

SWISS INNOVATIONS

are all around

YOU!





Hi
Siri!

Long short-term memory (LSTM)

**DEVELOPED AT
IDSIA IN LUGANO**



Research collaboration with the

SWISS FEDERAL

INSTITUTE OF

TECHNOLOGY ETH



Disney



THERMOPLAN AG NEAR LUCERNE

makes the coffee machines in each of Starbucks's
almost 21,000 shops around the world.



Google's largest engineering center
OUTSIDE OF THE US
IS IN ZURICH





Solar Impulse 2:

FIRST AROUND THE WORLD FLIGHT

powered by the sun





700 OUT OF THE 3000 PIECES

in a Tesla is supplied by Bossard
a Swiss family business

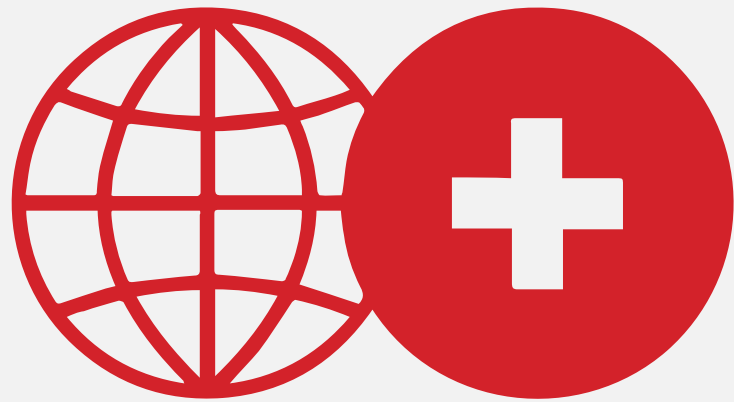




DISCOVERY OF DNA

by Friedrich Miescher
in Basel 150 years ago





WHY SWITZERLAND





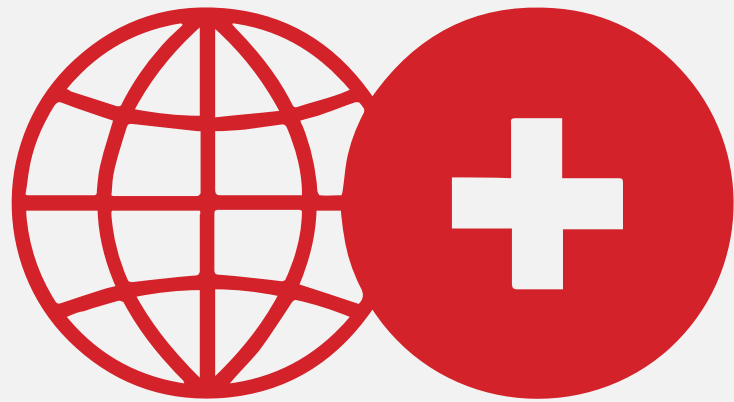
WHY SWITZERLAND

Switzerland's long tradition in vocational education & training (VET) and applied sciences offers companies skilled technical staff





High quality of life makes it easy to attract and retain top talent, expats love Switzerland (public safety, international schools, top healthcare system, outdoor lifestyle)



LIBERAL LABOR LAWS





LIBERAL LABOR LAWS



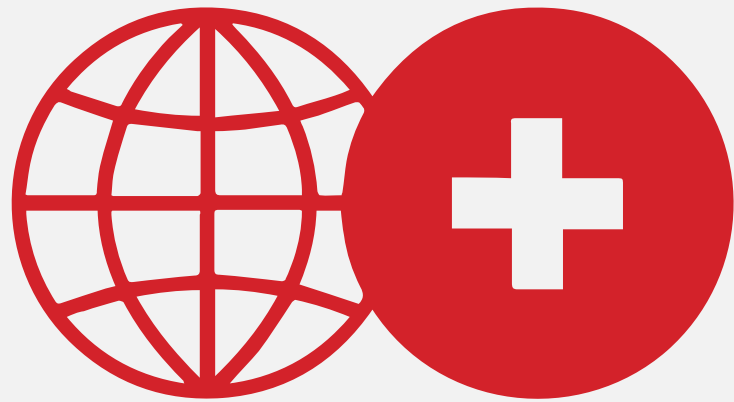
The average Swiss worker works
**42 hours and 24 minutes
a week**
- the highest rate in Europe.



