

A blue robotic arm is shown in a greenhouse environment, reaching towards a tray of green plants. The arm is positioned in the upper left, extending towards the right. The background shows multiple rows of white trays filled with lush green plants, creating a sense of a modern agricultural facility. The lighting is bright and even, highlighting the vibrant blue of the robot and the fresh green of the foliage.

**GREATER  
ZURICH  
AREA**

# Switzerland's innovation hub

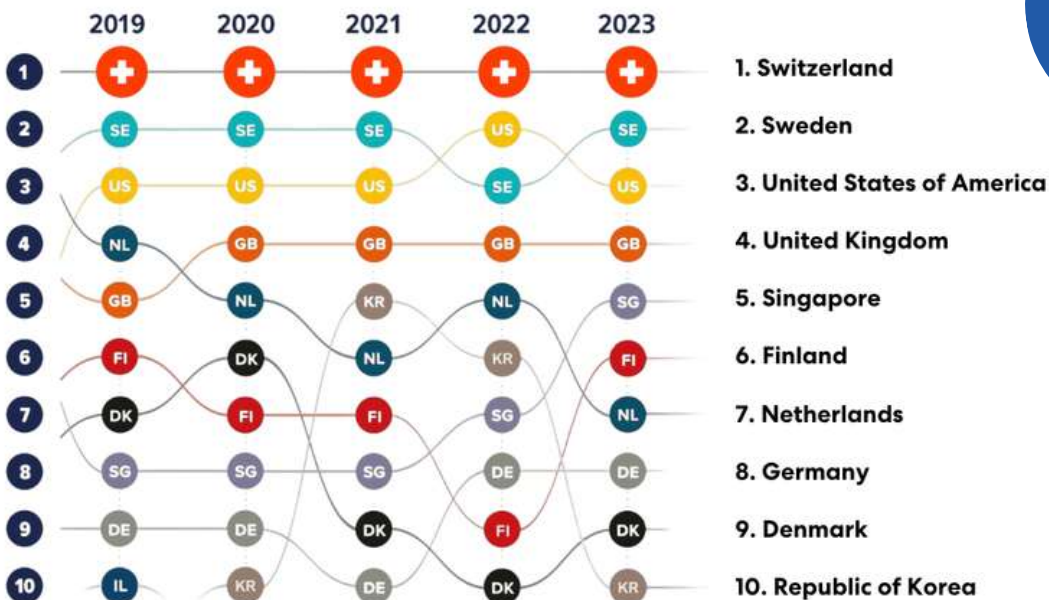
**Greater Zurich Area: the ideal location  
for future-oriented companies**

# Innovation & technology: Made in Switzerland

**Switzerland, and especially the Greater Zurich Area are recognized worldwide as leaders in the areas of research and knowledge.**

The long-established exchange between academic institutions and industry make the location very attractive for research-intensive companies. The Greater Zurich Area's capacity for innovation is secured in the long term by the presence of renowned globally connected universities such as the University of Zurich, the Swiss Federal Institute of Technology (ETH Zurich), the Swiss Federal Institute of Aquatic Science (Eawag), and the Swiss Federal Laboratories for Materials Science and Technology (Empa), as well as internationally leading R&D labs in the private sector, e.g. Disney Research, Google, and IBM.

**Switzerland has ranked 1st in the Global Innovation Index for over a decade**



# Switzerland is global innovation & talent leader



- #1 Global Innovation Index<sup>1</sup>
- #1 European Innovation Scoreboard<sup>2</sup>
- #1 Global Talent Competitiveness Index<sup>3</sup>
- #1 World Talent Ranking<sup>4</sup>
- #1 ETH Zurich named best university outside of the US and UK<sup>5</sup>

<sup>1</sup> WIPO & Portulans Institute, 2023

<sup>2</sup> European Commission, 2023

<sup>3</sup> INSEAD, Human Capital Leadership Institute & Descartes Institute for the Future, 2023

