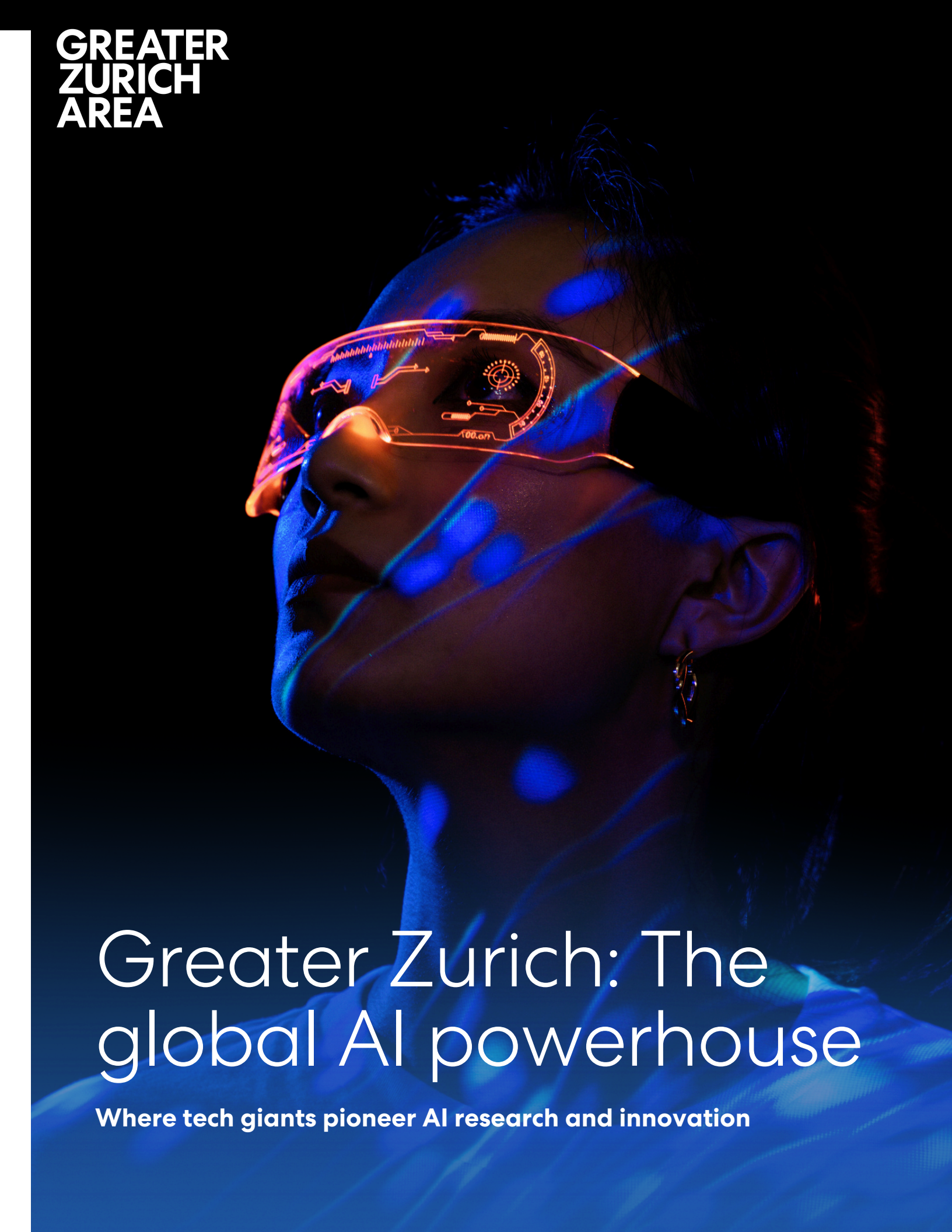
GREATER ZURICH AREA



Greater Zurich: The global AI powerhouse

Where tech giants pioneer AI research and innovation

Greater Zurich Area: Driving the AI revolution

Switzerland is emerging as a powerful AI hub, based on its excellence in precision mechanics and advanced industries. With world-class universities and the leading position in global innovation rankings, Switzerland, and especially the Greater Zurich Area, is a champion in artificial intelligence.

