



Kanton Zug

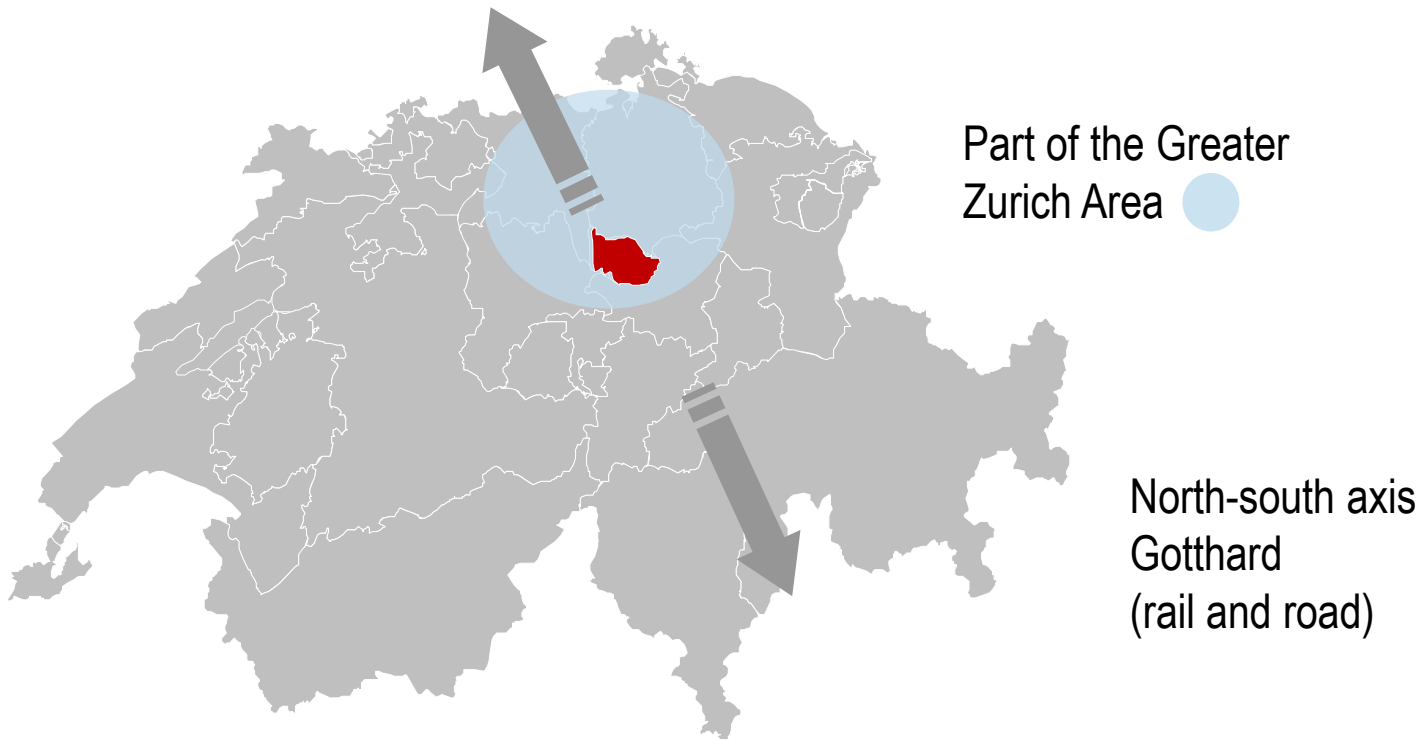
Welcome

Zug: small world – big business

Zug: small world - big business



In the heart of Europe – in the middle of Switzerland

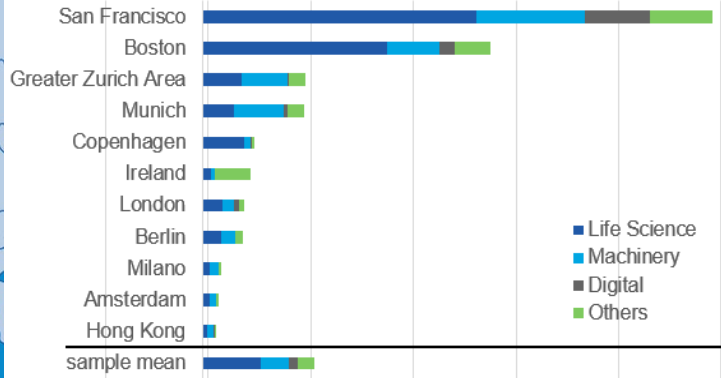


Access to EU Market with 700 million consumers

Greater Zurich Area (GZA) - a leading location in Europe



World class innovation strength.
Regional & technological comparison



Source: BAK Economics, Swiss Federal Institute of Intellectual Property, PatentSight



- **Population: 3.8 million** (of total 8 million in Switzerland) encompassing **nine Swiss cantons** around Zurich
- **Economy:** more than **50% of Swiss GDP** are attributable to the Greater Zurich Area
- **Main sectors:** Life Sciences, ICT, Deep Tech (AI, IOT, Robotics, Sensors, Materials, Blockchain, Fintech etc.), Financial Services, Wholesale incl. Commodity Trading
- **Innovation & Technology:** **world renowned universities** and **research institutes** are based in GZA such as ETH Zurich (#1 Tech University in Continental Europe) / University of Zurich / IBM Research Lab / BioTech Park / Disney Research Lab etc.)



Greater Zurich Area GZA – strong tech competences enable globally leading clusters



Drones/E-Mobility



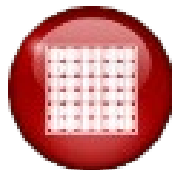
IoT



Robotics/Automation



Sensors



Materials



Computer Vision / VR / AR



AI / BIG Data



Biotech



Medtech



Blockchain / Fintech

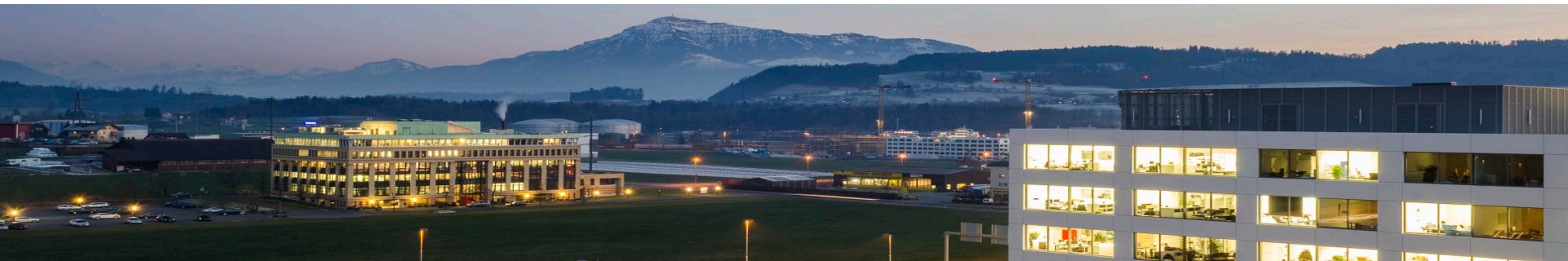
Zug: small world – big business



- 128,794 inhabitants from 143 different nations
- 115,800 workplaces (of which 39,200 commuting in) in 36,900 companies
- Outstanding economic development over the past decades, highly diversified industries

Highly diversified industries

- Wholesale (incl. FMCG and commodity trading)
- High Tech / Deep Tech Industry
- Life Science (Pharma / Biotech / MedTech)
- Financial services (Asset Management / Private Equity / Family Offices)
- ICT (incl. Fintech und Blockchain)
- Headquarters (Full HQ and single functions as Procurement & Supply Chain)