<sup>4</sup> IMD, 2023

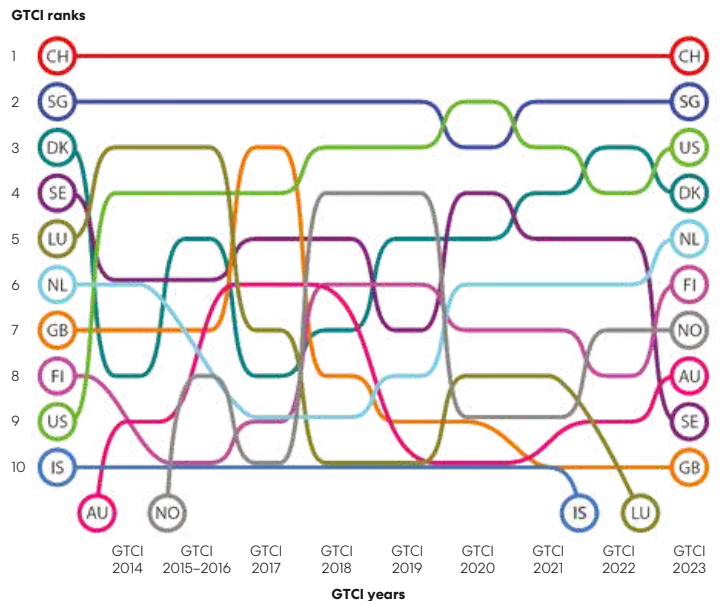
<sup>5</sup> Times Higher Education, World University Ranking 2024

## Highly attractive for talent

Highly-qualified employees for all corporate operations, as well as a flexible job market with minimal regulations make Switzerland the world's number one talent pool, and a magnet for global organizations. Multilingual skills, international experience and higher education are standard for employees in the Greater Zurich Area, and the high quality of life make the region extremely attractive for international executives.



## Global Talent Competitiveness Index 2023



ETH Zurich – the “Swiss MIT” – named best university outside of the US and UK (Source: Times Higher Education World University Ranking 2024)

# Greater Zurich Area: A culture of innovation

## From labs to markets

The Greater Zurich Area is the economic engine of Switzerland and one of the most dynamic business locations in Europe. The highly qualified and productive talent pool, top-tier research institutions, and a business-friendly regulatory framework create a unique drive for progress and innovation.

This deeply ingrained culture of innovation is what truly sets the Greater Zurich Area apart. Switzerland tops the charts in patents per capita, according to the 2022 Patent Index by EPO, and is among the leading nations in R&D investment relative to GDP. This drive for innovation is especially prominent in the Greater Zurich Area, evidenced by its thriving startup and venture capital scene. Of the 3.969 billion CHF Swiss startups received in 2022, over 50% was invested in the canton of Zurich alone, as indicated by the Swiss Venture Capital Report 2023.

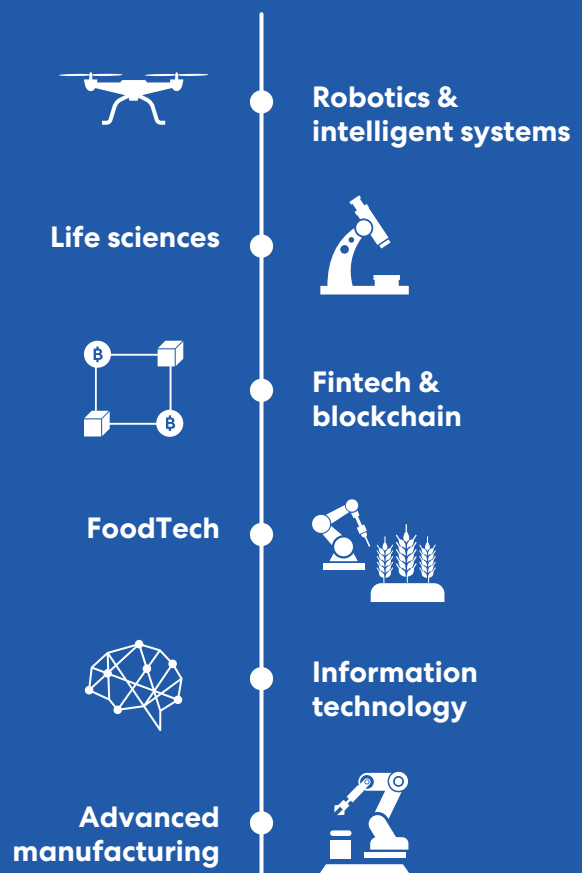
## Diverse funding possibilities

When comparing venture capital investment per capita, Switzerland ranks among the top countries worldwide. Further, public funding can be granted by institutions such as Innosuisse, which has an annual budget of approx. CHF 200 million. In addition, state-level cantonal authorities have various instruments to support companies with direct subsidies or incentives. These measures vary between the individual states and are decided on a case-by-case basis.

