

## Samples and Advertising Material

Switzerland is a member of the International Convention to Facilitate the Import of Trade Samples and Advertising Material. Samples of goods of low value and advertising material in small quantities may be imported duty free. More valuable samples may be exempt from duty up to a maximum of one year provided a bond is posted with the customs authorities guaranteeing the import duties otherwise applicable. Publicity material and brochures in bulk are subject to duty. To facilitate import and re-export of samples visiting business people should secure an ATA Carnet in order to speed up customs clearance and avoid delays (see chapter "Your Business Visit to Switzerland").

Labelling requirements are determined by the nature of the product. The rules are generally liberal but prohibit any deception. Labels should include the name of the product, indicate measures and weights in the metric system and list ingredients in at least two of the official languages, usually German and French, preferably in Italian as well. Food products should show whether additives have been used for preserving, colouring, or flavouring purposes.

Imported gold and silver jewellery must bear the imprint of the legal titre and of an identification mark of the manufacturer who must be registered with the Swiss Customs authorities in Berne.

There is no general requirement that all imported goods should be marked as to the country of origin. However, indication of origin is required for certain food products.

While the Swiss importer will generally advise the foreign supplier as to import and labelling requirements, details concerning Swiss regulations may be obtained from:

Direction générale des douanes  
Monbijoustrasse 40  
CH-3003 Berne