

GREATER  
ZURICH  
AREA

# Plug into Swiss Tech



# 1 The Greater Zurich Area at a glance

# At the center of Europe

## Location

All major European countries can be reached within 2 hours by plane

## 700 million consumers

Reachable in one day

## Inhabitants

> 8 million / about 25% foreigners

## 4 national languages

German, French, Italian, Romansh  
English is the business language



# Convincing Arguments to Expand

**High density of innovative companies**

**Political and economic stability to realize your plan**

**Business-friendly tax system**

**Science & partners for innovation**

**International, highly qualified human resources**

**Strong capital market to fuel ideas**

**Multiple awarded quality of live**

**Liberal labor law and constructive labor relations**

**Proximity to the market and easy accessibility**

# World Leading Companies ...already convinced to expand to Greater Zurich Area

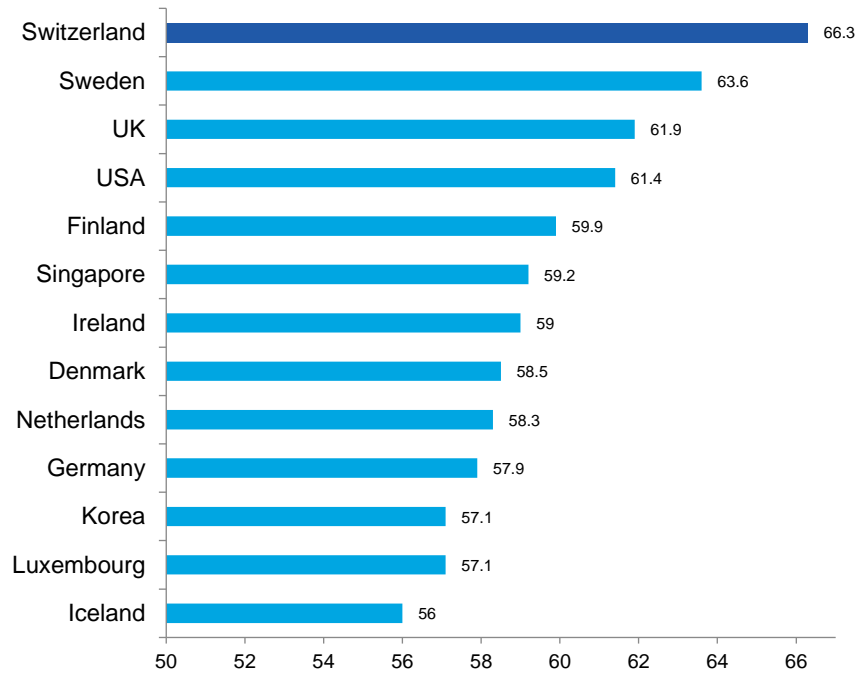


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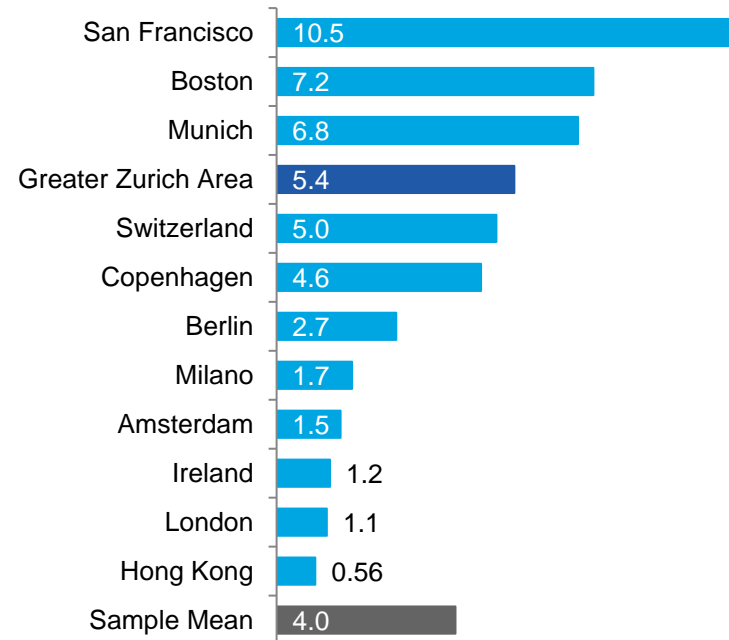
# Innovation-Hub Greater Zurich Area

