



World's most innovative country

Very high standard of living

World's highest purchasing power

Most attractive country for highly qualified foreign workers

Strong dual education system

Motivated workforce  
No general strikes for almost 100 years

World's highest life expectancy

World's best working conditions

Most popular country for expatriates



Switzerland's 41,285 square kilometers cover geographically, linguistically and culturally diverse territory. Within its population of 8.37 million (2016), German is the majority language (spoken by 63.7%) but counts as one of three official languages, along with French (20.4%) and Italian (6.5%). Approx. 30% of the total population are foreigners.

The workforce is occupied primarily in services (73%), followed by industry (24%) and agriculture (3%).

- GDP (2016) of USD 659.8 billion or USD 78'812.65 per capita
- Services account for 71.2% of GDP
- Industry generates 27.5% of GDP
- Agriculture generates 1.3% of GDP
- Unemployment rate 3.3% (April 2017, source SECO)

Switzerland's major industries include machinery, chemicals, watches, textiles, precision instruments, tourism, banking, and insurance.

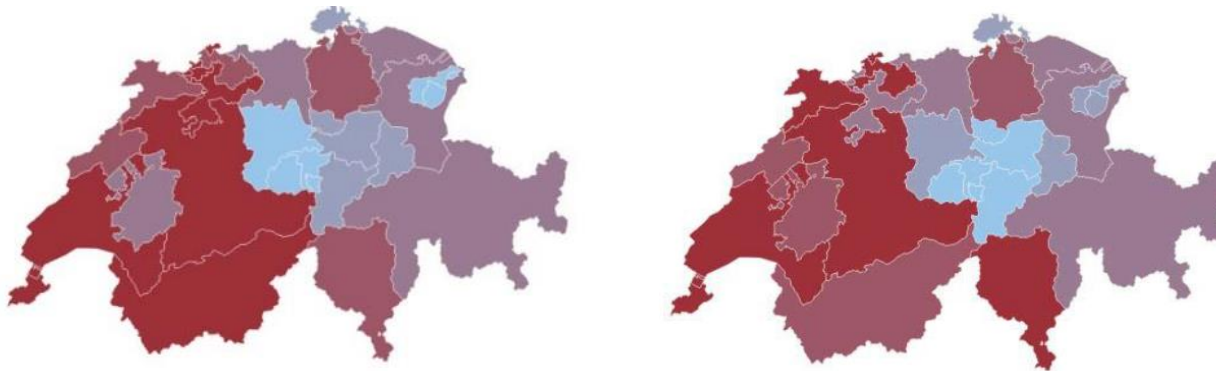
Major exports include food, beverages and tobacco, metal and chemical industries, precision instruments, watches, machinery and electronics and clothing.

Imports concentrated in consumer goods, equipment, energy and raw materials.

The Swiss economy is one of the most liberal and competitive economies in the world. Low capital costs, a stable currency, strong purchasing power, moderate taxation, a federal state system, and economic and political stability guarantee a high level of security for investments in Switzerland.

- **Reliable government** thanks political stability and high independence due to federal structures (tax-raising power, direct democracy, free trade agreements)
- **Liberal Labor Law and Market** with a strong partnership between employers and employees, view regulations, low unemployment rate (<4%), social insurance
- **Sound Financial and Capital Market** with highest purchasing power in the world and monetary stability (low inflation rate), investment friendly climate
- **Attractive Taxes**, very competitive federal tax system with regard to corporate income taxes and individual taxes (lowest total tax, partial tax exemptions for investment projects)
- **Easy Start-up Process**, companies can set-up a new business quickly (2-4 weeks) and easy (initial cost less than CHF 10'000), online registration process possible

Each canton has its own laws, legislative bodies and tax system. Even municipalities levy their own taxes and have some independence on local matters.