LIBERAL LABOR LAWS



Incidental wage costs and dismissal
costs are low
compared to other European countries



**GROW YOUR
BUSINESS**





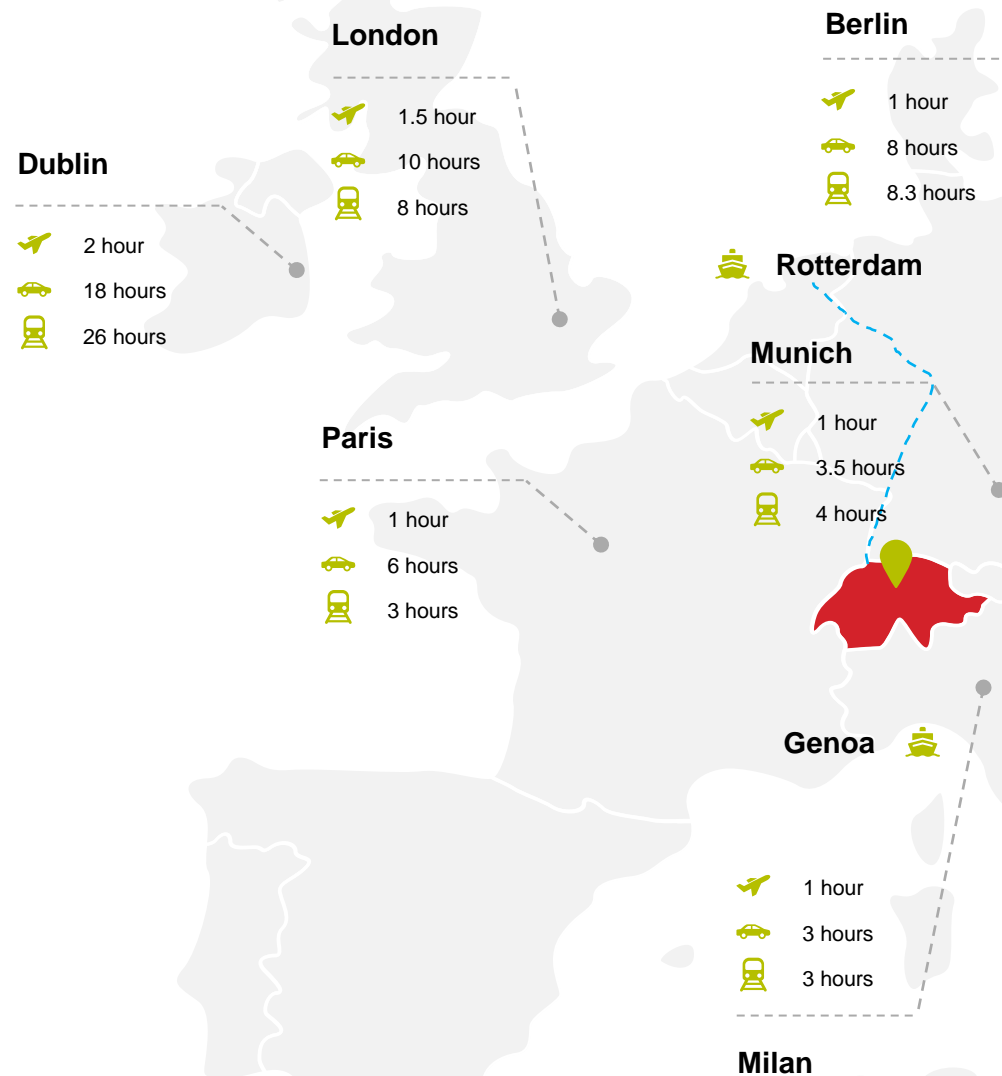
GROW YOUR BUSINESS





GROW YOUR BUSINESS

Access to the European market



Fast connection to all major European business hubs by rail, road and air.

