

enabling new business

 **SWITZERLAND**  
**GLOBAL**  
**ENTERPRISE**

Success Stories

# AMERICAN COMPANIES IN SWITZERLAND



OFFICIAL PROGRAM

**Switzerland.**   
Trade & Investment Promotion

As part of its remit from the State Secretariat for Economic Affairs SECO and the cantons, Switzerland Global Enterprise (S-GE) provides potential foreign investors with information about the particular strengths and operating conditions of Switzerland as a business location. Its services for foreign companies include assessing the potential of their projects before they are presented to the cantons. S-GE assists the cantons with the relocation of foreign companies, providing market and trend analyses and coordinating the activities of all the bodies involved in the promotion of Switzerland as a business location.



Rolex Learning Center at EPFL in Lausanne, Source: S-GE

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Zurich Airport, Source: S-GE

A WARM  
WELCOME!



**André Schaller**  
Ambassador, Consul General, Consulate  
General of Switzerland in New York

Switzerland's stable business, economic and political environment has long attracted global organizations of all size and focus to manage, develop, manufacture, operate, and sell their products and services.

Of all the factors a company must consider when choosing a business location, talent is most often cited as the bottom line driver of success. In Switzerland, the availability of highly skilled, multilingual expertise is but one reason we are consistently ranked as the world's #1 country for competitiveness and innovation.

This booklet looks at concise case studies of successful American companies that have set up in Switzerland. With no company having the same requirements as another, what they all have in common is a desire to take advantage of the available talent as well as our business-friendly market conditions and wealth of other benefits, including an unparalleled quality of life.

With the backing of both government and private industry, Switzerland and each of its 26 cantons actively encourage inbound investment by providing a flexible package of services tailored to each company's needs.



**Daniel Küng**  
CEO, Switzerland Global Enterprise

Swiss Business Hub USA welcomes your interest in our country as your gateway to Europe and encourages you talk to our local team. We will offer you a warm welcome and help you quickly discover the unique benefits and advantages Switzerland has to offer your company, following the success stories of companies depicted hereafter.



## UNIQUE SWISS ADVANTAGES FOR BUSINESS AND TALENT

There are a number of distinct factors that differentiate Switzerland as a business location from other countries. As a result, companies that set up in Switzerland...

- **Prosper Faster** in the world's most competitive and productive business environment
- **Innovate Faster** in the world's most innovative country
- Have **More Flexibility to React to the Market** due to liberal labor laws and at-will employment
- Access **The World's Top Employees** from a highly skilled, multilingual, sustainable talent pool
- Benefit from **Intelligent and Competitive Taxation**
- **Enjoy Strong IP Protection** with exemplary patent, trademark, design rights and copyright laws
- **Invest Smarter** in one of the most stable European economies with a budget surplus
- Have happier employees, enjoying **Great Quality of Life** when living in Switzerland

Don't take our word for it: On the following pages, read what the experts say about Switzerland in the context of business on a global scale, and what the companies that already operate in Switzerland say about their own experience.

### IMAGE

Inside a high-tech manufacturing plant  
Source: Fotolia





## WHAT THE EXPERTS SAY ABOUT SWITZERLAND

Switzerland consistently ranks in the pole position of international surveys measuring the world's leading economies. Accolades include:

### Competitiveness and productivity

- **#1 worldwide**, for the 6th consecutive year, in the *Global Competitiveness Report 2014/15* by the World Economic Forum, which defines competitiveness as “the level of productivity of a country”

### Innovation and R&D

- **#1 worldwide** in the *Global Innovation Index 2014 (GII)* by Cornell University, INSEAD, and the World Intellectual Property Organization
- **#1 in Europe** in the *Innovation Union Scoreboard 2014* by the European Commission (Executive Body of the EU)
- **#1 worldwide** in the *US-Israel Science and Technology Foundation Index 2013*, which measures the strength of science and technology collaborations between the US and other countries

### Freedom to operate and compete

- **#1 in Europe** in the *Index of Economic Freedom 2014* by the Heritage Foundation/Wall Street Journal
- **#1 in Europe** for Freedom to Compete in *Economic Freedom of the World Report 2013* by The Fraser Institute

#### IMAGE

Research at the Swiss Federal Laboratories for Material Science and Technology (EMPA)

Source: EMPA



### Top technical and managerial talent

- **#1 worldwide** for both technical and white-collar talent in the *Global Talent Competitiveness Index 2013* by INSEAD
- **#1 worldwide** in the *Human Capital Report 2013* by the World Economic Forum
- **#1 worldwide** in the categories 'Jobs' and 'Life Satisfaction' in the *OECD Better Life Index 2013*

### Sustainability

- **#1 worldwide** for energy and environment in the *Energy Sustainability Index 2013* by the World Energy Council
- **#1 worldwide** in the *Environmental Performance Index 2014* by Yale University
- **#1 worldwide** in the *Sustainable Society Index 2014* by the Sustainable Society Foundation

### Branding

- **#1 worldwide** for brand reputation in the *Country Brand Index 2012-2013* by Future Brand
- **#1 worldwide** in the *Country RepTrack Report 2014* by the Reputation Institute

### Quality of life

- **3 of the top 10 cities** in the world are Swiss, in the *Mercer 2014 Quality of Living Report*
- **#3 worldwide** in the *World Happiness Report 2013* by the UN Sustainable Development Solutions Network
- **#1 worldwide** in the *Where to be Born Report 2013* by the Economist Intelligence Unit





## WHAT AMERICAN COMPANIES SAY ABOUT SWITZERLAND

More than 1'600 American companies already operate in Switzerland, from early stage innovators to well-known multinationals. These companies represent a wide variety of industries and have functions in Switzerland that range from corporate management to engineering development, manufacturing, R&D, data centers, supply chain operations, and more.

American firms employ more than 88'000 people in Switzerland, representing nearly 20% of employment in firms with major foreign participation. US companies' capital stock exceeds USD 290 billion, a 39.8% share (SNB; ultimate beneficial owner), making the US Switzerland's largest source country for foreign investment.

