

Phytopharmaceutical firm chooses Thurgau

An interview with the Regena Group management in Tägerwilen



Founded in 1963 in Mogelsberg SG by Günter C. Stahlkopf, Regena AG specialises in the production of homeopathic complex remedies. During its almost 50 years of existence, the company has become one of the leading manufacturers in the industry. During this period (1971), the subsidiary company Regenaplex GmbH based in Konstanz (D) was also founded. In 2006, the Board of Directors decided to relocate the headquarters of REGENA AG from the canton of Lucerne to Tägerwilen in Thurgau. At the same time, they decided to merge the companies Regena AG, Regenaplex GmbH, and Regena-Akademie into Regena-Holding AG, Tägerwilen. Since the end of 2011, the Group has successfully operated the production, administration, logistics, and marketing departments and training academy from its new building in Tägerwilen. Headquartered in Konstanz (D), Regenaplex GmbH is responsible for sales and marketing in Germany, a main market alongside Austria and Switzerland.

Monique Stahlkopf (President of the Board and owner) and Cécile Mandefield (Managing Director) talk to the Thurgau Economic Development Office about the motives behind relocating:

In 2006, the decision was made to relocate to Tägerwilen TG. What were the motives?

First and foremost, the distance between our production site in Central Switzerland and our important sales base in Konstanz (D),



The German biologist G. C. Stahlkopf, who suffered from severe cancer as a young man and had been abandoned by conventional medicine, was able to heal himself on the basis of his newly acquired knowledge in the fields of biology, homeopathy, and botany. The causal therapy he developed was the cornerstone for the production and distribution of his homeopathic complex remedies. Over the years, several hundred Regenaplexe® have been developed. In 2002, Monique Stahlkopf founded the Regena Academy in order to pass on the wealth of experience of the last 50 years of Regena therapy to specialists. In Tägerwilen, a seminar room for approx. 80 people equipped with state-of-the-art infrastructure was set up especially for this purpose. External companies or organisations can also book the room.

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the gateway to the EU, was decisive. We employed 10 to 15 people at each of our two locations. Our goal was to shorten the decision-making and implementation channels between production and sales and thus increase efficiency. The border canton of Thurgau was the obvious choice.

At the same time, you decided to build a new building in Tägerwilen. How much did you invest? What was your experience with the building permit process?

The investments amounted to approx. 20 million Swiss francs. We ensured that companies from the region were taken into account in the construction of the new building. The building



Cécile Mandefield, daughter of the founder and Managing Director; Monique Stahlkopf, President of the Board and owner.

permit process took two to three months. The cooperation with the municipality of Tägerwilen during the project phase was excellent.

To what extent was the Economic Development Office able to support you in the preparation and implementation of your project?

The Economic Development Office established contact with all the important departments in the administration. They explained the process and what we would have to consider. This greatly simplified the preparation and implementation of the project.

How many employees do you currently employ at the Tägerwilen location?

Today we employ 25 people in Tägerwilen and have two employees in Konstanz (D). We have filled virtually all the production positions with new employees from the region. And we were able to hire the majority of our employees from Konstanz (D) as cross-border commuters at our headquarters in Tägerwilen. The relevant work permits were issued within a very short time (approx. 15 days), and the administrative effort for this was low.

Your main markets are Germany, Austria, and Switzerland. The production and logistics departments are

located in Tägerwilen, despite the strength of the Swiss franc, higher wages and customs formalities. Please explain.

We have always relied on Switzerland as our production location. The higher wage costs are well balanced by longer working hours, fewer vacation days, and high employee motivation. We were able to compensate for the strong Swiss franc with our new, modern production facility, simplified and shorter processes, and the associated increase in efficiency and cost optimization.

A forwarding agent handles customs formalities. After the first year we will even take them into our own hands. The costs and effort for customs clearance are minimal.

Were there any major hurdles that had to be overcome or posed a particular challenge?

The „swissmedic“ licensing office is responsible for the re-registration of drug approvals from the address in Ebikon LU to the address in Tägerwilen. Compared to Germany, we found the process to be more complex, cumbersome, and highly cost-intensive.

What do you particularly appreciate about Thurgau as a business location? Can you draw a comparison to Germany?

At the Thurgau location, we appreciate the proximity to the border with Germany and the good transportation connections. The airports in Zurich, Friedrichshafen, and Altenrhein are nearby.

The short official channels at the authorities were particularly striking. Compared to Germany, the labour laws are more flexible and employees' attitudes are as well. In Switzerland, we feel that administrative expenses are lower, particularly with regard to taxes.

Quick facts

Origin: Germany / Canton Lucerne
Branch: Phytopharmaceuticals
In Thurgau since: 2011

Main reasons for choice of location:

- Proximity to German border
- Good transportation connections
- Liberal labour laws
- Business-friendly authorities