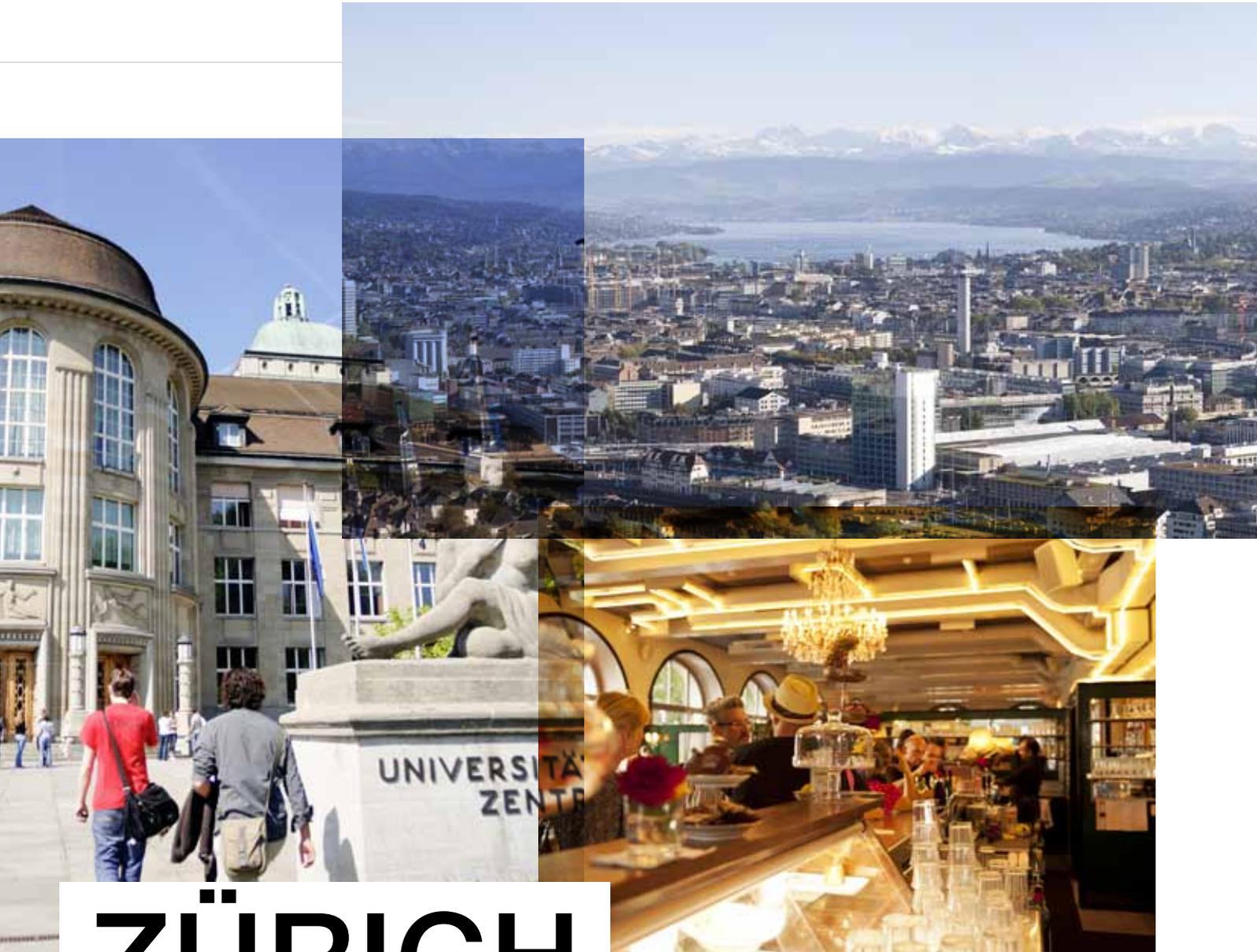


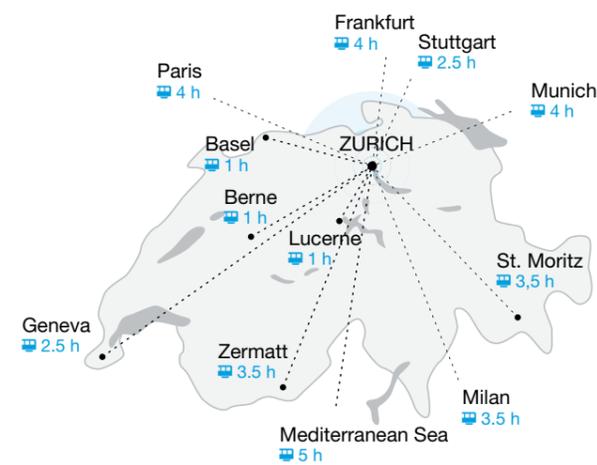


Stadt Zürich



ZÜRICH

SWITZERLAND'S
ECONOMIC METROPOLIS



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TAXES IN ZÜRICH

IMPRINT

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Would you like to settle in Zürich, or would you like to work here or locate your company in or around the city? We would be delighted if you make our city your home – and start putting Zürich's strengths to work for you.

These include an excellent location at the very heart of Europe, a wonderful landscape with lakes, rivers and the backdrop of the Alps, the cosmopolitan population and outstanding economic conditions... and above all the quality of life which, according to international surveys, is one of the best in the world.