The Swiss talent pool is driven by our excellent educational system as well as the proliferation of expats living in the country (nearly 1 of every 4 workers comes from somewhere else). Our essentially at-will employment laws, similar to the US, pleases both employers and employees and keeps the talent pool growing.

In this booklet we provide a glimpse of a few American companies in Switzerland that we asked to describe their experience and how the location has contributed to their success. These companies represent a broad spectrum of investors of various size and industry.



## 3M

**“In Burgdorf we  
make sure that 3M stays  
competitive.”**

“Our center of expertise (COE) in Switzerland integrates all the management and strategic functions of our EMEA supply chain. The rationale of having it all under one roof was threefold: First, we wanted to centralize our management for production, logistics and purchasing for the EMEA markets. Second, we wanted to pool its know-how and expertise in order to – third – develop new operational processes.

Our global processes are now more efficient and the savings we have achieved are being invested in innovation. In Burgdorf we make sure that 3M stays competitive.

3M values highly qualified people. We relocated about half of our employees to Switzerland, a relatively easy task because Bern is simply a great international hub with its short distances to international airports, excellent public transportation, multilingual population and international schools.

### FACTS

#### SECTOR:

Industrial / Technology

#### SWISS OPERATION:

Supply Chain Center of Expertise

#### ESTABLISHED:

Worldwide: 1902

Switzerland: 2013

#### EMPLOYEES:

Worldwide: 88'667

Switzerland: 250

#### SWISS LOCATION:

Cities: Burgdorf / Rüschlikon

Cantons: Bern / Zurich

Regions: Greater Geneva Berne Area /

Greater Zurich Area

Today, our COE employs people from 24 different nations, working in 35 functions including engineering, logistics, planning, quality control and finance. They are the ‘heart and brains’ of 3M’s EMEA supply chain.”

*Mario Mascolo, Vice President, 3M EMEA*

### Company Description:

3M Company (3M) is a diversified technology and global innovation company operating in over 70 countries in six segments: industrial/transportation; healthcare; consumer/office; safety, security/protection services; display/graphics, and electro/communications.



# AppRiver

**“First-class infrastructure, high quality standards, top levels of legal security, economic, social and geographic stability plus comprehensive levels of data protection – all of this combined makes Switzerland one of the best data center locations in the world.”**

## FACTS

**SECTOR:**  
IT security

**SWISS OPERATION:**  
EMEA Headquarters

**ESTABLISHED:**  
Worldwide: 2002  
Switzerland: 2012

**EMPLOYEES:**  
Worldwide: 200

**SWISS LOCATION:**  
City: Lupfig  
Canton: Aargau  
Region: Central Switzerland

“In 2012, AppRiver opened its EMEA headquarters in Lupfig, Switzerland to provide powerful, reliable and flexible IT security for European businesses of all sizes. The move reflects the confidence we have in the quality of our services as well as in the Swiss commitment to data security and privacy.

For AppRiver, security is more than a service we provide. It's part of our corporate DNA. With its state-of-the-art infrastructure, high quality standards, and strong legal safeguards, Switzerland was always an attractive choice for our EMEA headquarters. The presence of green.ch, a long-time partner with a high-end, sustainable data center, made Lupfig, in Canton Aargau, the ideal location to set up shop.

Switzerland provides us an all-around reliable environment. This is a key location factor for a security company like us. And with an established EMEA headquarters in Switzerland AppRiver is well positioned to service a growing client base in the EMEA market.”

*Michael Murdoch, CEO, AppRiver*

## Company Description:

AppRiver, a worldwide leader in email and web security, maintains multiple secure and world-class data centers throughout the US, Europe and Asia, protecting over 47'000 corporate customers and eight and half million mailboxes around the world.

# C. H. Robinson

**“Switzerland as a nation has a long tradition in trade and commerce. It is an important trading platform. Wherever goods are being traded, logistics is right at home. And that is why we’re here.”**

## FACTS

**SECTOR:**  
Freight & logistics

**SWISS OPERATION:**  
Sales Office

**ESTABLISHED:**  
Worldwide: 1905  
Switzerland: 2013

**EMPLOYEES:**  
Worldwide: 11'000  
Switzerland: 4

**SWISS LOCATION:**  
City: Basel  
Canton: Basel-City  
Region: BaselArea

“C. H. Robinson recently opened a new sales office in Basel, Switzerland. Basel was a natural fit, since it is an international logistics hub on the borders of Switzerland, France and Germany.

A multilingual workforce is a must-have if you want to do business in Europe. Being able to locally recruit French, German, Italian, English and Hungarian speaking professionals was a crucial argument for opening shop at this location.

Switzerland is home to many global corporations such as Novartis, Roche or brands like Nestlé – all global multinationals. Now with an office here, it is possible to be close to these clients. Our sales team's highest priority is to focus on customer service in core business areas including new sales, account management and account operations.

Switzerland as a nation has a long tradition in trade and commerce. It is an important trading platform. Wherever goods are being traded, logistics is right at home. And that is why we're here.”

*Zoltan Soos, Account Manager, C. H. Robinson Switzerland*

## Company Description:

C. H. Robinson is a third party logistics (3PL) provider offering freight transportation and logistics, outsourcing solutions, and information services to over 45'000 customers globally. In Europe, C. H. Robinson has a network of 52 offices with over 1'000 employees.



FACTORY.

## Factory Design Labs

**“I have set up a number of companies in different countries throughout my career, and it was just so pleasurable to be able to count on the cantonal authorities. The settlement process in Switzerland was so incredibly smooth.”**

### FACTS

**SECTOR:**  
Advertising

**SWISS OPERATION:**  
Pan-European Headquarters for Design, Advertising and Digital Media

**ESTABLISHED:**  
Worldwide: 1996  
Switzerland: 2012

**EMPLOYEES:**  
Worldwide: 122  
Switzerland: 10

**SWISS LOCATION:**  
City: Verbier  
Canton: Valais  
Region: Greater Geneva Bern Area

“Factory Design Labs works with clients involved in mountain sports, so in order to be at the epicenter of every emerging trend and to see the evolution of niches that define whether a brand stays authentic or loses its connectivity, it is crucial for us to be in an authentic mountain location. Verbier provides us exactly this—it has a true outdoor vibe and is strategically located.

