

President's Report 2023

As Chairman of the Swiss American Chamber of Commerce, Florida Chapter, I am pleased to present the annual report for 2023. This year has been marked by significant growth and successful events that have reinforced our mission to foster business relationships between Swiss and American entities. Our focus areas this year included a robust event calendar, improved financial health, a steady increase in membership, enhanced sponsorship support, and a stronger social media presence.

Events

2023 was a vibrant year for the Chamber, featuring a series of events that not only brought our community together but also provided valuable networking and business opportunities. Here are the highlights of our event calendar:

1. **Swiss Miami Golf Open:** This premier event attracted golf enthusiasts from our community and beyond. It provided a relaxed environment for networking and business discussions while competing on the greens.
2. **Annual Membership Meeting onboard Royal Caribbean's 'Harmony of the Seas':** This unique setting allowed members to connect while enjoying a luncheon and a tour of the ship offered by Royal Caribbean Cruise Line.
3. **Networking Mixer at Platform by Sogol:** This collaborative event, co-hosted with the German American Chamber of Commerce, allowed our members to expand their network and foster new business relationships.
4. **Wealth Management and Tax Planning Event Co-hosted by Vontobel and Carlton Fields:** This was a highly informative session that offered insights into managing wealth and navigating tax regulations.
5. **Martin Naville's Visit to Miami in November:** Martin Naville's visit was a significant highlight, providing members with the opportunity to engage with the CEO of the Swiss-American Chamber of Commerce.

These events have significantly enhanced our community's engagement and provided valuable opportunities for professional growth and collaboration.

Treasury

The Chamber's financial health has improved significantly in 2023. We began the year with a cash balance of \$1,767.34 and ended with \$7,011.01 in our bank account, reflecting a profit of \$5,243.67. This is a significant turnaround from the previous year's loss of \$2,791.52. The positive financial results are a testament to our effective fiscal management and the successful execution of our events and initiatives.

Membership

Our membership base has continued to grow steadily. In 2023, we had a net increase of 5 members, with 9 new additions and 4 cancellations, matching the net increase we saw in 2022. By the end of last year, the Chamber had a total of 48 members, comprising 16 US residents, 25 active members, and 7 Sustaining members.

Sponsorship

The Chamber extends its heartfelt gratitude to all our sponsors for their generous contributions in 2023. Companies such as Fracht FWO, Vontobel SFA, Villiger Cigars, Carlton Fields, LeverX, Avolta, and others have been instrumental in enabling us to organize successful events. Their financial support is crucial for our continued operations and the delivery of high-quality programs and services to our members.

Social Media and Website

Our social media presence has seen remarkable growth this year. We set a priority on expanding our reach via our website, LinkedIn, and Instagram, and the results have been impressive. The website saw a 230% increase in usage, with about 300 users per month, most of whom are new. Our follower base on LinkedIn grew by 78% to 402 followers, Instagram by 24% to 231 followers, and Facebook by 6% to 706 followers. These metrics demonstrate our successful digital outreach and the increasing interest in our activities and content. Our strategic focus on social media and the website has paid off, significantly expanding our reach and engagement.

Conclusion

2023 has been a year of substantial progress and achievement for the Swiss American Chamber of Commerce, Florida Chapter. Our events have brought our community closer together, our financial health has improved, and our membership and social media presence have grown steadily. We are grateful to our sponsors for their unwavering support and look forward to continuing our mission of fostering business relationships between Switzerland and the United States.

Looking ahead, we are committed to building on this momentum and continuing to provide valuable opportunities for our members. Thank you for your ongoing support and participation. Together, we will continue to foster strong Swiss-American business relations and drive our community forward.

Thank you.