## Minimum total tax 37.14% (canton Obwalden)

Luzern	12.32%	St. Gallen	17.40%	Zug	22.86%	Aargau	33.72%
Nidwalden	12.66%	Aargau	19.17%	Obwalden	24.48%	Solothurn	34.50%
Obwalden	12.66%	Freiburg	19.86%	Nidwalden	25.55%	Freiburg	36.02%
Appenzell A.	13.04%	Ticino	20.67%	Uri	25.63%	Valais	36.50%
Appenzell I.	14.16%	Basel Land	20.70%	Appenzell I.	25.74%	Basel Stadt	37.43%
Zug	14.60%	Jura	20.77%	Schwyz	26.96%	Neuchâtel	39.04%
Schwyz	14.86%	Zürich	21.15%	Appenzell A.	30.48%	Zürich	39.76%
Uri	15.12%	Valais	21.57%	Luzern	31.17%	Tessin	40.72%
Glarus	15.71%	Bern	21.64%	Glarus	31.56%	Jura	40.77%
Schaffhausen	16.04%	Solothurn	21.85%	Graubünden	32.40%	Bern	41.27%
Thurgau	16.43%	Basel Stadt	22.18%	Thurgau	32.48%	Vaud	41.50%
Graubünden	16.68%	Vaud	22.79%	Schaffhausen	32.49%	Basel Land	42.17%
Neuenburg	17.01%	Genève	24.16%	St. Gallen	33.52%	Genève	44.75%

Maximum corporate income tax rates state/canton/municipality for the cantonal capital.  
For BE, FR, GE, LU, TG, UR income tax rates from 2014, Source: KPMG Switzerland

Source: KPMG

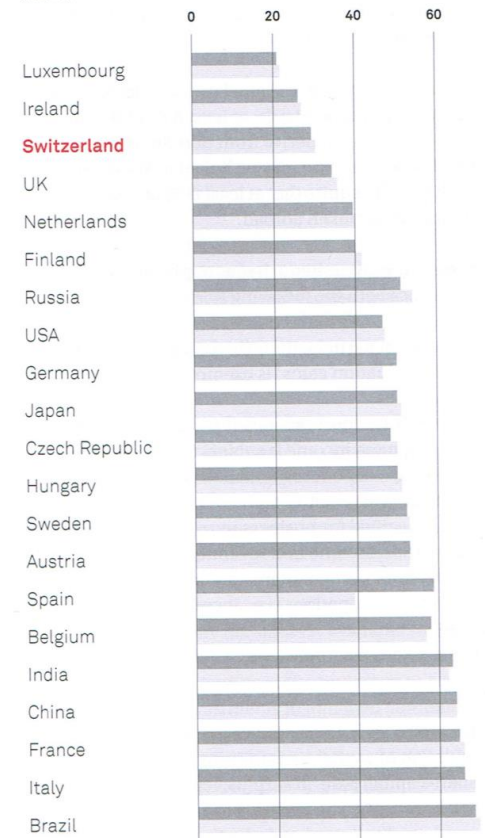
Corporate tax in each canton

Individual tax in each canton

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## Total Tax Rate, 2011/2012

(FIG. 48)



■ Total tax rate (% profit), 2012  
■ Total tax rate (% profit), 2011

Source: Price Waterhouse Coopers, 2014



## The top 10 most competitive global economies

Global Competitiveness Report 2016-2017

Global rank\*

Switzerland	1
Singapore	2
United States	3
Netherlands	4
Germany	5
Sweden	6
United Kingdom	7
Japan	8
Hong Kong SAR	9
Finland	10

Source: The Global Competitiveness Report 2016-2017

\*2016-2017 rank out of 138 economies.



## The 10 Most Competitive East Asia and Pacific Economies

Global Competitiveness Report 2016-2017

Global Rank

Singapore	2
Japan	8
Hong Kong SAR	9
New Zealand	13
Chinese Taipei	14
Australia	22
Malaysia	25
Korea, Rep.	26
China	28
Thailand	34

SOURCE: THE GLOBAL COMPETITIVENESS REPORT 2016-2017  
\*2016-2017 RANK OUT OF 138 COUNTRIES



Switzerland's 3 key strengths are its capacity for innovation, its highly educated workforce, and its first-class scientific research institutions. Cutting-edge technologies and a business-friendly climate also contribute to the country's high productivity.