Our headquarters and design factory in Switzerland is perfectly suited to handle core communications and relations with all our European, Russian and Middle Eastern clients. After looking at other alpine locations in France and Austria we just knew that Verbier was the right place for us to grow our business.

Another plus was that we had an outstanding experience with the local economic development agency. Setting up a business in Switzerland was so much easier than we expected. I have set up a number of companies in different countries throughout my career, and it was just so incredibly pleasurable to be able to count on the cantonal authorities. We found the people we needed quickly and the settlement process was incredibly smooth.”

*Bob Reimer, Vice President, International Operations,  
Factory Design Labs*

### Company Description:

Factory Design Labs is a full-service digital advertising agency focused on the core lifestyle consumer. Clients include major outdoor lifestyle brands such as Oakley, Callaway, and Revo.

## Fossil

**“Switzerland’s flexible workforce has been instrumental to the transition. Recruitment of skilled and motivated staff is very easy.”**

“Fossil Group opened its European Headquarters in Basel City in 2004. We recently expanded our operations here, and also invested several million dollars in nearby Glovelier to open new production sites.

The availability of expert know-how and the fact that Basel World is held here enables us to keep a close eye on product trends, and to meet with valuable customers and industry experts.

Local authorities and economic development organizations provide excellent support, not only with administrative tasks, but also by helping our staff with international schools, housing and other issues.

We initially moved several key positions from our headquarters and other locations, but over time local talent has taken the lead. Switzerland’s flexible work force has been instrumental to the transition. Recruitment of skilled and motivated staff is very easy. Currently we have about 350 employees, with 100 additional positions planned for 2015.

A long standing watch-making history, comprehensive industry know-how and easy international access are some of the key reasons why the ties between Fossil Group and the Basel area are stronger than ever.”

*Martin Frey, Managing Director, Fossil Group Europe GmbH*

### Company Description:

The Fossil Group is a global designer, marketer and distributor specializing in consumer lifestyle and fashion accessories, with more than 540 retail and 4’000 wholesale locations.

## FACTS

**SECTOR:**  
Lifestyle accessories

**SWISS OPERATION:**  
European Headquarters / Production Facility

**ESTABLISHED:**  
Worldwide: 1984  
Switzerland: 2004

**EMPLOYEES:**  
Worldwide: 13’000  
Switzerland: 350

**SWISS LOCATION:**  
Cities: Basel / Glovelier / Bienne / Manno  
Cantons: Basel-Stadt / Jura / Bern / Ticino  
Regions: BaselArea / Greater Geneva  
Berne Area / Central Switzerland





## Google

**“Zurich’s central location as well as its high quality of life is a magnet for talent from all over the world.”**

### FACTS

**SECTOR:**  
ICT

**SWISS OPERATION:**  
Engineering Center

**ESTABLISHED:**  
Worldwide: 1998  
Switzerland: 2004

**EMPLOYEES:**  
Worldwide: 47'756  
Switzerland: 1'300

**SWISS LOCATION:**  
City: Zurich  
Canton: Zurich  
Region: Greater Zurich Area

“We opened our first office in Zurich with only two employees in 2004. Since then it has grown rapidly into Google’s largest research and development location outside the US, with a workforce of 1’300 people from 75 countries.

We recruit the best engineers from around the world. Both international and local talent is drawn to Zurich, where we work on some of the most challenging engineering problems to improve and develop products that serve hundreds of millions of people around the globe.

Our engineers in Zurich work on products like Maps, Search, Ads, Apps (Gmail, Calendar) and YouTube, as well as on core infrastructure. For instance, in Zurich we developed the route search function on Google Maps for bikes and public transportation.

Zurich’s central location and high quality of life are a magnet for talent from all over the world. In addition, the Swiss education system is one of the best worldwide and our close relationship with universities enables us to be at the source of tomorrow’s best and brightest talent.”

*Patrick Warnking, Country Director, Google Switzerland*

### Company Description:

Google’s mission is to organize the world’s information and make it universally accessible and useful. Since 1998, the company’s business has grown to include search, advertising, operating systems and platforms, enterprise and hardware products.

## Hamilton Company

**“Bonaduz offers us a place to innovate, to manage our international business, and to manufacture our top-quality products. It is a fertile breeding ground for new ideas in all of these aspects.”**

### FACTS

**SECTOR:**  
Medical technology

**SWISS OPERATION:**  
European and Asian Headquarters /  
Production Site

**ESTABLISHED:**  
Worldwide: 1953  
Switzerland: 1966

**EMPLOYEES:**  
Worldwide: 1'600  
Switzerland: 800

**SWISS LOCATION:**  
City: Bonaduz  
Canton: Grisons  
Region: Greater Zurich Area

“Hamilton’s European and Asian headquarters, along with a production site, are located in Bonaduz. This location offers us a place to innovate, to manage our international business, and to manufacture top-quality products. It is a fertile breeding ground for new ideas in all of these aspects.

A few years ago we invested in a new building in order to grow our business further. Expanding in Switzerland also made sense from a financial point of view: Land is very reasonably priced, and taxes are moderate. And it clearly paid off on all fronts.

In Switzerland we find experienced staff for our global sales and distribution. Being close to top-class research institutes and technical universities, with their exceptional fundamental and applied research projects, is a bonus. And a big draw for our employees is having the majestic Swiss Alps as a backdrop at our facilities. What other location can compete with this!

But while the Canton of Grison may be a favorite tourist destination with places like St. Moritz and Davos, Bonaduz is also only an hour’s drive from Zurich International Airport.”

*Andreas Wieland, CEO, Hamilton Bonaduz AG*

### Company Description:

Hamilton Company is a global designer and manufacturer of liquid handling, process analytics, robotics and automated storage solutions, with a broad offering of laboratory products.