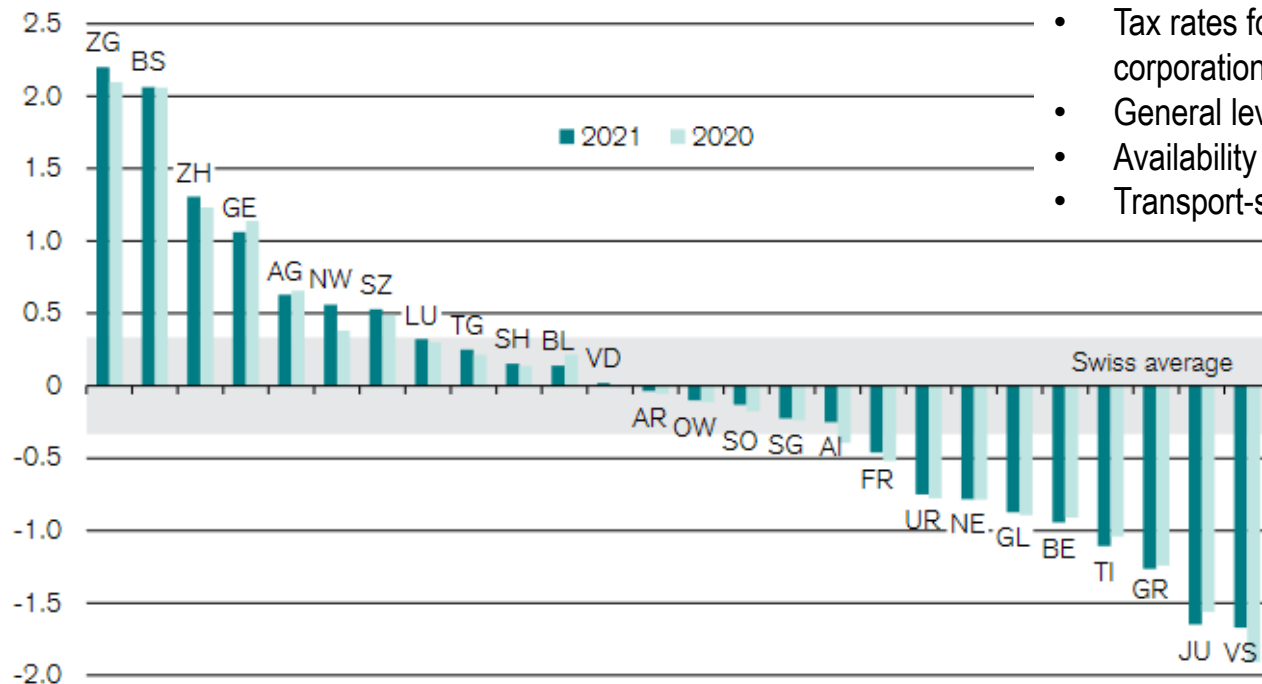
Kanton Zug

Zug: a worldwide leading business location

Swiss cantons' ranking 2021 - Credit Suisse

Locational quality of Swiss cantons

Locational Quality Indicator (LQI), synthetic index, CH = 0

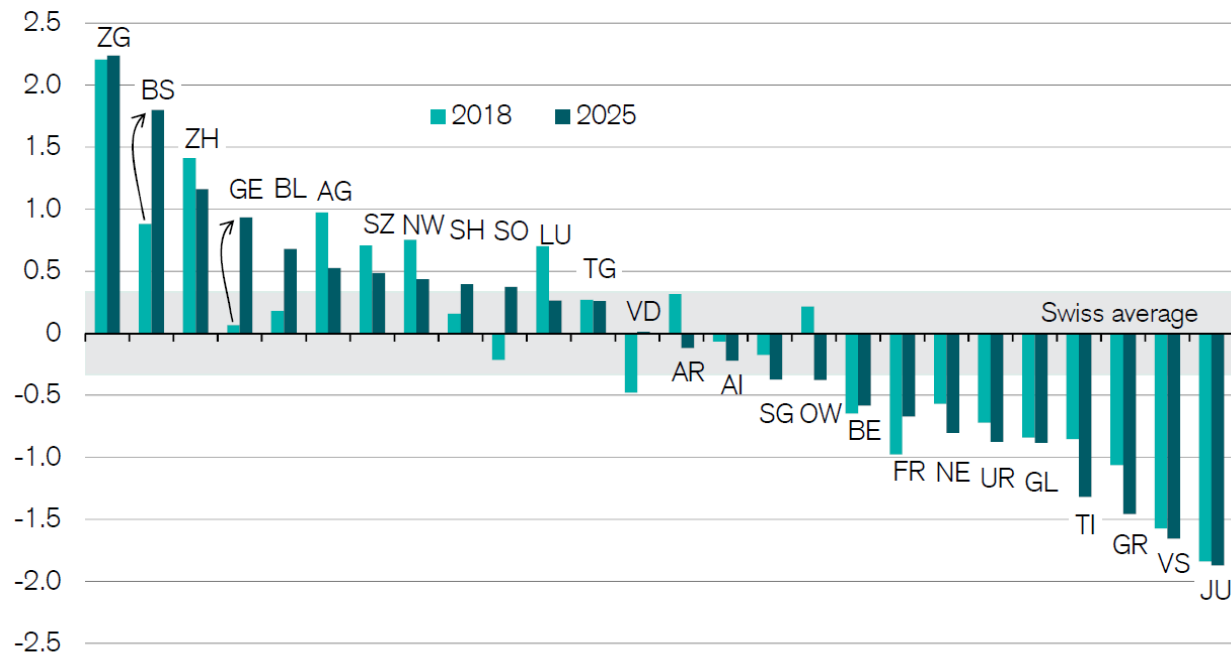


Zug ranked #1 in 22 out of 23 years.

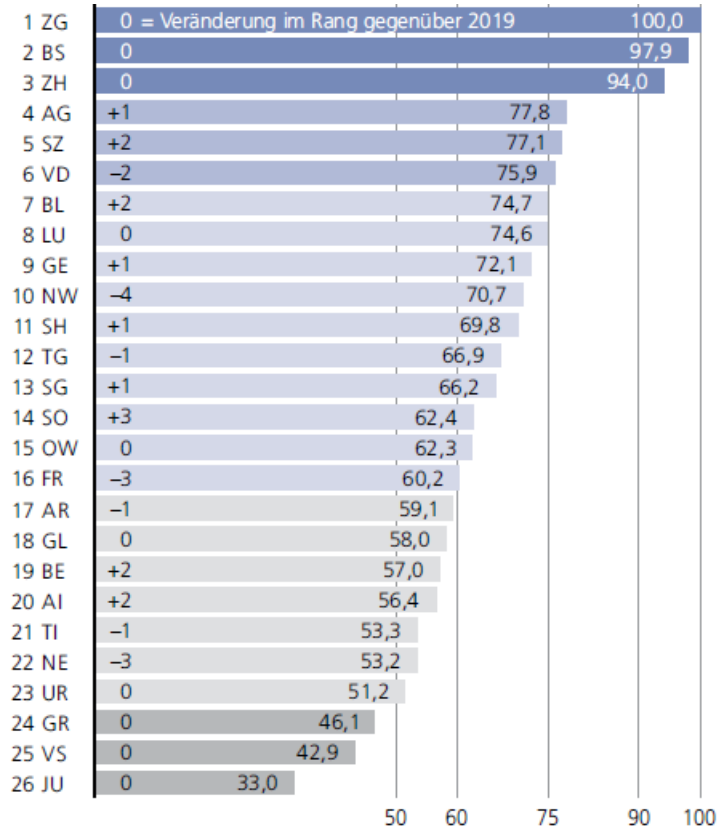
Swiss cantons' ranking 2018 vs. 2025 - Credit Suisse

Locational quality of the Swiss cantons: 2018 vs. 2025

Locational quality indicator (LQI), synthetic index, CH = 0, 2018 and after recalculation of sub-indicators for accessibility and tax burden for legal entities



Swiss cantons' ranking 2021 - UBS



Criteria:

- Economic structure
- Innovation
- Human capital
- Labor market
- Accessibility
- Commuter belt
- Price structure
- Public finance

Zug ranked #1 in 6 out of 7 rankings.

