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Press release

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EasyGov.swiss launches new update with SOGC publications and trade mark registrations

With effect from 1 September 2020, the Swiss State Secretariat for Economic Affairs (SECO) has once again expanded EasyGov.swiss, its online service desk for companies. The 1.6 release now allows certain publications of the Swiss Official Gazette of Commerce (SOGC) to be filed and published on the platform and electronic trade mark applications to be submitted to the Swiss Institute of Intellectual Property (IGE) via "e-trademark".

The process for publishing official SOGC reports has now been integrated into EasyGov, meaning that certain official publications can be filed via EasyGov and transmitted to the SOGC. Users can view these publications directly in the EasyGov cockpit, search through them using intuitive filter options and download them as PDFs.

"e-trademark", the electronic trade mark application process, is offered as a partial integration via EasyGov. Alongside registering trade marks, you can also apply for address changes for affected trade marks in the register. Further integration will take place in line with other developments in the field of e-government at the IIP.

Gradual expansion as an implementation goal of E-Government Switzerland
EasyGov is part of the E-Government Switzerland strategy, the organisation of the federal government, cantons and municipalities for the expansion of electronic government services. The expansion of EasyGov is also anchored in the current "Digital Switzerland" strategy of the Federal Council. The aim is to simplify business processes, rigorously align them to user needs and continuously optimise them. Government services are to be provided in such a way that they can be used from a single source with no particular knowledge of official responsibilities and no specialist knowledge of technical issues.

The one-stop-shop EasyGov is being gradually expanded to become a website on which companies can process all available government services via a single account with uniform user guidance. For example, company data that is regularly required, such as address data, commercial register number or now also bank details, only has to be entered once (once-only principle).

Since its launch in November 2017, EasyGov has already undergone several major updates. Originally, the platform was used by company founders in particular. They can take care of

all the necessary formalities for setting up a company online, from registering with the commercial register and handling VAT to sorting out social security and accident insurance, etc. In the legislative period from 2020 to 2023, the range of government services is to be significantly broadened and the platform continuously enhanced.

The COVID-19 crisis has accelerated the digitalisation of many SMEs, which has had a positive effect on the number of registered companies. Since February 2020, EasyGov has posted strong growth of over 10,000 new companies. The facility is already used by over 30,000 companies.

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Service scope of EasyGov.swiss Version 1.6
https://aktuell.easygov.swiss

www.EasyGov.swiss