

# ANNUAL REPORT

October 2019 –  
September 2020

**STSA** 

**STSA** 





# Swiss Trading & Shipping Association Annual Report

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## **Foreword of** The President & Secretary General

### **Foreword of the President** **Ramon Esteve**

This year, we held our very first virtual General Assembly which echoes the singular period we are going through. There must be no annual report that does not mention the sanitary crisis as we are approaching its first anniversary.

However, the first challenge faced by the Executive Board this year was not in relation to the COVID-19 pandemic but to the succession of the STSA Secretariat team. Indeed, following the departure of the former Secretary General in December last year and the handover of the role to Mrs Florence Schurch, recruiting new staff in the middle of the lockdown has not been an easy task. Nevertheless, Florence Schurch has done this very successfully and the Secretariat team is now complete with the arrival of very competent young talents. We are therefore back to normal. Or as much as it can possibly be in the midst of the second



wave of COVID-19 pandemic and the race to the next Swiss popular vote on the Responsible Business Initiative taking place on 29 November 2020.

Trading companies have, once again, shown their excellence in times of chaos. Not only had they to rethink their work management to adapt to remote working practices, but they have also been very resilient in ensuring the continuity of the supply chain. Thanks to the traders, the world still has the commodities it needs to meet global demand.

As a national association, our role is to represent the industry as a whole regardless of the status, size or geographic location of its members. Once again, the STSA has worked hard to support each and every one in the best possible way.

To conclude on a personal note, it has been a pleasure to work with the new team and I want to thank them for their great work, dedication and efforts going through these unusual times. I am looking forward to seeing what is coming up next with regard to our industry!

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### **Foreword of the Secretary General** **Florence Schurch**

First and foremost, I cannot highlight the past year without mentioning the first three months of my mandate. Indeed, it has been a very particular on-boarding as I was only able to spend six weeks in my new office before heading home for the spring lockdown. In addition to this, the STSA Secretariat was, at that time, reduced to only two employees from the former team. Luckily, we rapidly received the much-awaited support from Lisa in May, followed by Victoria and Joëlle in August and finally



Raphael and Cornelia in October. The COVID-19 did not spare us and the entire team had to go through a period of quarantine, an episode of 2020 that we will not easily forget.

On the business front, the industry not only had to weather the pandemic, but also faced significant fraud in Singapore and Dubai. This caused some trade finance banks to pull out adding extra challenges to some SMEs. The STSA team reacted immediately to provide adequate and adapted support to each member concerned.

A great deal of attention has been paid to the implementation of the UN Guidelines on Business and Human Rights, on which we have been working in recent years and can be proud of. Traders run companies that not only act responsibly, but also play a key role in the development of emerging countries. In that respect, since it was clear that we had to be involved in establishing these guidelines, it is now time to play a key role in their implementation.

Another ambitious and exciting challenge this year is the political campaign against the Responsible Business Initiative (RBI). Not even a month in their roles and the team already had to campaign and spread messages throughout Switzerland. Our priority is to protect our industry and show the public how united we are. Transparency is at the heart of many discussions. By giving an authentic image of our sector and communicating about our activities, we can but win the trust of those who do not yet know us. In addition, this campaign has been a great opportunity to connect with our peers such as EconomieSuisse, Chambre de Commerce, GEM and Genève Place Financière.

Education is, and will always be, a fundamental value of the association. The importance of maintaining a high-level talent pool close to our members is crucial. This year, our

educational offer has faced different challenges. The team was always extremely responsive and has managed to adapt all the different programmes to online teaching without major any disruption. Furthermore, STSA organised its very first course abroad and we will continue to work in this direction, especially given our new reality. Switzerland is a global hub for commodity trading, our knowledge is unique and we are constantly contributing to it.

Finally, I would like to thank all our members, the team and the Executive Board for their continued support throughout this year. I am confident that STSA will continue to represent the industry at its best, always keeping in mind its core values and professionalism.



## Mission, Core Values & Organisational Structure

As a national umbrella association, STSA's mission is to provide an inclusive platform of exchange for all companies active in commodity trading with the aim to support their activities, to represent its members' interests in Switzerland, to train young graduates and professionals, and to promote the understanding of the activity within the general public.