What Zürich has to offer in the way of culture, shopping and recreation is as varied as it is international. That you will always feel safe in Zürich is an integral part of our quality of life – your children can walk to school here as they would do in a small town – and yet you will not have to do without any of the amenities you would expect to find in a global metropolis. You will also have direct access to your travel destinations thanks to a comprehensive network of flight and train connections.

We promise that we will do everything in our power to make you feel at home in Zürich. The administration of the city excels in its role of modern service provider for residents, private individuals and companies alike. Find out what Zürich has to offer, and of course feel free to contact us – we would be very happy to hear from you.

Yours sincerely,

Corine Mauch,
Mayor of Zürich



AN ATTRACTIVE GLOBAL CITY

The real Zürich!

In terms of area, Zürich is definitely not a big city - but its economic importance, international make-up and excellent quality of life all combine to make Zürich a global city with a worldwide charisma.

Year after year, Zürich is awarded one of the top positions in the Mercer Study which compares the quality of life in the world's most important cities. There are many reasons why Zürich residents feel good about their city, and one of these is the prevalent economic momentum: Zürich is the economic engine behind Switzerland's prosperity. 80 of the 100 largest Swiss companies have their head offices within one hour's drive of the city centre, and every other franc earned throughout Switzerland originates from this area.

GLOBALLY NETWORKED

Zürich has an outstanding global reputation, both as a stock exchange and as a location with an all-inclusive range of financial services. The international charisma of the global city of Zürich is reinforced by the Swiss Federal Institute of Technology (ETH) which is the best university in the German-speaking world according to the Shanghai Jiao Tong list of world university rankings. However, this is not the only institute where world-class research is carried out: the entire economic area is like a densely networked science park, with countless private and public research facilities.

IDEAL LOCATION

Zürich's geographical location is also an integral factor in the city's excellent quality of life. Lake Zürich, the Limmat and Sihl rivers, generous green tracts of land and of course the panorama of the Alps all offer an attractive natural backdrop and a multitude of opportunities for recreation and sport. Everything is close by, with beautiful hiking and skiing areas less than an hour from the city centre. The airport and high-speed railway network connect Zürich to the rest of the world and to Europe's large cities, and the region also has one of the best public transportation networks in the world.

TRADITIONALLY INTERNATIONAL

The fact that the city lies at the heart of the continent and at the intersection of three major European cultural regions can be discerned everywhere in day-to-day life here. Zürich is multilingual and traditionally cosmopolitan, and new residents from abroad quickly feel at home here. As a domicile, Zürich is exactly the right size: it has the safety and the geographical clarity of a small town and yet, like a large city, it has a huge range of cultural, recreational and shopping facilities on offer. This is the real Zürich!

Population and employment

Resident population (31.12. 2011)	390,100
% foreign nationals	31 %
Population growth 2001–2011	8 %
Unemployment rate (April 2012)	3.4 %

Source: City of Zürich Statistics Office

Important sectors (% of working population)

Banking and insurance sectors	19 %
Services for companies	15 %
Health and welfare	10 %
Hospitality and transportation	10 %
Creative economy	9 %