Excellence in innovation & research

Switzerland has been the global innovation leader for over a decade. Home to top universities and AI research institutes, the Greater Zurich Area in particular is a leading hub for AI research and development across a variety of fields and use cases.

Thriving AI ecosystem

The Greater Zurich Area boasts a vibrant tech landscape with top-notch infrastructure and exceptional talent, which has attracted industry giants like Google, Meta, Microsoft, IBM, NVIDIA, and OpenAI to establish AI labs in the region.

Launchpad for success

The collaborative environment in Greater Zurich enables dynamic partnerships and high levels of innovative output. The robust network of peer companies and AI-friendly regulation provide the perfect conditions for advancing AI initiatives.

Greater Zurich Area makes the top 5 in...

#1 Switzerland is the world's leading talent hub[1]

#2 Zurich has second highest AI talent density in Europe[2]

#3 in AI Intensity (AI capacity relative to population)[3]

#4 in AI research and development[3]

#5 Switzerland is in the top 5 countries in Europe by AI VC funding[2]

[1] World Talent Ranking 2025, IMD
[2] AI Europe Report 2024, dealroom.co
[3] Global AI Index 2023, Tortoise Media

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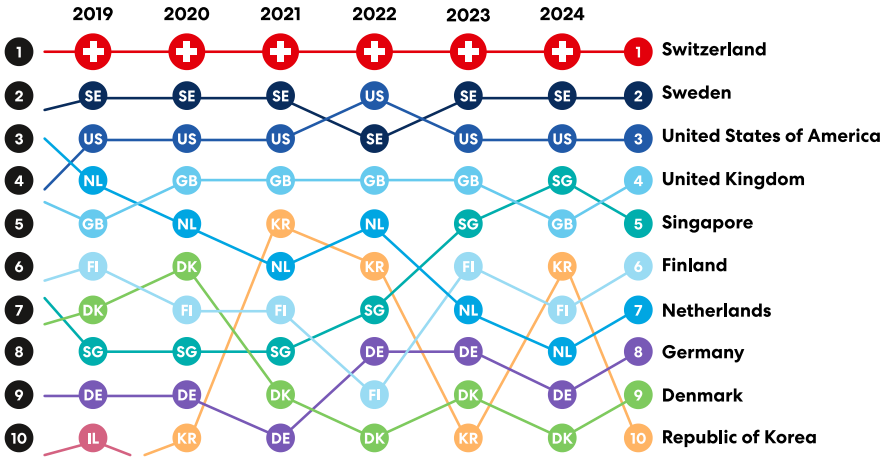
At the forefront of AI innovation

The world's leading innovation hub

Switzerland has been ranked #1 in the Global Innovation Index since 2011[1]. This achievement is driven by substantial investments in R&D, the excellence of its universities, and a wealth of skilled professionals. Relative to its population size, Switzerland has generated more unicorns than nearly any other country worldwide and ranks first in patent applications per million inhabitants[2].

[1] Global Innovation Index 2025, WIPO
[2] Patent Index 2024, EPO



Source: WIPO Global Innovation Index

Global Innovation Index

AI initiatives for global impact - a selection

KI Sandbox Zurich: Regulatory test environment for AI projects with access to expertise.

Lab42: Tackling global challenges with AI to promote human progress and well-being.

ICAIN (International Computation and AI Network): Advancing the UN SDGs through AI by giving access to supercomputing resources.

GenAI Redteaming Network: Uniting tech companies and research institutions to tackle the safety challenges of generative AI systems.

AI Launchpad: Pan-European accelerator nurturing AI Startups.

The Swiss AI Initiative: Advancing global AI with Swiss values

The Swiss AI Initiative, involving over 70 professors from Swiss institutes and universities, focuses on developing advanced, large-scale AI applications for societal benefit. The initiative leverages the new Alps supercomputer, one of the world's most powerful AI research infrastructures, to develop industry-specific AI models and explore AI ethics, security, and human-AI interaction.

