

## Check-In



GREATER ZÜRICH AREA Club of Rome Einstein Schönenberg Schützenwiese Swiss Sehsuchtsort **SULZER** Lokl energie bewegt winterthur Kyburg Great Place to Live **Business** van Gogh **AREAL** GARTENSTADT **Location** MEDICAL **TECHNOLOGY** **DIESEL** Haldengut Swiss Science Center Technorama **QUALITY** **Grossstadt** Bäuml Musikfestwochen **Casinotheater** **Technopark** Maggi **Mechatronik** Gassenschau **Albanifest** **KULTUR** Internationale Kurzfilmstage Winterthur **Lebensmittelpunkt** Technikum Töss Machine Industry **PIONEERS** **Region** **INDUSTRIE** **Industry 4.0** Tradition Dynamik Krokodi Taxes Innovation **CHARME** Oskar Reinhart **東京 日本** ITC Hüftgelenk **Zentrum für Fotografie** WinLink **FAMILIEN** **INSURANCE CAPITAL** Gesundheit Swissent **INTERNATIONAL AIRPORT ZRH** ZHAW University of Applied Sciences Picasso **Art Museum** **VITODURUM**

## Winterthur – a region with a history, a region with a future

Welcome to the second large economic center of the Canton of Zurich, located less than 15 minutes from the international airport. Welcome to a pioneer city of the machine and high-tech engineering industry, welcome to a flourishing education center with close to 9'000 students, welcome to a cultural city with a longstanding tradition of promoting the arts and with a growing scene of contemporary art

forms, welcome to a region with interesting sites and commercial real estate, surrounded by wonderful green space. We invite you to take a closer look at the opportunities and the potential which Winterthur offers.

Location Promotion Winterthur Region



## Business Location

«The city's commitment to its heritage in the machine industry combined with its innovative capacity in the field of high-tech and precision technology have been crucial for DMG MORI.»

*Dr. Harald Neun, CEO DMG MORI SEIKI Europe AG*

«The decisive factors for the choice of our location were the top potential of highly trained people, the very good traffic infrastructure, the safety as well as the proximity to the main players of our industry in the Zurich area.»

*Hans Ruckstuhl, CEO Wieland Electric AG*

«Among other reasons, the proximity to the Zurich science network and to the international airport were decisive factors for our company to increase the number of employees in our innovation center in Kempththal near Winterthur to 450 people.»

*Heini Menzi, Company Manager Givaudan Schweiz AG*





## Culture and Quality of Life

«Winterthur is home to the happiest women.»

*Result of a survey conducted by the foundation for research in social sciences (Fors) in 2009 with 12'000 participants. Would you like to participate in our regular Facebook surveys?*

«As a family, the decision to live in Winterthur was an easy one. The city and its surrounding convinced with their inspiring cultural scene, a large range of leisure activities and many recreational areas nearby.»

*Family Vögele Vettiger, moved to Winterthur in 2014*

[www.facebook.com/standort-winterthur](http://www.facebook.com/standort-winterthur)

[www.winterthur-tourismus.ch](http://www.winterthur-tourismus.ch)



## Education Center

«Almost 9'000 students follow their studies and further education at the ZHAW Zurich University of Applied Sciences in Winterthur. We are a prosperous education center – lively, dynamic, ingenious.»

*Michael Künzle, Mayor of Winterthur*

«The first International Congress on Vocational and Professional Education and Training in Winterthur has greatly enhanced my understanding for the dual education system in Switzerland.»

*Carrie Yau, Vocational Training Council, Hongkong*

[www.zhaw.ch](http://www.zhaw.ch)

[www.vpet-congress.ch](http://www.vpet-congress.ch)