The best overall package



Business friendliness

Stability

Taxation

Talents / Education

Accessibility

Internationality

Quality of life

Effective business environment



Kanton Zug

Zug: leading in political and economic
stability

Stability and growth

- For many decades about 75% conservative voters
- Multiparty political system = long-standing tradition and stability
- Long-term fiscal and tax policy (net equity / long-term decreasing tax rates)
- Expansion of established and dynamic growth of new companies
- Planning security and legal certainty





Kanton Zug

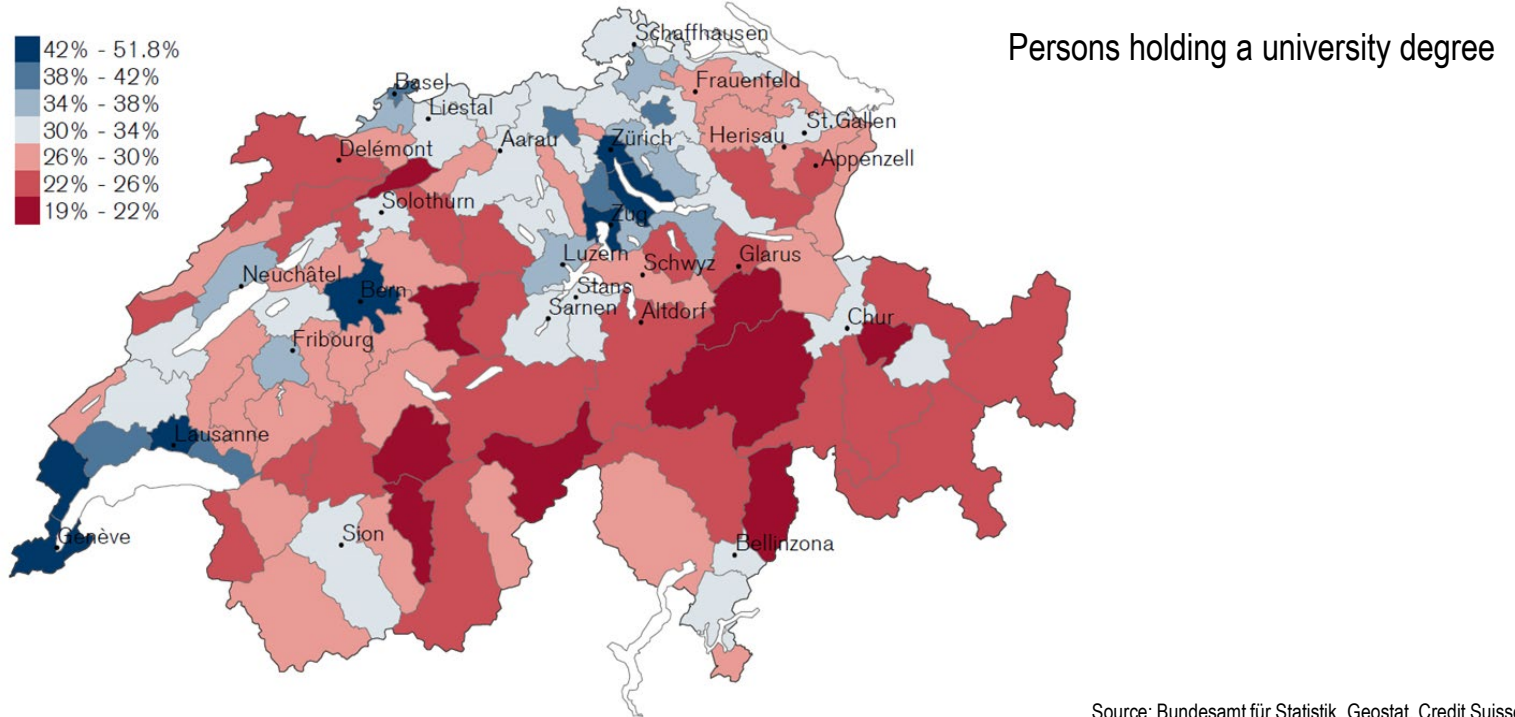
Zug: high availability of talents

Magnet for international talents

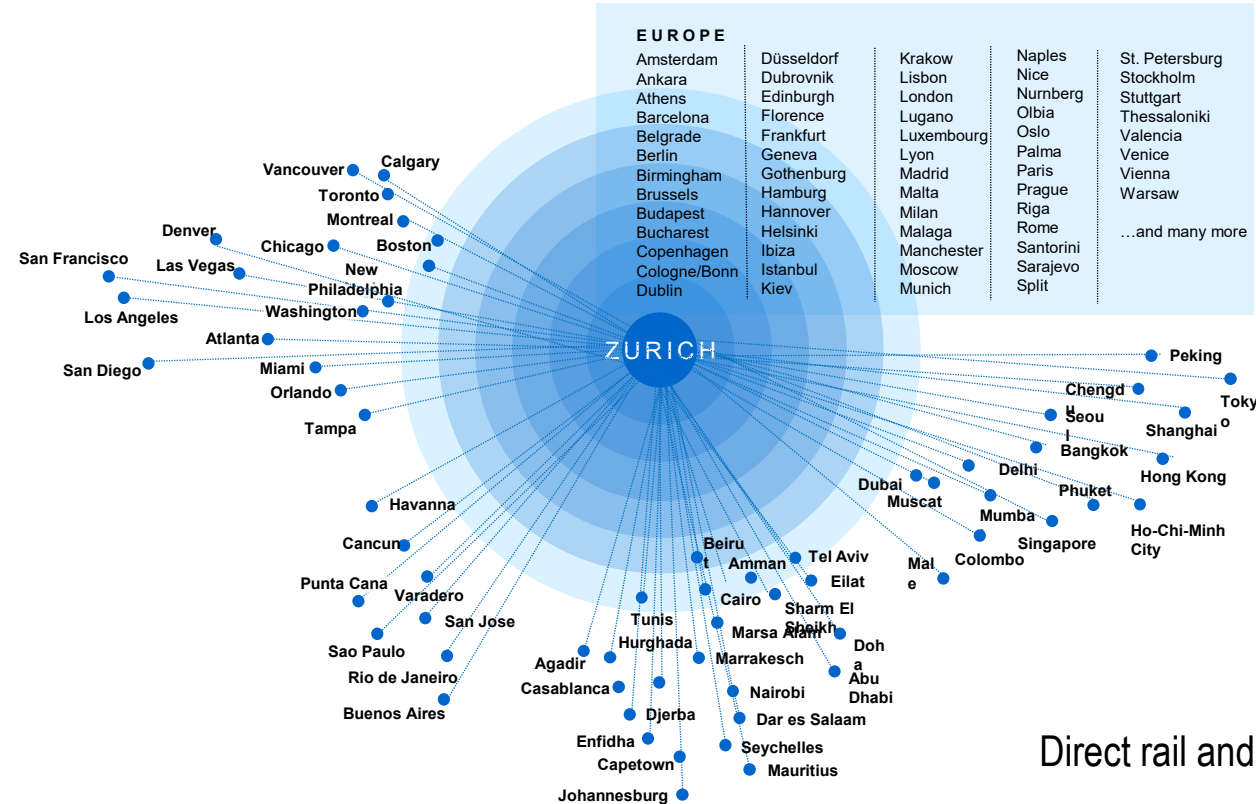
- Access to largest talent pool of approx. 1 million in Greater Zurich Area and Central Switzerland
- Access to over 100 million European talents
- Global top specialists
- Worldwide leading universities and research institutes are located in the area Zurich/Zug/Lucerne. e.g. ETH Zurich (Swiss Federal Institute of Technology) ranked top 10 internationally and #1 in Europe for years)