Accessible to researchers in Switzerland and internationally, it offers promising new avenues for AI research and development.

www.swiss-ai.org

Top universities and institutes conduct AI research with global impact

The Greater Zurich Area is home to some of the world's top universities in AI: ETH Zurich, IDSIA, University of Zurich, and ZHAW are at the forefront of AI research across various domains - from foundational AI principles to advanced machine learning and robotics applications.

ETH Zurich ranks first in Europe for AI research and innovation based on the number of AI patents.
The 2023 European Deep Tech Report by dealroom.co

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

ALPS Supercomputer at CSCS. Image: Keystone

IDSIA: The birthplace of DeepMind. Many of the technologies behind the company later acquired by Google were developed here.
Image: Tocchetti

ETH AI Center: Breeding ground for tomorrow's AI

As ETH Zurich's central hub for artificial intelligence, the ETH AI Center fosters research excellence, industry innovation, and AI entrepreneurship to promote the development of trustworthy, accessible, and inclusive AI systems.

The AI Center holds research partnerships with many of the leading AI companies in Greater Zurich, such as Meta, Google, Magic Leap, and IBM.

ai.ethz.ch

Image: Universitätsklinik Balgrist | Daniel Hager

AI meets MedTech

The Operating Room X (OR-X) at Balgrist University Hospital is an open-access center for advanced surgical research and training. It combines a realistic surgical environment with cutting-edge technology like robotics, digital twins, and AR, all relying on artificial intelligence.

or-x.ch

A leading hub for AI talent

Switzerland and the Greater Zurich Area have continuously led global talent rankings for AI talent density. The Greater Zurich Area is a hub for deeptech talent, especially in the AI sector.

#2

Zurich ranks 2nd in Europe for AI engineer density

Zurich ranks 3rd in Europe for the number of AI engineers[1] and 2nd for AI engineer density[2], significantly surpassing the US and China in per capita AI expertise among software engineers.

[1] Sequoia Atlas, 2023
[2] AI Europe Report 2024, dealroom.co

Greater Zurich's talent hub attracts big tech for cutting-edge R&D

Switzerland is recognized for its deep talent pool, particularly in tech. Almost 6% of its employment base are ICT specialists, higher than the European average[1].

[1] Eurostat, 2024

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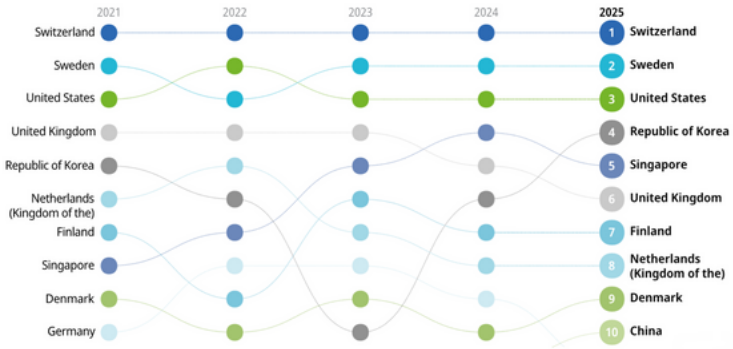
7 out of 10 globally leading AI companies[1] are located in Greater Zurich: Microsoft, Alphabet, Nvidia, Meta, IBM, Adobe, and Palantir

[1] U.S. News, 2024

Global talent ranking: Switzerland leads since over a decade



Global Talent Ranking, IMD 2025

The world-class universities and research institutions in the Greater Zurich Area not only attract brilliant minds from all over the world but also produce a significant amount of highly-skilled talent, making the region a hotspot for AI innovation.

Switzerland also offers a high quality of life and excellent working conditions, which play a crucial role in attracting and retaining talent, ensuring that top professionals choose to stay here and continue to contribute to the local AI ecosystem.

Where big tech builds its AI labs

Dive even deeper with our 5-part AI series!