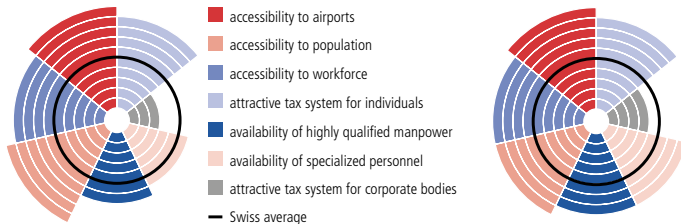


Foto: wintipix

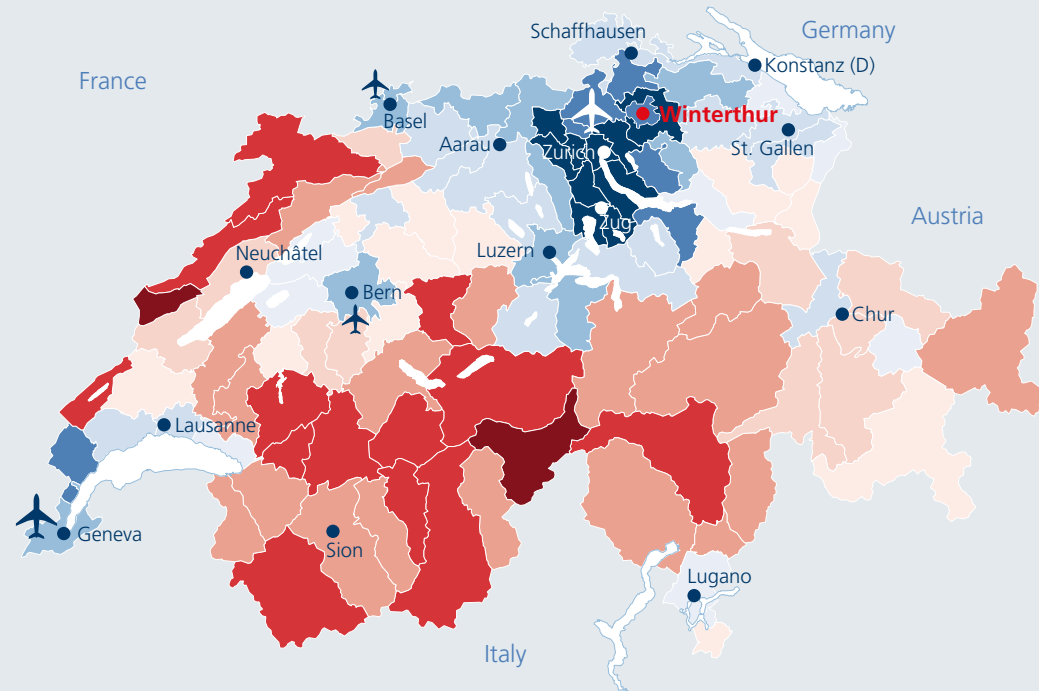
## Real Estate in Winterthur

«On the sites of former industrial zones dating from the height of the Sulzer Group, real estate projects of groundbreaking character are being developed. Thus, the Winterthur Region offers the unique opportunity of highly attractive and well-connected spaces.»

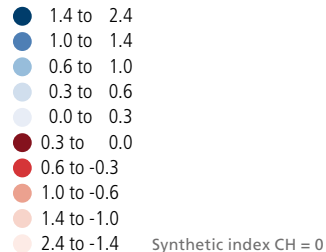
*Ulf Hoppenstedt, Project Manager Development Implenla*



Qualities of the Region of Winterthur (left) and Canton of Zurich (right) (Diagramm rechts)  
 (Quelle: Credit Suisse, 2013).



## Quality of Location of the Swiss Economic Regions



## At a glance

- Proximity to airport – 15 minutes from Winterthur to ZHR Airport
- Education center: ZHAW Zurich University of Applied Sciences, first International Congress on Vocational and Professional Education and Training
- Competence Center for high-tech engineering and machine industry
- City of Culture with international reach



## Highlights in Winterthur Region

### Economic cluster

- Machine industry
- Insurance industry
- Mechatronics
- Medical engineering
- Health economics
- ICT
- Creative economy

### Education

- International Congress on Vocational and Professional Education and Training
- ZHAW Zurich University of Applied Sciences
- Switzerland's largest multimedia study library

### Culture

- Albani festival
- Winterthurer Musikfestwochen Music Festival
- Afro Pfingsten Music Festival
- Internationale Kurzfilmtage Short Film Festival
- Art Collections Oskar Reinhart
- Center for Photography
- Swiss Science Center Technorama



## Your Contacts for Location Promotion, Business Location and Location Management



«Nowhere else are the technology industry, service providers, a great infrastructure and optimal basic economic conditions that close together!»

*Michael Domeisen*

*CEO and Head Business Development  
domeisen@standort-winterthur.ch*



«To improve its positioning and promote the city and region of Winterthur. In Switzerland as well as abroad!»

*Karin Landolt*

*Head Communication and Marketing  
landolt@standort-winterthur.ch*



«Living and learning in a cutting-edge environment? The Winterthur Region is your destination!»

*Anna Ostini*

*Head Location Management  
ostini@standort-winterthur.ch*

[www.location-winterthur.ch](http://www.location-winterthur.ch)



## The Services of the Location Promotion Winterthur Region

### Competent and service-oriented (private-public partnership)

- General information about the location
- PR and marketing
- Lobbying for city and region
- Assistance for finding real estate
- Advisory services to companies
- Supporting resident firms
- Location development
- Settlement: support and consulting
- Networking events
- Economic agenda
- Real estate bulletin





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Our Networking Partners:

