

# Zug: private equity cluster

Across the world, private equity and private market investments are rapidly gaining importance. Zug is a leading location, offering a concentration of nationally and internationally prominent managers and specialized service providers. The excellent environment, available expertise and capital attract innovative companies with high value creation and attractive jobs.



«Partners Group was established in Zug in 1996 and (cut its teeth) here. We have expanded our office several times to accommodate our growth. Zug has proven to be an outstanding base and a reliable partner for our growing global business, providing the resources and infrastructure we require for our international focus and needs.»

**Juri Jenkner**  
President and Co-Head  
of Investments  
Partners Group

**Zug – World-renowned location for private equity**  
Clustered in a few square kilometers along the north shore of the Lake of Zug and closely interconnected with nearby financial centers in Zurich and in the Canton of Schwyz, a dynamic ecosystem thrives. Zug has a long and successful tradition in international financial service with focus on asset management and alternative investments. Leading new technologies in Fintech and Blockchain, coupled with a competitive legal and tax system and state-of-the art infrastructure attracts leading private market manager, international lawyers, and specialized consultants.

**Growing importance of private markets**  
Private equity, private debt and private infrastructure has considerable importance for the development of innovative companies, for financing succession solutions and for financing large infrastructure projects – regionally and globally.



## Private Equity Managers



## Private Equity Service Providers





«The fact is that Zug is one of the best places in Europe to run a private equity business. Zug offers a highly skilled workforce with a deep pool of international employee talent, an abundance of businesses serving the private equity industry. Coupled with a very business friendly government and excellent standard of living, Zug is an excellent place to grow a successful global business.»

**Thomas Kubr**  
**Chairman**  
**Board of Directors**  
**Capital Dynamics**

---

#### Facts and figures: Private equity in the Canton of Zug

- over 100 companies with PE investments/activities
  - around 26 active SECA members (16 VCs and 10 PE Managers)
  - many managers for private debt, private infrastructure and secondary funds
  - over 250 billion in AuM (Assets under Management)
  - more than 3,000 employees (worldwide)
- 

#### Contacts & platforms:

##### Swiss Private Equity and Corporate Finance Association (SECA)

SECA is the representative body for Switzerland's private equity, venture capital and corporate finance industries. SECA has the objective of promoting private equity and corporate finance activities in Switzerland. SECA members include equity investment companies, banks, corporate finance advisors, auditing companies, management consultants, lawyers, and private investors.

- [www.seca.ch](http://www.seca.ch)

##### 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. As Switzerland's largest academic institute in this field, it is part of Lucerne University of Applied Sciences and Arts, located at the Campus Zug-Rotkreuz.

- [www.hslu.ch/en/ifz](http://www.hslu.ch/en/ifz)

##### Asset Management Association (AMAS)

The AMAS is the representative industry organization of the Swiss fund and asset management economy. The association is a 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-asg.ch/en](http://www.vsv-asg.ch/en)

##### Financial Services Standards Association (VQF)

The VQF offers a full range of compliance services to financial intermediaries in the parabanking 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)



«Since our founding more than 25 years ago, we have been located in Zug. Thanks to the attractive environment, the excellent collaboration with local authorities and a dynamic ecosystem, we've steadily developed our private equity business and we now invest in over 50 companies from various sectors.»

**Martin Staub**  
**Partner and Member of the Board**  
**Invision Private Equity**

#### Joint publication by:

Swiss Private Equity and Corporate Finance Associations (SECA)  
Private Equity Cluster Zug  
Suurstoffli 1  
6343 Rotkreuz  
[info@seca.ch](mailto:info@seca.ch)  
Visit SECA on LinkedIn

Canton of Zug  
Department of Economic Affairs  
Economic Promotion  
Aabachstrasse 5  
6301 Zug  
+ 41 41 728 55 04  
[economy@zg.ch](mailto:economy@zg.ch)  
[economy.zg.ch](http://economy.zg.ch)