# Johnson & Johnson

**“At the end of the day this is what it all boils down to: The overall package must be right. And we are very satisfied with the package that Switzerland offers.”**

## FACTS

### SECTOR:

Life sciences / consumer healthcare

### SWISS OPERATION:

Headquarters / Supply Chain / Sales & Marketing / Manufacturing / Quality / Regulatory / Shared Services & Administration

### ESTABLISHED:

Worldwide: 1'886  
Switzerland: 1959

### EMPLOYEES:

Worldwide: 128'700  
Switzerland: 6'000

### SWISS LOCATIONS:

Cities: Zug / Hägendorf / Zuchwil,  
Schaffhausen / Oberdorf / Neuchâtel /  
Le Locle / Berne  
Cantons: Zug / Solothurn / Schaffhausen /  
Basel-Land / Neuchâtel / Valais / Berne /  
Ticino  
Regions: Greater Zurich Area / Greater  
Geneva Berne Area / Central Switzerland

“Switzerland offers the full package to companies. It's not only about the competitive financial environment, the labor laws or the tax system. In order to recruit the best talent, a global company also needs a location with a high quality of life, the best international schools, a rock-solid infrastructure, and a stable political and economic environment. At the end of the day this is what it all boils down to: The overall package must be right. And we are very satisfied with the package that Switzerland offers.

We've received a lot of support from Swiss economic development agencies and government offices. We sense their ambition to act not primarily as an authority but as a service provider.

Our history in Switzerland dates back 50 years. Today, the “Johnson & Johnson Family of Companies in Switzerland” employs more than 6'000 from 45 nationalities. As one of the largest US employers in Switzerland we are proud to play a vital role in the economic and social life of this beautiful country.”

*David Bancroft, Managing Director, Johnson & Johnson  
Campus Switzerland Services*

## Company Description:

Johnson & Johnson (J&J) is engaged in the research and development, manufacture and sale of a broad range of healthcare products. J&J's more than 275 operating companies in 60 countries include some of the world's largest consumer health, medical devices, diagnostics, biologics and pharmaceuticals companies.



# Kayak

**“Our business is based on being innovative and being at the forefront of trends, so we are always looking for the best talent and new brainpower. Zurich is a good place for exactly this, a very international city and full of young, tech savvy and multilingual people.”**

## FACTS

### SECTOR:

Technology / online search travel

### SWISS OPERATION:

European Headquarters

### ESTABLISHED:

Worldwide: 2004

Switzerland: 2011

### EMPLOYEES:

Worldwide: 300

Switzerland: 40

### SWISS LOCATION:

City: Zurich

Canton: Zurich

Region: Greater Zurich Area

“KAYAK established its European headquarters in Zurich. We also looked at Ireland, but Switzerland proved the better option.

Our business is based on being innovative and being at the fore front of trends, so we are always looking for the best talent and new brain power. Zurich is a good place for exactly this, a very international city full of young, tech savvy and multilingual people.

Hardly any of our markets are more than three flight hours away. Accessibility to one of the most efficient airports in Europe clearly proved to be a business advantage.

At the same time, our employees enjoy an above-European standard of living, which makes for an exceptional corporate culture. Of course, competitive tax rates, low social contributions and liberal labor laws played a role too in our decision-making. Compared with most EU countries, these put Switzerland at a comparative advantage.

We're very satisfied and continue to enjoy and experience first-hand the great benefits of being in Switzerland.”

*Jan Valentin, Managing Director, KAYAK Europe*

## Company Description:

KAYAK is a technology company focused on making online travel better. KAYAK's website and mobile app are available in 31 countries and 17 languages. KAYAK is an independently managed subsidiary of The Priceline Group.

## Maetrics

**“The political and economic stability as well as the positive business climate is important not only for our company, but even more so for our clients.”**

### FACTS

**SECTOR:**

Life sciences consulting

**SWISS OPERATION:**

European Headquarters

**ESTABLISHED:**

Worldwide: 1984

Switzerland: 2013

**EMPLOYEES:**

Worldwide: n/a

Switzerland: n/a

**SWISS LOCATION:**

City: Solothurn

Canton: Solothurn

Region: Greater Zurich Area

“Maetrics is always looking for opportunities to increase growth and efficiency. So when we decided to expand our business in Europe, we found that Switzerland was strategically better positioned to service our EMEA clients than other European locations we examined, for instance Germany.

Today, we cover a global spectrum of life sciences consulting from our European headquarters in Solothurn. One of the most important pluses is a large pool of educated individuals. The existence of other global companies in the region also provides opportunities for acquisition of experienced managers.

Solothurn is everything we expected it to be – and more: a beautiful region that offers diversity and a thriving economic environment, very convenient for our global clients while offering a supportive living environment to our employees and their families.

Maetrics is pleased with its decision to have located in Switzerland. The political and economic stability as well as the positive business climate is important not only for our company, but even more so for our clients.”

*Mark Hassenplug, President & CEO, Maetrics*

### Company Description:

Maetrics is a full-service global consulting firm specializing in compliance strategy and solutions for top-tier medical device, pharmaceutical, biotech and nutritional companies.



# Maxwell Technologies

**“Switzerland offers flexible labor laws that perfectly meet our requirements and allow us to better respond to fluctuations in demand.”**

## FACTS

**SECTOR:**  
Industrial, electronic components

**SWISS OPERATION:**  
EMEA / Production & Development

**ESTABLISHED:**  
Worldwide: 1965  
Switzerland: 2002

**EMPLOYEES:**  
Worldwide: 400  
Switzerland: 111

**SWISS LOCATION:**  
City: Rossens  
Canton: Fribourg  
Region: Greater Geneva Berne Area

“At our Swiss subsidiary we develop and manufacture capacitor products for the global market. Our Swiss location has proven to be a significant contributor to growth and profitability. Today, it plays an integral role in the company’s strategy to provide innovative solutions to better manage electric energy production and distribution on a global scale.

