



Europe's top business location

Insights from the 2025 fDi Report

All about **business,**
economic potential,
and tech talent in the
Greater
Zurich Area

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Introduction

Greater Zurich – A top-ranked investment hub

The Greater Zurich Area has continuously ranked among Europe's top business destinations for international companies looking to expand.

Recent settlements include industry leaders such as Anthropic, BYD, OpenAI, Revolut, the Robotics and AI Institute by Boston Dynamics, and TikTok.

ANTHROPIC

BYD

 **OpenAI**

Revolut

rai Robotics
and AI
Institute

 **TikTok**

Introduction

In the Zurich region, there is a high density of the world's biggest tech companies. Adding to the local high-dynamic innovation ecosystem, these companies develop the tech of tomorrow in a radius of 6 miles and collaborate frequently between themselves and with local players.

Home of big tech

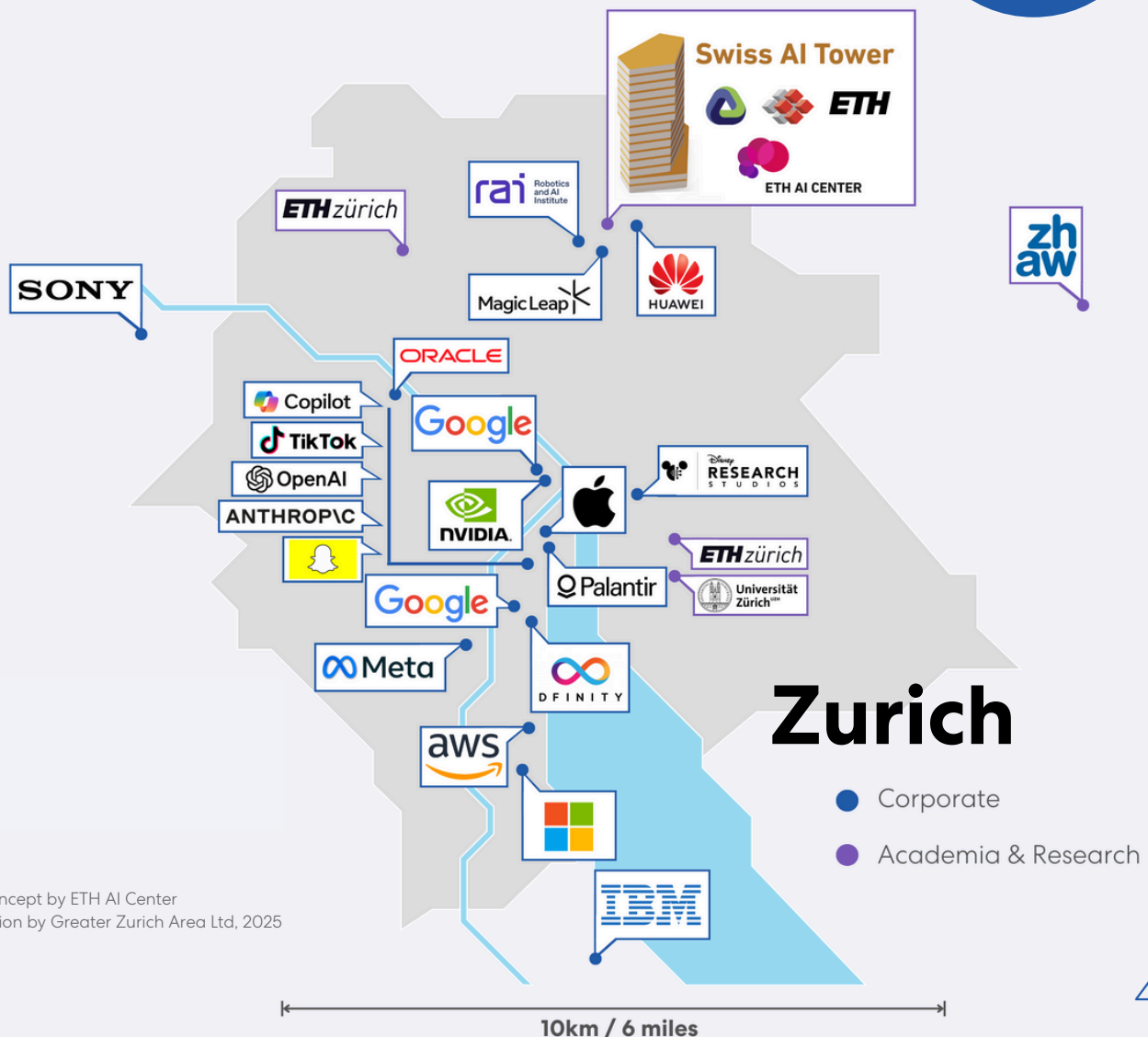


Image concept by ETH AI Center
Visualization by Greater Zurich Area Ltd. 2025

Introduction

What are the key reasons companies choose Greater Zurich?

→ Innovation & economic strength

Global leader in innovation, tech, and R&D.

→ Business-friendly & stable

Competitive taxes, minimal bureaucracy, strong support.

→ Strategic location & connectivity

Prime European hub with top infrastructure.

→ Exceptional quality of life

Top-tier healthcare, education, and livability.

→ Top talent & research