High percentage of highly qualified talents



Central location within Europe



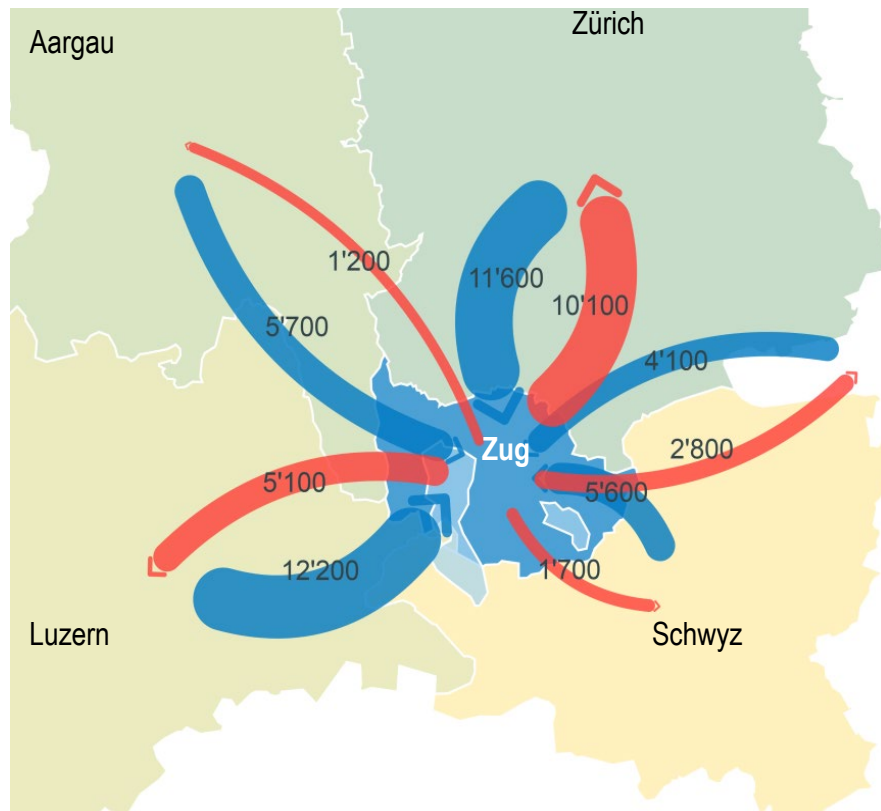
Direct flights from ZHR:
65 intercontinental,
141 European destinations



For 18th time in succession
awarded: «Europe's Leading
Airport»

Direct rail and road connection to all European cities

Central location within Switzerland



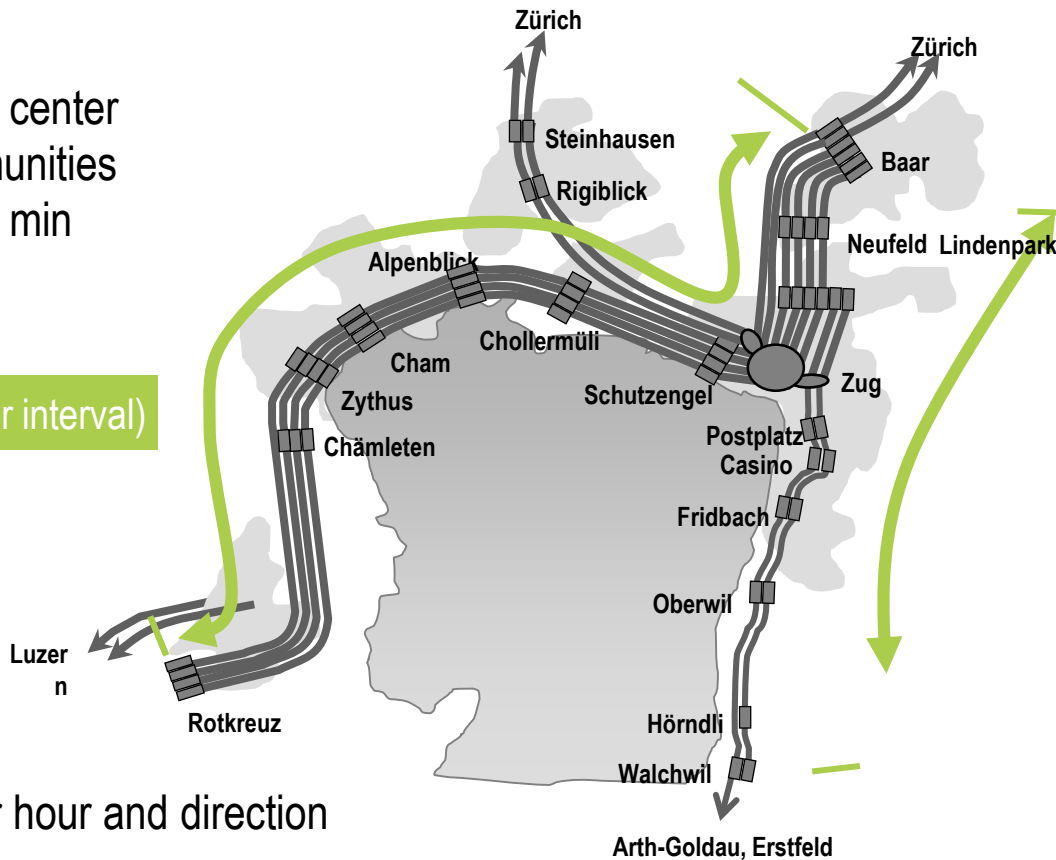
Total commuters to Zug: 39,200
Total commuters out of Zug: 21,000

Zug city trains

Access to city center
from all communities
within max.15 min

20 min to Lucerne (half-hour interval)

20 min to Zurich (half-hour interval)
41-53 min to Zurich Airport (half-hour interval)



