

# Zug: financial cluster

The financial sector plays an important role for the business location Zug. Around 7 % of the working population, which equals about 8,000 people, generate 10 % of Canton of Zug's GDP. Key segments in terms of FTE's are private equity and venture capital (40%), banking (24 %), asset management (22 %) and insurances including captives (14 %). These four segments also encompass family offices, wealth management and hedge funds. New impulses for the financial cluster are generated by the FinTech sector.



«Ever since Partners Group was first established here in 1996, Zug has been an outstanding base for our global firm, providing the resources and infrastructure we require for our international focus and needs. We remain committed to the area and look forward to continuing our growth trajectory from this strong base.»

**Ralph Schuck,**  
Managing Director, Head Zug  
Office, Partners Group

## Financial services in Switzerland

The financial services sector, namely banks, insurance companies and other financial services, accounts for over 66.5 billion Swiss francs in revenue, equaling some 9.7% of the Swiss GDP, and for almost 224,000 (FTE) employees. Thanks to favorable legal and regulatory framework conditions and the relatively low reference interest rates of Swiss banks, Switzerland is highly competitive.

## Greater Zurich Area (GZA)

The GZA is one of the world's major financial centers. The Global Financial Centers Index ranks the region under the top ten worldwide and no.1 in continental Europe. The GZA also features a flexible labor market with highly qualified employees. Its high quality of life and well-developed infrastructure make the GZA one of the most attractive financial centers in the world.

## Canton of Zug and the Crypto Valley

The Canton of Zug offers first-class framework conditions for all financial sectors, which is reflected in the wide spectrum of companies in the near-bank segment. The Institute for Financial Services IFZ and the Lucerne University of Applied Sciences and Arts' IT-Department support such companies in their innovative projects across many thematic areas and train highly skilled employees.

The innovative, stable and safe business location of Zug, combined with proactive and solution-oriented authorities, is the ideal location for the emerging



FinTech industry. Many international FinTech companies have therefore also decided to establish their domicile in Zug. They form a blockchain hub known around the world as the Crypto Valley.





«Bitcoin Suisse, a founding member of Crypto Valley in Switzerland, has been at the heart of technology, entrepreneurial and crypto innovation in Zug since 2013. The progressive and innovative approach of Zug enables us to drive crypto adoption further. As the oldest and largest Swiss player of the digital asset industry, Zug offers great economic conditions and an industry-friendly attitude.»

**Dirk Klee,**  
**Chief Executive Officer, Bitcoin Suisse**

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**Facts & Figures:**  
**Finance in the Canton of Zug**  
 - About 2,000 companies  
 - Around 8,000 employees  
 i.e. 6.8% of the total workforce

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**Contacts & platforms**

**Institute for Financial Services Zug (IFZ)**  
 For 25 years, the IFZ has been creating value for the financial sector and corporate finance experts from all industries by offering degree programmes, further education and executive training programmes as well as applied research and consulting services.  
 - [www.hslu.ch/en/ifz](http://www.hslu.ch/en/ifz)

**The Swiss Private Equity & Corporate Finance Association (SECA)**  
 The SECA is the representative body for Switzerland's private equity, venture capital and corporate finance industries. Its objective is to promote private equity and corporate finance activities in Switzerland.  
 - [www.seca.ch](http://www.seca.ch)

**Financial Services Standards Association (VQF)**  
 The VQF offers a full range of compliance services to financial intermediaries in the para-banking sector in Switzerland. As a center of competence, the VQF provides numerous supervisory, inspection, audit, training and advisory services to its members.  
 - [www.vqf.ch/en](http://www.vqf.ch/en)

**Swiss CFO Forum**  
 The Swiss CFO Forum is an independent and professional platform for chief financial officers of companies and persons with a close connection to financial corporate governance. The Forum offers an active and high-quality association life and organizes an annual CFO Day.  
 - [www.cfos.ch](http://www.cfos.ch)

**Swiss Federal Financial Market Supervisory Authority (FINMA)**  
 The FINMA supervises and monitors all financial industry sectors, in particular banks, insurance companies, stock markets, securities traders as well as collective investments and auditing firms.  
 - [www.finma.ch/en](http://www.finma.ch/en)

**Asset Management Association (AMAS)**  
 The AMAS is the representative industry organization of the Swiss fund and asset management economy and member of the European Fund and Asset Management Association (EFAMA) and of the globally operating International Investment Funds Association (IIFA).  
 - [www.am-switzerland.ch/en](http://www.am-switzerland.ch/en)

**Swiss Association of Asset Management (SAAM)**  
 The SAAM represents the interests of independent asset managers in politics and economy on a national and international level. It defines and monitors the professional ethics forming the standard to practice independent asset management.  
 - [www.vsv-asmg.ch](http://www.vsv-asmg.ch)

**Crypto Valley Association (CVA)**  
 The CVA is an independent association established to take full advantage of Switzerland's strengths to build the world's leading blockchain and cryptographic technologies ecosystem.  
 - [www.cryptovalley.swiss](http://www.cryptovalley.swiss)

**Swiss Blockchain Federation (SBF)**  
 The Swiss Blockchain Federation aims to maintain and expand the attractiveness and competitiveness of Switzerland as a blockchain location. By creating legal certainty and a favourable framework, it promotes the economic and social anchoring of blockchain-based applications and activities.  
 - [www.blockchainfederation.ch](http://www.blockchainfederation.ch)

Our services address you directly as an entrepreneur. We are your partner, and we promote the Canton of Zug as a business location.

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