### CORE VALUES



**Diversity** advocating within the industry and beyond



**Transparency** developing honest and fact-based communications on the activity



**Knowledge** ensuring a constant pool of cutting edge talents



**Sustainability** contributing to more sustainable value chains by driving best practices

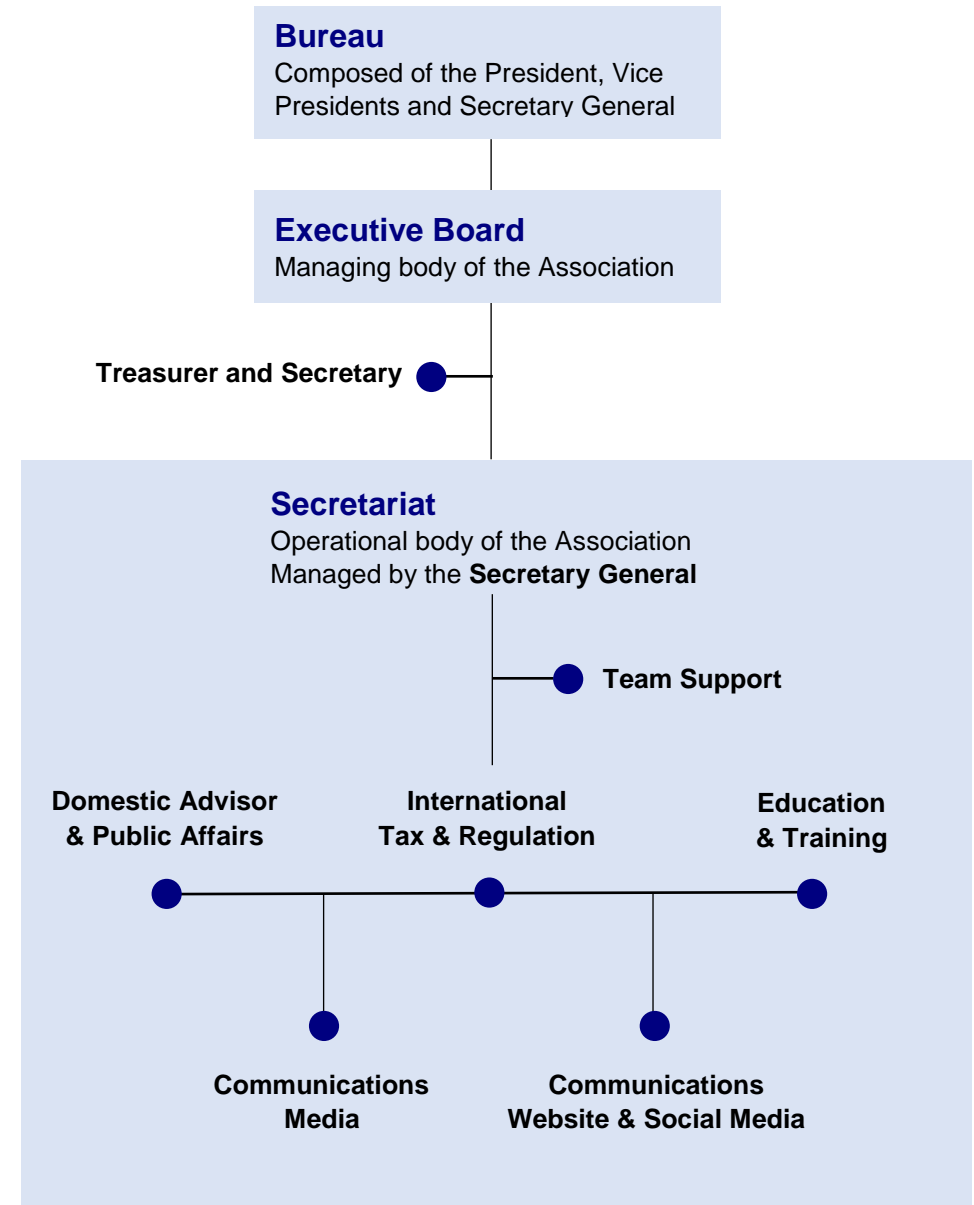


**Engagement** engaging with all stakeholders to shape the future of the industry



**Representation** bringing together all commodity classes and actors along the value chain

### ORGANIGRAMME



## Executive Board & Bureau

### MEMBERS OF THE BUREAU

The Bureau represents the Executive Board as a support to the daily operations of the Secretariat.