- **Research and Development Hub** (world-class universities and institutes eg CERN, ETH, PSI, cross-border cooperation, highest number of patents per head worldwide)
- **Intellectual Property (IP)** is very well protected in Switzerland
- **Leading Industry Clusters** (i.e. MEM, ICT, Pharma, Life Science etc.) and also popular for European headquarters (> 1000 multinational firms)
- **Strong Education System** for highly skilled workforce

Leading international universities for technology and the natural sciences (ETHZ, EPFL). The university of St. Gallen ranks 1st in Strategic Management according to Financial Times. The universities of Geneva and Zurich rank in top 100 worldwide.



Universität St.Gallen



**UNIVERSITÉ  
DE GENÈVE**



**University of  
Zurich**<sup>UZH</sup>

## These are the world's most innovative countries

Based on 2016 Global Innovation Index. 2015 ranking in brackets

**1. Switzerland (1)**

**2. Sweden (3)**

**3. United Kingdom (2)**

**4. United States (5)**

**5. Finland (6)**

**6. Singapore (7)**

**7. Ireland (8)**

**8. Denmark (10)**

**9. Netherlands (4)**

**10. Germany (12)**

Source: Cornell University, INSEAD and the World Intellectual Property Organization

## Highest number of Nobel Laureates per capita

**1901** Jean Henri Dunant: Peace prize

**1902** Elie Ducommun: Peace prize

**1909** Emil Theodor Kocher: Medicine

**1913** Alfred Werner: Chemistry

**1919** C. F. Georg Spitteler: Literature

**1920** Charles-Edouard Guillaume: Physics

**1921** Albert Einstein: Physics

**1937** Paul Karrer: Chemistry

**1939** Leopold Ruzicka: Chemistry

**1946** Hermann Hesse: Literature

**1948** Paul Hermann Müller: Medicine

**1949** Walter Rudolf Hess: Medicine

**1950** Tadeus Reichstein: Medicine

**1951** Max Theiler: Medicine

**1952** Felix Bloch: Physics

**1957** Daniel Bovet: Medicine

**1975** Vladimir Prelog: Chemistry

**1978** Werner Arber: Medicine

**1986** Heinrich Rohrer: Physics

**1987** Karl Alexander Müller: Physics

**1991** Richard Robert Ernst: Chemistry

**1992** Edmond Henri Fischer: Medicine

**1996** Rolf Zinkernagel: Medicine

**2002** Kurt Wüthrich: Chemistry

**2017** Jacques Dubochet: Chemistry



**SWITZERLAND  
INNOVATION**  
PARK BIEL/BIENNE

PARK BIEL/BIENNE

PARK BASEL AREA

PARK INNOVAARE

PARK ZURICH



PARK NETWORK WEST EPFL





The [IMD World Talent Ranking](#) is based on countries' performance in three main categories - investment and development, appeal and readiness. The three categories assess how countries perform in a wide range of areas. These include education, apprenticeships, workplace training, language skills, cost of living, quality of life, remuneration and tax rates.

Europe continues to dominate the 2017 list, with 11 out of the 15 most talent competitive economies based on the continent, after a strong performance in 2016. **Switzerland, Denmark and Belgium remain the most competitive countries in the 2017 IMD World Talent Ranking.**

Austria, Finland, the Netherlands, Norway, Germany, Sweden and Luxembourg make up the top-ten.



Switzerland inspires talented individuals to create and achieve. It is a country where work, innovation, creativity, leisure time, family, and recreation are well balanced. With a vibrant cultural life, beautiful scenery, and high-quality real estate, Switzerland offers a high standard of living.