Driven by the innovative spirit and funding possibilities, the Greater Zurich Area boasts a unique network of pioneering companies and leading research institutions, supported by state-of-the-art infrastructure, providing major business advantages for their enterprise.

## Variety of industries

The Greater Zurich Area is the business hub of Switzerland – not solely due to its culture of innovation, business-friendly environment, and political stability. The economic region enclosing the financial metropolis of Zurich employs around 1.5 million multilingual and international staff in 150,000 companies from industries such as robotics & intelligent systems, life sciences, fintech & blockchain, foodtech, information technology, and advanced manufacturing.



# Business Environment

## Benefits for international companies

The Greater Zurich Area stands out as a beacon for international companies seeking a progressive and dynamic business environment.

**With a robust economy, top-notch infrastructure, and an exceptional quality of life, Greater Zurich fuels long-term growth.**

The metropolitan area of Greater Zurich boasts a stable and resilient economy that consistently ranks among the strongest in Europe. Switzerland has one of the highest GDP per-capita worldwide, with the Swiss economy consistently ranking among the best in the world.

Its strategic location at the heart of Europe and well-established business ecosystem make Greater Zurich attractive to global investors and an ideal strategic location for international and regional headquarters.

## Outstanding infrastructure

#1 Zurich Airport is Europe's leading airport<sup>1</sup>

#1 Switzerland is the most globalized country in the world<sup>2</sup>

#1 Switzerland has the best infrastructure in the world<sup>3</sup>

#1 Zurich ranks first in the Smart City Index<sup>4</sup>

#2 Zurich has the second-best public transportation in the world<sup>5</sup>

<sup>1</sup> World Travel Award 2023

<sup>2</sup> KOF Globalisation Index 2021

<sup>3</sup> World Competitiveness Ranking 2023

<sup>4</sup> Smart City Index 2023

<sup>5</sup> Urban Mobility Readiness Index 2022





“This region is ideal for innovation-oriented technology companies.”

**Andreas Wieland**

Chairman of the Board of Directors at Hamilton Bonaduz AG



The worldwide leader in the areas of laboratory automation, sensor and medical technology is based in the Grisons.

“In Greater Zurich, all the elements are available to establish a hub for global expansion.”

**Cedric Francois**

CEO and Co-Founder, Apellis Pharmaceuticals



Apellis Pharmaceuticals oversees all non-US activities from its hub in Greater Zug. The biotech company is a pioneer in the field of complement system inhibitor therapies.

“We are very picky and want to find the best talent. In Switzerland, people already speak three languages, and many foreigners work here.”

**Urs Hölzle**

Google Fellow & Former Senior Vice President Engineering, Google



Its Zurich location is Google’s largest engineering hub outside the United States (5’000+ employees, 85+ nationalities) and is mainly involved with its Maps, Search, Google Assistant and YouTube divisions.

“The Greater Zurich Area is simply an outstanding location. It offers a high quality of living, is home to one of the top institutions of higher education in the world and provides an employer-friendly climate.”

**Markus Gross**

Professor of Computer Science at the ETH Zurich, Head of the Computer Graphics Laboratory, Chief Scientist, The Walt Disney Studios and the Director of DisneyResearch | Studios



Disney Research Zurich focuses on developing visual computing technologies that advance the global film industry.



# Our service – Your business success

## How do we help?

Our organization acts as an intermediary, door opener and facilitator. We guide you through the Greater Zurich Area's ecosystem, give you valuable market and industry insight, and connect you with peers, research institutes, incubators, authorities, specialized service providers, associations, and platforms. Since our founding, we've helped more than 1'000 companies successfully establish a presence in Switzerland.

Greater Zurich Area Ltd (GZA) is a public-private partnership authorized by the local governments of the cantons of Zurich, Glarus, Grisons, Schaffhausen, Schwyz, Solothurn, Ticino, Uri, and Zug, as well as the region of Winterthur, and the city of Zurich. As a not-for-profit development agency, our services are free of charge.

## Get in touch!

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Greater Zurich Area Ltd (GZA) is the reliable Swiss business concierge for companies looking to grow internationally. We help you create a convincing business case for setting up a strategic location in Switzerland. Moreover, we guide you through the business and technology ecosystems and network you with the relevant companies, universities and research institutes, investors and incubators, authorities, and service providers.

GZA is the official investment promotion agency of 9 cantons (states) in German- and Italian-speaking Switzerland. The public-private partnership is supported by 30+ partners from business and science.