



Zug: in the heart of Europe –
in the middle of Switzerland



Zug: business connects

Zug: your business location

Our services address you directly as an entrepreneur. We are your partner,
and we promote the Canton of Zug as a business location.
We are in close contact with the local enterprises, advising and supporting companies
looking to establish a business in the Canton of Zug. We also assist start-ups.



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Excellent conditions for everyone in the Canton of Zug!

Countless independent ratings and studies affirm the Canton of Zug's popularity as a unique area for business and living. Distances within the canton are short, and its authorities enjoy an excellent reputation for their support and efficiency. Its economic success is based on a distinctive long-term development strategy. Undeniably, there are many reasons for Zug's popularity.



Decisive factors for the choice of a location



Zug is business-friendly

Companies appreciate the lean, service-oriented administration that facilitates quick and efficient decision-making. Zug authorities actively promote business friendliness within the resident and business communities. Trade associations and cantonal authorities work closely together, enabling successful business activities that ensure Zug's leading position.



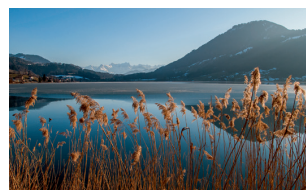
Zug provides highly qualified specialists

Numerous technical colleges and institutes with international educational programs are located in the Canton of Zug. Its first-class infrastructure ensures that the educational level in Zug is among the highest in Europe. The economic area of Zug has a large pool of highly qualified talents and is a magnet for international professionals. Zug offers a diverse, multi-cultural environment.



Zug stands for long-term stability

The Canton of Zug is successful. It offers the highest level of political and financial stability – with a track record spanning many decades. The economic success of the region is based on a long-term development strategy. The tax rate for individuals and legal entities is one of the lowest in Switzerland.



Zug offers outstanding quality of life

The Canton of Zug, located in the center of Switzerland, offers a high quality of life, and is one of the most popular locations in Switzerland. Short distances within the canton are a major advantage. Zug has excellent transport connections, is in close proximity to Zurich, lies in the very heart of Europe, and is part of the Metropolitan Area Zurich. Those who work here benefit from an excellent work-life balance.

The Canton of Zug provides excellent conditions for everyone! With a dense network of services, suppliers and private support organizations, a unique mix of local and international companies, ample investment in education and culture, attractive tax levels for legal entities and individuals, and the availability of both an efficient infrastructure and a fascinating living environment, the Canton of Zug offers an optimal overall package.

«The authorities of the Canton of Zug are by far the most professional that I have experienced during my long career. We were welcomed with open arms.»

Ruth Sandelowsky, CEO Kolmar Group AG



«Rotkreuz is part of the Zurich-Zug area, offers both urban and local places of residence and is an ideal environment for Roche. Technics, informatics and engineering have always been important in this region; thanks to the life science cluster, more and more high-qualified experts are working here. Roche has been at home in this region for more than 45 years.»

Annette Luther, General Manager Roche Diagnostics International AG



«The unique «Spirit of Zug» is based on the exemplary customer proximity, solution-oriented pragmatism, short distances, and professionalism. This very spirit helps the existing companies tremendously. Furthermore, the Canton of Zug is a perfect location for start-ups and innovative ideas.»

Andreas Umbach, Chairman Landis+Gyr and President of the Zug Chamber of Commerce and Industry



«Thomson Reuters has had an established presence in the Canton of Zug for over 10 years. Zug's central location, favorable economic environment and business-friendly approach make it a beneficial location from which to operate, while its excellent infrastructure, vibrant atmosphere and extensive cultural and recreational facilities help us to attract and retain talent.»

Stewart Beaumont, Chief Technology Officer, Thomson Reuters