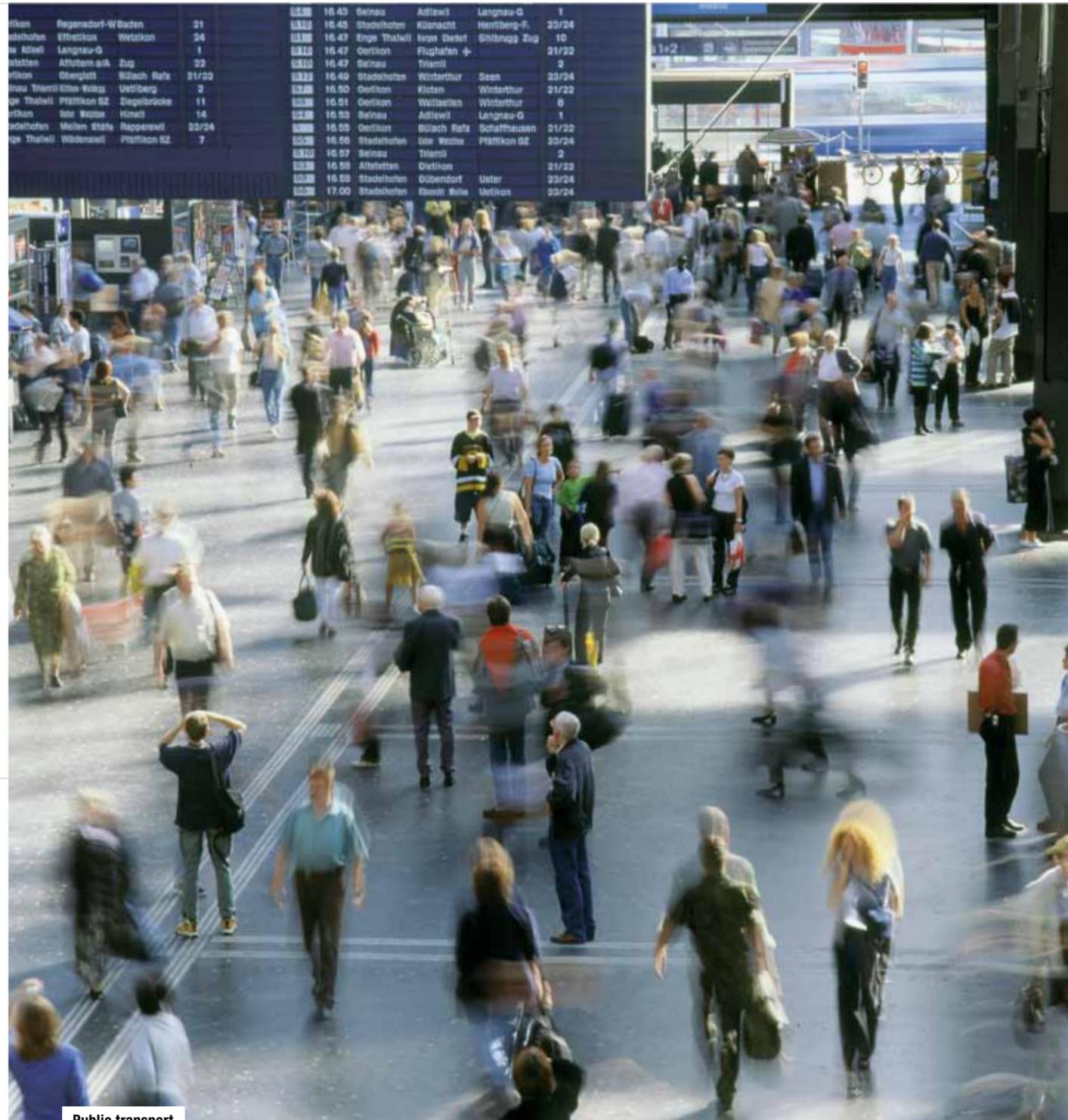
General information

Total area – City of Zürich (including bodies of water)	91.9 km ²
% Wooded areas	24 %



Well connected

Zürich lies at the very heart of Europe, but the fact that you can get to other Swiss and indeed global destinations quickly is not merely thanks to Zürich's central location – the city also has one of the best public transport networks in the world.



Public transport
350,000 travellers a day use Zürich's main railway station.

Zürich-Kloten international airport is a mere 10 minutes away from the city centre. The home of the “Swiss” airline company is an important hub, used by 20 million passengers a year. 70 airline companies fly 250,000 times to and from Zürich every year. In addition to its high volume of direct flight connections, the airport also has an excellent standard of services – according to a poll taken by the Airport Council International, Zürich is one of the three best airports in Europe.

GETTING THERE FAST

The main railway station in Zürich is also synonymous with high standards of quality and reliable connections and is the main junction for the extensive and dependable Swiss railway network. Trains leave for and arrive from the most important Swiss towns every 30 minutes and European cities are within easy reach by modern high-speed trains. Even for medium-length routes, the railway can easily compete with air traffic, with train journeys to Paris, Frankfurt, Munich or Milan taking less than five hours.

EASY TRAVELLING

Travel connections are not only superb to and from Zürich: thanks to rapid inter-urban trains, buses and trams, the region has one of the best public transport networks in the world. Journeys of more than 30 minutes from Zürich's more distant suburbs are very much an exception. Public transportation is punctual, clean and safe at any time of the day or night. The process of catching connecting trains or buses has also been totally simplified, and you can use the same ticket to get around using all of the city's means of transport, from boats to express trains.

BIGGER AND BETTER

Zürich's public transportation system is attracting more and more travellers. Over the past 15 years, the number of passengers travelling on our interurban trains has doubled and the city's transport companies are now registering more than 300 million passenger journeys annually. This means that the average citizen travels 800 times a year on the transport system, and this despite the fact that Zürich citizens tend to get around the various roads in the city centre on foot. To cater to this high demand, the system is steadily being expanded: additional tram routes and an ambitious expansion plan for the main railway station are two of the current projects.

Travel times by air

London	1:40 h
Paris	1:15 h
Madrid	2:20 h
Berlin	1:20 h
Amsterdam	1:35 h
Copenhagen	1:45 h
Vienna	1:25 h
Rome	1:35 h
Brussels	1:25 h
Prague	1:20 h
Warsaw	1:55 h

Travel times by rail

Paris	4:05 Std.
Munich	4:10 Std.
Frankfurt	3:50 Std.
Milan	3:40 Std.
Innsbruck	3:30 Std.

Source: Swiss and SBB

QUALITY OF LIFE IN ZÜRICH

Better living

Zürich has one of the best rankings in the world for quality of life. Important feel-good factors are safety, prosperity and the genuine openness of the population.



Quality of life in Zürich? The Bahnhofstrasse with its sophisticated shops comes immediately to mind. However, quality of life is not just about prosperity and shopping – it begins with the basic things in life, such as safety for example. No one wants to live in a city in which freedom of movement is restricted, and in contrast to other global cities, Zürich simply does not have any dangerous areas. Children can walk safely to their kindergartens or schools in Zürich unaccompanied by adults. The crime rate is very low in comparison with international levels and Zürich’s streets are safe and clean – around the clock.

VIBRANT COMMUNITIES

You always feel safe in Zürich – and furthermore, you always feel welcome. About 30% of Zürich residents are non-Swiss, and as a prime location for international businesses and prestigious universities, Zürich has many vibrant foreign-language communities. City residents also have the reputation of being multicultural and cosmopolitan, with most speaking English or French.

BILINGUAL SCHOOLS

Children who speak foreign languages as a mother tongue have no problems with integration in Zürich, as besides the excellent public schools, there are also many international and bilingual educational options available for these children, from kindergarten through to secondary schools. In the excellent state education system, English and French are taught as early as primary school and young people can achieve an “International Baccalaureate” at several of our state secondary schools.

