

Welcome to the Canton of Zug

Silvia Thalmann-Gut, Minister of the Department of Economic Affairs





Kanton Zug

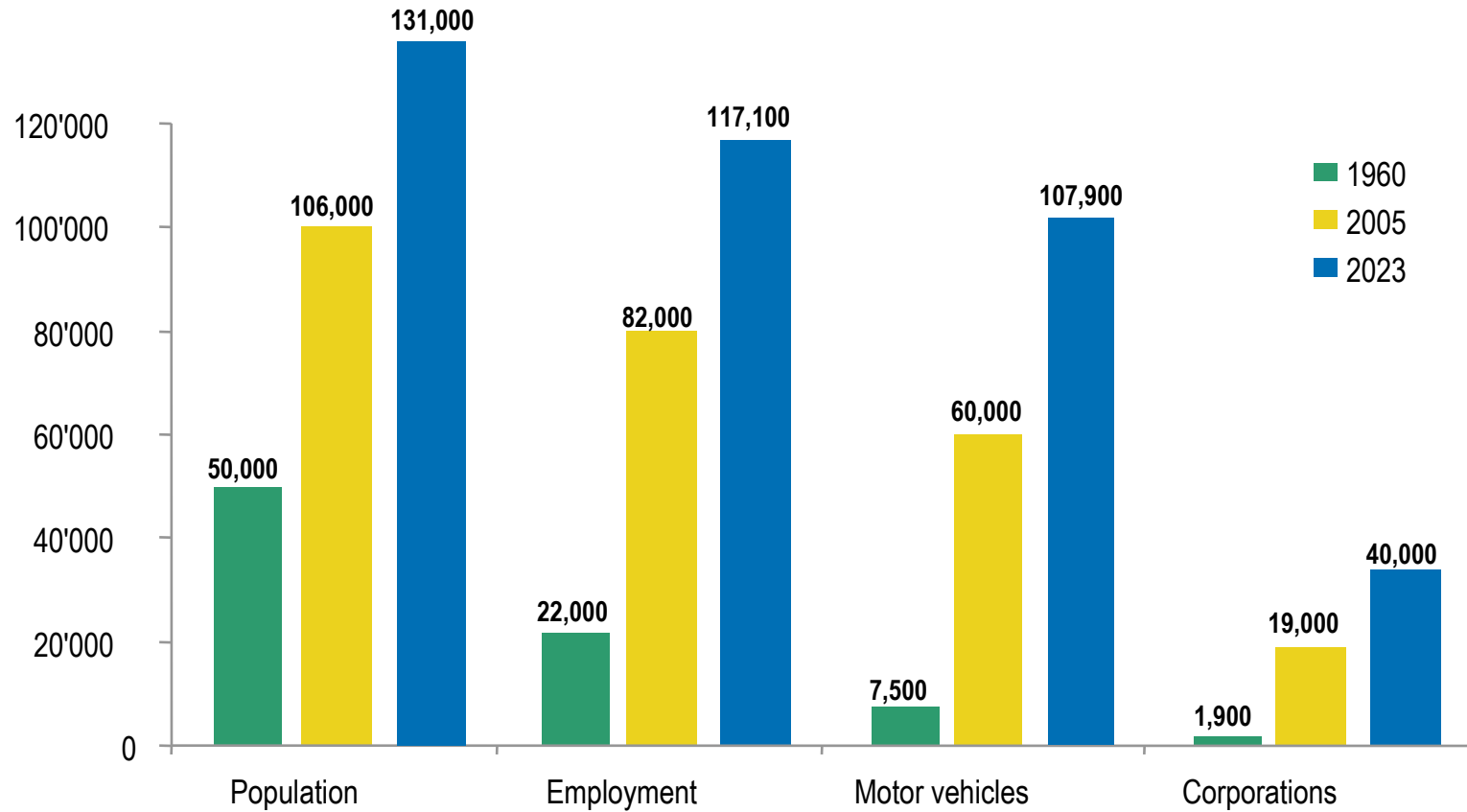
Start networking

Silvia Thalmann-Gut, Minister of Economic Affairs, Frau Landammann

What do you need to be successful with your new company in the Canton of Zug?

How can cantonal authorities, the communities, the various associations and institutions support you in doing business effectively?

Development 1960 - 2023



Canton of Zug's strategy 2019 – 2026

The Canton of Zug's government council positions the canton with a new strategy and new legislative goals. The overall goal is to maintain and strengthen the valuable living space as well the attractive business location.

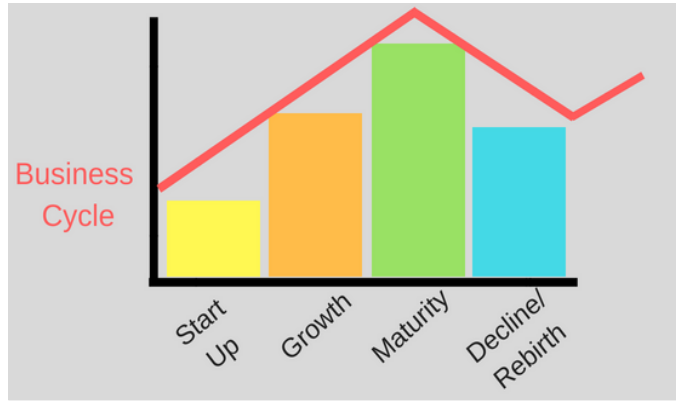


Canton of Zug's strategy 2019 – 2026

Key elements for the economic and living area Zug:

- holds the top position in location competitions
- offers a high quality of life
- acts customer-oriented and responsible
- maintains short ways to the authorities
- is a reliable partner for companies, private institutions and other cantonal authorities
- solves tasks efficiently and customer focused

Business life cycles and support



Start-up Phase	Growth/Maturity Phase	Decline/Restructuring Phase
Communities	Communities	Communities
Cantonal authorities	Business associations	Cantonal authorities
Service providers (legal, tax)	Cluster and technology platforms	Regional employment centre
Integration (FMZ etc.)	Education & scientific/vocational trainings	



Kanton Zug

Startup phase

Support in startup phase

- **Communities**

- **Cantonal authorities**

- Economic Promotion
- Tax Administration
- Commercial Register
- Office for Migration
- Social Security Office

- **Service providers**

- Zug Attorney's Association / Fiduciary Association (ZTV) / HR Services Zug
- Startup ecosystems: incubators / co-working spaces / BusinessPark



Unterägeri



GEMEINDE
NEUHEIM



EINWOHNERGEMEINDE
OBERÄGERI



Einwohnergemeinde Baar

Gemeinde Walchwil



Einwohnergemeinde

Cham



Gemeinde Hünenberg

Gemeinde
Steinhausen



Stadt

Zug



Gemeinde Risch



EINWOHNERGEMEINDE MENZINGEN

Support for integration of non-Swiss citizens

- Info Material & News
 - Newcomer set
 - www.zg.ch (English)
 - The Zug Post / www.zug4you.ch/
 - English speaking authorities
- Migration Advisory Office (FMZ) / courses
 - Grüezi Switzerland
 - Back to work
 - Host-programme
 - Mentoring programme
- Relocation Services
- Clubs (International Women's Club, International Men's Club, Service Clubs)





Kanton Zug

Growth and maturity phase

Support in growth and maturity phase (I)

- Communities
- Business Associations

ZUGER
WIRTSCHAFTSKAMMER

Gewerbeverband
Kanton Zug

ZUGWEST.
Gemeinden und Wirtschaft – gemeinsam stark.

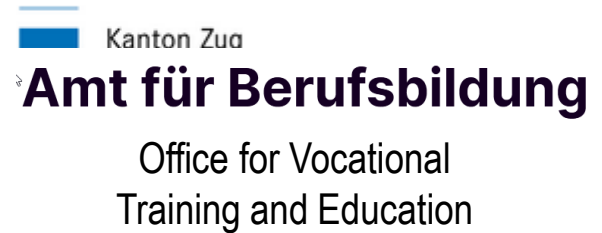


Support in growth and maturity phase (II)

- **Cluster & technology platforms**



- **Others**



Upcoming events

Zuger JungUnternehmer Preis



Join us as a spectator in the jury on April 9, 2024 in Steinhausen
www.zugerjup.ch



INNOVATIONSTAG

INNOVATION DESK

RÜCKBLICK

VERANSTALTER



Zuger Innovationstag 2024 - 19. September 2024

Award of the annual innovation prize

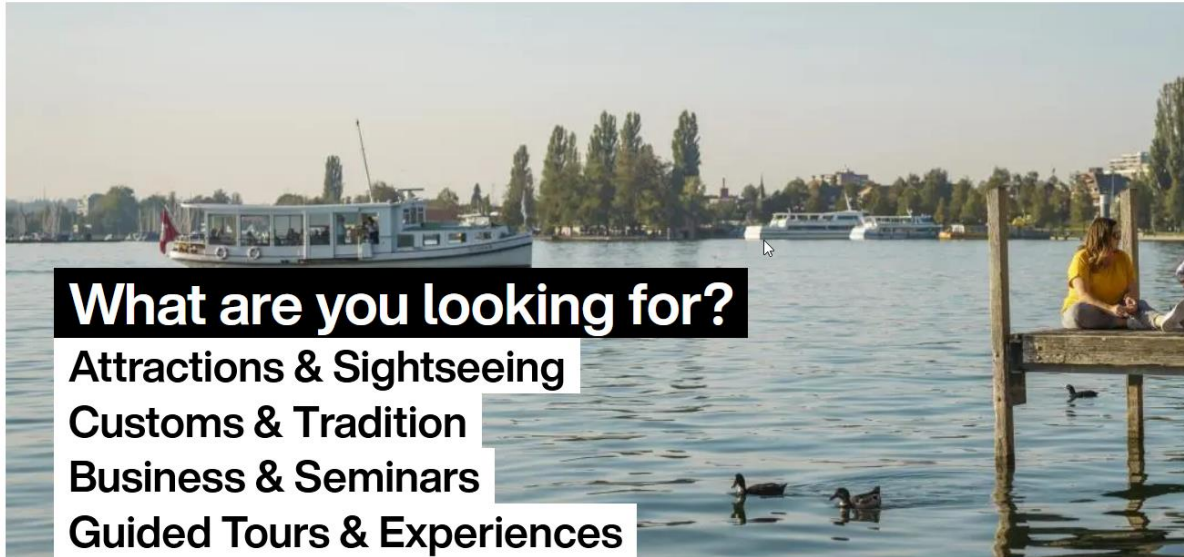
Education & science / vocational education training

- Campus of the Lucerne University of Applied Sciences and Arts in Rotkreuz with focus on
 - Digitalization, AI
 - Blockchain
 - Information security & privacy
 - Mobile and smart systems
 - Data intelligence and big data
 - Collaborations with companies
 - research & development / education / services
 - Institute of Financial Services Zug (IFZ)
- Bildxzug and Bildungsnetz Zug (vocational education training)



Quality of life / cultural offerings

♥ Zug

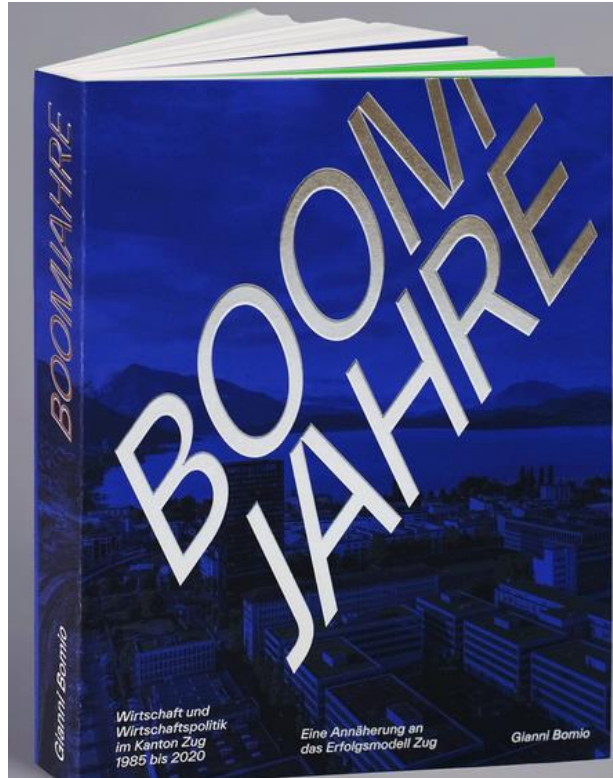


Zug ice hockey team (EVZ)

- The EVZ plays in the National League
- Swiss Champion 1998, 2021 and 2022
- Swiss Ice Hockey Cup Winner 2019



Boomjahre – Gianni Bomio



Wirtschaft und Wirtschaftspolitik im Kanton
Zug 1985 – 2020
Eine Annäherung an das Erfolgsmodell Zug

Economy and Economic Policy in the
Canton of Zug 1985 - 2020
An approach to the successful model of Zug