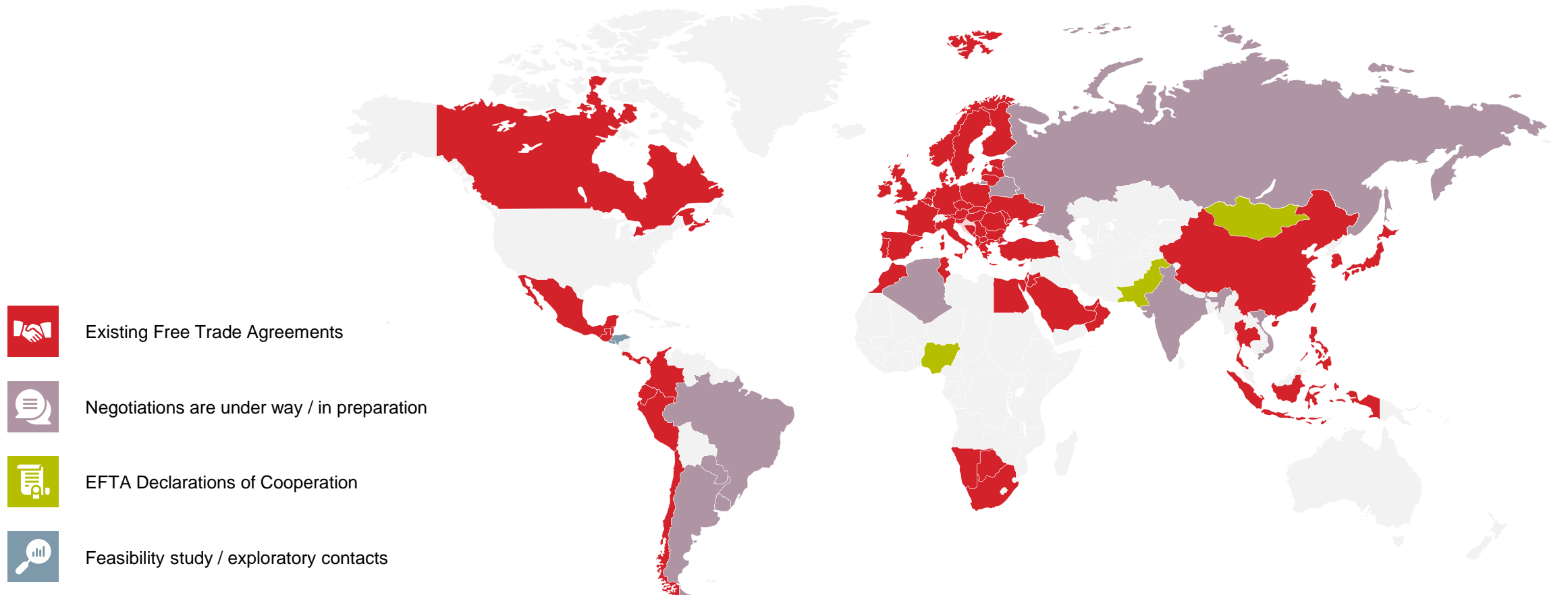


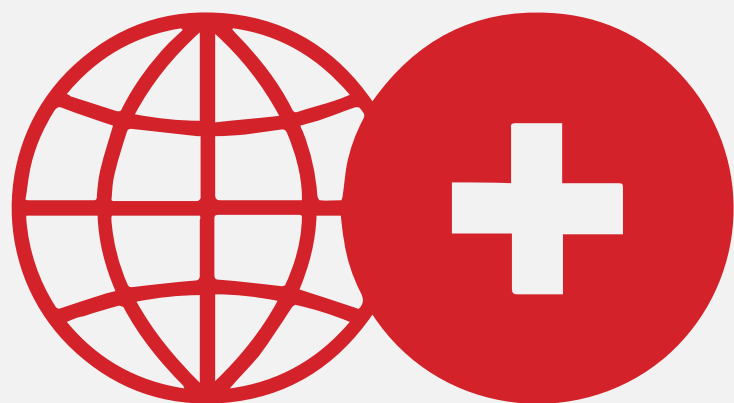
Major EU ports: River Rhine connects Switzerland with Rotterdam, distance to Genoa is 262 miles.

GROW YOUR BUSINESS

Free trade agreements

In addition to the EFTA Convention and the Free Trade Agreement with the European Union (EU) of 1972, Switzerland currently has a network of 31 free trade agreements (FTAs)





RESEARCH COLLABORATIONS AND INNOVATIONS



n|w Fachhochschule
Nordwestschweiz



FMI
Friedrich Miescher Institute
for Biomedical Research

PAUL SCHERRER INSTITUT
PSI

Lucerne University of
Applied Sciences and Arts
HOCHSCHULE
LUZERN

SICHI
Swiss Integrative Center for Human Health
A Swiss Confederation Center for Human Health