**Ramon Esteve**  
ECOM Agroindustrial  
Corp. Ltd - President



**Hans Christian Jensen**  
ADM International Sàrl  
Vice President



**Jean-Pierre Carles**  
Augusta Energy SA  
Vice President



**Florence Schurch**  
Secretary General  
(since 01.02.2020\*)

\*Stephane Graber until 31.12.19

### OTHER EXECUTIVE BOARD MEMBERS



**Dominique Le Doeul**  
Cargill International SA



**Martin Fasser**  
Zug Commodity Association



**Gérard Delsad**  
Vitol SA



**Daniel Jaeggi**  
Mercuria Energy Trading SA



**Pierre Glauser**  
CA Indosuez (Suisse) SA



**Sebastien Landerretche**  
Louis Dreyfus Company  
Suisse SA



**Thomas Patrick**  
Lugano Commodity  
Trading Association



**Nicolas Tamari**  
Sucafina SA



**Alexandre Vassiltchikov**  
ING Belgium Brussels,  
Geneva Branch



**Nicolas Matter**  
Walter Matter SA



**Alexa Aponte Vago**  
MSC SA

### SUPPORTED BY



**Caroline Clemetson**  
Secretary to the Board



**Christophe Bellino**  
Treasurer

## The Secretariat at the Members' Service

### MEMBERS OF THE SECRETARIAT



**Florence Schurch**  
Secretary General



**Sylviane Chatelain**  
Training & Education  
Manager



**Lisa Weihser**  
Legal & Regulatory  
Affairs



**Raphael Jenny**  
Legal & Public Affairs



**Joëlle Wietlisbach**  
Communications Officer



**Victoria Carles**  
Junior Communications  
Officer



**Cornelia Green**  
Team Support Officer

### THE SECRETARIAT ACTIVITIES



**Communicating**



**Sharing**



**Representing**



**Servicing**



**Monitoring**



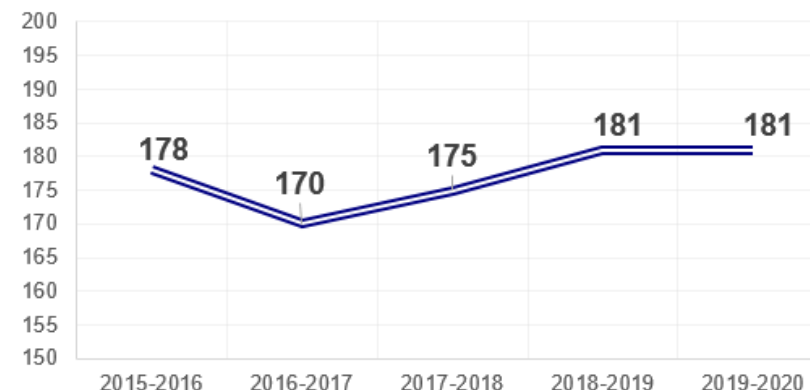
**Training**

## STSA Members across Switzerland

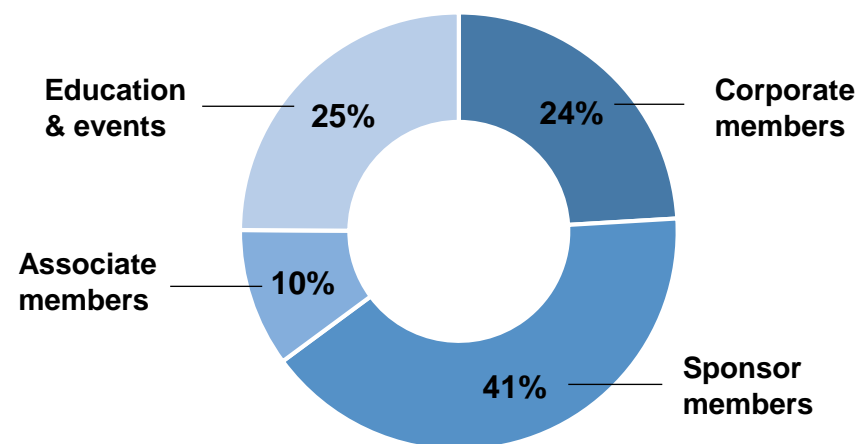
ABC Maritime AG - ADM International Sàrl - AET - Aglobis AG - Agro Companies International SA - Agrocean SA - Allied Services - Allseeds Switzerland SA - Alvean Sugar S.L, Bilbao, Geneva Branch - Arab Bank (Switzerland) Ltd. - Arrow Metals and Trading AG - Attijariwafa Bank Europe - Augusta Energy SA - AXA Assicurazioni SA - Banca dello Stato del Cantone Ticino - Banca Zarattini & Co. SA - Bank GPB International S.A. - Banque Cantonale de Genève - Banque Cantonale Vaudoise - Banque Cantonale Vaudoise (BCV) - Banque de Commerce et de Placements - BDO SA - Berry Palmer & Lyle SA, Paris, Geneva Branch - BGN SA - BIC-BRED (Suisse) SA - BNP Paribas (Suisse) SA - Bulk Trading SA - Bunge SA - CA Indosuez (Suisse) SA - Cargill International SA - Castleton Commodities Merchant Europe Sàrl - Cc-Ti - Cereal Investments Company SA - CHABRIER Avocats SA - CHS Europe SA - Chambre de Commerce et d'Industrie et des Services de Genève - Coeclerici Commodities SA - COFCO Resources SA - Commodity Club Switzerland - Core Petroleum LLC, Jersey City, Geneva Branch - Corner Bank SA - Cotecna Inspection SA - Credit Suisse (Schweiz) AG - Credit Suisse (Svizzera) SA - Credit Suisse AG - CRONIMET Metal Trading AG - Cutrale Trading S.A. - Degussa Goldhandel AG - Deloitte AG - Deloitte SA - Deltasteel SA - Département du développement