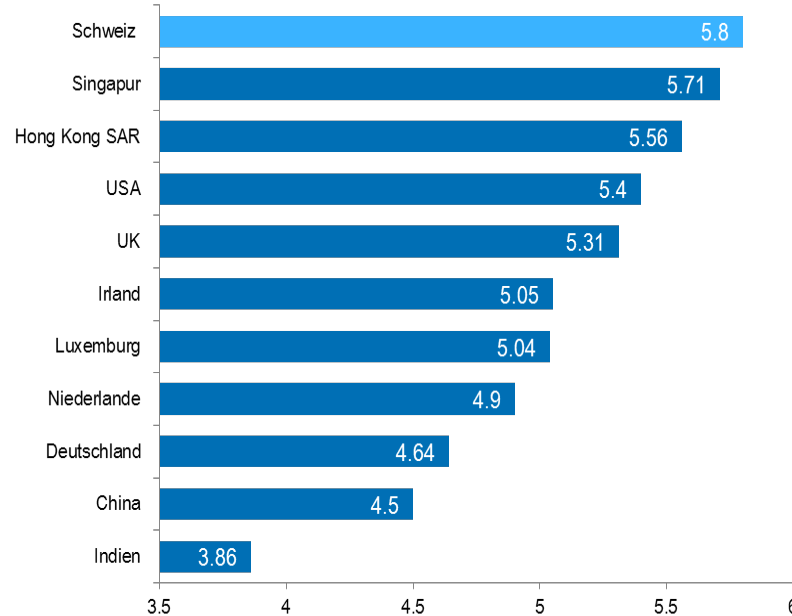
— connections per hour and direction

World renowned research & knowledge location

Zug	Institute of Financial Services Zug (HSLU)
	School of Computer Science and Information Technology (HSLU)
	Institute für Energy and Resource Efficiency (WERZ)
Zurich	Swiss Federal Institute of Technology Zurich (ETHZ)
	University of Zurich (UZH)
	(20 min from Zug)
Lucerne	University of Lucerne
	University of Applied Sciences Lucerne (HSLU)
	(20 min from Zug)



Labor market efficiency



Criteria:

- Redundancy costs
- Hiring & firing
- Cooperation in labor-employer relation
- Flexibility in wage determination
- Ease of finding skilled employment
- Ease of hiring foreign labor
- Pay and productivity
- Reliance on professional management
- Female participation in labor force
- Male participation in labor force
- Salary tax wedge



Kanton Zug

Zug: internationality / highest quality of life

Quality of life

«The Canton of Zug offers us great international infrastructure, good schooling and political stability.»

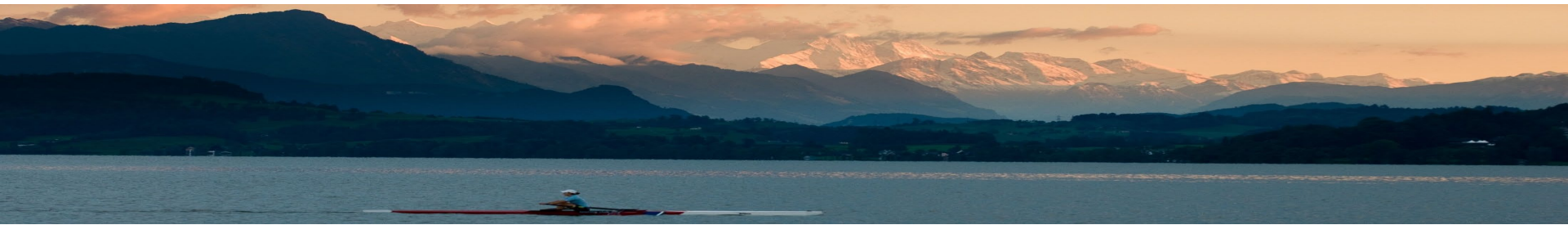
David Hauxwell, Global Head of Procurement, AB InBev

«The high quality of life and welcoming environment make Zug a very attractive place of living.»

Diego Zanuso, CEO, East Metals

«Employees and their families appreciate the quality of life, the educational access and the healthy environment offered in Zug.»

André Wismer, CPO, Siemens Smart Infrastructure Project Business



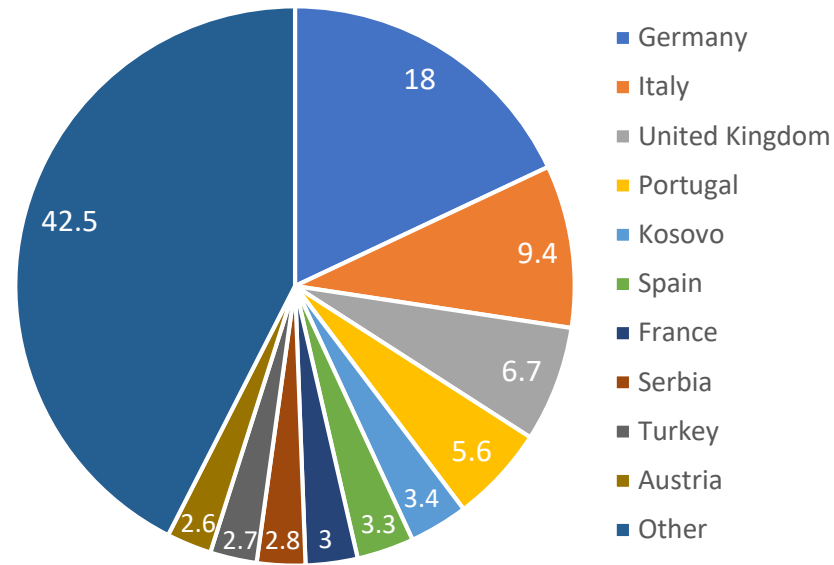
International population

People from 143 different nations live in the Canton of Zug (total: 37,058)

By continents:

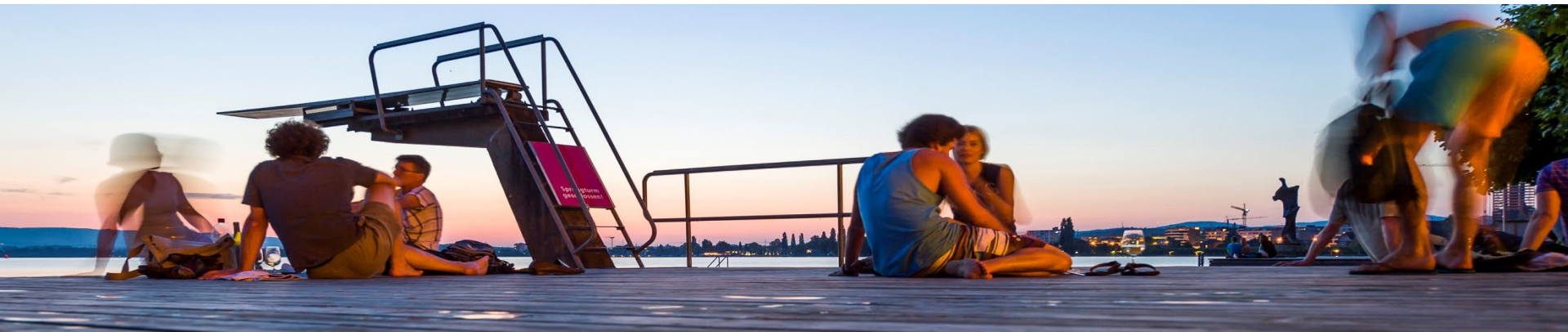
Europe 84%, Asia 7.9%, America 1.8%, Africa <1%, Australia <1%

Top 10 nations in percent:



Integration of internationals

- Info material & news
- Newcomer set
- www.zg.ch (English)
- www.zug4you.ch and The Zug Post
- Migration Advisory Office
- English-speaking authorities
- Relocation agencies
- Service & international clubs (z.B. International Women's Club, Kiwanis, Lions, Rotary)
- Various events (z.B. Grüezi Switzerland, Back to work Seminar)



Public schools (1)

- Flexible public primary schools with German classes for non-German speaking pupils
- Two gymnasiums in the canton
- Bilingual baccalaureate courses (Matura D/E) offered at both gymnasiums: Kantonsschule Zug and Kantonsschule Menzingen

[School system in the Canton of Zug](#)



International schools (2)