EPFL

SIB
Swiss Institute of
Bioinformatics



UNIVERSITÉ
DE GENÈVE

campus
biotech

EMPA
Materials Science & Technology

FHO
Fachhochschule Ostschweiz

Universität St.Gallen

ETH

csem

SWITZERLAND
INNOVATION

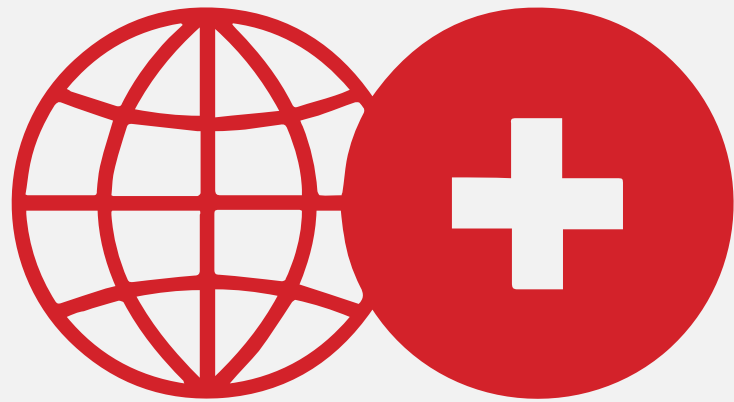
AO Foundation

u^b
UNIVERSITÄT
BERN

USI/SUPSI
IDSIA

idiap
RESEARCH INSTITUTE

adolphe merkle institute
excellence in pure and applied nanoscience



PIONEERING REGULATIONS

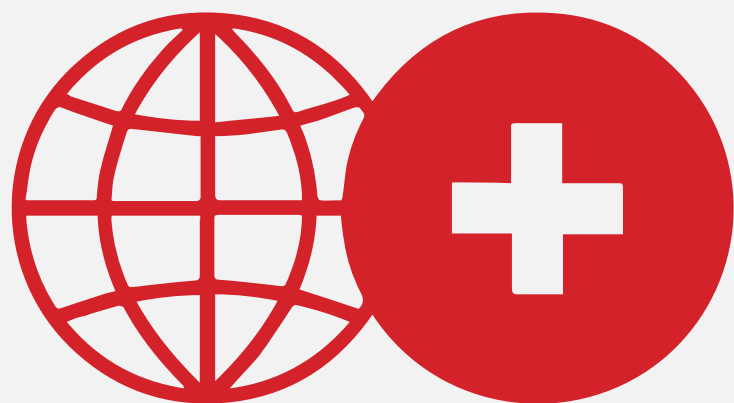




BLOCKCHAIN



**DRONES AND
DIGITAL AVIATION**

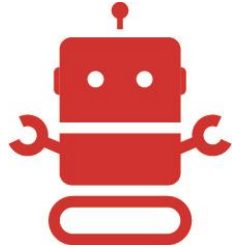


SWISS TECH





Blockchain



**Robotics & Drone
Technology**



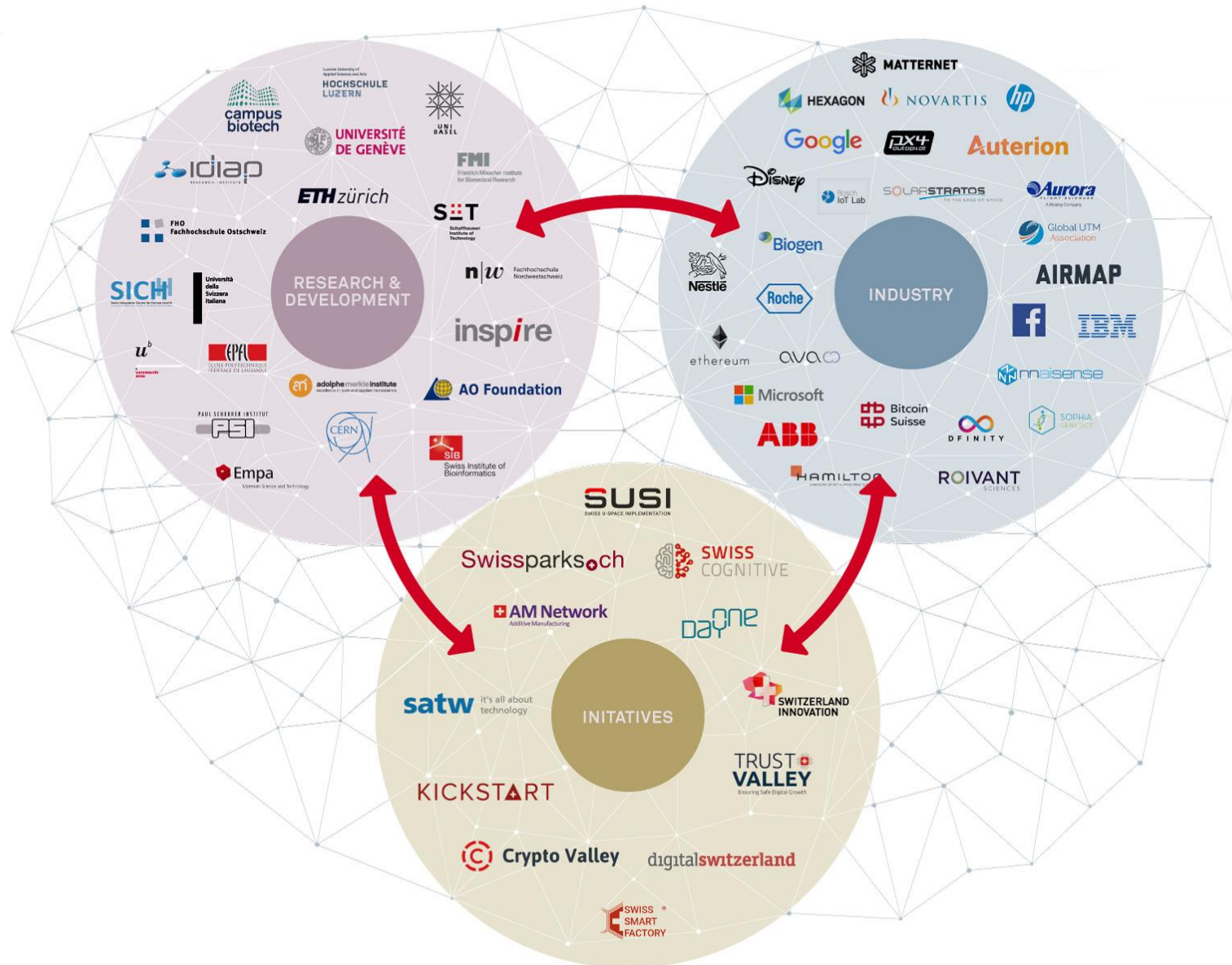
**Advanced
manufacturing**

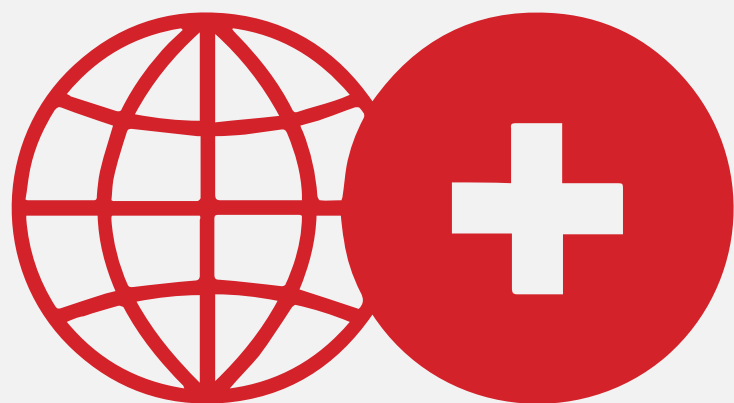


**Artificial
Intelligence**



**Personalized
Health**





TESTIMONIAL





holmusk

CSL Behring
Biotherapies for Life™

 **kare**
[knowledgeware]

JENJI


adidas

 **magic
leap**

HAMILTON



STEFAN SUTER
HEAD OF HOLMUSK EUROPE