WIDE RANGE OF SHOPPING FACILITIES

What about Zürich’s much vaunted shopping areas? It is a fact that Zürich residents have the highest level of purchasing power in the world – and they have plenty of opportunities to spend their money too. In the city centre, you will find elegant boutiques belonging to all of the famous international fashion designers, while the very popular Niederdorf and the vibrant Kreis 5 areas have countless little stores filled with avant-garde fashion and trendy street wear. Zürich combines the advantages of a cosmopolitan city with all the trappings of a place where you can feel truly safe.



Beguiling
Zürich tempts shoppers with elegant boutiques and trendy stores.

Catching the eye
In Kreis 5 there are plenty of little stores with avant-garde fashion and street wear.

Quality of life rankings

215 cities around the world were evaluated based on 39 quality of life criteria.

	2011	2010	2009	2008	2007
Zürich	2	2	2	1	1
Geneva	8	3	3	2	2
Vienna	1	1	1	2	3
Vancouver	5	4	4	4	3
Auckland	3	4	4	5	5
Dusseldorf	5	6	6	6	5
Munich	4	7	7	7	8
Frankfurt	7	7	8	7	7
Berne	9	9	9	9	9
Sydney	11	10	10	10	9

Source: Mercer, Quality of Living 2011

GREEN ZÜRICH

A garden with a pool

How you like to lie back and take it easy in a green meadow in the middle of a city? Or perhaps have a swim in a lake or river? That's no problem in Zürich! The city has the highest concentration of bathing facilities in the world, countless parks and large wooded areas. Ski slopes and recreational areas in the mountains are also in the immediate vicinity.



Recreation just around the corner
In Zürich it takes you only minutes to reach the lake or the forests.



Uetliberg – a natural wonder
The Uetliberg, Zürich's own mountain, offers superb recreation.

Zürich's green statistics

10 %	agricultural land
24 %	wooded areas
7 %	recreational areas
1 %	nature reserve area
361	parks
6,900	family and recreational gardens
150	public playgrounds for children
46	sports facilities and stadia
17	public baths with green areas

A special kind of urban atmosphere, normally found only in large cities, can be sensed in many parts of Zürich – in the development areas in the north and west, for instance, where former industrial estates are being converted into areas in which to live and work. Wherever you are in Zürich: the nearest parkland is only a few minutes walking distance away.

POPULAR GREEN TRACTS OF LAND

A quarter of the city area is wooded and a tenth is agricultural land, so it should not be a surprise if you happen to come across a cow in the suburbs, as there are no fewer than 700 of them within the municipal area. The extremely diversified flora and fauna in Zürich is very popular with the city's inhabitants, with a recent poll ascertaining that Zürich's green tracts are an important aspect of the quality of life for 97% of the inhabitants. However, those who live in Zürich do not just rate the green tracts highly, they use them as well – in good weather, many locals can be found enjoying the sun, playing and bathing in the many lake facilities.

BATHING IN THE CITY

Zürich is a city surrounded by water. 1,200 fountains, all filled with drinking water, have given the city one of the highest densities of drinking-water fountains, while Zürich also has the highest concentration of bathing facilities of all the cities in the world. A total of 42 public swimming baths are available for cooling off and swimming in clean water. Where else in the world can you jump into a river right in front of the government buildings or behind your office? In summer, many bank employees, students and families enjoy a swim in the lake or in the River Limmat at lunchtime, and incidentally, the public swimming baths are often used for concerts, cinema or readings, while film screenings at the lake are a part of the city's regular summer programme.

A STONE'S THROW FROM THE SKI SLOPES

The proximity of the mountains and the countryside around Zürich is of special importance for nature lovers and sports enthusiasts, with a trip to the mountains and to the excellent ski slopes taking no more than an hour from the city centre. And if you want to get away from it all, you do not actually have to leave the city, as many walking tours through picturesque areas start from the city centre.



Take the plunge!
In the heart of the city, the lake is right there, ready for you to jump into its clean and refreshing waters.



GOING OUT IN ZÜRICH

A wide variety of enjoyment

Zürich is a stronghold of culture and the culinary arts, with countless cultural institutions and restaurants which are a magnet for those who enjoy a day or night out.



Sounds impressive
Opera house performance or pop-/rockconcert - the music agenda in Zürich is very large.



Over 50 museums
Zürich's concentration of cultural institutions is unique.

Greatest purchasing power in the world



Source: UBS, Prices and Wages 2011



A Zürich jewel
The internationally renowned Rietberg Museum with its new "Emerald" entrance area displays the highlights of non-European art.

Top-class, multifaceted and international – these attributes apply to many areas of Zürich, but especially so to the range of cultural and recreational activities on offer. The city's flagship is the Zürich Opera House – its brilliant stage productions, richly varied programme and the regular performance by the world's best artists all contribute to the excellent reputation enjoyed by this institution.

HIGHEST CONCENTRATION OF MUSEUMS

The Zürich theatres (especially the Schauspielhaus which is steeped in tradition) are all world class, as are the city's museums, which number more than 50 – indeed, no other city has such a concentration of museum exhibitions. The Kunsthaus Zürich art gallery, the Rietberg Museum and the Haus Konstruktiv constructive art museum all have their own special international flair, while there is also a large number of fascinating museums in the areas around Zürich – in nearby Winterthur, for example, the Oskar Reinhart Foundation proudly exhibits one of the most important private collections in Europe.

