

A blue robotic arm is shown in a greenhouse environment, reaching towards a row of green plants in a white tray. The arm is positioned in the upper left, extending towards the center right. The plants are arranged in a long, narrow row, and the background shows more trays of plants under a bright, diffused light. The overall scene is clean and modern, emphasizing technology and agriculture.

**GREATER
ZURICH
AREA**

The world's leading innovation hub

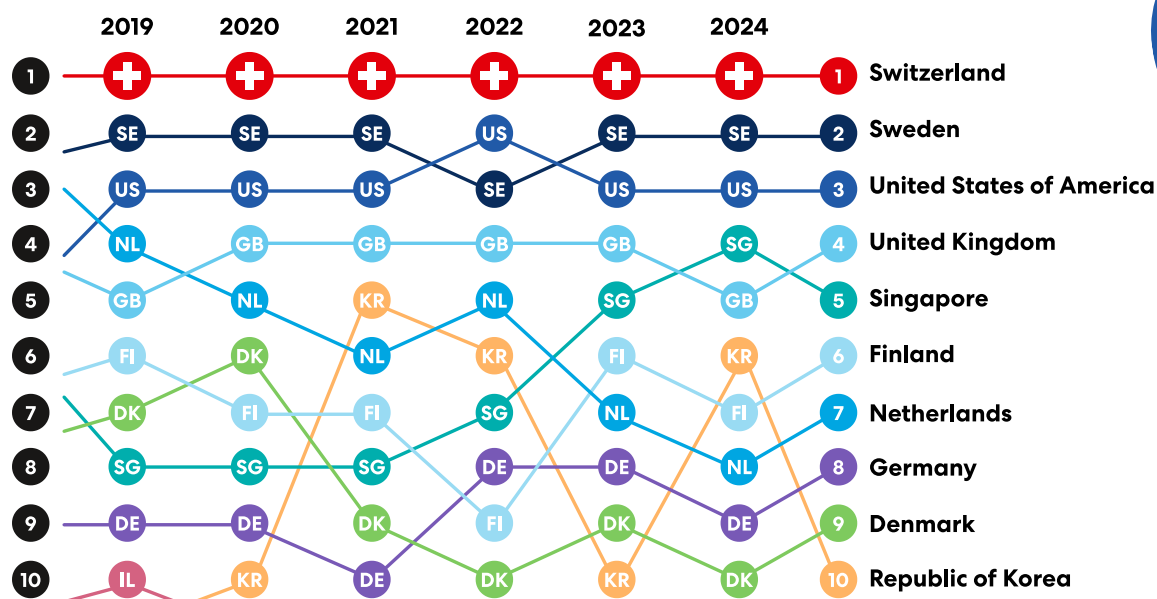
**Greater Zurich Area: the ideal location
for future-oriented companies**

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 Index¹
- #1 European Innovation Scoreboard²
- #1 Global Talent Competitiveness Index³
- #1 World Talent Ranking⁴
- #1 ETH Zurich named best university outside of the US and UK⁵

¹ WIPO & Portulans Institute, 2024

² European Commission, 2024

³ INSEAD, Human Capital Leadership Institute & Descartes Institute for the Future, 2023

⁴ IMD, 2024

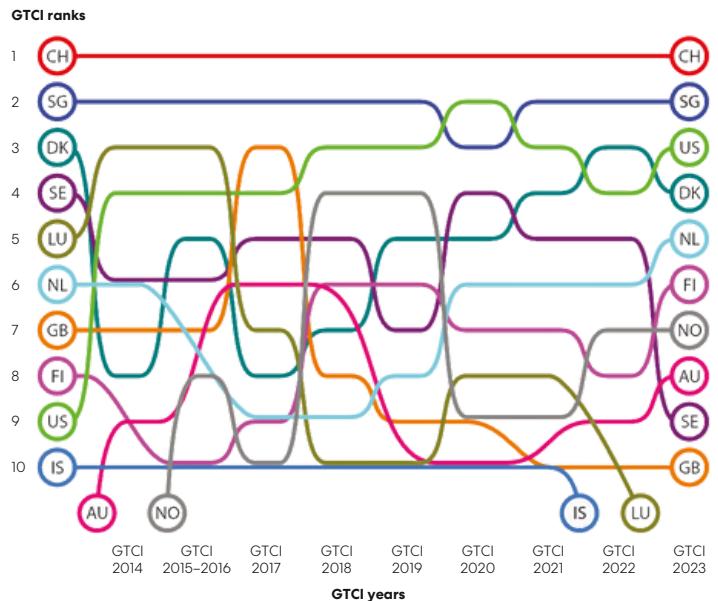
⁵ Times Higher Education, World University Ranking 2025

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



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 over CHF 2 billion Swiss startups received in 2024, more than CHF 970 million were invested in the Greater Zurich region, as indicated by the Swiss Venture Capital Report 2025.

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

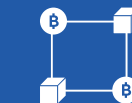
The Greater Zurich Area is the business hub of Switzerland – not solely due to its culture of innovation, business-friendly environment, and political stability. The economic region enclosing the financial metropolis of Zurich employs around 1.5 million multilingual and international staff from industries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

Artificial intelligence



Robotics & intelligent systems

Life sciences



Fintech & blockchain

FoodTech



Information technology

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 airport¹

#2 Switzerland is the second most globalized country in the world²

#1 Switzerland has the best infrastructure in the world³

#1 Zurich ranks first in the Smart City Index⁴

#2 Zurich has the second-best public transportation in the world⁵

¹ World Travel Award 2024

² KOF Globalisation Index 2024

³ World Competitiveness Ranking 2024

⁴ Smart City Index 2024

⁵ Urban Mobility Readiness Index 2024





“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.



Get expert support: How to expand into Greater Zurich

Looking to join Greater Zurich's tech ecosystem? Get in touch!

Greater Zurich Area Ltd. is the official investment promotion of Zurich and surrounding Swiss cantons. We help you grow your business in Switzerland - all free of charge.



Introduction to key contacts in industry, academia, and government agencies.



Facilitating contact to potential research partners at universities, and research institutes.



Support in location evaluation, introduction to service providers, and advice on regulations.

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all our free
services

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