«In Basel we find multilingual, specialized talent from fresh graduates to seasoned professionals to be part of the data-driven revolution in healthcare. »

holmusk

www.holmusk.com



holmusk



JÉRÔME CUKIER
COUNTRY MANAGER SWITZERLAND, JENJI



CSL Behring
Biotherapies for Life™

*«Compared to my experience in other European countries,
there were much fewer arbitrary hurdles in place and a much
more welcoming attitude towards business.»*



www.jenji.io



JENJI



MARTIN SCHÄREN

SENIOR VICE PRESIDENT AND GENERAL MANAGER IN BERN



magic
leap

«It was a fast-track project from the very start. Unbelievable work was done at the Protinus construction site to keep to the schedule – particularly this year and after the pandemic hit.»

CSL Behring

Biotherapies for Life™

www.cslbehring.com



CSL Behring
Biotherapies for Life™



ALEXANDER ILIC

GENERAL MANAGER SWITZERLAND AND SENIOR DIRECTOR SOFTWARE, MAGIC LEAP



HAMILTON

«We have established a center of excellence for computer vision & deep learning in Zurich because the location offers a unique combination of top talents, close collaboration between academia and industry and high quality of life»



www.magicleap.com



ANDREAS WIELAND
CEO HAMILTON BONADUZ AG



*«For us, it pays off to produce in Switzerland,
because we produce products that meet the high-
tech standard.»*

HAMILTON[®]

www.hamiltoncompany.com



HAMILTON



DR. MICHELE SAMA
CHIEF TECHNOLOGY OFFICER



adidas

«We could not find or keep the right candidates in London and we were challenged by extreme costs of recruitment and training. »



www.karehq.com



kare
[knowledgeware]



SPOKESPERSON FOR ADIDAS



holmusk

«The appeal of the location for existing and future employees, were key factors in the move to Lucerne in Switzerland. »





S
C



Sirpa Tsimal

Director Investment Promotion, S-GE
stsimal@s-ge.com

IS SWITZERLAND

your next

location?