- **Unique Quality of Life:** Switzerland has a richly diverse landscape, crystal-clear lakes, fresh air, short distances and comfortable transportation systems, first-class venues for seminars and conferences (WEF Davos), happiest nation
- **International Environment:** Cosmopolitanism, high degree of linguistic and cultural diversity are valued by foreigners. Most popular destination for expatriates. Many international organizations (WHO, United Nations, WTO, IOC, UEFA, FIFA,...)
- **Reliable Infrastructure:** With 3 international airports (Zurich, Geneva, Basel), excellent road and rail network. Freight transport functions very efficiently. Great choice of high-quality commercial real estate. Stable energy and water supply network.
- **World leading Healthcare System:** Highly trained medical professionals, modern hospitals and top medical institutions help make the Swiss healthcare system among the best in the world.



## Infrastructure Top 10

Global rank\*

Hong Kong SAR	1
Singapore	2
United Arab Emirates	3
Netherlands	4
Switzerland	5
Japan	6
Germany	7
France	8
Spain	9
United Kingdom	10

Source: The Global Competitiveness Report 2014-2015

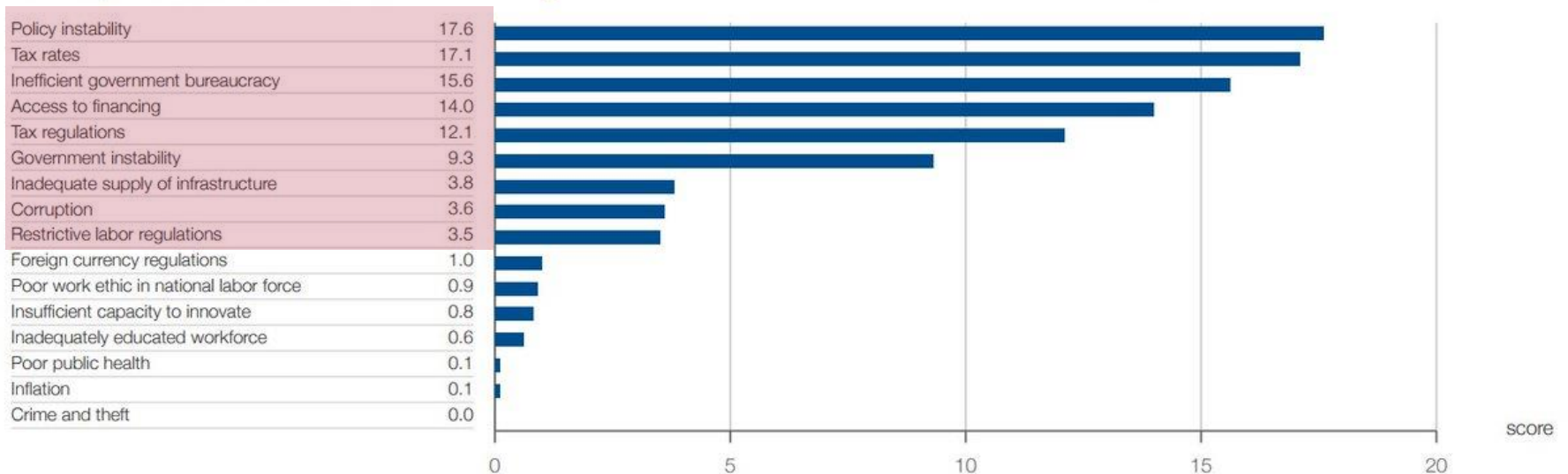
Note: \* 2014-2015 rank out of 144 economies



Switzerland does not face any of these most problematic factors for doing business.

## Most problematic factors for doing business

Source: World Economic Forum, Executive Opinion Survey 2016



**Note:** From the list of factors, respondents to the World Economic Forum's Executive Opinion Survey were asked to select the five most problematic factors for doing business in their country and to rank them between 1 (most problematic) and 5. The score corresponds to the responses weighted according to their rankings.