Elite universities and a skilled, highly-educated workforce.

Explore the
Why's



fDi Ranking 2025

The annual Financial Times' fDi Intelligence Report evaluates Europe's most attractive locations for investment, analyzing over 370 cities and more than 140 regions.

Greater Zurich has consistently ranked among the top 10 investment locations for years and is labeled as a "European Region of the Future."

Introduction



In the fDi European Cities and Regions of the Future Report 2025, the Greater Zurich Area has earned top placements:

#1  **in Economic Potential**

#5  **Human Capital & Lifestyle**

#1  **Connectivity**

#1  **Business Friendliness**

Keep on reading to dive deeper into each category, showcasing what makes Greater Zurich a top destination for business expansion.

**Economic Potential:
A high-growth business destination**

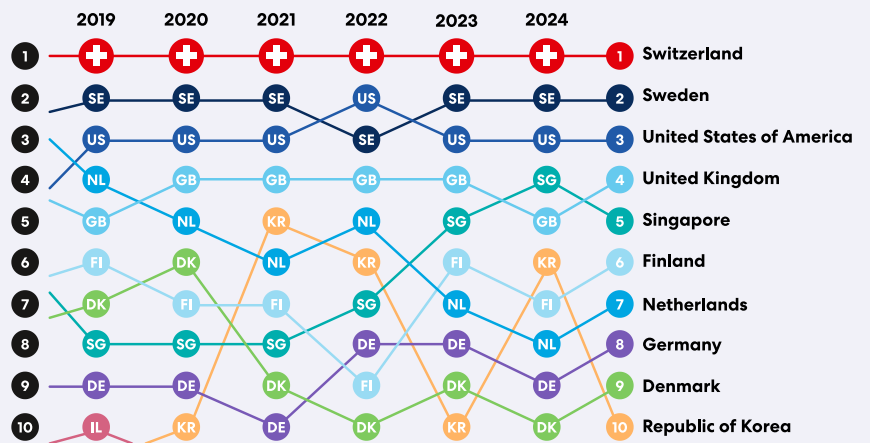
Economic potential is critical for companies looking to scale and innovate. The Greater Zurich Area provides an exceptional mix of innovation, stability, and business-friendly policies for companies to thrive.



fDi Report 2025: Zurich ranks first for economic potential

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

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



Source: WIPO Global Innovation Index (2023, 2024)



“Zurich provides us with the talent, partnerships, and resources we need [...]. For Salesforce, Greater Zurich is not just a stopover – we’re here to stay, building a lasting partnership with the region and its people.”