# Switzerland is Global Innovation Leader ...and Greater Zurich Area its innovation motor:

## Global Innovation Index 2020



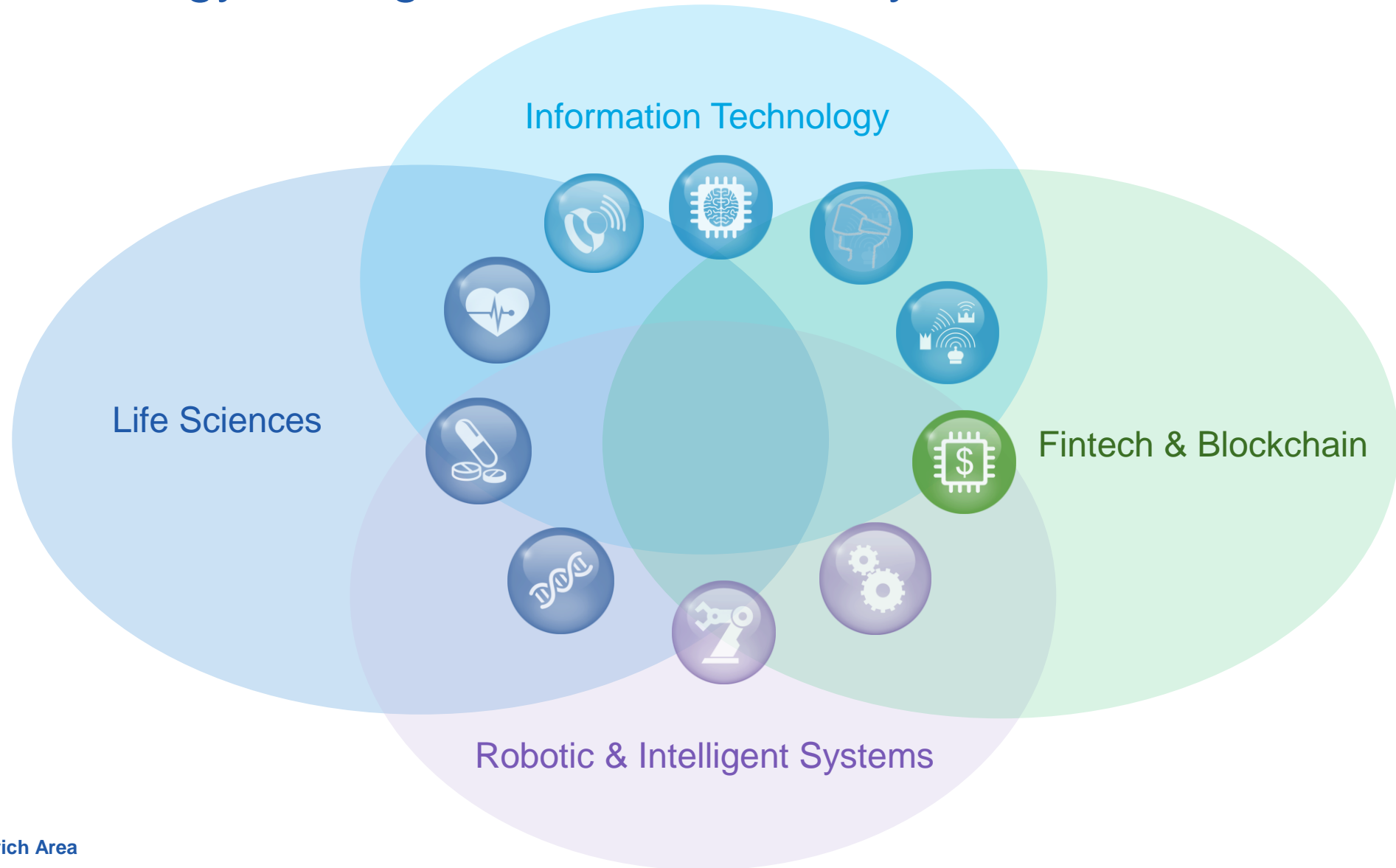
## World-class innovation: regional & technology comparison



No matter what dataset or innovation analysis, Switzerland and especially Greater Zurich Area ranks among the worlds most competitive countries.