DIVERSELY MULTILINGUAL

The keen interest of the population in art and culture has built up an extremely diversified range of attractions which is still growing. In Zürich you can find something happening anywhere and at any time, with theatre performances and also the Street Parade among the events which draw in fans from all over Europe. Zürich's culture is both local and international – a fact evident in the cinema programmes with nearly every film shown in its original language with subtitles. English and French cinema lovers can really indulge their passion in Zürich, while there are many open air cinemas in the city during the summer months.

2,000 GASTRONOMIC ESTABLISHMENTS

In a city in which culture plays such an important role, the culinary arts of course come well to the fore. There are over 2,000 gastronomic establishments in Zürich, meaning that gourmets are spoilt for choice by a wide range of lifestyle restaurants, cuisine from all over the world and traditional eateries, plus the hundreds of open-air restaurants that are open from spring until autumn. Night owls are also catered for, and can enjoy the city's nightlife in a multitude of bars, nightclubs and discos until the wee small hours of the morning. In summer, many establishments open up along the shores of the lake and the rivers, with Zürich suddenly taking on a distinctly more Mediterranean atmosphere.

ZÜRICH – A HUB OF KNOWLEDGE AND RESEARCH

Creating knowledge

In Zürich, public and private research has a long-standing tradition and also a major role to play in the future, with the research sector is being expanded and the transfer of technology between colleges and industry being intensified.

Newsweek magazine consolidated the most important ratings for further education institutions around the world into one single rankings list, and the Swiss Federal Technical Institute (ETH) of Zürich, where no fewer than 21 Nobel Prize winners have already taught, gained a higher classification than all the other colleges in Continental Europe. The University of Zürich is also very high on the list.

RESEARCH-FRIENDLY ENVIRONMENT

This superlative rating for Zürich as a knowledge and research centre is by no means a chance occurrence. Switzerland has hardly any natural resources – a mass-production industry could not be sustained here – so the Swiss had to come up with something to compete on the world market. They opted for niche products with intensive added value, which quickly created a research-friendly environment. Switzerland is today one of the countries with the highest gross domestic product (GDP) percentage in research and development and has the most patents per head of population.

WELL ESTABLISHED TRANSFER OF TECHNOLOGY

Top research is not carried out solely at the ETH, the university and the technical colleges – the entire economic area is like a gradually developed, densely networked science park. In addition to public institutions, private research centres such as the IBM Rüschlikon Research Laboratory which has won several Nobel Prizes, the Google European Research Centre and the Disney Research Lab have also established themselves in Zürich. The transfer of technology is well established – the economy and research work closely together, while innumerable high-tech organisations provide additional impetus for the innovation process.

FIRST-CLASS STUDENT RESEARCHERS

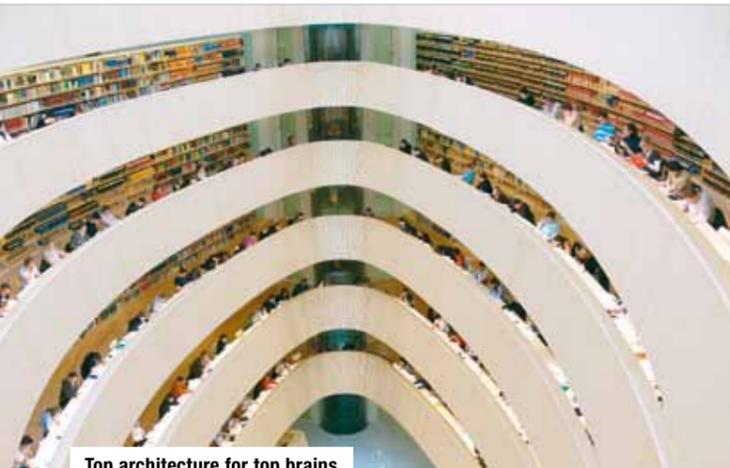
“Whosoever hath, to him shall be given”... and this is particularly true of Zürich, the hub of knowledge and research. Researchers come here for the excellent conditions Zürich provides for them, and that in turn attracts the highly promising younger generation of researchers. Zürich thus has a constant supply of highly promising student researchers, and this is set to continue in the future as well, as the Zürich research infrastructure is undergoing a massive expansion.



From science to business
The technology transfer in Zürich is well established.



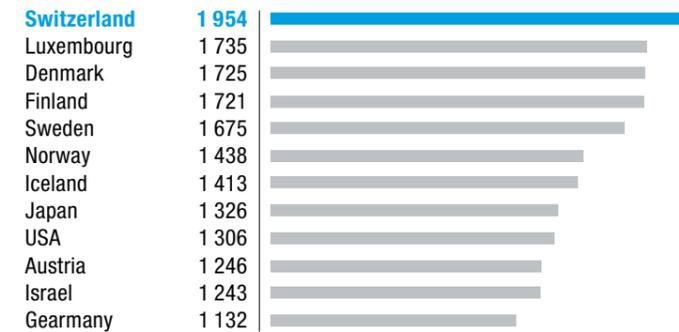
Top-class performances
The Swiss Federal Technical Institute (ETH) of Zürich is considered to be the best university in the German-speaking world.



Top architecture for top brains
The library of the jurisprudence institute at the University of Zürich, designed and constructed by star architect Santiago Calatrava.