In Switzerland, we easily find the talent we need. Local universities continuously release highly skilled and hungry engineers into the job market. Maxwell has had no problem to fill crucial vacancies at management level and find employees with the skill sets necessary for working in an international business environment.

When it comes to regulatory framework, Switzerland offers flexible labor laws that perfectly meet our requirements and allow us to better respond to fluctuations in demand. Similarly, Swiss authorities are customer-friendly and business-oriented, as we have experienced first-hand: The cantonal authority and Maxwell mutually agreed on competitive tax rates that satisfy both parties.”

*Sacha Jenny, Vice President & General Manager, Maxwell Technologies SA*

## Company Description:

Maxwell Technologies is a global leader in developing, manufacturing and marketing energy storage and power delivery solutions for automotive, heavy transportation, renewable energy, backup power, wireless communications and industrial and consumer electronics applications.





**Medtronic**

## Medtronic

**“While tax rates were not the principal motivation for Medtronic to settle in Switzerland, the comparatively low rates and the tradition of Swiss tax authorities to entertain a relationship of dialogue with companies surely are appreciable.”**

### FACTS

**SECTOR:**

Medical technology

**SWISS OPERATIONS:**

Headquarters for EMEA & Canada /  
supply chain / manufacturing / global  
center of excellence / customer training  
center

**ESTABLISHED:**

Worldwide: 1949  
Switzerland: 1967

**EMPLOYEES:**

Worldwide: 46'000  
Switzerland: 1'000

**SWISS LOCATION:**

City: Tolochenaz  
Canton: Vaud  
Region: Greater Geneva Berne Area

“Switzerland’s political and economic stability facilitated Medtronic’s decision to set up our regional headquarters for EMEA and Canada as well as a customer training center, sales office, and two important manufacturing units.

In order to fully appreciate Switzerland as an excellent location to manufacture high-quality devices, consider for instance our Swiss supply chain unit for implantable stimulators. This unit has become our global center of excellence for industrial and process development. The upgrade was driven by Switzerland’s innovative workforces killed in micro technology manufacturing, and the Swiss tradition of quality management and continuous improvement.

Another crucial element is the country’s dense and reliable transportation network, which make it easy to access our markets and are a great asset for international visitors. The Lake Geneva region is also an attractive area for people from all over the world to live and work.

While tax rates were not the principal motivation for Medtronic to settle in Switzerland, the comparatively low rates and the tradition of tax authorities to entertain a relationship of dialogue with companies surely are appreciable.”

*Rob ten Hoedt, Executive Vice-President and President  
Medtronic Europe, Middle East, Africa and Canada*

### Company Description:

Medtronic is a global leader in medical technology with operating segments such as Cardiac, Vascular and Restorative Therapies. The company serves clients in more than 120 countries worldwide.

## Novocure

**“We were looking for a central European location that would allow us to easily service Europe and more importantly to build a global supply chain infrastructure. Switzerland certainly is the right country for this.”**

### FACTS

**SECTOR:**  
Medical technology

**SWISS OPERATION:**  
European Commercial Headquarters /  
Global Supply Chain

**ESTABLISHED:**  
Worldwide: 2000  
Switzerland: 2012

**EMPLOYEES:**  
Worldwide: 214  
Switzerland: 18

**SWISS LOCATION:**  
City: Root  
Canton: Lucerne  
Region: Central Switzerland

“We were looking for a central European location that would allow us to easily service Europe and more importantly to build a global supply chain infrastructure. Switzerland certainly is the right country for this. In the canton of Lucerne we found the package that was just right – easily accessible, close to an international airport, and a great supply of properly trained people.

But Novocure's key business requirements were even more critical: For our growing infrastructure in the US, Europe, Israel and Japan, Switzerland is ideally positioned as a global supply chain hub, and we also coordinate our R&D, European sales & marketing, quality control, and finance functions in Switzerland.

From the beginning Switzerland has played a pivotal role in our development. Basel was the locale for the first patient to receive our therapy, and leading Swiss hospitals have been great partners for clinical research. This is what a health technology company like Novocure stands for: We are all about making a difference in our patients' lives with the ultimate aim to cure people.”

*David Stocker, General Manager Europe, Novocure*

### Company Description:

Novocure is a commercial-stage oncology company dedicated to the advancement of therapy for patients with solid tumors. Novocure has employees in six countries.



## Procter & Gamble

**“Switzerland offers the favorable business conditions which multinationals need in order to develop harmoniously.”**

### FACTS

**SECTOR:**

Consumer goods

**SWISS OPERATION:**

EMEA Headquarters

**ESTABLISHED:**

Worldwide: 1837

Switzerland: 1953

**EMPLOYEES:**

Worldwide: 121'000

Switzerland: 3'000

**SWISS LOCATION:**

City: Geneva

Canton: Geneva

Region: Greater Geneva Bern area

“P&G’s EMEA headquarters in Geneva is responsible for managing about a third of our global business, and has grown to about 3’000 employees represented by 70 nationalities.

In 2013, P&G celebrated its 60th anniversary of thriving presence in Switzerland, from which P&G has grown efficiently and has easily served the EMEA region.

Companies need a high degree of long-term predictability and political, legal and economic stability to guarantee current and future investments. Switzerland offers the favorable business conditions which multinationals need in order to develop harmoniously: A stable legal framework; a government attentive to the business sector; an attractive, competitive and responsible tax system; and employment flexibility.

In addition, Switzerland has good quality infrastructure, personal safety and property protection, and an environment favorable to innovation and R&D. International companies can count on an excellent quality of life, a high value-added multilingual workforce and historical multiculturalism.”

*Frédérique Reeb-Landry, Director General Public Affairs, P&G Switzerland*

### Company Description:

Procter & Gamble is the world’s largest and most profitable consumer packaged goods company, with operations in approximately 70 countries and sales in more than 180 countries.