The Greater Zurich Area has emerged as a global hub for pioneering AI research, attracting numerous international tech giants to establish their operations in Switzerland. The City of Zurich in particular is home to numerous big tech companies that are closely clustered, creating a walkable and interconnected AI ecosystem.

Google

Google's Zurich office, the largest research hub outside the US with over 5,000 employees, focuses on advanced AI solutions across various domains like Google Maps, Search, YouTube, and cybersecurity.

NVIDIA

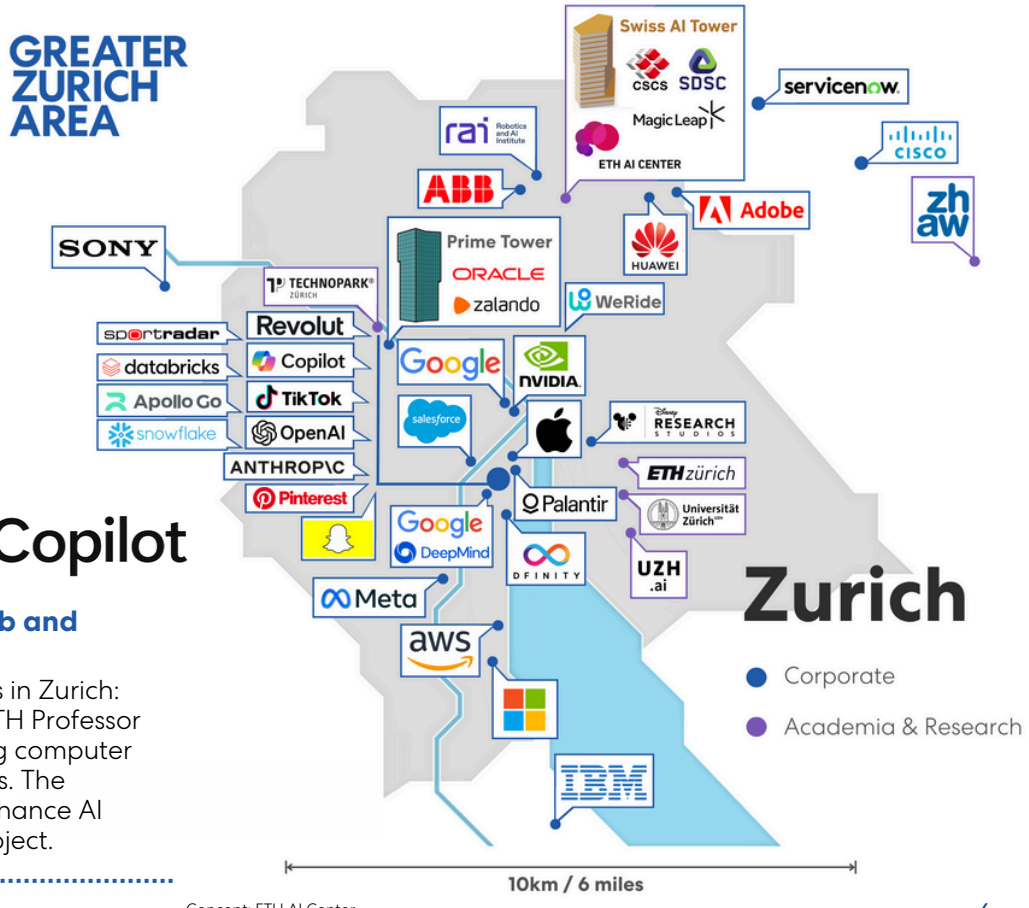
Located in Zurich since 2008, the tech giant runs a R&D hub with over 200 employees to further develop its software and has aquired several ETH-spin-offs.

Apple Vision Lab

Apple is operating the "Zurich Vision Lab", focusing on AI research in computer vision, machine learning, robotics, and autonomous systems. The lab is expected to significantly influence future Apple products, including the rumored Apple Car, AR/VR headset, and enhancements to Siri.

Microsoft Mixed Reality & AI Lab and Microsoft AI office

Microsoft drives two key AI initiatives in Zurich: The Mixed Reality & AI Lab, led by ETH Professor Marc Pollefeys focuses on advancing computer vision and mixed reality technologies. The Microsoft AI office, which aims to enhance AI solutions, particularly the Copilot project.