- #1 Innovation Union Scoreboard (EC)
- #1 Global Innovation Index (WIPO)
- #1 Global Competitiveness Index (WEF)

# GZA Technology Strength and vibrant ecosystems





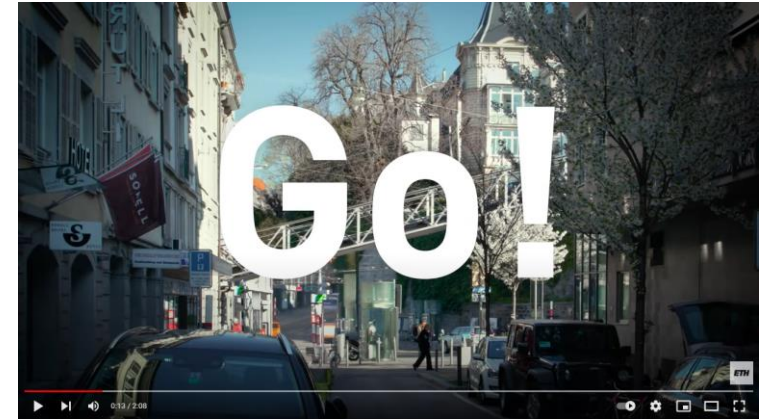
# Leading Academic Excellence – open for collaboration

## Swiss Federal Institute of Technology (ETH Zurich) “The MIT of Europe”

- No.1 University in Continental Europe and global No. 1 in computer science and No. 4 in engineering.<sup>1</sup>
- 400 spin-off companies founded at ETH Zurich between 1996 and 2018. 90% survival rate! > 30 spin-off companies of the 100 most successful Swiss Start-ups have their origin in ETH Zurich.

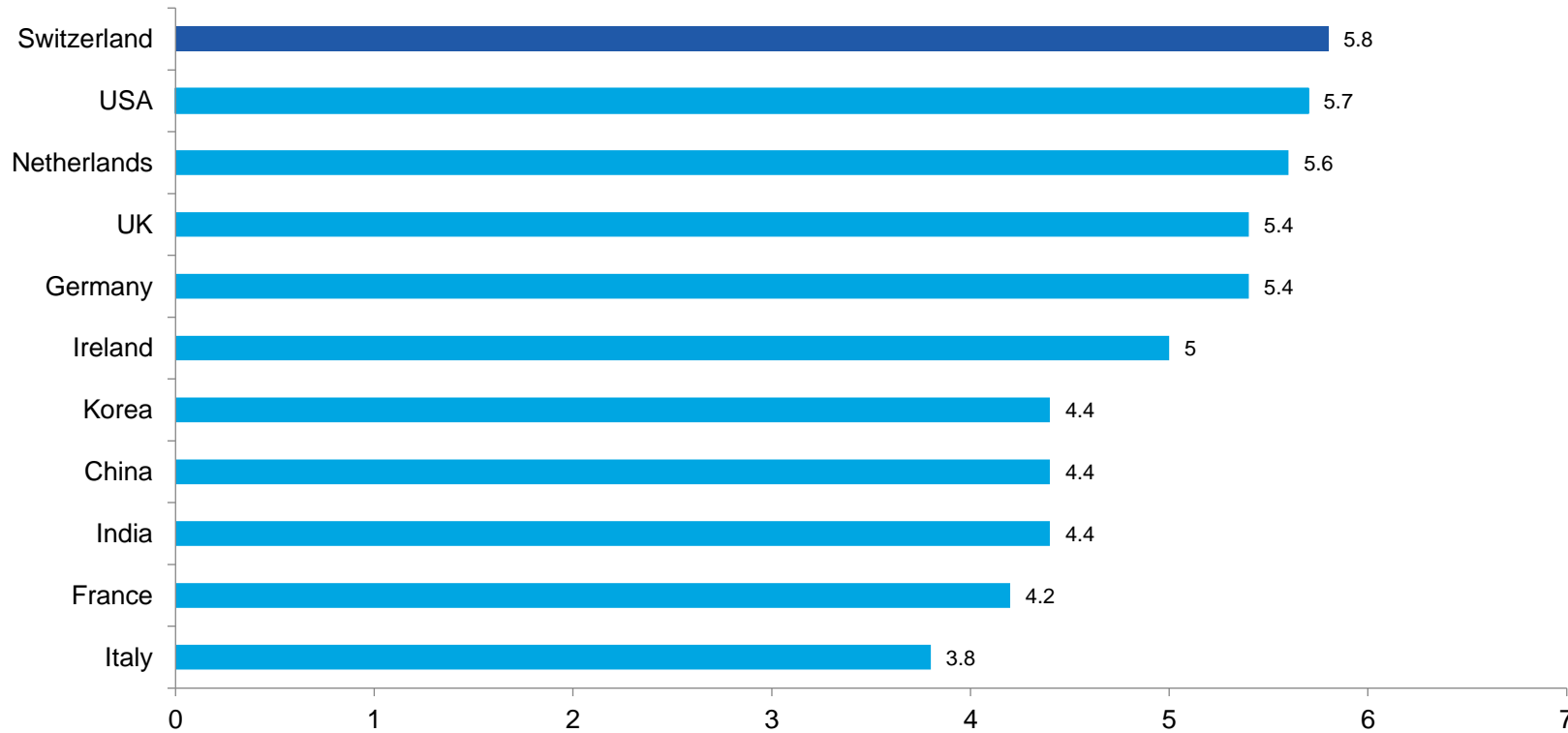
## More universities and innovation labs