# Sigma-Aldrich

**“We evaluated different cities across Europe, with key criteria being internationality; skilled labor market; transportation; proximity to customers, universities and existing Sigma-Aldrich sites; and overall quality of living. Switzerland was a natural choice”**

## FACTS

**SECTOR:**

Life sciences / high technology

**SWISS OPERATION:**

EMEA headquarters / R&D / production

**ESTABLISHED:**

Worldwide: 1935

Switzerland: 1999

**EMPLOYEES:**

Worldwide: 9'000

Switzerland: 500

**SWISS LOCATION:**

Cities: St. Gallen / Buchs

Canton: St. Gallen

Region: St. Gallen Bodensee Area

“Establishing an EMEA headquarters represented a critical operational milestone. Bringing our management together in one location in order to more effectively serve customers and accelerate growth was no small challenge.

We evaluated different cities across Europe, with key criteria being internationality; skilled labor market; transportation; proximity to customers, universities and existing Sigma-Aldrich sites; and overall quality of living. Switzerland was a natural choice.

St. Gallen fulfilled our new investment criteria with its proximity to Zurich airport, great local and international schools, and a quality of life like no other, which certainly played a part in our decision.

Today, our EMEA HQ houses a number of functions including HR, sales, marketing, procurement, planning and finance, many with global responsibility. The location is also an asset in recruiting staff, with St. Gallen Business School providing an excellent source of qualified employees.”

*Gerrit van den Dool, Vice President and Managing Director EMEA, Sigma-Aldrich*

## Company Description:

Sigma-Aldrich manufactures and distributes chemicals, biochemicals and other essential products to more than 1.4 million customers globally in research and applied labs as well as in industrial and commercial markets.



## VF Corporation

**“Ticino simply combines the best of many Swiss worlds: a serene place of creative inspiration and collaboration for our staff, an enticing, interactive display of our brands for customers, and a visualization of growth opportunities and success for our shareholders.”**

### FACTS

#### SECTOR:

Fashion / lifestyle

#### SWISS OPERATION:

International Headquarters

#### ESTABLISHED:

Worldwide: 1900

Switzerland: 2005

#### EMPLOYEES:

Worldwide: 59'000

Switzerland: 700

#### SWISS LOCATION:

City: Stabio

Canton: Ticino

Region: Central Switzerland

“Given its proximity to Milan, which has a great deal of fashion expertise, it is easy to find industry savvy people in Ticino who are familiar with our 30+ brands. The area has a friendly business community and offers a wonderful quality of life – from the welcoming people to the gorgeous lakes and scenery.

VF headquarters in Ticino boasts 700 employees representing 35 nationalities, and our plans include a possible expansion to more than 1'200 staff. Ticino houses administrative offices, mock-up stores, showrooms, design rooms and tech labs. The building features a rooftop workout facility with mountain views, trails for biking and running, and even a gondola.

Ticino simply combines the best of many Swiss worlds: a serene place of creative inspiration and collaboration for our staff; an enticing, interactive display of our brands for customers; and a visualization of growth opportunities and success for our shareholders. At VF, we're in Ticino for the long haul and have brought the core of our business here: planning, design, development and marketing.”

*Karl Heinz Salzburger, Vice President, VF International*

### Company Description:

VF Corporation is a global leader in branded lifestyle apparel and footwear, with a diverse portfolio of more than 30 brands including The North Face, Timberland, and Vans.



## MORE EXAMPLES OF US COMPANIES WITH A SWISS OPERATION

### COMPANIES

### CANTON(S)\*

#### Apparel & Accessories

Abercrombie & Fitch	TI
Foot Locker	BS
Fossil	BS, JU
Guess?	TI
Levi Strauss & Co.	AG
Polo Ralph Lauren	GE

#### Business and Consumer Services

FedEx	GE
ICON Worldwide	AG
Iron Mountain	SH
Korn/Ferry International	GE, ZH
Nielsen Media Research	LU
Omnicom Group/OMD Worldwide	TG
United Parcel Service	BL, ZH

#### Chemicals

Cabot Corporation	SH
Chemtura	TG
Dionex (Thermo Fisher Scientific)	AG
Dow Chemical/Union Carbide	LU, SG, SZ, ZH
DuPont	GE
Ecolab	ZH
Lord Corporation	GE

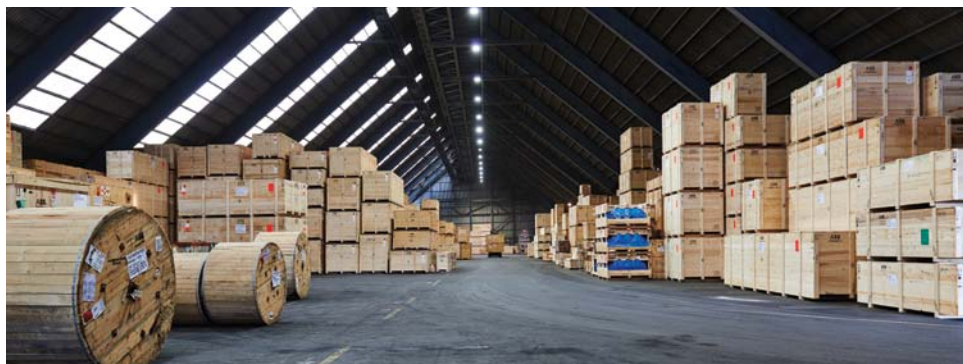
#### IMAGE

Google EMEA Engineering Hub, its largest R&D location worldwide outside of headquarters in Mountain View, CA

Source: Google Switzerland

\* for abbreviations refer to p. 31





### Commercial Products

Carrier Corporation	BL
Datacolor	LU
Lexmark International	SG
MSA Safety	SG
Owens-Illinois	VD
Recon Robotics	TI
Semtech Corporation	SG
Trane	ZH
United Technologies	LU, TI, VD, ZH
Vortex Valves	TG

### Consumer Products

Black Diamond Equipment	BL
Bose Corporation	BL
Colgate-Palmolive	GE
Garmin	SH
General Motors	ZH
Goodyear Tire & Rubber	ZH
Hasbro	JU, LU
Hunter Douglas	LU
Newell Rubbermaid	GE

