

A blue robotic arm is shown in a greenhouse environment, reaching towards a tray of green plants. The arm is composed of several blue segments connected by joints, with a white gripper at the end. The background shows multiple levels of white trays filled with lush green plants, illuminated by bright, even lighting. The overall scene conveys a sense of precision and automation in agriculture.

**GREATER  
ZURICH  
AREA**

# The world's leading innovation hub

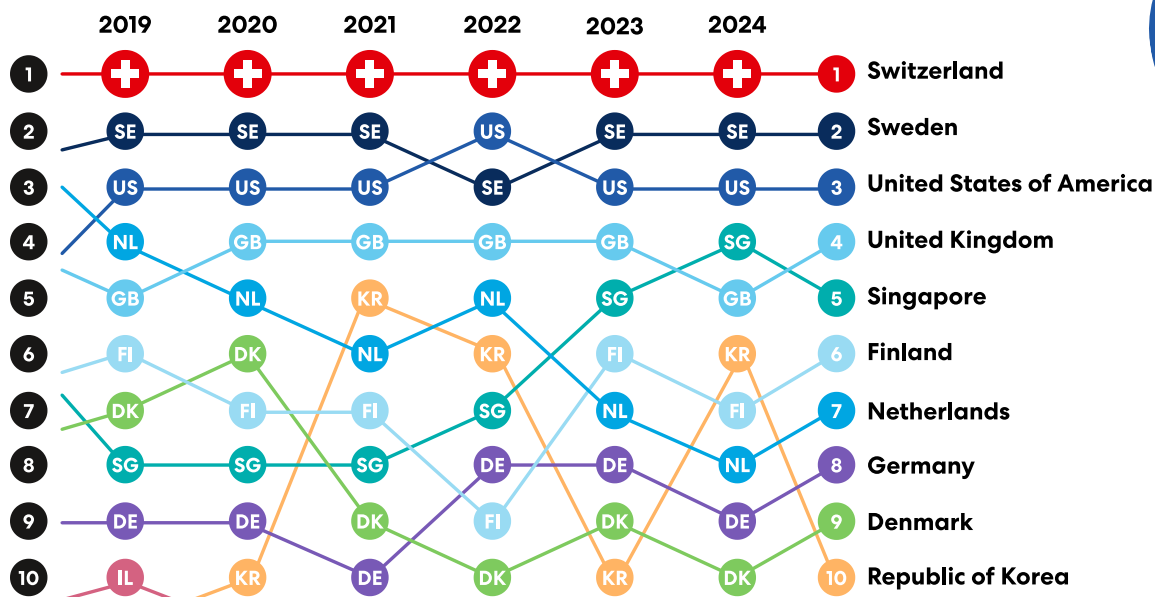
**Greater Zurich Area: the ideal location  
for future-oriented companies**

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

<sup>1</sup> WIPO, 2025

<sup>2</sup> European Commission, 2024

<sup>3,4</sup> IMD, 2025

<sup>5</sup> Times Higher Education, QS Quacquarelli Symonds 2026

## 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 ranking



World Talent Ranking, IMD 2025

ETH Zurich – the “Swiss MIT” and Einstein’s Alma Mater – named best university outside of the US and UK (Sources: Times Higher Education World University Ranking 2025, QS World University Rankings)

# 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 2024 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 its enterprises.

## 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 airport<sup>1</sup>

**#2** Switzerland is the second 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 2025

<sup>2</sup> KOF Globalisation Index 2025

<sup>3</sup> World Competitiveness Ranking 2025

<sup>4</sup> Smart City Index 2025

<sup>5</sup> Urban Mobility Readiness Index 2024



“Greater Zurich offers Alnylam an unrivalled biotech talent base to lead and expand our international cross-functional operations.”

**Jeff Poulton**

CFO, Alnylam Pharmaceuticals



Alnylam's European HQ in Greater Zurich houses critical roles on the Commercial Leadership Team as well as key corporate functions including Business Development, Human Resources, Legal, and Information Technology.

“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 and robotics that advance the global film industry.

“Zurich is a leading technology hub, the European center for artificial intelligence, and one of the most attractive locations worldwide for top talent.”

**Dr. Yong Gessner**

Head of Region Europe, Intelligent Driving Group, Baidu Inc.



Baidu's first European office in Greater Zurich serves as the company's hub for intelligent driving. It leads Baidu Apollo's market entry in Europe, oversees the rollout of commercial autonomous driving projects, and supports R&D activities.

“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



The Zurich location is Google's largest engineering hub outside the United States (5'000+ employees, 85+ nationalities) and is mainly involved with AI, Maps, Search, Google Assistant, Computer Vision, and YouTube divisions.

Discover  
more success  
stories!

# 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

[info@greaterzuricharea.com](mailto:info@greaterzuricharea.com)

[greaterzuricharea.com](http://greaterzuricharea.com)