- International School of Zug and Lucerne, www.iszl.ch
 - Walterswil/Baar & Hünenberg
(1,250 students, primary years – IB/AP programs)
- Institut Montana, Zug/Zugerberg
www.montana-zug.ch
(300 students, primary years – IB programs)
- SIS Swiss International School, Rotkreuz
www.swissinternationalschool.ch
(120 students, grades 1 – 12)
- Four Forest Bilingual International School, Cham
www.four-forestschoo.ch
(120 students, pre-school – grade 10)
- International School of Central Switzerland, Cham
www.iscs-zug.ch
(100 students, kindergarten – grade 12)



Health Care System

- Cantonal hospital in Baar (Zuger Kantonsspital)
- Private Andreas Clinic Cham (Hirslanden Group)
- Nursing homes
- Home healthcare support (Spitex)
- Many more hospitals in Zurich and Lucerne





Kanton Zug

Zug: effective business environment

Our services – «the spirit of Zug»

Our Economic Promotion Team is a **free of charge «one-stop-shop»** caring for companies located in Zug and supporting those settling here. We act as a long-term partner to support you in your growth. Typical services are:

- assistance setting up business, getting required permits (incl. work permits) and provide contacts for service providers
- help finding ideal office space (from business centers to own rent)
- information and support for relocation services, integration of spouses and family (e.g. schooling)
- business network: introduction to peer companies, networking platforms and to the general business community
- central point of contact for all matters relating to cantonal and Swiss authorities
- unique set of supporting material on the Canton of Zug for the working and living space.



Business infrastructure

- Business support services
 - 270 advocates
 - 300 fiduciaries (90 organized in Fiduciary Association of Zug)
 - > 10 banks (some providing international services)
- Business premises
 - High availability of top office space on prime locations at reasonable prices.
 - Price range depending on location (CHF 150.- to CHF 400.- per sqm and year)
- Business centers
 - 20 business centers in the canton