économique - Secrétariat général - DK Trade AG - DP Trade SA - DSS International SA - Duferco SA - DXT Commodities SA - East Metals AG - Easteel SA - ECOM Agroindustrial Corp. Ltd - Enet Energy SA - Ernst & Young - Euler Hermes - Euromet SA - Eusider Trading SA - Eversheds Sutherland Ltd. - Ezpada AG - FAB Private Bank (Suisse) SA - Ferrexpo AG - FIDINAM GROUP HOLDING S.A. - Filhet-Allard Maritime, Geneva branch - Flame SA - Gazprom Marketing & Trading Switzerland AG - Gazprombank (Switzerland) AG - Gerald Metals SA - Gtrade System Suisse S.A. - GTY SWITZERLAND SA - Gunvor International B.V., Amsterdam, Geneva Branch - Hempel - Hershey Trading GmbH - Holman Fenwick Willan Switzerland LLP - HSBC Bank Plc, London, Zürich Branch - IBC Insurance Broking and Consulting Lugano SA - IMR Metallurgical Resources AG - Indagro SA - Inerco Trade SA - ING Bank N.V., Amsterdam, Lancy/Geneva Branch - Integral Commodities SA - Integral Energy AG - Integral Petroleum SA - Intercommodities SA - Intertek (Suisse) SA - IPCO Trading SA - ITX SA - K2 SA - KazMunayGas Trading SA - Koch Minerals SA (Kom SA) - Koch Supply & Trading Limited - Kolmar Group AG - Komgo SA - KPMG - LAD Trade SA - LH Trading Ltd - Litasco SA - Lloyd's Register - Louis Dreyfus Company Suisse S.A. - Lyra Commodities SA - Macquarie Commodities Trading SA - Maddox SA - Massoel - Mekatrade Asia Pte Ltd, Singapore, Geneva Branch - Mercuria Energy Trading SA - MET International AG - BASF Intertrade AG - Metinvest International SA - Mettrading International AG - MKS (Switzerland) SA - MME Beringfield AG - MMK Steel Trade SA - Mocoh SA - MSC SA - Neste Suisse SA - New Stream Trading AG - NLMK Trading SA - Nord Stream 2 AG - Nord Stream AG - Nova Marine Carriers SA - Nützi Christmann & Partner AG - Oasis Trading AG - Oil e Bio Trade SA - Oryx Energies SA - Paul Reinhart AG - Petraco Oil Company SA - PriceWaterhouseCoopers SA - Quadra Commodities SA - REFINITIV Switzerland SA - Rusal Marketing GmbH - Sahara Energy International Pte Ltd - Saras Trading SA - Sberbank (Switzerland) AG - Schellenberg Wittmer - SCTA (Swiss Coffee Trade Association) - SGS SA - SIACI & PARTNERS SA - Siderfer SA - Sierentz Global Merchants SA - Socar Trading SA - Société Générale Corporate & Investment Banking - Sogescol FR SA - Solway Investment Group - SOS-Consult GmbH - SSA (Swiss Shipowners Association) - SSY Simpson Spence Young (Zug) AG - Sucafina SA - Sucden Geneva SA - Suisse-Atlantique SA - Swisslinx AG - Switzerland International Commodities & Derivatives Association (ICDA) - Telf AG - Titan Bulklers Sagl - TMT Metals AG - Trade Data Monitor SA - Transamine Trading SA - Trasteel International SA - UBS S.A. - UMP Trading SA - UniCredit Bank AG (Munich), Zurich Branch - Université de Genève - Valcambi - VARO Energy Marketing AG - Vitrol SA - VTB Commodities Trading DAC, Dublin, Zug Branch - Walter Matter SA - Webcor SA - WISTA - Zug Commodity Association (ZCA) - Zuger Wirtschaftskammer - Zuercher Kantonalbank

## Membership & Finances

### Evolution in the number of members 2015 – 2020



### Income by member category & activity LCTA & ZCA not included





## The Association in Numbers

### WEBSITE

#### Gender Distribution

**40%** are female  
**60%** are male

#### Number of daily users (average)

**180** on week days  
**70** on weekends

#### Average time spent

**00:02:02** per visit

#### Page views

**102'852** over the year  
**+2 pages** per visit

### SOCIAL MEDIA 30 days overview

#### LinkedIn

**+163** followers  
**+80%** reactions  
**+123%** of shares

#### Twitter

**+8'740** Tweet impressions  
**+506** profile visits

#### Device used

**67%** computer  
**33%** mobile

#### Top 5 use by country

**35%** Switzerland  
United States  
United Kingdom  
India  
France

#### New vs Returning

**85%** new visitor  
**15%** returning visitor

## A National Association close to its Members

### 3 Chapters across Switzerland

- Geneva
- Zug
- Lugano

### ~ 180 Members & partners

Small, Medium and  
Large Companies

### 6 Association Committees

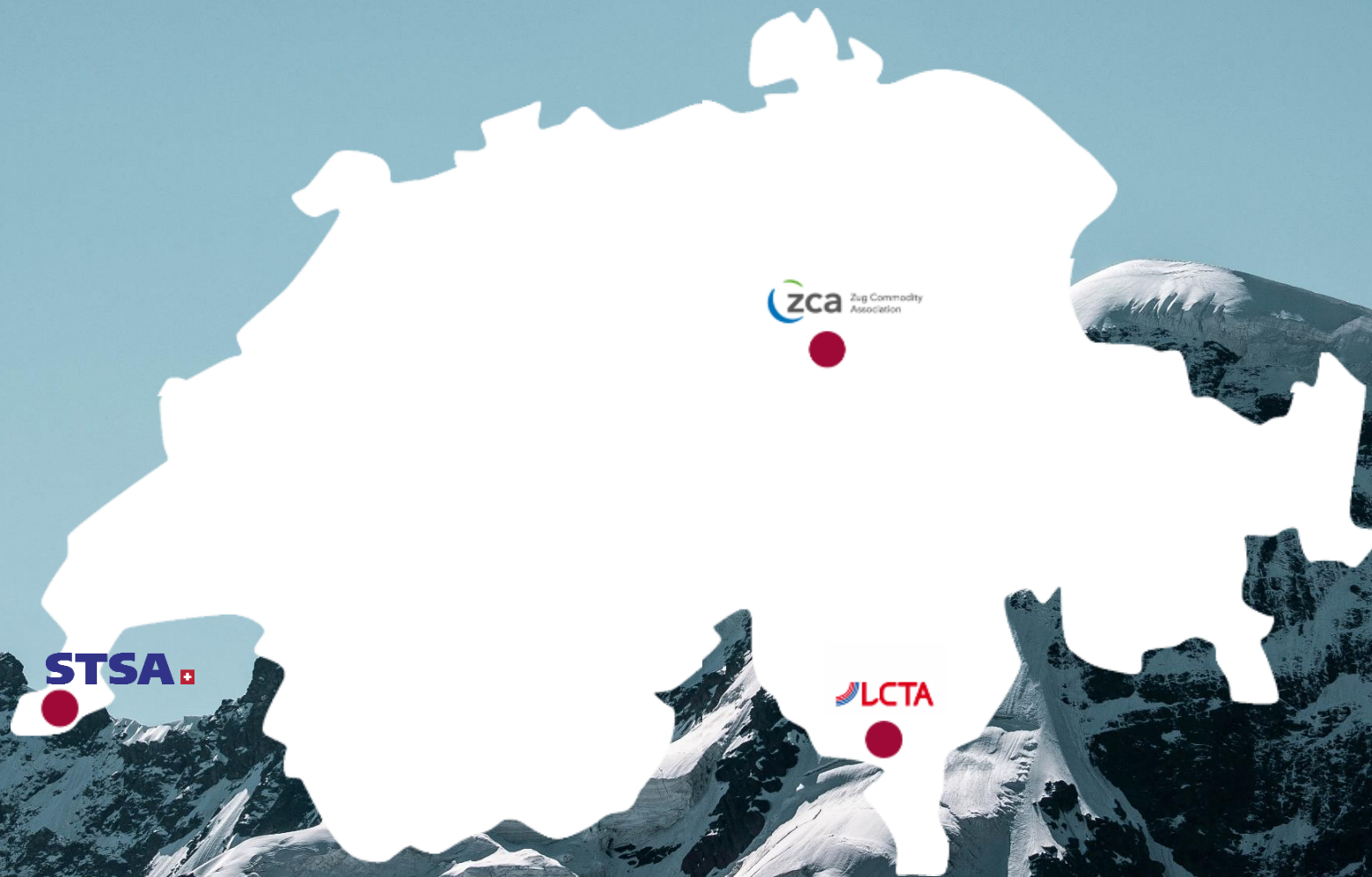
Sustainability,  
Communication,  
Regulation, Trade  
Finance, HR, Shipping

### 1 Professional Training Centre

STSA Learning



# STSA



 **zca**  
Zug Commodity  
Association

 **STSA** 

 **LCTA**







## Get to know us the Secretariat Team



"After my studies in political science and international economic law and internships for both Economiesuisse and Ernst & Young, I worked for over 5 years at the Swiss State Secretariat for Economic Affairs SECO in the field of international trade.

I am very happy to be part of the new STSA team. As Legal Counsel and Public Affairs Officer, I am responsible for emerging sustainability issues, such as the UN Guidelines on Business and Human Rights, EITI or the Responsible Mining Foundation, as well as for the proper representation of STSA to key stakeholders". **Raphael Jenny, Legal Advisor & Public Affairs Officer**



"With a master's degree in digital marketing and communication plus a bachelor's degree in business administration, I joined STSA at the end of July as communications officer. This is my very first job after three internships in communication.