### Food and Beverages

Burger King	ZG
Chiquita Brands	VD
General Mills	VD
Kraft Foods	ZH
McDonalds	GE
Pepsico	BE
Sara Lee Corporation	AG
Starbucks	VD

#### IMAGE

Inside a warehouse in Rekingen,  
Switzerland

Source: S-GE



## Information and Communications Technology

Autodesk	NE
Cisco Systems	VD
Ebay	BE
Expedia	GE
Groupon	ZH
Igloo Software	SG
Informatica	AG
Open Text Web Solutions Group	SG
Salesforce	VD
VeriSign	FR, GE

## Life Sciences (Pharmaceutical and Biotechnology)

Arena Pharmaceuticals	AG
Biogen Idec	ZG
Caris Life Sciences	BS
Celgene	NE
Cenduit	BL
Gilead Sciences	ZG
Horizon Pharmaceuticals	BL
Intermune	BL
MSD/Merck	LU, UR
Thermo Fisher Scientific	BL, VD

### IMAGE

A window into the lab of the future:  
laboratory robots from Swiss start-up  
**InSphero** will soon be able to produce  
brain-, heart-, liver- and kidney tissue

Source: Swiss Commission for  
Technology and Innovation CTI  
Photografer: Alessandro Della Bella



## Machinery and Equipment Manufacturers

Diebold	GE
Eminess Technologies	TG
Gardner Denver	AG
Graco/+Gema	SG
Hardinge	SG
Leica Microsystems	SG
Pall Corporation	BS, FR
Rockwell Automation	AG, SO, VD
Sealed Air Corporation	LU

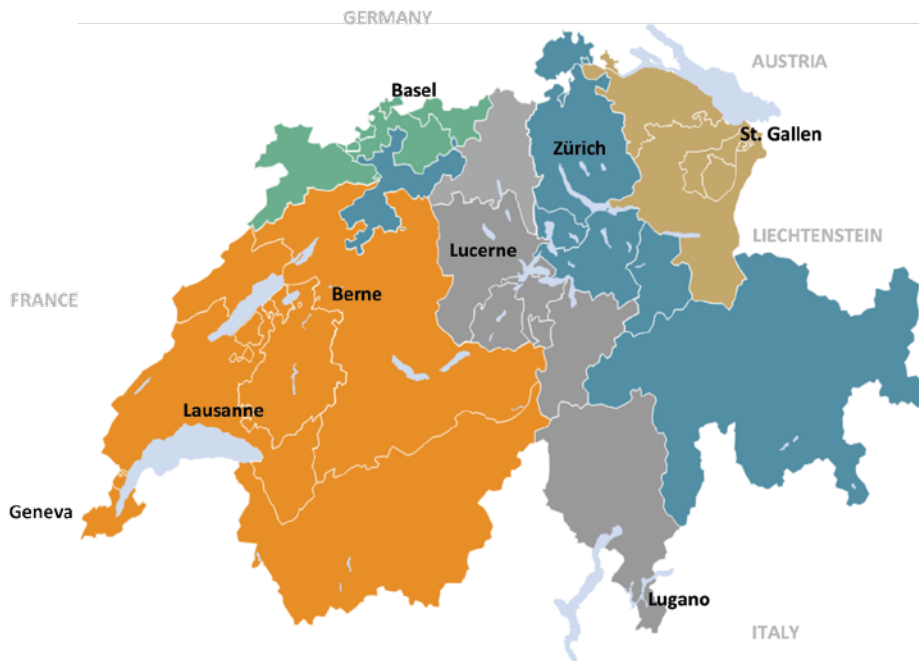
## Medical Technology

BD Diagnostics	BL
Cytori Therapeutics	ZG
Edwards Lifesciences	LU, VD
Foracare	SG
Freedom Scientific	TG
Invacare	VD
Resmed	BS
Sybron Dental Specialties	TI
Symmetry Surgical	SH

### IMAGE

Swiss chocolate manufacturer **Chocolats Halba** teamed up with mechanical engineering company **Bühler AG** to develop a new production method for low-calorie chocolate

Source: Swiss Commission for Technology and Innovation CTI  
 Photografer: Alessandro Della Bella



## Federal

OFFICIAL PROGRAM



## Regional



## SWISS INVESTMENT PROMOTION: REGIONS AND CANTONS

More than 1'600 US companies have established an operation in Switzerland. Many of them have regional headquarters in Switzerland from which they manage their European and EMEA business activities.

The 26 Swiss Cantons are split into five regions for the purpose of economic promotion. We help companies connect with the appropriate authorities within the cantonal economic promotion agencies.

## REGIONAL AND CANTONAL ECONOMIC PROMOTION AGENCIES IN SWITZERLAND

### Basel Area Economic Promotion

[www.baselarea.ch](http://www.baselarea.ch)

Basel-Country (BL)	<a href="http://www.baselland.ch">www.baselland.ch</a>
Basel-Town (BS)	<a href="http://www.basel.ch">www.basel.ch</a>
Jura (JU)	<a href="http://www.jura.ch">www.jura.ch</a>

### Central Region/Independent Cantons

Aargau (AG)	<a href="http://www.aargauservices.com">www.aargauservices.com</a>
Lucerne (LU)	<a href="http://www.lucerne-business.ch">www.lucerne-business.ch</a>
Nidwalden (NW)	<a href="http://www.nwcontact.ch">www.nwcontact.ch</a>
Obwalden (OW)	<a href="http://www.iow.ch">www.iow.ch</a>
Ticino (TI)	<a href="http://www.copernico.ch">www.copernico.ch</a>
Uri (UR)	<a href="http://www.ur.ch/wfu">www.ur.ch/wfu</a>

### Greater Geneva-Berne Area

[www.ggba-switzerland.ch](http://www.ggba-switzerland.ch)