→ Laufend neue Kapitel auf der Webseite
→ Ongoing new chapters on the website

www.boomjahre.ch

Zug:
small world –
big business



Kanton Zug

Bossard Group

Daniel Bossard, CEO, Bossard Group



Welcome to Bossard

Zug: start networking | March 13th, 2024

Agenda

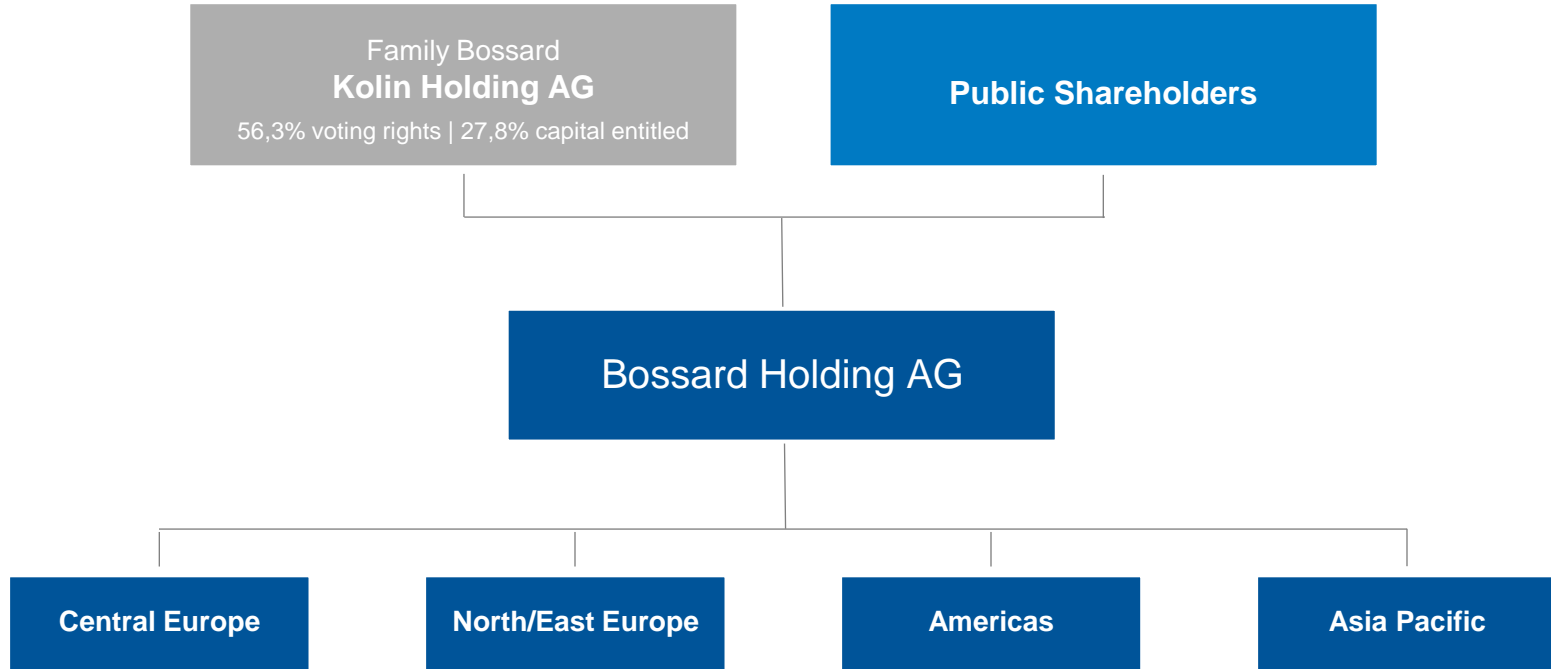
- 01 Family
- 02 Company Profile
- 03 Business Model
- 04 Proof of Concept
- 05 Zug – Anchor & Inspiration

1 Family



1246 Zug - Der Kollinplatz

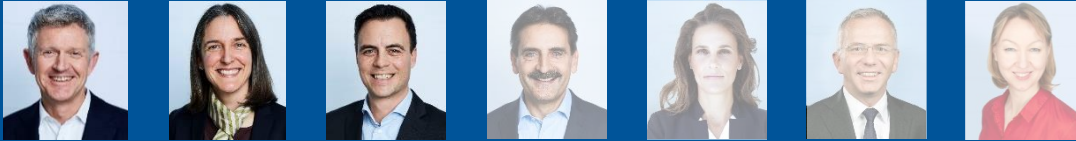
Organizational structure



Organizational structure



Board of Directors
Kolin Holding AG and Unternehmensstiftung
56,3 % Voting Rights
27,8 % Capital entitled



Board of Directors
Bossard Holding AG



Group Executive Board
Bossard Holding AG

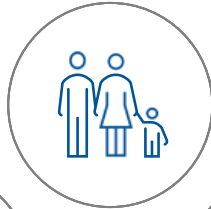
2 Company Profile

A startup with 193 years of experience...

Founded 1831
Publicly listed 1987
SIX Swiss Exchange



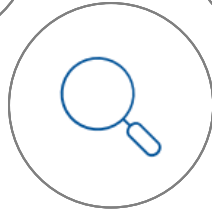
Family Business
7th Generation



Geographic Sales Distribution
55% Europe
28% America
17% Asia/Pacific



81 Locations in
31 Countries



16
Quality and testing
laboratories globally



2,925
Employees



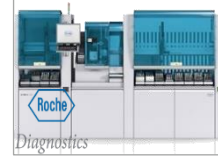
”

Bossard is a **strategic partner** for fastening technology and **smart factory solutions** to OEM customers globally...



