

Small, but just right.

Reliable support through location promotion



A location based on partnership

Portfolio maintenance

Settlement support

New Regional Policy

Attractiveness of the location

Service quality **Networks**

Reliability **Advisory**

Knowledge transfer

Support for young entrepreneurs



In Appenzell Ausserrhoden, even as a newcomer, you will find fertile ground for founding a business and will be easily integrated into the local networks.

Claudius Habisreutinger, Vermando

Location promotion: refreshingly unbureaucratic

Switzerland sees itself as “the land of short distances”. This is especially true for the small but efficient canton of Appenzell Ausserrhoden. The Location Promotion office of Appenzell Ausserrhoden is your first point of contact in the canton. With active advice and supporting services, we are your indispensable link to all relevant agencies and institutions. As a member of the St. GallenBodenseeArea we have a professional network of specialists throughout the region of Eastern Switzerland.

Location promotion services

In cooperation with companies, municipalities, associations, foundations, societies and internal government offices, the Location Promotion office acts as a flexible service centre, opening doors and serving as a hub.

As a point of contact for economic issues, the Location Promotion office is a reliable and expert partner for residents and entrepreneurs in Appenzell Ausserrhoden.

- Settlement support and advice
- Advice and support in dealing with the authorities, search for real estate, work and residence permits, recruiting employees, company foundation
- Finding business-related services such as advisory services, taxes, financing
- Maintenance and development
- Promotion of technology and knowledge transfer between science and practice
- Location marketing, networking and public relations for the economy in the canton
- Regional Development / New Regional Policy (NRP)



Commercial Register services

The Commercial Register department maintains the public register of companies in the canton. As a register accessible to all, it informs the public about the legal relationships of companies.

- Pre-examination of register files
- Certifications
- Entries in the Commercial Register / registries
- Issue of certified excerpts from the Commercial Register
- Copies of register files
- Information on register data
- Compliance with Lex Koller (acquisition of real estate by persons abroad)

Ausserrhoden Business Network

Dialogue and solidarity between companies are very important in Appenzell Ausserrhoden. Several local, cantonal and regional organisations are committed to promoting the goals of the economy. This network of entrepreneurs strengthens Appenzell Ausserrhoden as a business location and contributes to its growth.

Economic development: New Regional Policy

The canton's most important support instrument for businesses that are already domiciled in the canton is the New Regional Policy (NRP). This is an economic policy instrument aimed at strengthening the competitiveness of the mountain, rural and border regions in Switzerland. With the NRP, innovative, export-oriented and inter-company projects in the private sector can be funded directly, either with loans or with contributions "à-fonds-perdu" (non-returnable grants). "Innovative value-added systems" and "Tourism as a growth strategy" are defined as funding priorities in the cantonal implementation programme. The programme is financed equally by the canton and the federal government.

Other funding criteria:

- The projects must relate to activities in the pre-competitive or inter-company sector. Support for individual companies is not permitted.
- The projects must have their main impact in the geographic perimeter of the NRP, i.e. in the mountain, rural or border regions.
- The projects create direct regional value or pave the way for this (focus on value creation).
- The projects contribute to the development of products and services that are exported from the region or to strengthening the export capacity of a region.
- The projects contribute to strengthening the innovative capacity of a region or the creation of products or services that satisfy previously unmet needs.

In short:

The NRP provides financial support for initiatives, projects and programmes that strengthen innovation, create added value and competitiveness in the regions.

Example of an NRP project:

Guest Card of Eastern Switzerland "Oskar"

The cross-cantonal project "OSKAR" (Guest Card of Eastern Switzerland) aims to increase the number and duration of overnight stays and the use of the region's attractions, thus generating economic added value. OSKAR gives the guest a one-time free access to the tourist offers of the Säntis-Lake Constance tourist region as well as unrestricted free travel on public transport (OSTWIND fare network) for a certain period of their stay.

Economic development: New Regional Policy

Depending on the project, the canton has access to loans or contributions “A-fonds-perdu” as financial instruments.

Contributions “à-fonds-perdu”

Contributions à fonds perdu may be granted for the preparation, implementation and evaluation of initiatives, programmes and projects. The funding contributions have the character of start-up financing and should be invested sustainably (economically, ecologically, socially).

Loans

Low-interest or interest-free loans can be granted for projects in the area of value-added infrastructures if they increase the attractiveness of the location. In all other respects, the same requirements apply as for “à-fonds-perdu” projects.

Special case: NRP pilot measures

In the more narrowly defined “mountain region” impact area, more flexible promotion criteria apply within the framework of pilot measures until the end of 2023. For example, the principle of the export base approach is relaxed somewhat to allow investment in local economic cycles. Under certain circumstances, it is possible to deviate from the inter-company requirement, though the effect must still go beyond the individual company. In addition, small, locally system-relevant infrastructures that are not directly profitable can be co-financed with contributions à fonds perdu. In the canton of Appenzell Ausserrhoden, the mountain region perimeter covers the entire cantonal territory with the exception of the municipalities of Herisau, Teufen and Speicher.

Application

Applications for NRP grants should be sent to the Office of Economy and Labour (AWA), Location Promotion office. If required, the NRP unit will be happy to provide you with a template for the application. If you are unsure whether your project idea fulfils the funding criteria, contact us by phone. We will be happy to support you in assessing the funding options.



For more basic information on the NRP, see:
<https://regiosuisse.ch/en/new-regional-policy-nrp>

Here for you:
in the centre of Herisau



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hearing from you

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