As a junior, I am very proud and happy to be part of a great team that devotes its time to its members. As a communications officer for the start of my career, I have a lot to experience on a practical level. I lend my support to STSA's learning by managing 45 students, online exams, registration and the all-round administration involved. I have learned a lot and I am fully prepared and motivated for the years to come at STSA". **Victoria Carles, Junior Communications Officer**



"With an academic background in international, European and Swiss law, I obtained a Master's degree in international law from the Graduate Institute of International Studies in Geneva (IHEID). Before starting my career in the financial sector at Julius Baer, I gained experience in international organisations such as the United Nations, the Legal Department of NATO at its headquarters in Brussels and at the German Federal Foreign Office.

Having experienced both private and public sector perspectives, I liaise between STSA members, the Swiss authorities and international organisations (UN, OECD, IMO) to report on any legal and regulatory developments that impact on the commodity trading activity in Switzerland. As Legal and Regulatory Affairs Officer, I am responsible for matters relating to trade finance, financial market legislation and shipping". **Lisa Weihser, Legal & Regulatory Affairs**



"With a degree in business administration and specialising in the field of communication, I gained experience during and after my studies by holding various positions at Nestlé as well as in the academic sector.

Being part of the STSA, in a stimulating atmosphere, pushes me to give and learn more every day. As Communications Officer, my objective is to identify the best ways to effectively convey our messages, to promote the industry at its best and to always be informed to ensure continued support to our stakeholders". **Joëlle Wietlisbach, Communications Officer**



"With a background in law and experience in customer service and coordination related to HR and relocation for international companies, I am the latest addition to the team.

As the team's office support manager, I help the entire team to provide the best possible experience for our stakeholders. I also focus my efforts on training as well as event management". **Cornelia Green, Team Support Officer**



"After more than thirteen years with STSA, it's an understatement to say there was no time to get bored. During this fruitful period, I have worn several hats, but the one I am most proud of is the creation of a successful learning centre and its resulting eduQua certification. Previously, I was a Project

Manager during the first years of development of the multi-bank platform (TRAFEC), which is now performing successfully with Komgo. Simultaneously, I was in charge of the association's human resources department and led the HR committee to exchange best practices with our members

Before joining STSA, I worked as a Communications and Marketing Manager for a financial group, having had the unique opportunity to accompany them during their IPO and, prior to that, with the same responsibilities for SG Private Banking (Suisse) SA, with an annual budget of more than one million Swiss francs.

It is certainly no coincidence that I started my career in the commodities trading sector, where I held several

administrative positions such as human resources manager, project manager and office manager in the oil and agricultural sectors". **Silviane Chatelain, Training & Education Manager**



"After obtaining two masters degrees in political science and international security in Geneva and at Georgetown University (USA), I first worked for the Swiss Federal Police in Bern and was then given diplomatic posts in the USA and Germany. Having finally been appointed by the State Council of Geneva to defend the interests of the canton at the federal level, I am now proud and happy to work for the trading and shipping sector.

As Secretary General, I am ready to support member companies in their day-to-day activities and to help them implement new regulations. I would like to make trading and shipping activities known to the general public and politicians. My aim is to be a reliable partner for all national economic and financial organisations, to promote the business at the national level and to extend the association to the whole of Switzerland". **Florence Schurch, Secretary General**



## Our Committees

### Overview



#### **SUSTAINABILITY COMMITTEE**

- Extractive Industries Transparency Initiative (EITI)
- Illicit Financial Flows (IFF) OECD
- United Nations (UN) Guidelines Principles
- Responsible Mining Foundation (RMF)



#### **SHIPPING COMMITTEE**

- International Maritime Organization (IMO)
- Swiss Maritime Navigation Office (SMNO)
- Swiss Tonnage Tax



#### **TRADE FINANCE COMMITTEE**

- Alternative financing for SMEs
- Credit risk Basel III
- Innovation-Blockchain
- Sustainable trade finance
- Strengthening standards



#### **REGULATION COMMITTEE**

- Energy regulation (EBOTA)
- Financial market legislation (Brexid, FINIA, FMIA, BEPS)
- Transparency (AML, CTF, corruption)



#### **HUMAN RESOURCES COMMITTEE**

- COVID-19 working models
- Work at home vs. work at the office
- Salary survey



#### **COMMUNICATIONS COMMITTEE**

- Responsible Business Initiative
- Commodity-check

**Our committees bring together experts on diverse topics from member companies to discuss current affairs and define the best way of acting for the industry. Their role is key to the unity of our sector.**

## Business Environment

### Responsible Business Initiative

#### A CAMPAIGN THROUGH THE WINDS

For the initiators, the Responsible Business Initiative (RBI) has been on the table for more than three years. Indeed, those who collected 100,000 signatures to launch the initiative have been well organized and prepared for the big day, as demonstrated by the orange flags that have been flying on the sides of the buildings for some time now. This also means they had time to find strong allies, to collect the support of approximately 130 NGOs, to travel the world in order to develop emotional stories, to produce a movie, as well as to form more than 500 committees of volunteers in Switzerland. On top of that, they also invested time to build up their audience and presence on social media in order to mobilize the Swiss population.

