

Where tech invests.

Why Greater Zurich Area

As a global leader in innovation and talent attraction and with Switzerland's business-friendly, stable, and reliable environment, the Greater Zurich Area stands out as the premier destination for international companies pursuing strategic expansion.

- ✓ No. 1 worldwide in talent attraction and retention
- ✓ No. 1 worldwide in innovation
- ✓ Business-friendly environment
- ✓ Competitive corporate and individual taxes
- ✓ Access to 500+ mio. European customers and 40+ free trade agreements with countries worldwide
- ✓ Unrivalled quality of life

Technology sectors

- Life Sciences
- Robotics & intelligent systems
- Fintech & Blockchain
- Artificial intelligence & VR/AR
- Information technology
- Advanced manufacturing
- FoodTech

International headquarters

The Greater Zurich Area offers ideal conditions for cross-border functions like finance and tax, research and development, supply chain management, and logistics.

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.

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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.

[Get more information](#)

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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Innovation leader



Switzerland has been ranked as the most innovative economy in the world for over a decade in WIPO's Global Innovation Index.

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.

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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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Taxes & incentives



Switzerland has a progressive but moderate individual tax rate. The rate is flatter in comparison to any other European country.

- Combined effective corporate tax rates (federal, cantonal, municipal) from 12% to 24%.
- Financial incentives and tax reductions may be available and are assessed on an individual basis (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)

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Excellent connectivity & infrastructure



Switzerland boasts an excellent transportation infrastructure and international connectivity, offering seamless air, rail, and road links to destinations worldwide, while also being fully integrated into Europe's extensive transportation network. This makes it an attractive location for businesses that require frequent international travel.

Zurich Airport is Switzerland's largest international airport with more than 31 million passengers per year and connections to over 160 destinations worldwide,

Switzerland is part of the EU Schengen Area and thus has open borders with all its neighboring countries, offering hassle-free crossing into Germany, Italy, France, and Austria.

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Unparalleled quality of life



Switzerland offers an unparalleled quality of life, combining exceptional living standards with a strong sense of security and stability. Its world-class education system and top-tier healthcare services provide residents with access to outstanding opportunities and well-being.

Surrounded by stunning natural landscapes, Switzerland blends urban sophistication with outdoor recreation, making it an ideal place to live.

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Our services

How we help

Greater Zurich Area Ltd is the official investment promotion of Zurich and surrounding Swiss cantons, supported by 30+ partners from business and science. We help you expand your business into Switzerland - all free of charge.

greaterzuricharea.com/services



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

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