

What Swiss SMEs Can Learn About AI Resilience From China's Response to US Sanctions

MANAGEMENT SUMMARY & CORE TAKEAWAY

When NVIDIA CEO Jensen Huang declared US export controls a failure in 2025, he spoke an uncomfortable truth: sanctions accelerated China's AI self-sufficiency, and NVIDIA's market share fell from 95 to 50 per cent. Huawei's Chairman thanked the US government in 2026 — forced independence enabled SMIC's 7nm breakthrough. For Swiss SMEs, the strategic lesson is clear: vendor diversification and technology sovereignty are no longer optional but business-critical. Relying on a single provider today means accepting geopolitical risks you cannot control.

CONTEXT & EXECUTIVE RELEVANCE

In 2025, NVIDIA CEO Jensen Huang broke with the official US line: the export controls designed to restrict China's access to cutting-edge chips had failed. Instead of slowing China's AI industry, they accelerated its independence. NVIDIA's market share in China fell from 95 to 50 per cent within a few years — not because the technology became worse, but because planning certainty disappeared.

This development directly affects Swiss SMEs. When the world's largest chip manufacturer admits that geopolitical intervention halved its market position, the risk model for every technology purchase shifts. The question is no longer just: which solution is technically superior? But also: how dependent does this vendor make me on decisions I cannot influence?

CORE ACTION ITEMS

- 01 Dependence on a single cloud provider makes you vulnerable to its regulatory risks
- 02 Lack of portability increases switching costs exponentially
- 03 Geopolitical escalation can disrupt supply chains even in neutral markets
- 04 Multi-vendor strategies require more coordination but reduce concentration risk

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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