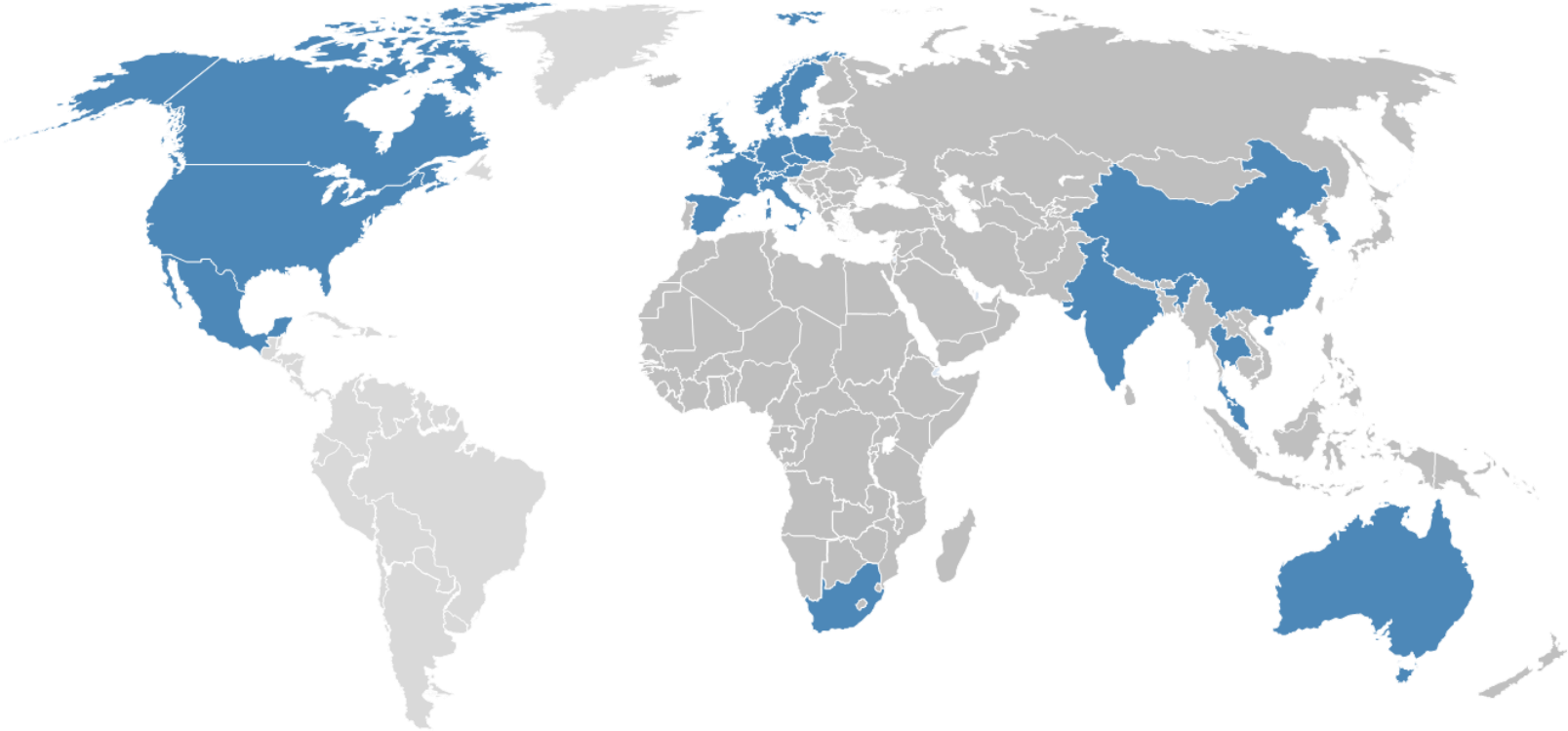
BOSSARD GROUP

A selection of customers



BOSSARD GROUP

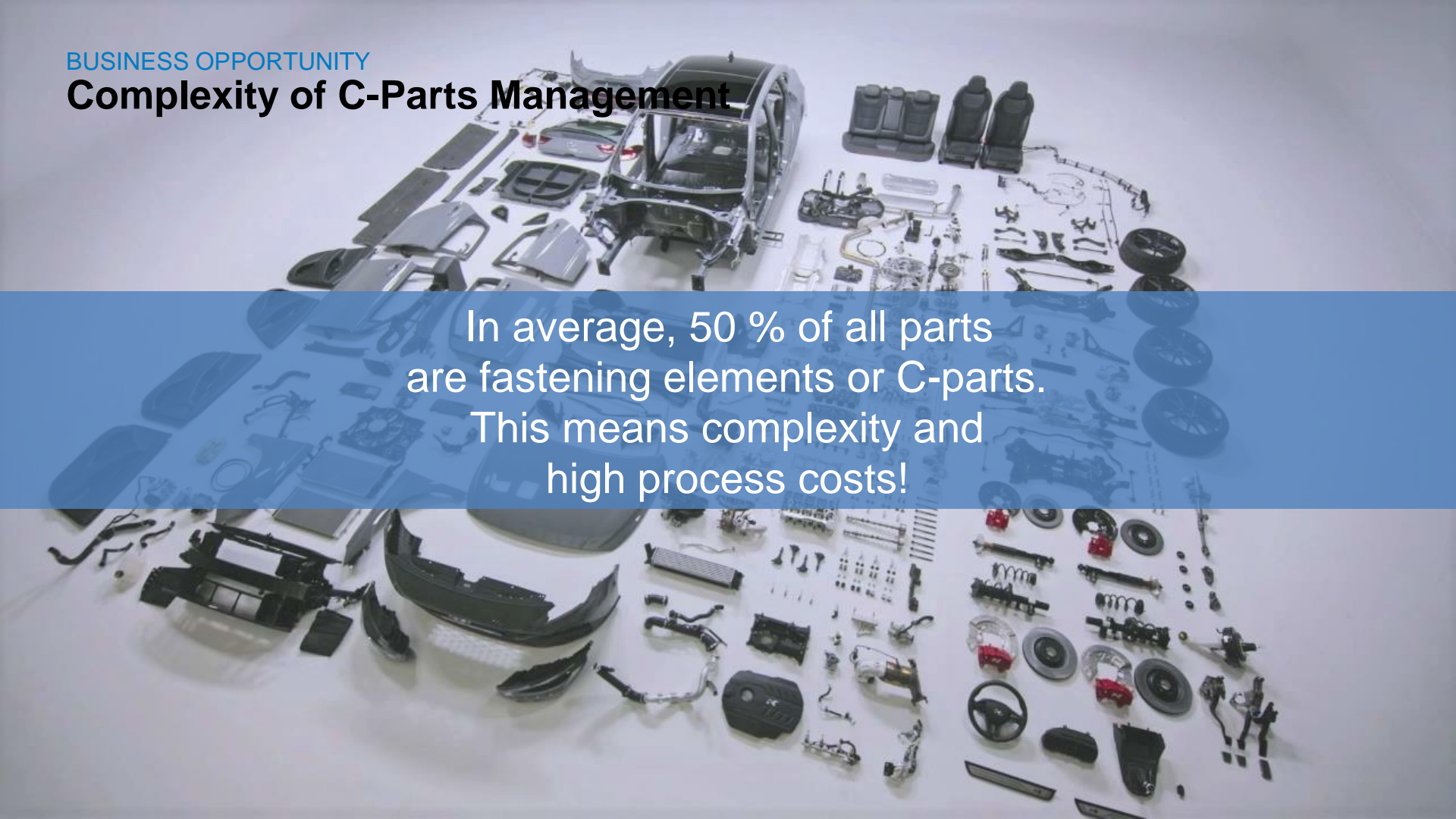
Footprint



3 Business Model

BUSINESS OPPORTUNITY

Complexity of C-Parts Management



In average, 50 % of all parts are fastening elements or C-parts. This means complexity and high process costs!

