urs.trinkner@swiss-economics.ch | +41 44 500 56 24



## **Prof. Dr. Helmut Dietl**

Helmut Dietl is **Partner** with Swiss Economics and Full Professor for services and operations management at the University of Zurich. He holds a doctoral degree and a habilitation from the Ludwig-Maximilians-University in Munich.



## **Prof. Dr. Dr. Matthias Finger**

Matthias Finger is **Partner** with Swiss Economics and Full Professor for network industries management at the Federal Institute of Technology in Lausanne. He holds doctoral degrees from the University of Geneva and was Professor at Syracuse University and at Columbia University in New York.



Swiss Economics is your competent and independent partner for economic consulting and quantitative management. With solid methodologies and proven experience we support companies, associations and public authorities in regulated industries.

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