For the economic circles, this year has not been an easy one, as they faced other major political challenges with respect to the “moderate immigration initiative” as well as the COVID-19 situation. As a result, they were not able to put all their efforts into the campaign against the RBI until September this year.

Internally, at the STSA, the situation was not ideal for gaining a lead either. There were two employees left from the former team, the Secretary General had barely taken up her new position when the spring confinement started, a brand new team had first to be recruited and then to be on-boarded; in brief no one was spared. Nevertheless, in the summer of 2020, the STSA team started to prepare for the fight against the RBI with the means at hand. The newly recruited communications team started off on a high note by being fully dedicated to the campaign. The STSA chose

to work hand in hand with the public affairs agency Farner, which also benefited the team with an on-the-job training. The visible side of the campaign started with our kick-off meeting in the beginning of September and will not stop until 29 November 2020, the day of the popular vote.





## Education & Training

### Professional & Academic

#### OUR PROFESSIONAL TRAININGS

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The **STSA Operator's Certificate** provides participants with a well-rounded foundation in the commodity trading industry and allows them to understand the life cycle of a trade. While primarily focused on pure operations, the programme covers a wide range of areas encountered by an operator on a daily basis.

The **STSA Commodity Trading Risk Analyst Certificate** will expose the participants to a wide range of both operational and financial risks that are often interconnected. This position constantly evolving, the process of changes and the implementation of new projects and advanced technologies are also addressed.

The **STSA Documentary Credit Officer** is constituted of 4 Modules of the STSA Operator's Certificate that are fundamentals for junior Credit Officers. It enables the participants to acquire quickly a good understanding of the documentary credit transactions, the various techniques and their implementation.

The **STSA Documentary Credit Specialist Certificate** is designed to deepen participants' technical understanding of documentary credit or other instruments. The point of view of the commodity trading company and the bank are presented.

The **STSA Business and Human Rights Certificate** follows the sector's guidance for the implementation of UNGPs and the OECD Guidelines. Requirements for Human Rights Due Diligence are increasing and Switzerland is currently considering introducing binding measures in the framework of the Responsible Business Initiative.

The **STSA Commodity Trading Fundamentals** aims to provide participants with a comprehensive understanding of all steps needed to execute transactions. It focuses on the importance of each phase of a contract and emphasizes the interactions between them.

#### EDUCATION IN TIMES OF A PANDEMIC

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The year 2020 will certainly be remembered and will have changed - perhaps forever - the way we think about education. Due to the first lockdown, all programmes planned for the spring had to be postponed to the autumn. This period gave us time to organise ourselves and, in order to respect the procedures of social distancing, we rented large classrooms in several different hotels, which seriously complicated our organisation. And this, regardless of the fact that COVID-19 surprised us once more in November, forcing STSA Learning to completely rethink its organisation again by switching to online courses. This forced the course lecturers as well as the participants to adapt to this new reality. Some courses kept running rather smoothly, while others are more demanding. Keeping a class of 20 participants focused for more than 5 hours remains a real challenge.

In order to anticipate all the problems and constraints related to the pandemic, we had to draft new procedures, adapt our general information as well as all our contracts. We have also launched a platform dedicated to the curricula with all the necessary documents so that participants can follow their programme correctly. All the evaluations are now organised online thanks to another specific platform to which we have added a video system to avoid cheating. All of this means a considerable additional workload, but the situation is not all negative, as STSA Learning's courses have been an unprecedented success. We have even had to turn away participants to avoid overloading the classes.

## OUR KNOW-HOW BEYOND BORDERS

The reputation of the STSA Learning programmes has spread beyond our borders and we have been approached by Aramco Trading Company to train their talents. Thus, we organised an adapted version of the STSA Operator's Certificate in Dhahran, where we flew in the course lecturers for face-to-face classes. This has been a really enriching experience that we are looking forward to repeat next year, provided the pandemic allows us to.



## Trade Finance & Shipping Industry

### ALTERNATIVE FINANCING

Commodity Trading is a very capital-intensive industry. As a result, access to finance is vital and trading is only possible if the trader has ample liquidity. This is mainly provided by certain banks that finance such transactions. Following a tumultuous few months involving fraudulent activities linked to trade finance, notably in Asia and the Middle East, the STSA has set up an exchange platform under the auspices of the Trade Finance Committee. This platform allows member banks to exchange views, lessons learnt but also to align visions and strengthen standards on how to prevent and to cope with such activities in the future. Following the decision of several banks to reduce their activities or even to withdraw from these financings and others announcing a reevaluation of their activities, SMEs are increasingly worried. The STSA has been in continuous dialogue with its SME members in order to help them find access to financing.