Total cost reduction - Focus on invisible costs

Visible Costs

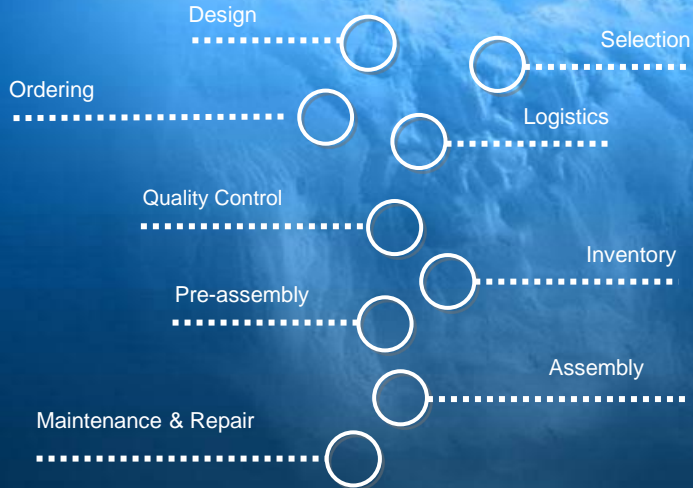
15%

Component Price



Invisible Costs

85%

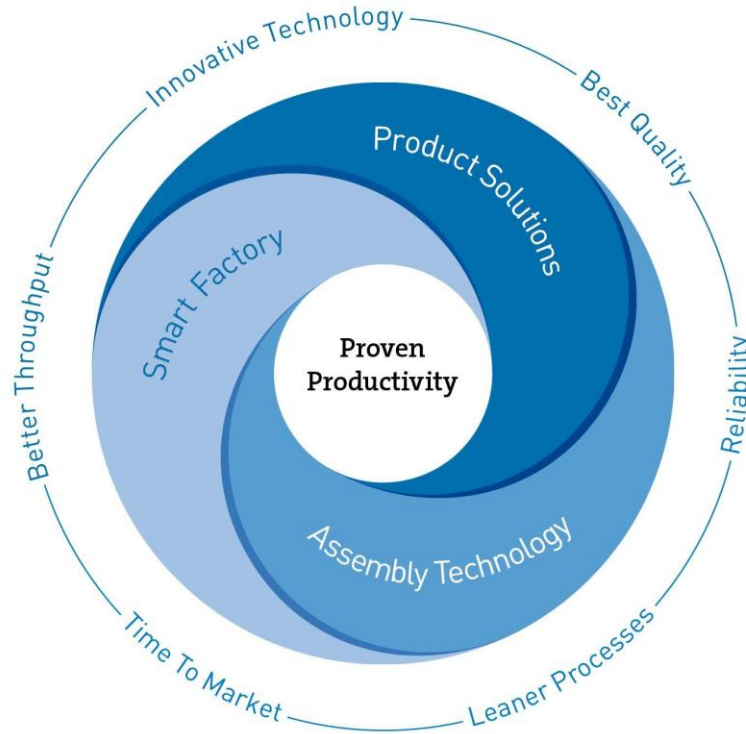


BUSINESS OPPORTUNITY

Total Cost Reduction - Focus on invisible Costs



Proven Productivity - Solutions to increase customer competitiveness



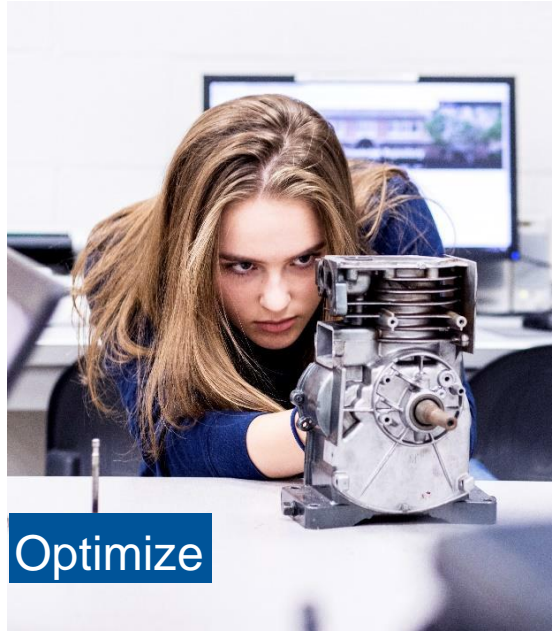
Over one million different products with high, global availability



- Standard fasteners (metal, plastic)
- Riveting, clinching solutions
- Welding & adhesive solutions
- Cable & wire management
- Access hardware
- Coating, sealing

- Engineered components
- Turned parts
- Pressed parts, cold formed parts
- Extruded parts
- 3D printed parts
- Kit sets, sub-assemblies