Expenditure for research and development (R&D)
per head of population, in US dollars



Source: IMD, World Competitiveness Yearbook 2012

Creative and successful

Zürich is Switzerland's centre for media, design and art, and the success currently being enjoyed by the creative economy underline the city's great potential for innovation.



City of encounters
The Helmhaus contemporary art gallery with its stimulating discussion evenings provides visitors with an insight into contemporary Swiss art.

It is one of Zürich's long-standing traditions that creative people live and work in this cosmopolitan city. Dadaism flowered on the River Limmat and innumerable international authors worked here, including James Joyce, Thomas Mann and Elias Canetti.

AN IMPORTANT ECONOMIC FACTOR

The creative sector today is an important economic factor, with a turnover of around nine billion Swiss francs per year, and it has made Zürich into a city of trends. The sector employs some 28,000 persons, with roughly two thirds of them working in the software and games industry and in the architecture, design and press segments. A creative belt stretches from the lake along the Limmat to Zürich West, where the city pulses with vibrant life.

AN INDICATOR FOR QUALITY OF LIFE

The success of the sector is a good indicator for prosperity and quality of life, since the creative economy needs the urban environment – it can only develop its potential where financial strength, the orientation of services, transparency, internationalization and sufficient specialized manpower are all available. With the creative economy acting as an engine for innovation, it is also investing in the future, an example being the building of the new University of the Arts on the Toni Area in Zürich West.

LEADING CENTRE FOR THE ART TRADE

In recent years, Zürich has developed into an important centre for the international art trade, making up ground on New York, London and Berlin. All the large auction houses have establishments in the city, and in trendy locations such as the Löwenbräu Area, important galleries are located one after the other. Art dealers have even taken up residence on the Paradeplatz, the traditional banking quarter.



International
Zürich has been one of the world's most important art trade centres for several years now.

Hot-spot creative economy

Game-design, social entrepreneurship or contemporary art - Zürich's creative attract international attention.

ZÜRICH – A BUSINESS LOCATION

Productive and innovative

The Swiss economy has a reputation for being incredibly competitive and innovative, and its international figurehead is the financial centre of Zürich.

According to the 2011–2012 Global Competitiveness Report by the World Economic Forum (WEF), Switzerland is the most competitive country in the world. Switzerland also has top ranking for labour productivity.

STABLE AND LIBERAL

A uniquely favourable and politically reliable business environment is the backdrop for companies who are based in Switzerland. Transparent democracy and federalism create political stability in the land, while the liberal economic constitution guarantees freedom of trade. Companies in Zürich benefit from local location economies as well as from the geographical proximity to the EU market, with whom Switzerland's relationship is regulated by bilateral agreement.

GLOBAL FINANCIAL CENTRE

Zürich's most important economic branch is the financial sector. Swiss banks manage about a third of the world's cross-border invested assets, and over a third of Swiss banks have their registered offices in Zürich's economic area. The city is also the third largest insurance market in the world, and this enormous financial sector strength is of fundamental importance for Zürich. Around 40% of the city's economic potential comes from its financial sector, with the banks being significant employers and generating work for service companies.

BROAD SPECTRUM OF SECTORS

Zürich has steadily evolved into a popular location for company head offices. Countless firms from all sectors call the city home, and provide global networking, international business know-how and additional enthusiasm for innovation. Thanks to its level-headed economic policy, Zürich has acquired a broad spectrum of sectors, including suppliers and service providers who fulfil the highest demands and meet the most intensive requirements. Companies looking at setting up Europe will find ideal business conditions in Zürich.



Strong financial centre
The financial sector provides around 40% of Zürich's financial assets.

Global competitiveness rankings

Switzerland	1
Singapur	2
Sweden	3
Finnland	4
USA	5
Germany	6
Netherlands	7
Denmark	8
Japan	9
UK	10
Hong Kong	11
Canada	12
Taiwan	13

Source: WEF, Global Competitiveness Report 2011–2012

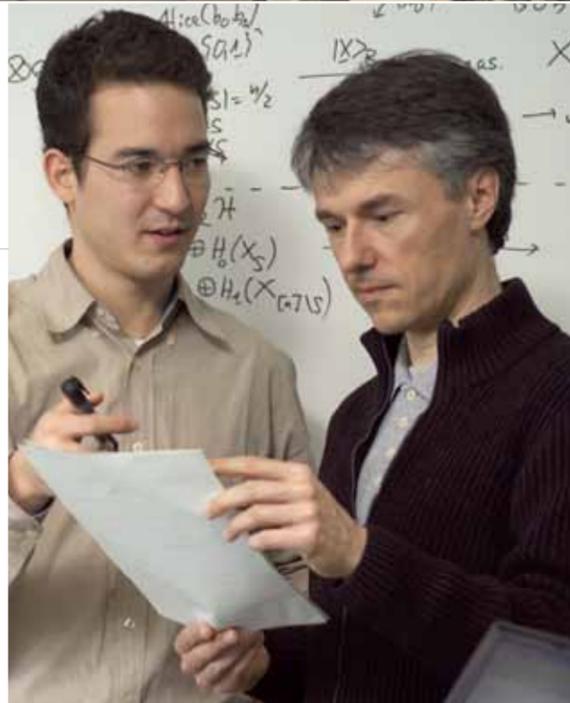


From Zürich to the world
The largest Google research centre outside the USA is located in Zürich.



Highly professional

Companies will find specialists with the highest qualifications and management-level employees with international experience here in Zürich. The Swiss employment market is minimally regulated and worker productivity is at a high level.



