

Expansion guide

- No. 1 worldwide in talent attraction and retention*
- No. 1 worldwide in innovation*
- Business-friendly environment
- Switzerland ranks 4th on the 2021 International Tax Competitiveness Index
- Access to 500+ mio. European customers and 40+ free trade agreements with partners worldwide (incl. China)
- Unrivalled quality of life

Taxes & incentives



- Combined effective corporate tax rates (federal, cantonal and municipal) from 12% to 24%.
- Financial incentives and tax reductions may be available and are assessed on an individual base (innovation potential, job creation etc.). Additionally, R&D support is available through super deductions and a patent box.
- Social security costs in Switzerland are much lower than in other European countries. Costs range from 12.4 to 17% of the gross salary and are paid half by the employer and half by the employee.
- VAT: 7.7% (lowest rate in Europe)
- Switzerland has a progressive but moderate individual tax rate. The rate is flatter in comparison to any other European country.

Deep pool of top talent



Switzerland continues to rank at the top of the Global Talent Competitiveness Index as the world's most appealing location for attracting, retaining and developing talent. This is thanks to the excellent Swiss education system, the Agreement on the Free Movement of Persons with the European Union (EU), the country's cosmopolitan attitude, attractive employment conditions and benefits, social mobility and a high quality of life.

Liberal labor laws



The legal regime governing employment relationships in Switzerland is more liberal and favorable towards employers than other European countries due to less influential labor unions and a relatively low unemployment rate in Switzerland.

6 easy steps to set up your company



1. Chose your preferred legal form
2. Have your foundation documents drawn up by a fiduciary or lawyer
3. Review and sign documents and have signatures authenticated by a notary public or municipal administration
4. Deposit capital
5. Return foundation documents and confirmation of capital deposit
6. Company is founded and registered in the commercial registry

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Immigration



Residence in Switzerland is fairly easily obtained for EU/EFTA citizens thanks to bilateral agreements between Switzerland and the EU. For people from other countries certain provisions apply. Temporary and permanent residence permits are issued by the cantonal migration offices. Stays of up to three months do not require a permit, while stays of over three months do require one. It may be possible to work depending on the type of permit issued.

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Innovation leader



Innovation in Greater Zurich is strengthened by the high density of well-connected universities and research institutes such as the Swiss Federal Institute of Technology Zurich (ETH), the interdisciplinary Research Institute for Materials Science and Technology (Empa), the University of Zurich and various Universities of Applied Sciences. The established exchange between academic institutions and the private sector adds to the attractiveness of the Greater Zurich Area.

Excellent connectivity & infrastructure



Switzerland has three international airports (Zurich, Basel and Geneva), 11 regional airports, 49 airfields and 24 heliports. Zurich Airport is Switzerland's largest international airport with more than 31 million passengers per year, 65 intercontinental flights and 141 European direct flights. With 5,200 kilometers of railways and 73,000 kilometers of roads, Switzerland has an extremely dense and efficient transportation network, allowing easy access to Germany, Italy, France and Austria.

Unparalleled quality of life



The Greater Zurich Area combines breathtaking nature, a wide range of leisure activities, qualified education and training opportunities and excellent medical care. The political and economic stability of Switzerland is an additional draw.

Greater Zurich Area Ltd - Your Swiss business concierge



Greater Zurich Area Ltd is the official investment promotion and economic development agency of Zurich and surrounding Swiss cantons. Set up as a public-private partnership, we help you grow your business in Switzerland - all free of charge.

Our services:

- Provide technology and industry-specific insights
- Offer advice on setting up a company and legal structures
- Connect you to leading service providers
- Identify office space and business parks
- Find research partners at globally leading universities and research institutes

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