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Stadt Zürich

Zürich

SWITZERLAND'S
ECONOMIC METROPOLIS



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Welcome to Zurich



Dear business
colleagues,

Living and working in Zurich is a sheer privilege. The city is successful, enjoys a very high standard of living and lies in an

unspoilt natural environment with lakes and mountains.

It is also a city that opens its arms to the rest of the world. We are indeed more than happy to share the various advantages on offer with other people who have come to contribute to our city. As businesspeople, you can be assured of a warm welcome here.

The conditions on offer here could hardly be more advantageous. Zurich is located at the heart of Europe. Education, research and trade have a long tradition here, and are all at high levels by international comparison.

The number of well-qualified employees is incredibly high, and many people in the creative and cultural sectors enrich the everyday life of the city with their energy and innovation.

All of these qualities go to create a business location like no other, which is dynamic and constantly growing. And we are naturally fully committed to maintaining and developing these values in the future.

How we do it is set out in detail in this brochure. Should you require more information, without any obligation on your side, then please get in touch with one of our specialists.

We look forward to welcoming you to Zurich.

A handwritten signature in black ink that reads "Corine Mauch". The signature is written in a cursive, flowing style.

Corine Mauch
Mayor of Zurich



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- ① Zurich – A major business location with a sense of perspective.
- ② A place where artists meet – The Museum of Art is run by the oldest art association in Europe.
- ③ Enticing – Zurich has a real variety of cuisine on offer.

A vibrant city

DYNAMIC AND SUCCESSFUL

When you visit Zurich, the first thing that occurs to you is that the city is small enough for you to have an immediate overview. Its economic dynamic is, however, enormous. Every second Swiss franc is generated in and around the Zurich region. Every year, highly-trained specialists leave the university and technical institutions for the world of work. Research facilities with global renown illustrate Zurich's spirit of innovation, while the cultural scene is unparalleled.

PRIVILEGED POSITION

The framework for this success is created by a dynamic and historic city featuring a number of parks and woodland areas. It also has a unique natural setting with Lake Zurich, the rivers and the panorama of the Alps. Added to this is the ideal strategic location which it enjoys in the heart of Europe. Anyone who moves here immediately feels at home and enjoys a quality of life which is regularly among the top positions in global ratings.

POPULATION AND ECONOMY

Resident population (end 2014)	405,000
Share foreign nationals, in percent	32%
Population growth 2001-2014	12%
Unemployment rate (June 2015)	3.8%
Gross domestic product (bn. CHF, 2012)	63.2

IMPORTANT CLUSTERS: EMPLOYEES

Share of total employees	
Financial services	18%
Legal, tax and corporate consultancy services	13%
Health and welfare	10%
Creative economy	9%
Hotels and catering	6%

Source: Statistics Office, Economic Development, City of Zurich



Ⓧ 08.00

Ⓧ STADELHOFEN STATION

Take the suburban train and you know you'll get to the office in good time every morning.



- ① On time – Public transport runs like clockwork.
- ② Health – Top-class health care, available to all.

INFRASTRUCTURE

Everything works perfectly

EASY ACCESS

Zurich and the surrounding region have one of the densest public transport networks in the world, making it easy to get around quickly and reliably. There are trains to other big cities in Switzerland every half-an-hour, and many European capitals are also just a few hours away. The airport is just 10 minutes from the city, where you can fly directly to over 130 European and more than 50 intercontinental destinations.

CONTINUOUS INVESTMENT

Everything also runs like clockwork in the city itself. Zurich invests some CHF 700-800 million net every year in its infrastructure. IT and telecommunications are all ultra-modern, while our health system is among the best in the world, with a variety of public and private hospitals. These provide medical care without waiting times and of the kind of quality for which Switzerland has built up a reputation. No less than 11 percent of gross domestic product is invested in health care.

INFRASTRUCTURE

Rating basic infrastructure, technology, knowledge	
USA	1
Switzerland	2
Denmark	3
Sweden	4
Finland	5

Source: IMD, World Competitiveness Yearbook 2015



🕒 08.15

📍 **BÜRKLIPLATZ MARKET**

Farm-fresh vegetables, all from the local region.



- ① Inspirational – Zurich is an attractive place to live and work.
- ② Refreshing – A cool, clean lake in the heart of the city.
- ③ Relaxing – Forests and the lake are just a few minutes away.

Feeling good

SECURE AND COSMOPOLITAN

Living and working in Zurich means enjoying one of the best qualities of life anywhere in the world. The safety of each and every individual is at high levels throughout the city. And the inhabitants themselves are widely seen as multicultural and welcoming. Some 30 percent of the population are not Swiss nationals. And indeed no less than 60 percent have a migrant background. This combination forms the basis for an attitude to life that is as calming as it is inspiring – day in, day out.

ELEVATED PURCHASING POWER

Increased purchasing power also contributes to the general positive ambience in Zurich, along with similarly high levels of accommodation and overall standards of living. You and your co-workers can enjoy the full variety of what our city has to offer, from prestigious stores and designer boutiques, markets with fresh produce, the latest in technology to top class restaurants – it's all here in Zurich.

QUALITY OF LIVING

Ranking of global cities	
Vienna	1
Zurich	2
Auckland	3
Munich	4
Vancouver	5

Source: Mercer, Quality of Living 2015



📍 10.00

📍 LA STANZA

Have a break. And a top-quality espresso while you're at it.



- ① Summer fun – The great outdoors in all its variety.
- ② Music to your ears – The Zurich Opera House is known for the quality of its performances.
- ③ Worth a look – The number of museums with outstanding exhibitions is unparalleled.

Great entertainment

FROM THE OPERA TO THE STREET PARADE

There is no such word as boredom in Zurich. The cultural scene is incredibly diverse and of a quality rarely found anywhere else around the world. It features outstanding productions at the Opera House and theatre, while the Museum of Art regularly has surprising and exciting new exhibitions. Added to this, there are of course various galleries, cinemas, theatres, music clubs and concerts featuring the world's top stars. The alternative culture and arts scene in Zurich is also highly renowned throughout Europe.

FROM FONDUE TO SUSHI

Whether you are looking to spend an enjoyable few hours after work or a refined business lunch, you will be spoilt for choice. With over 3,500 restaurants, bars and clubs, Zurich is one of the most diverse cities in Europe when it comes to dining and entertainment.

FROM SWIMMING TO JOGGING

Public recreation areas can be found in the city itself in Zurich. Parks and spacious meadows right by the lake are a wonderful place to stroll, swim or simply pass the time, while the banks of the rivers are home to plenty of quiet relaxing spots. And mere minutes away from the centre, there are forests and areas of greenery dedicated to sport and recreation.



🕒 12.30

📍 NEARBY BAHNHOFSTRASSE

Will you go for "Zürcher Geschnetzeltes"
veal, or try the local fish?



Whether it is for work or relaxation – everything in Zurich is close at hand.





- ① Top of the class – The ETH Zurich is the best university in continental Europe.
- ② Nurturing talent – A top-quality educational system which develops high-flying executives.
- ③ Research and implementation – Knowledge and technology transfers run smoothly.



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- ① A rich seam of ideas – The Zurich University of the Arts enjoys an excellent reputation.
- ② Promoting culture – The variety and quality of cultural creation is astounding.
- ③ Creative minds – The creative economy generates both value and inspiration.

The creative route to added value

A SIGNIFICANT ECONOMIC FACTOR

The creative sector has established itself in Zurich as a significant economic factor, creating some 6.7% of the gross overall economy – a much higher proportion than in other big cities. The city currently has a lively, indeed flourishing creative scene which not only adds to the quality of life but gives continued fresh impetus to the overall economy.

INNOVATIVE NETWORKING

New networks such as the Zurich University of the Arts (ZHdK) Incubator for Cultural Entrepreneurship or the similar project at the ETH Design and Technology Lab are shining examples of the city's potential for innovation. They bring various sectors together and promote the practical implementation of creative ideas in business contexts.

HUB FOR COMPUTER GAME DEVELOPMENT

Some two-thirds of people in the creative industry work in the software and games, architecture, design and press sectors. This potential, combined with cutting-edge research, has enabled Zurich to evolve into an internationally acclaimed hub for computer game development and game design. The inaugural Ludicrous international game festival was held in the city in 2014 – further proof that Zurich is equally committed to aspiring sectors with enormous future potential.



📍 14.45

📍 NIEDERDORF

Shopping in pleasant old-town surroundings – what could be better...



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- ① A world financial centre – Banks, (re-)insurers and other specialists form a dense cluster.
- ② Highly-qualified – Businesses can select from a motivated and well-educated workforce.

Stability as the key to success

COMPETITIVE AND PRODUCTIVE

Switzerland is officially the most competitive country in the world, according to the Global Competitiveness Report 2014-2015 published by the World Economic Forum (WEF). And Zurich, as the economic driver of Switzerland, is a bigger factor than ever in this award. 80 of the top 100 Swiss businesses have their headquarters within a radius of an hour from the city centre.

IDEAL FRAMEWORK CONDITIONS

Businesspeople who come to Switzerland find excellent framework conditions – both political and economic. Direct democracy and federalism form the basis of reliable political stability. This is combined with a liberal economic constitution which guarantees freedom of trade. Last but not least, the country's ideal location in Europe and its institutionalised relationships (via bilateral agreements) with the EU provide continued and unrestricted access to the biggest domestic market in the world in terms of volume.

COMPETITIVENESS

Global ranking	
Switzerland	1
Singapore	2
USA	3
Finland	4
Germany	5

Source: WEF, Global Competitiveness Report 2014-2015



🕒 16.00

📍 MUSEUM RIETBERG

Zurich is a meeting-place for cultures –
ancient and modern.



Attractive – Zurich offers quality of life, a qualified labour force and a moderate tax environment.

Qualified employees, lower taxes

TAKE A LOOK AT OUR REFERENCES

It is not a coincidence that internationally renowned businesses such as Google and IBM have offices in Zurich. Here, they can find highly-qualified and incredibly productive employees to fill any and all positions. These include of course Swiss men and women, whose skills are the result of the top-class local education system, and also employees from all parts of Europe. The labour market regulation is considered to be liberal, and Switzerland has extensive freedom of movement agreements with the EU.

BALANCED TAX POLICIES

Swiss tax rates are among the lowest in Europe. Taxes are levied at the three state levels, namely federal, cantonal and municipal. This system creates competition between the cantons and municipalities, and thus leads to lower taxes. Businesses in the City of Zurich thus benefit from moderate taxation which as part of an overall package is attractive on a national and international level.

CORPORATE TAX RATES

2015 tax rates in percent of sales

Dublin	12.5
London	20.0
Zurich	21.5
Stockholm	22.0
Copenhagen	23.5
Vienna	25.0
Amsterdam	25.0

Source: KPMG, Corporate Tax Rates Survey 2015



📍 18.00

📍 HÖNGGERBERG

A place to clear your head and stretch your legs, mere minutes from the city centre.

Open, tolerant and multi-cultural – Zurich is all this, and more.







① Planning for tomorrow – Handling resources responsibly is part of urban development.

② Quality of living – Since 1907, Zurich has been a proponent of public housing for all walks of life.

Planning for tomorrow

SUCCESSFUL URBAN DEVELOPMENT

Zurich has developed successfully in recent years. And since the city is becoming ever more attractive, the population is also continuously rising. The basis for this prosperity can be found in the adaptable economy, which proved itself to be robust during the global financial crisis. The City Council of Zurich is intending to pursue its sustainable development programme and is implementing a number of different initiatives, including a responsible attitude to energy, a forward-looking housing policy and mobility development.

SUSTAINABILITY – TODAY, TOMORROW AND THE DAY AFTER

In order for the City of Zurich to remain attractive in the future, both for businesses and for the local population, the City Council has laid down “Strategies for Zurich 2035”. The city’s strengths will be developed further and its weak points reduced. The aim is for the worlds of politics, finance, culture and society to grow together more in the future. Strategic aims have been defined, solutions are available and they will be implemented with total conviction.



🕒 19.00

📍 CHINAGARTEN

A gift from our partner city of Kunming.
The temple garden is an oasis of calm.



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- ① Seats of learning – Zurich's public schools are of an excellent standard, as is the after-school care.
- ② New horizons – The expansion of Zurich as a centre for education is a priority for the city government.

Top marks for education

TOP-CLASS RANGE OF SCHOOLS

Children whose first language is not German integrate quickly and easily into Zurich. Next to excellent public schools, there are also international and bilingual institutions, from kindergarten level up to high school. English and French are taught at public schools as early as lower and middle school. After that, there are a number of top institutions of higher education as well as a wide variety of vocational training and work experience possibilities which round out the extensive educational landscape.

MASTER PLAN FOR A DISTRICT OF FURTHER EDUCATION

The sheer extent of research, teaching and medical care in Zurich is second to none on a global scale. The city's most important institutions are the university, the ETH and the university hospital. With a well-designed master plan and several billion Swiss francs of investment, their capacities are set to be extended in the heart of the city by some 40 percent in the coming years. The ETH Zurich is also continuing to develop its Hönggerberg location into a "Science City". It will be a place where research, study, accommodation and free time will be combined to perfection.



🕒 20.15

📍 OPEN AIR THEATRE FESTIVAL

The evening is sure to be a topic of conversation the next day.



- ① The best of digital – Zurich enjoys ultra-modern digital infrastructure.
- ② Technologies of the future – The ideal conditions are there to enable a host of young ICT businesses.
- ③ Direct lines – The start-ups are shortening the distances from innovation to market presence.

Perfect networks

GROWTH VIA DIGITISATION

The digital revolution represents an enormous growth field, with YouTube, 3D printers and intelligent power grids just a few of the success stories. Information and Computer Technology (ICT) also opens up a world of possibilities which will change the economy as a whole and everyday life in general in a dramatic way. The Zurich administration is already tapping into this potential, and with “Open Government Data”, it has become the first Swiss city to have a public portal for looking up and using municipal data.

DYNAMIC START-UP SCENE

The number of ICT start-ups in Zurich has significantly increased in recent years, and this is certainly no accident. People looking to set up a company can find plenty of funding and support in Zurich. Take Blue Lion for example – this incubator for ICT and cleantech start-ups supports young entrepreneurs with affordable premises, tailored coaching and networking with educational establishments and investors. The success of the burgeoning ICT businesses certainly pays its way, with internet-based value creation booming across all sectors.



🕒 21.00

📍 LETZIGRUND

Tonight the sports stadium opens its doors to a rock concert.



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