### GUIDELINES ON DUE DILIGENCE

Following the Federal Council's recommendation to develop sector-specific guidelines on due diligence that would strengthen the competitiveness and integrity of the sector, while validating the already existing practice of some traders, the STSA, together with its members, has started drafting a toolbox that sets out a risk-based approach and identifies the red flags for the commodity trading sector.

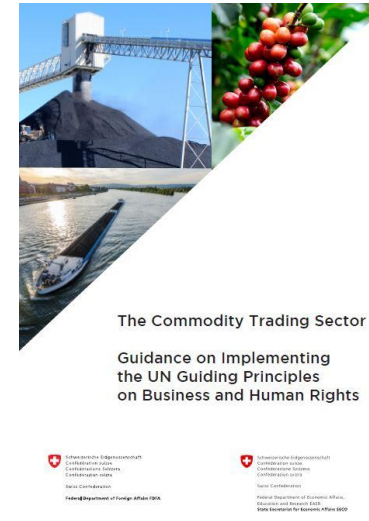


## REGULATORY EVOLUTIONS ON SHIPPING

The STSA is in regular contact with the Swiss Maritime Navigation Office (SMNO) in order to assure the Association's participation as part of the Swiss delegation at the IMO meetings. This ensures the sharing of information with STSA members regarding the expected regulatory evolutions, especially in the fight against climate change, in support of the UN Sustainable Development Goal 13 and the reduction of greenhouse gas emissions.

## UN Guiding Principles on Business & Human Rights

### FROM DEVELOPMENT TO IMPLEMENTATION



The sectoral guidance on Business & Human Rights, jointly developed with SECO, FDFA, and NGOs, provides companies active in commodity trading with a listing of receipts, enabling them to implement the UN Guiding Principles. STSA is currently working on the practical implementation of the guidance by providing tailored support to member companies.

The overall objective is to give companies a tool box in order to implement the required guidelines in their day-to-day business and operations. We created a working group composed of ESG officers from the industry to support SMEs in their response to the national and international requirements.

## Communications

### Outreach Activities

#### WHAT'S NEW?

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Brand new **website** offering an easier and playful way to learn about the STSA



Introduction of **daily press review** to constantly keep our members informed



**COVID-19 alerts** providing regular updates on the sanitary situation



The **RBI News Flash** to share any relevant campaign material or important update



Creation of a **Facebook account** for the Association



Our online platform **commodity-check** to increase public awareness on our industry

#### 2020, THE YEAR OF COMMUNICATION?

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The new STSA communications team made a strong entrance in August 2020. Although the association was already well established on different platforms, the efforts have increased significantly since then. Thanks to the young team bringing some bright ideas to reinforce the STSA's communications strategy.

Our new STSA website was created in the record time of two weeks, allowing our identity to adapt to the new standards. The creation of new social media accounts significantly increased our visibility. Indeed, planning regular communications resulted in many additional likes and followers on all our different channels. The content published on the STSA Learning Facebook account helped us gain an important number of course participants in the 2020 classes.

With the Responsible Business Initiative kick-off meeting in beginning of September, communication became more important than ever. The creation of the commodity-check online platform and social media channels allowed us to reach millions of people across Switzerland.

Requests from the media exploded this year with the arrival of the new Secretary General, the resilience of the industry facing COVID-19 as well as with the highly discussed Responsible Business Initiative. Coordination has been an important task for both the communication team and the Secretary General.



## Events

### Highlights 2019-2020



**29.09.2020**

Advisory Board, How to react to climate actions

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**21.09.2020**

Trade Finance possibilities for SMEs

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**19.09.2020**

World Cleanup Day 2020

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**16.09.2020**

Diner parlementaire : nous sommes responsables

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**14.09.2020**

STSA Learning semester start

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**3.09.2020**

RBI Campaign kick-off meeting

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**31.08.2020**

STSA back to business



**8.05.2020**

STSA COVID-19 Webinar with Jacques- André Romand,  
General State Surgeon Republic and Canton of Geneva

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**17.04.2020**

STSA Webinar with SECO: Mr. Jeremy-David Benjamin,  
COVID-19 Coordinator at the State for Economy Dept.

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**15.04.2020**

STSA helps its members after the lifting of lockdown  
restrictions and sells masks and hydroalcoholic gel

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**25.03.2020**

Commodities Magazine is out

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**01.02.2020**

New STSA's Secretary General Florence Schurch

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**30.11.2019**

STSA participation at the Course de l'Escalade

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**7.10.2019**

STSA Commodity Dinner



Swiss Trading and Shipping Association (STSA)  
11 rue de Chantepoulet  
1201 Geneva  
T : +41 (0)22 715 28 90  
E : [info@stsaswiss.ch](mailto:info@stsaswiss.ch)  
W : [www.stsa.swiss](http://www.stsa.swiss)

We would like to thank all our members, partners, employees and board members for their commitment during this past year. We look forward to the year ahead and the ongoing work leading to the success of the association.

Copy and editing: STSA  
November 2020

**The STSA team is looking forward to the next year!**