Berne (BE)	<a href="http://www.berneinvest.com">www.berneinvest.com</a>
Fribourg (FR)	<a href="http://www.promfr.ch">www.promfr.ch</a>
Geneva (GE)	<a href="http://www.whygeneva.ch">www.whygeneva.ch</a>
Neuchâtel (NE)	<a href="http://www.jura.ch/eco">www.jura.ch/eco</a>
Valais (VS)	<a href="http://www.business-valais.ch">www.business-valais.ch</a>
Vaud (VD)	<a href="http://www.dev.ch">www.dev.ch</a>

### Greater Zurich Area

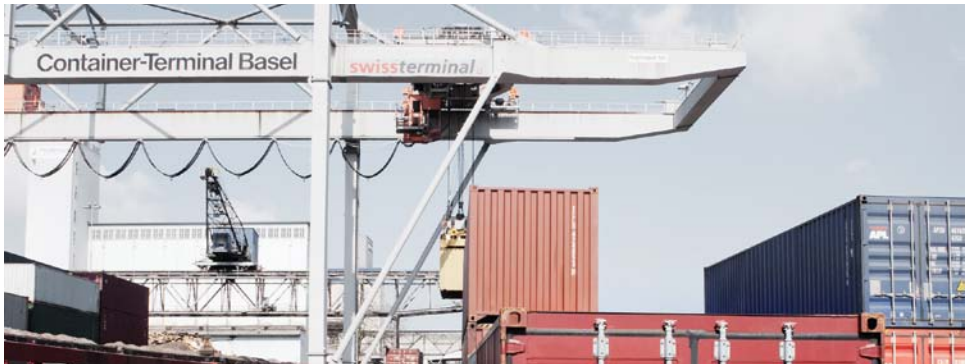
[www.greaterzuricharea.ch](http://www.greaterzuricharea.ch)

Glarus (GL)	<a href="http://www.glarusnet.ch">www.glarusnet.ch</a>
Grisons (GR)	<a href="http://www.awt.gr.ch">www.awt.gr.ch</a>
Schaffhausen (SH)	<a href="http://www.economy.sh">www.economy.sh</a>
Schwyz (SZ)	<a href="http://www.schwyz-economy.ch">www.schwyz-economy.ch</a>
Solothurn (SO)	<a href="http://www.locationsolothurn.ch">www.locationsolothurn.ch</a>
Zug (ZG)	<a href="http://www.zug.ch/economy">www.zug.ch/economy</a>
Zurich (ZH)	<a href="http://www.awa.zh.ch">www.awa.zh.ch</a>

### St. Gallen Bodensee Area

[www.sgba.ch](http://www.sgba.ch)

Appenzell Ausserrhoden (AR)	<a href="http://www.wifoear.ch">www.wifoear.ch</a>
Appenzell Innerrhoden (AI)	<a href="http://www.ai.ch">www.ai.ch</a>
St. Gallen (SG)	<a href="http://www.location.sg.ch">www.location.sg.ch</a>
Thurgau (TG)	<a href="http://www.wiftg.ch">www.wiftg.ch</a>



## SWITZERLAND AND THE USA

Switzerland's exposure to global markets is among the strongest of any country. In 2012 alone, Swiss direct investment abroad totaled more than USD 1 billion, and trade of goods and services with the US totaled over USD 100 billion.

In absolute terms, Switzerland is the 6th biggest foreign investor in the USA with cumulative investment exceeding USD 204 billion. Swiss firms support over 450'000 jobs in the US. The US is also the largest foreign investor into Switzerland, with a capital stock of over USD 290 billion.

Switzerland's broad range of industry clusters plays an important role in attracting foreign investors. Across these industries, Switzerland is also known as a vital center for global and regional headquarters functions. While profiting from the many advantages outlined in this brochure, companies also benefit from Switzerland's neutrality in an economic sense, in that all the major European markets are comfortable with a Swiss main office.

Prominent examples such as eBay, Bombardier, General Motors, Nissan, Sony, IBM and Kraft show the attractiveness of Switzerland as a location for company headquarters.

### IMAGE

Port of Basel

Source: S-GE



## **SWISS BUSINESS HUB: YOUR RESOURCE FOR INVESTING IN SWITZERLAND**

Switzerland Global Enterprise (S-GE) maintains offices abroad known as Swiss Business Hubs (SBH), where our specialists serve as a first point of contact for foreign investors. After assessing a project's potential, we pass it on to the Swiss regional or cantonal economic development agencies who take over in presenting the specific advantages of their respective locations, with concrete proposals and local support. Importantly, we all work confidentially and free of charge.

Together, we support foreign investors with the following tasks through our network of agencies and various private-sector partners to: Connect with local authorities; Define the ideal corporate structure; Understand the Swiss tax system; Find the ideal location; Meet legal and administrative requirements; Obtain work and residence permits; and Form relationships with research centers and universities .

Swiss Business Hub USA is based at the Consulate General of Switzerland in New York, with additional offices in Chicago, San Francisco, Los Angeles, Houston, Atlanta, and Washington DC.

**TALENT  
INNOVATION  
FLEXIBILITY  
COMPETITIVENESS  
QUALITY  
TRUST**

Switzerland has the right combination of advantages for your business. These factors have propelled Swiss companies to become world leaders in a broad range of industries, and in turn have attracted foreign companies from around the globe.

Swiss multinationals are among the world's largest in the fields of Automation (ABB), Banking (UBS, Credit Suisse), Building Materials (Holcim), Commodities (Glencore), Employment Services (Adecco), Food (Nestlé), Insurance (Zurich, Swiss Re), Life Sciences (Novartis, Roche, Actelion), Telecom (Swisscom), Watches (Rolex, Swatch), and more.

Let us help you to become the next Swiss Success Story!





## CONTACTS

Are you interested in expanding your business to Switzerland?  
Please contact us - we're happy to help.

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[www.s-ge.com/usa/invest/en](http://www.s-ge.com/usa/invest/en)

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## Investment Promotion

[www.s-ge.com/usa/invest/en](http://www.s-ge.com/usa/invest/en)



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