High standards

The education system in Switzerland puts the emphasis on practical experience, an international outlook – and above all quality.

On average, Swiss people work 1,896 hours a year – more than any other Europeans and almost 200 hours more than their colleagues in Germany. Strikes in Switzerland only cause three working days per 1,000 employees per year to be lost thanks to the well established social interaction between employer and employee.

PRODUCTIVE AND QUALIFIED

Employees in Zürich are not only hard-working, they are highly qualified at all levels thanks to the excellent public education and training system. Universities train competent specialists and attract the best brains. The dual vocational training system with practical professional education – unique in this form anywhere in the world – guarantees excellent training for future technical and commercial employees.

INTERNATIONALLY EXPERIENCED

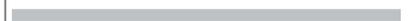
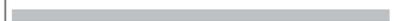
Thanks to numerous globally active companies and the Swiss economy's intensive orientation on export, many leading managers in Zürich have excellent international experience, speaking several languages and familiar with the cultures of foreign markets. 26% of the population speak German, English and another of Switzerland's official languages, with English having now established itself as the main language in many companies. Given these advantages, international companies will have no problem in bringing valuable foreign employees to Zürich.

LIBERAL EMPLOYMENT LAWS

Swiss employment laws are very much less regulated than those of the EU states, and the case law is also considered to be liberal. Wages are usually negotiated individually or stipulated in collective bargaining agreements specific to a particular branch. The liberal economic system prevents any significant interference on the part of the lawmakers and leaves room for straightforward discussion. The handling of work permits is also uncomplicated: citizens of non-EU countries can obtain a work permit depending on the current employment market situation in their particular sector of employment. Companies apply for these permits online.

Worker motivation 2012

Survey results

Switzerland	8.05	
Denmark	7.76	
Austria	7.73	
Singapore	7.41	
Germany	7.39	
Hong Kong	7.39	
Japan	7.35	
Norway	7.19	
Netherlands	7.17	
Iceland	7.15	

Source: IMD, World Competitiveness Yearbook 2012



ZÜRICH'S DEVELOPMENT

Building for the future

Zürich's economic and social development has had a visible effect on the city itself over a number of years: there are many new buildings under construction, and the various significant projects in the pipeline point towards dynamic continuity.

Entire city quarters in Zürich are getting a new look. Former industrial areas are being used for urban housing, work, culture, recreation and sport, architecture is blazing new trails in public buildings and new multi-storey buildings are being constructed designed to complement Zürich's skyline. The former industrial quarter of Zürich West is developing into a suburb with both residential and professional areas.

AREAS WITH THE ACCENT ON INTELLIGENT CULTURE

The educational area of the city centre, where the main building and countless adjoining buildings of the university and the ETH Zürich are located, will also see a radical change in the next few years. Both of these institutions attract so many students that they are totally overstretched, so this area is going to be greatly expanded. A lively area is being built on the fringe of the city to house "intelligent culture", with the ETH transforming its Hönggerberg site into a science city – a hub which networks knowledge, research, study, living and recreation.

SUSTAINABILITY GUARANTEED

These development areas are good examples of how Zürich is changing within the framework of a social negotiation process. The municipality is working together with experts, private and public partners, representatives of the various regions and neighbouring town councils. The local population is also being constantly consulted, with residents taking part in discussions about changes and getting involved in projects. Cooperation between all interested parties is standard practice in Switzerland. Other countries think it to be pioneering and exemplary – primarily because such an approach usually results in widely supported and sustainable solutions.

THE "NEW ZÜRICH"

Zürich's increasing attraction is bringing increasing numbers of people to the city, with the population growing significantly in recent years. Many existing housing estates are being modified to meet current demands and thousands of new flats are being built in the northern part of the city. In the next few years, several important projects will be implemented, simply because the "new Zürich" needs an appropriate infrastructure. The Kunsthaus art museum will be expanded and a new football stadium and new tram routes are in the pipeline.



Art inside
The historic Löwenbräu brewery building is being renovated and extended. It will be the perfect place for galleries and the Museum of Contemporary Art.



Onwards and upwards
New multi-storey buildings are going up in Zürich West, including the new 126 metre-high Prime Tower.



Art instead of yoghurt
The former Toni dairy will become the Zürich University of the Arts.



At the heart of the city centre
Around the main railway station, a new residential, education and services area is being built – the Europaallee.



New infrastructure
The Triemli Hospital is being modernized and extended in order to provide the best health care possible.

A warm welcome for companies

With its small and transparent national economy, Switzerland relies on an attractive tax policy. The federal structure also helps the tax burden to remain moderate in comparison with the international scale.

Swiss tax rates are among the lowest in Europe. In 2010, the total tax revenue stood at 29.8% of GDP, while in the 15 original EU countries the rate was 39.8% on average. These low rates are due to Switzerland's political stability, liberal economic conditions and federal tax system. Companies and individuals are taxed on three state levels (confederation, canton and municipalities). Cantons and municipalities levy the highest rates, and on these levels, competition for more attractive tax conditions prevails, as municipalities want to attract as many big companies as possible. Companies are taxed at the location where their revenue is created.

UNCOMPLICATED PROCESSING

There is very little administrative effort involved in completing tax returns in Switzerland. Zürich's modern and efficient administration is a cooperation partner and service provider for companies and works in an uncomplicated manner. International companies can be taxed at very low rates, depending on their company structure; and in special cases, for example when a new company is founded which will bring significant economic benefits, the cantonal tax authorities may grant tax concessions for a ten-year period.

