

# Strengthening industry expertise

**Ernst & Young's industry approach has a proven track record and is set to continue driving our market leader strategy. The industry experts in our client teams work together with the Service Line specialists to ensure that growth and quality targets are achieved. They bundle and coordinate a wide variety of services by using globally standardized working methodologies.**

This enables Ernst & Young to monitor and manage an engagement very closely and ensure its quality. All services are provided as a seamless solution from a single source. "The client should not notice that they are being served by five or six Service Lines. They should feel confident that we understand the challenges they face and will provide them with employees who can solve their problems based on tried and tested methods," explains Martin Studer, Head of Advisory Services.

Ernst & Young has defined 26 global industries. We are the market leaders in bank auditing in Switzerland. In addition to a major bank, we audit the majority of the cantonal banks in German-speaking Switzerland and around one-third of the asset management banks. There is still expansion potential in advisory services.

Ernst & Young has had its own special success story in the past three years in the insurance industry. Over this period we have expanded our multidisciplinary advisory services in this area to become the market leaders. The decision to consolidate all our activities in the insurance sector under one management was part of the reason behind our success. In addition, we were also able to add outstanding external specialists to our team. Developing the right products and services for this industry was also a key factor. The planned establishment of an international Insurance Competence Center in Zurich will further boost our expansion in the insurance industry.

In the chemicals, pharmaceuticals and biotech industry, Ernst & Young is one of the most important providers of advisory and auditing services worldwide. Due to its strong concentration in the Basel area, it is another important industry for Ernst & Young in Switzerland. For this reason the Global Pharmaceutical Center was set up in Basel. It identifies new trends and develops new business models for pharmaceutical companies as well as for the entire life sciences industry.

Ernst & Young audits three of the largest domestic electricity companies in the Swiss energy industry and advises a fourth. Switzerland also plays a central role in the global trade in fossil fuels and other commodities. Ernst & Young is also very well-positioned in this sector.

In Switzerland, industrial products is a sector of great economic importance and the second-largest revenue generator for Ernst & Young. These companies are involved in a wide variety of businesses, including the production of building materials, machinery and electronics.