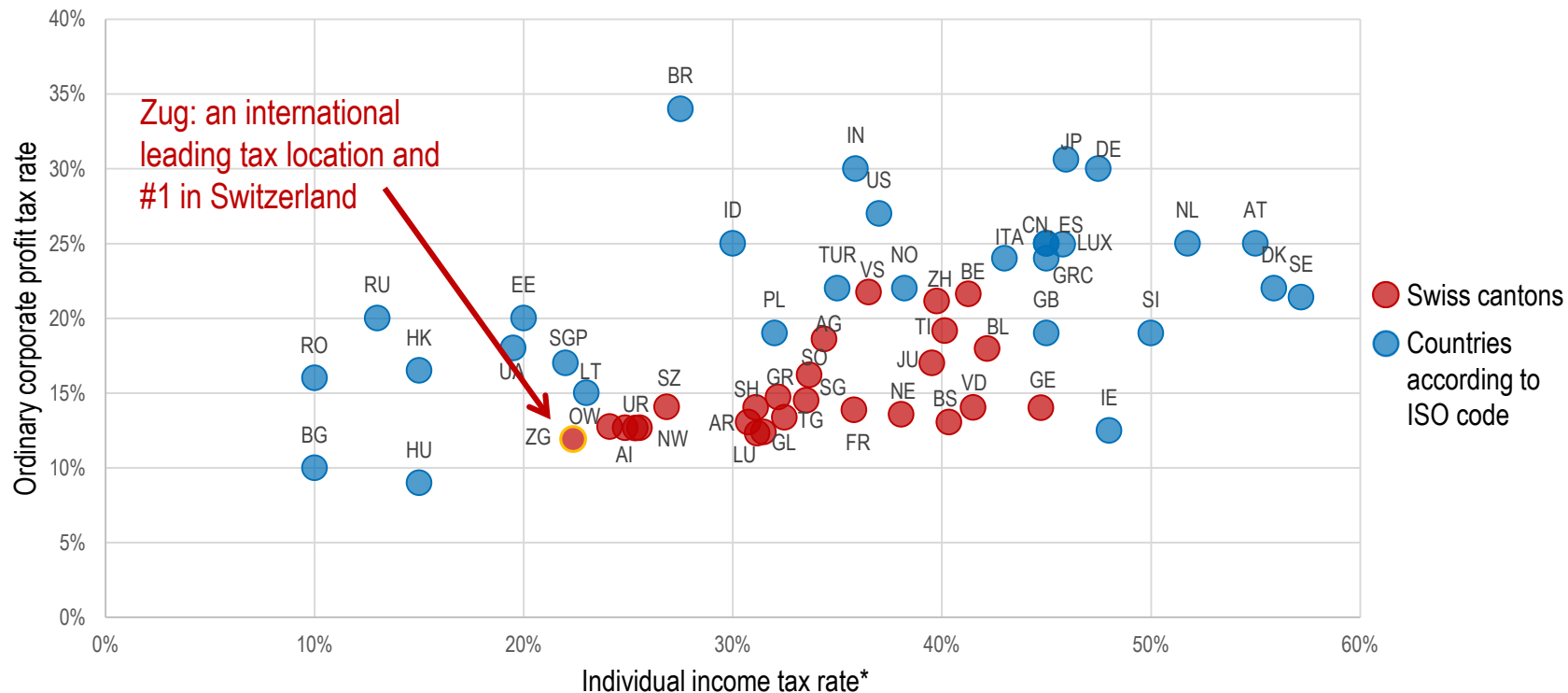


Kanton Zug

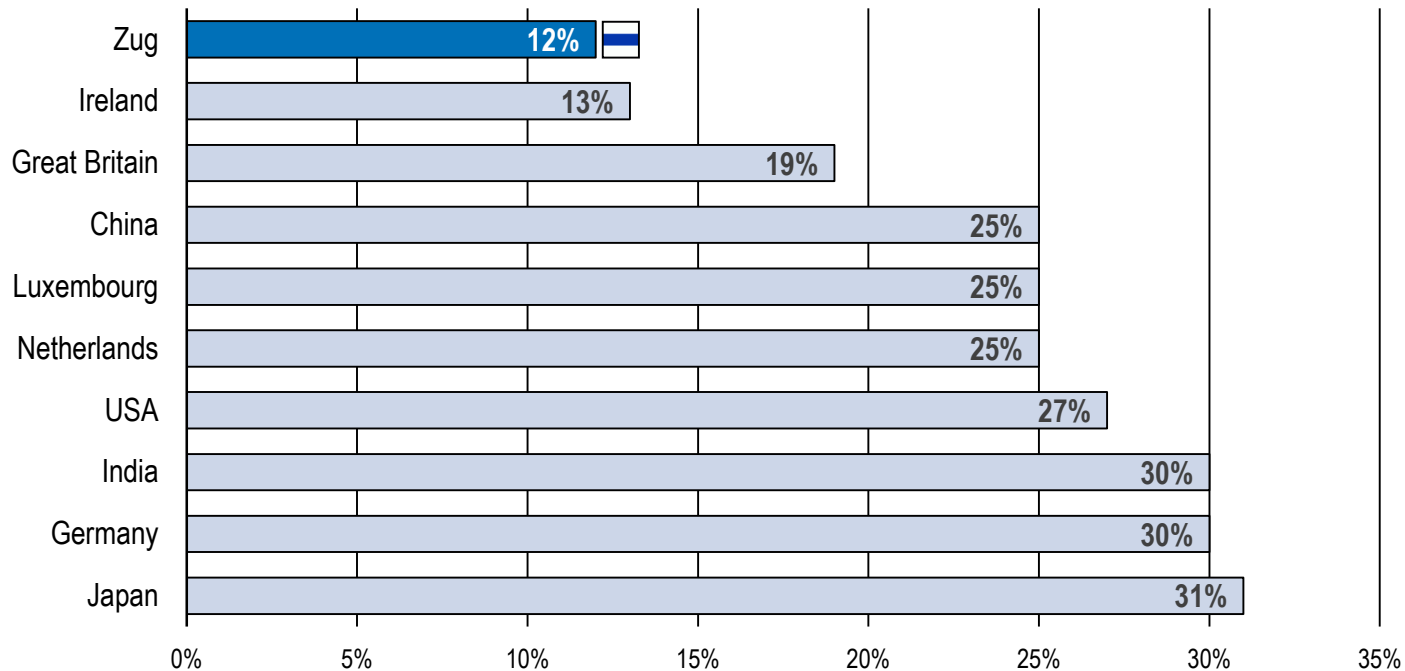
Zug: highly attractive tax environment

Corporate profit tax and individual income tax

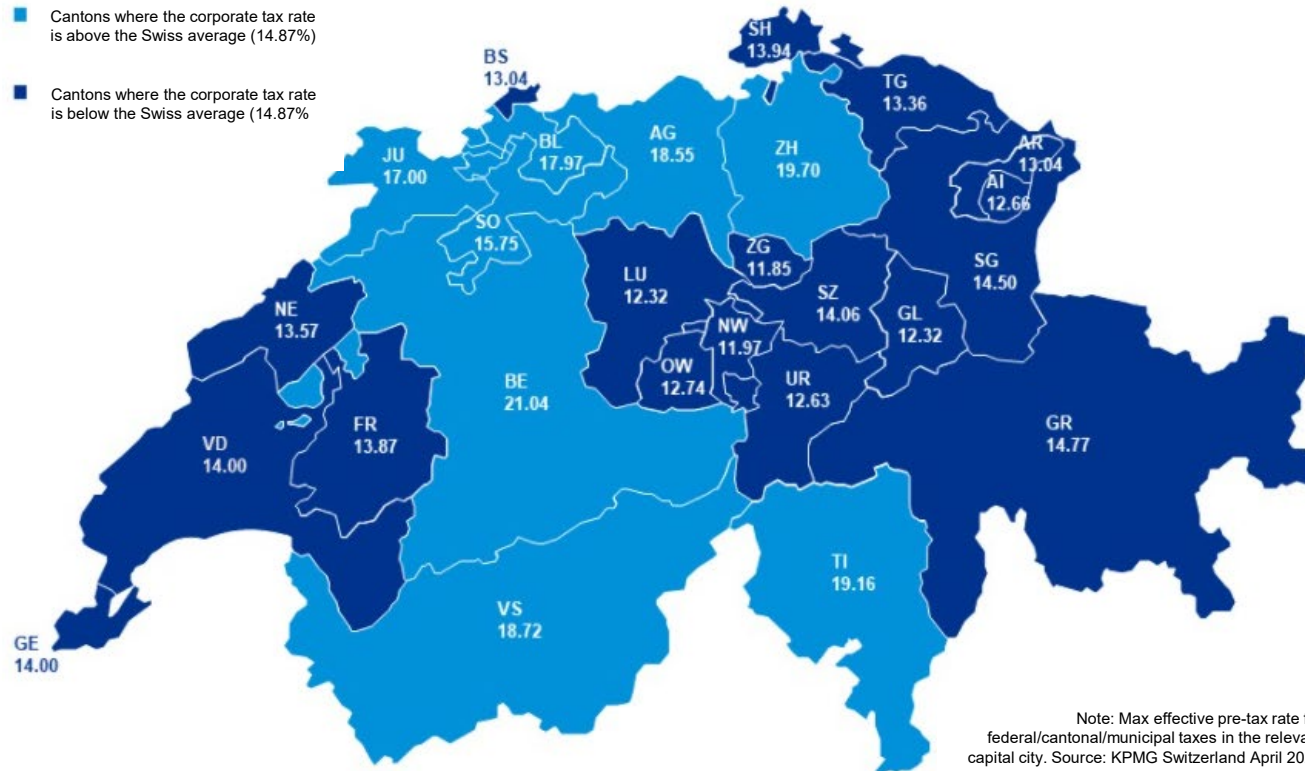
International tax comparison



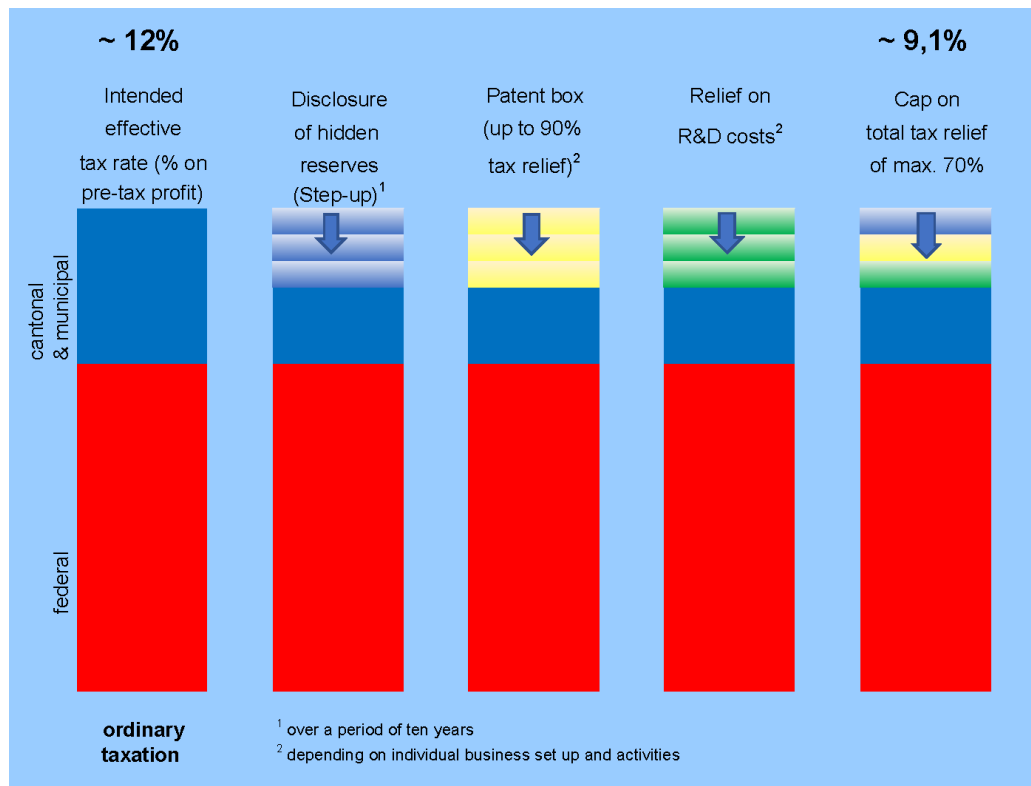
Corporate profit tax - international comparison (ordinary tax rate)



Swiss cantonal corporate profit tax rates for companies



Corporate profit tax Zug



- Total regular profit tax rate (cantonal, municipal, federal): 12%
- patent box: tax relief of 90% on earnings from intellectual property
- R&D costs: additional deductions of 50% of qualifying expenses
- step-up: tax-neutral disclosure of hidden reserves
 - in case of transfer of domicile or management to CH (depreciation within 10 years)
 - in case of local companies (special tax rate over period of five years)
- Total maximum combined tax relief for patent box, R&D deductions and step-up: 70%