Rami Habib
General Manager,
Salesforce Switzerland



“Switzerland is home to a thriving tech scene from which not only great and successful companies emerge, but also creates an interesting environment for innovation.”

Christine Antlanger-Winter
Country Director Google
Switzerland and Regional
Director Switzerland and Austria

Connectivity:
The gateway to Europe for HQs

With seamless access to global markets and state-of-the-art infrastructure, the Greater Zurich Area is the strategic gateway for businesses expanding into Europe.



fDi Report 2025: Greater Zurich ranks first for connectivity

Key strengths:

→ **International connections**

Zurich Airport connects to 200+ international destinations.

→ **Seamless rail & road networks**

High-speed rail & road networks provide seamless access to Germany, Italy, France, and Austria and effortless transportation in the country.

→ **Top infrastructure**

Switzerland ranks #1 globally for infrastructure & international connectivity (IMD, 2024).



“The location in Switzerland, a country that is neutral, reliable, and open to the world, aligns well with the nature of the company, which links people together from all over the world without obstacles.”

Chris Petrovic
Chief Business Officer,
FunPlus



**Human Capital & Lifestyle:
Where top talent meets livability**

A highly skilled workforce and exceptional quality of life make the Greater Zurich Area an attractive hub for global talent and business executives.

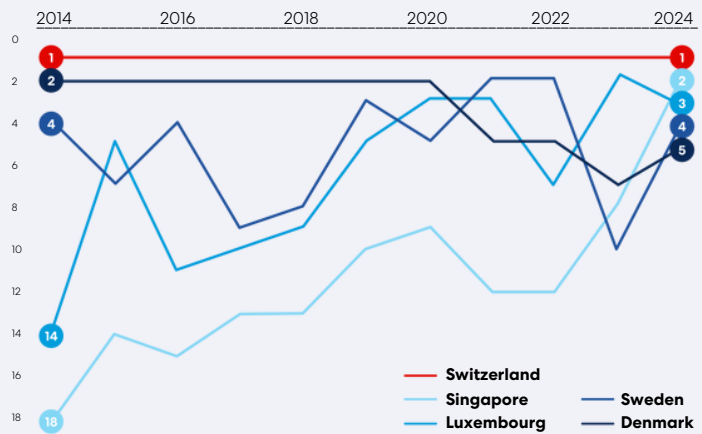


fDi Report 2025: Zurich ranks fifth for human capital and lifestyle

Global Talent Competitiveness Index

Switzerland has consistently ranked as the world's leading talent hub in terms of attraction and retention for over a decade, making it the leading place for highly skilled employees.

Evolution of the overall results of the IMD World Talent Ranking



Source: IMD World Competitiveness Center (2024)



ETH Zurich named best university in Europe
(QS World University Ranking: Europe 2025)

ETH Zurich – Einstein’s Alma Mater – is consistently ranked among the world’s top universities, recognized as the best university outside the US and UK, and a global leader in science, engineering, and technology.

Apellis



“In Greater Zurich, all the elements are available to establish a hub for global expansion. The Greater Zurich Area is a fabulous place to recruit talent.”

Cedric Francois
CEO and Co-Founder,
Apellis Pharmaceuticals

**Business friendliness:
Thriving business and innovation ecosystem**

The Greater Zurich Area offers one of Europe's most attractive environments for companies and stands out as a beacon for international companies seeking a progressive and dynamic business environment.



fDi Report 2025: Zug ranks first in business friendliness

Key strengths:

→ **Favorable tax environment**

with corporate tax rates as low as 12%.

→ **Stable political & economic environment**

that fosters long-term investment security.

→ **Unbureaucratic government support**

and direct access to officials.



“The DFINITY Foundation is fortunate to call the Greater Zurich Area home; the blend of innovation, stability, and a supportive regulatory environment makes it the ideal hub for blockchain to thrive.”

Dominic Williams
Founder & Chief Scientist,
DFINITY Foundation

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.

Discover
all our free
services

Contact us today

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