- [University of Zurich](#) (robotics, life sciences, economics, etc.)
- [ZHAW](#) (engineering, aviation, digital technologies)
- [SUPSI](#) (engineering, mechatronics, industry automation, life sciences)
- [Inspire](#) (competence center for technology transfer to the MEM industries)
- [CSEM](#) (industrial research and development, Micro/Nano technology)
- [EMPA](#) (material sciences, energy and clean technology)
- [EAWAG](#) (Aquatic/Urban water systems, chemicals and effects)
- [IDSIA](#) (global No. 10 in AI, Robotics and Machine Learning)
- [HSLU Zug](#) (Machine Learning, ICT, Blockchain Technology)



Source: 1) Times Higher Education; QS World University Ranking 2020 (**worldwide rank 6**); 2) Federal Statistical Office (universities, technical universities, universities of applied sciences, teacher training colleges)

# University-Industry Collaboration in R&D is Key



In your country, to what extent do business and universities collaborate on research and development (R&D)?

1 = do not collaborate at all;

7 = collaborate extensively

Source: World Economic Forum, Global Competitiveness Report 2018

Graph shows scores of some selected countries and does not represent the complete WEF ranking

# 3

# About Us

# Get access & grow

Greater Zurich Area Ltd is the official Economic development agency of Zurich and surrounding Swiss Cantons. Together with our governmental, private and academic partners, we help you to expand your business into Switzerland, set up, grow and prosper - all free of charge.

We help you for example with:



Site selection, site visit tours, comparative data, office space search & setting up shop



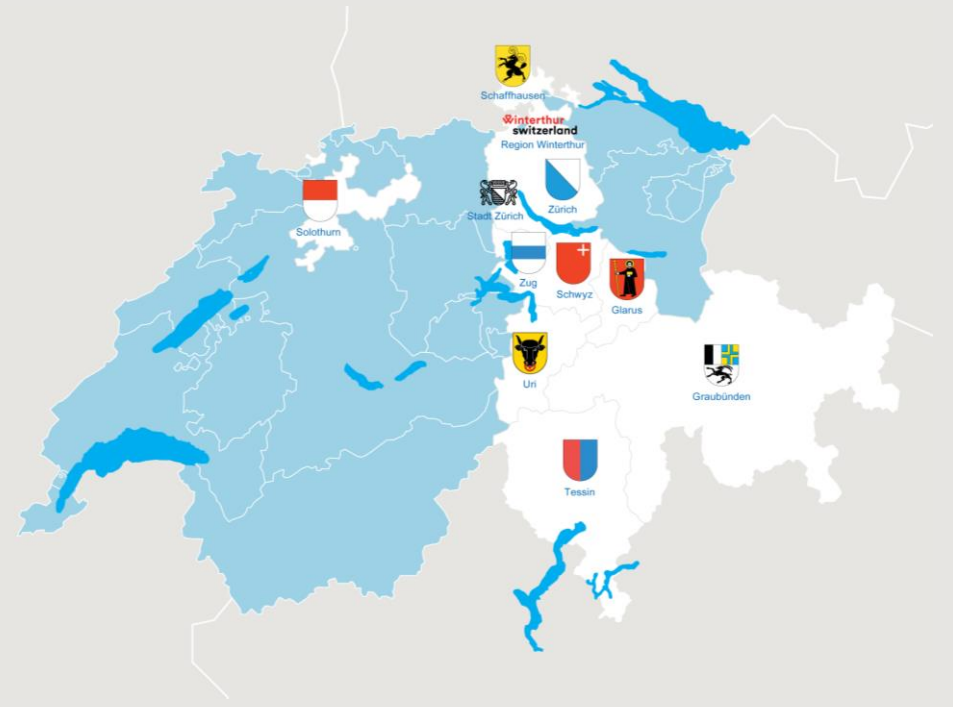
Get connected to service providers, ecosystem players, technology experts and corporate & university research & development partners



Information about venture capital opportunities, grants & incentives

# Greater Zurich Area A successful Public-Private-Partnership

Supported by more than 30 companies,  
11 local governments and Switzerland's leading  
universities including ETH Zurich & University of Zurich.



# Greater Zurich Area, Europe Team: Let's talk



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# Greater Zurich Area: Where tech invests!