Concept: ETH AI Center
Visualization: Greater Zurich Area Ltd, 2025

OpenAI

OpenAI's Zurich office will focus on multimodal AI technologies. To lead this initiative, OpenAI has recruited prominent engineers from Google DeepMind's Zurich team.

Sony AI Zurich

The Sony AI Zurich office aims to accelerate AI research and enhance creativity, especially in the entertainment sector.

Anthropic

The AI safety and research company has expanded its operations into Zurich. This move is part of Anthropic's broader strategy to enhance its global footprint and engage with Europe's vibrant tech ecosystem.

Robotics and AI Institute of Boston Dynamics

The RAI targets critical AI problems in robotics, collaborating with ETH Zurich to advance the engineering and science of intelligent machines.

Meta

Meta's Zurich team researches advanced technologies that underpin current and future AR/VR products. The research lab focuses mixed reality and human-machine interaction, which is essential for the development of the metaverse.

DisneyResearch|Studios

DisneyResearch|Studios in Zurich pioneers scientific advancements in visual computing, machine learning, and AI to enhance the technical and creative filmmaking process. Complementing their expertise is a close academic partnership with ETH Zurich.

IBM Research Lab

Established in 1956, IBM's Zurich Lab is a pivotal AI research center, working on various AI advancements. IBM partners with Swiss giant ABB to develop industrial AI solutions using IBM's Watson supercomputer.

Pinterest Engineering Excellence Hub

In 2025, Pinterest opened a major AI and engineering hub in Greater Zurich, reinforcing the region's position as a global hotspot for AI talent. The company is scaling core capabilities in recommendations, visual search, and shopping from Switzerland.

> "Switzerland can rival the best US universities in research papers, salaries, and research facilities."
>
> **Yann LeCun**
> VP & Chief AI Scientist at Meta

A launchpad for success

The Greater Zurich Area is a prime location for AI companies, combining Switzerland's political and economic stability, a collaborative ecosystem, and advanced digital infrastructure to support growth and innovation.

Stable political and economic environment

Switzerland's stability makes it an ideal environment for international companies to thrive. The trustworthy governance and legal certainty significantly reduce business risks. Moreover, companies benefit from unbureaucratic government support and direct access to officials.

Collaborative ecosystem

The AI ecosystem in Greater Zurich thrives on collaboration, creating a highly synergistic environment where academia, industry, and startups all work together. This collaborative culture fosters innovation and enables AI use across a wide range of sectors, such as robotics, life sciences, and blockchain.

Advanced infrastructure

The Greater Zurich Area boasts an advanced digital infrastructure with high-performance computing resources like the Swiss National Supercomputing Center, numerous data centers, and blockchain integration. This robust setup not only puts Zurich at #1 in the Smart City Index, but ensures the successful embedding and scaling of AI technologies.

Is Greater Zurich on your expansion radar? Access our tailored and free support services!

AI regulation in Switzerland: Pragmatic and tech-neutral

Data privacy laws

- ✓ Stringent Swiss data privacy laws offer high security and quality.
- ✓ Swiss laws align with EU standards while maintaining a more pragmatic approach to foster innovation without the overly restrictive measures seen in other regions.

Innovation-friendly regulatory framework

- ✓ Progressive regulation allows for innovation.
- ✓ Authorities are pragmatic and accessible, ensuring smooth interactions with businesses.

Tech neutral regulation

- ✓ Swiss laws are designed in a technology-neutral manner, offering clear regulation for high legal certainty and international flexibility.
- ✓ Focus on updating existing laws to accommodate new advancements, ensuring that AI companies are not burdened by outdated regulations.

Future regulatory updates

- ✓ Switzerland plans to finalize an AI regulatory proposal by 2025, setting guidelines for AI use across the nation.

Looking to join Greater Zurich's AI 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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greaterzuricharea.com

ALPS Supercomputer at CSCS. Image: Keystone