Patent Box

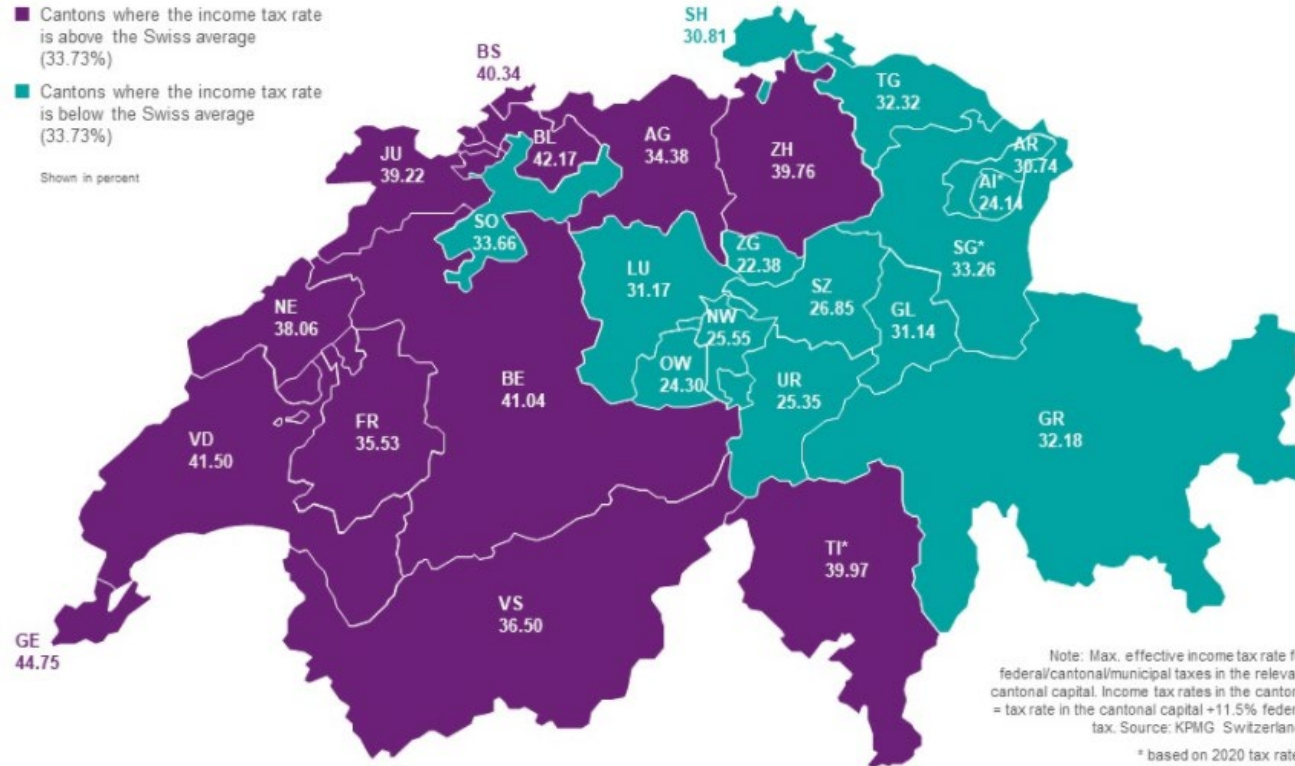
In order to qualify for the box a patent must:

- relate to research and development activities
- nexus approach: must be in Switzerland, except third party R&D abroad.

The patent box covers registered patents.

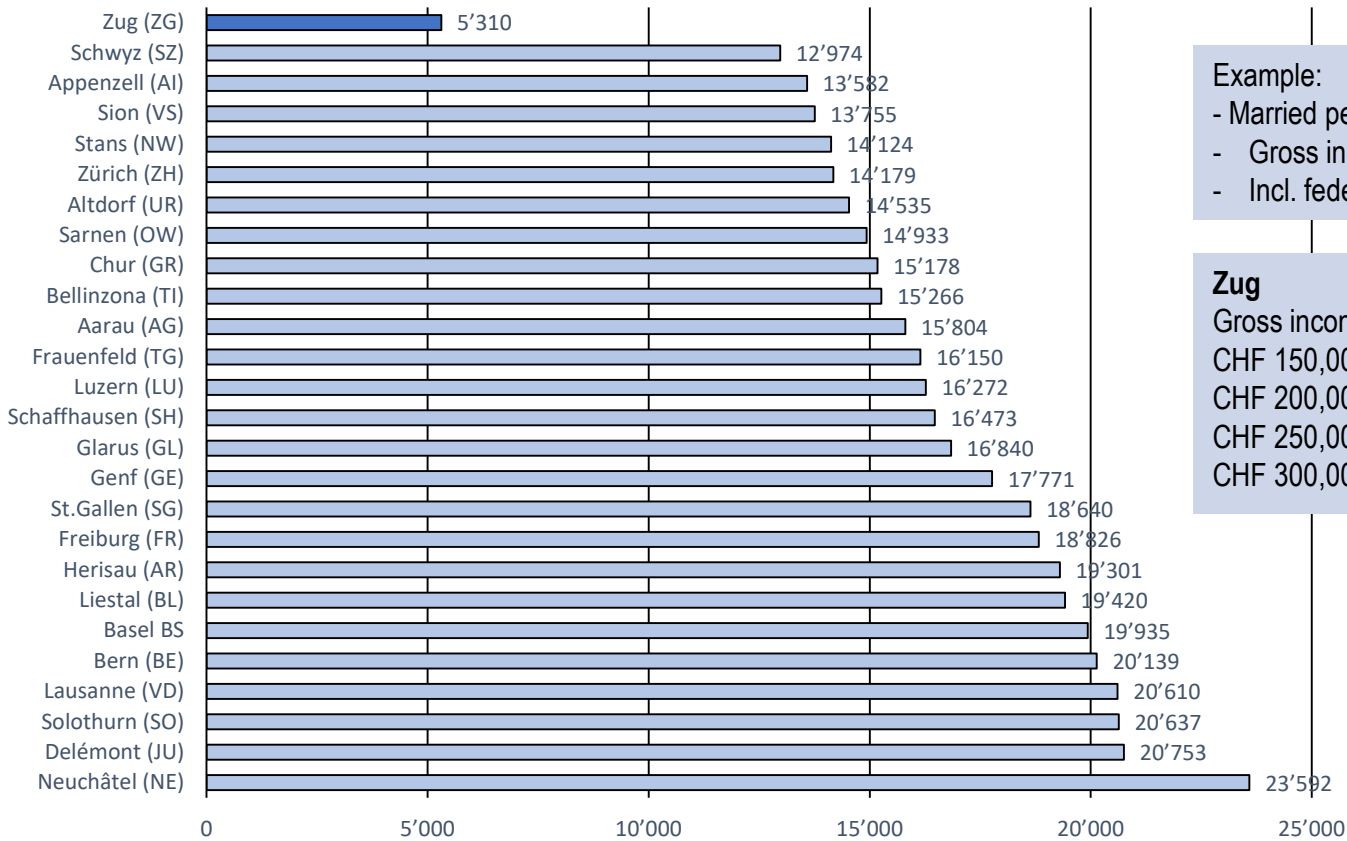
The patent box is only applied at the level of cantonal and communal taxes.

Individual income tax - Swiss cantonal tax rates



Intercantonal tax comparison

Private individuals



Example:

- Married person with two children
- Gross income CHF 150,000
- Incl. federal, cantonal, communal and church tax

Zug

Gross income:	Tax in % of gross income:
CHF 150,000:	3.54 %
CHF 200,000:	6.57 %
CHF 250,000:	10.29 %
CHF 300,000:	13.08 %

Genuine quality of life



What we are also famous for...



Contact information

Department of Economic Affairs

Economic Promotion

Aabachstrasse 5

CH - 6301 Zug

Phone

+41 41 728 55 04

Mail

economy@zg.ch

Internet

www.zg.ch/economy