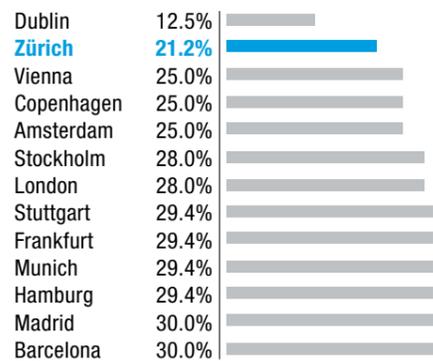
NUMEROUS TAX DEDUCTION POSSIBILITIES

Individual citizens will also find the ideal fiscal situation in Zürich. Depending on the area in which they live, their income and wealth and their family circumstances, the tax burden amounts to a maximum 35% of income. There are tax exemptions for business expenses, insurance premiums and family expenditure, and expatriates can also benefit from other potential tax deductions. Switzerland avoids international double taxation by means of agreements signed by around 100 countries.

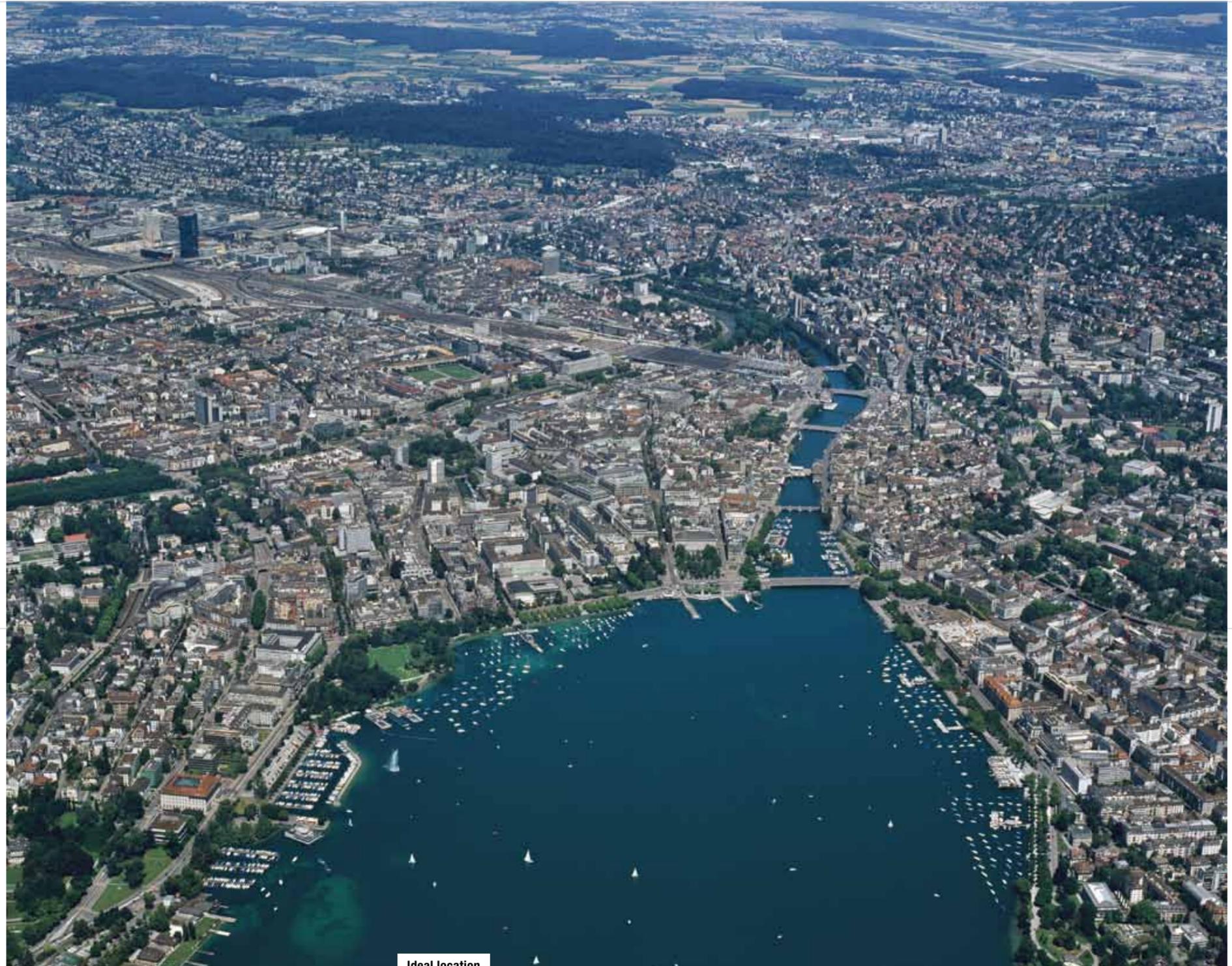
RECORD LOW VAT LEVELS

Switzerland holds yet another record in terms of taxes and one which rewards both individuals and companies: there is no lower VAT rate anywhere in Europe. The normal rate is 8.0%, necessities are taxed at 2.5% and other items and services such as medical care and education are wholly exempt from VAT.

Corporate tax rates survey 2010



Source: KPMG, Corporate Tax Rates Survey 2011



Ideal location

Zürich is not only ideally situated, it also offers companies numerous tax benefits.

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