Services to avoid and reduce total costs



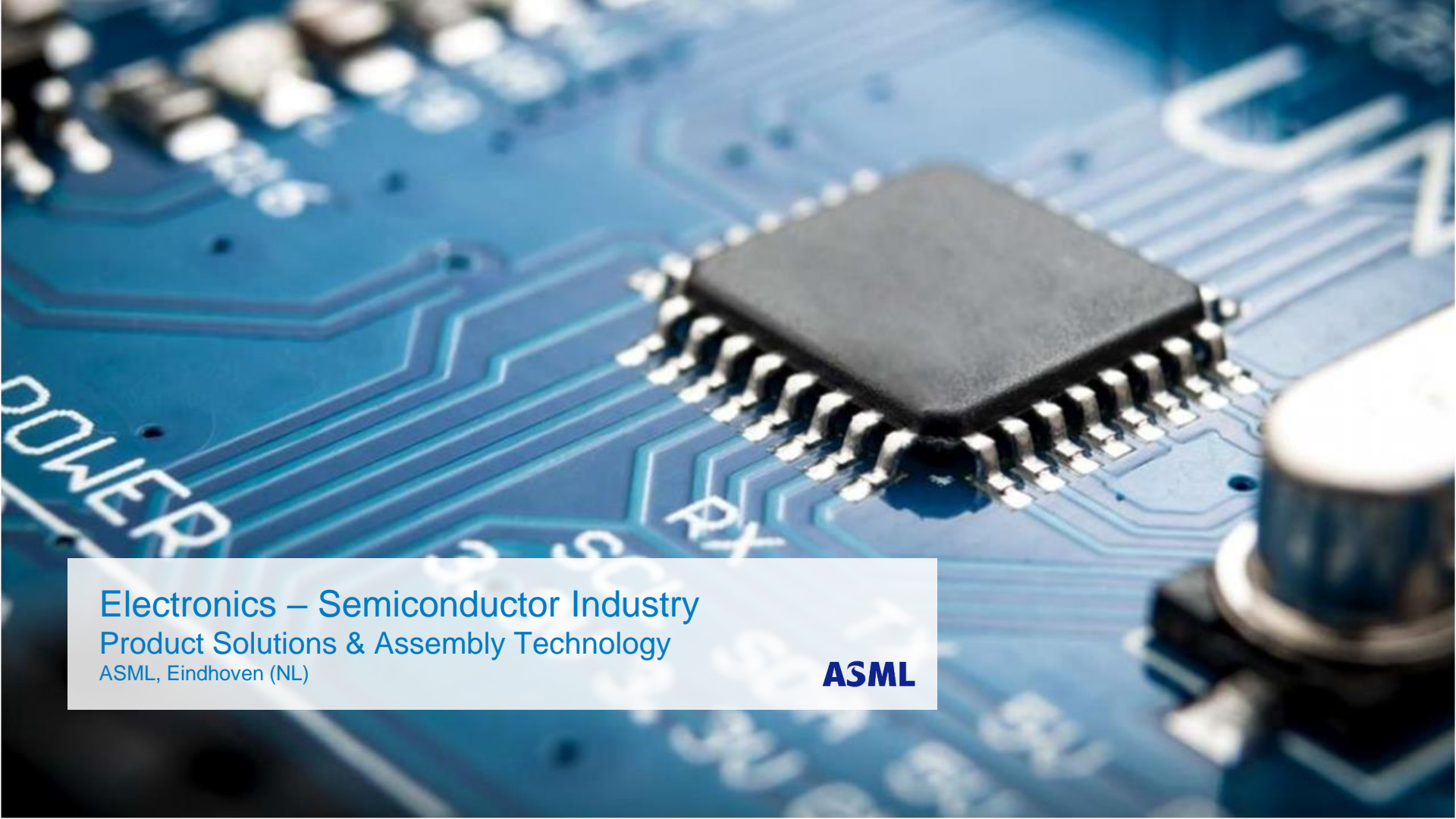
Services to avoid stockouts and reduce inventory costs



Services to avoid mistakes and increase efficiency in assembly



4 Proof of Concept



Electronics – Semiconductor Industry
Product Solutions & Assembly Technology
ASML, Eindhoven (NL)

ASML



Electromobility - Cars

Assembly Technology & Smart Factory Partner

Lucid Motors, Casa Grande, Arizona (USA)

LUCID



Railway

Assembly Technology & Smart Factory Partner

ALSTOM Transport, Paris (France)

ALSTOM



Healthcare

Product Solutions & Smart Factory Partner

Roche Diagnostics, Rotkreuz (Zug), Switzerland

Roche

5 Zug – Anchor & Inspiration

ZUG

Anchor & Inspiration

- Heritage – Zug is our anchor (homebase)
- Stable & business friendly
- Anti-bureaucracy at its best – very collaborative authorities!
- International, inspiring community (global corporations & spirit)...
- ... including startups (fintech, crypto, health-tech, energy, ...)

COLLABORATION

Together, We Create!



Thank you!

Zug: start networking | March 13th, 2024



Kanton Zug

Economic Promotion's activities

Beat Bachmann, Head Economic Promotion

Our value proposition

Business Friendliness

Stability

Taxation

Talents/
Education

Accessibility

Internationality

Quality of Life

Effective Business Environment

Our activities and services

Support locally residing companies

- Company visits (120 p.a.)
- «one-stop-shop»
- Information about the business location and Canton of Zug
- Networking of companies (80 events p.a.)
- Engage in cluster events / initiation of new cluster platforms

Settlement of new companies

- Support during settling process (40-60 p.a.)
- Networking with multipliers
- Participation Roadshows GZA/S-GE

Location marketing

- Communication tools
- Sharpening of Zug's image
- Social Media

Meet our team — your one-stop shop

The Economic Promotion's team is

- your contact for local and new companies,
- supports you in your successful business operation,
- helps you getting access to networks, trade and public associations.



Thomas Fuchs
Deputy Head



Ursula Kottmann
Marketing/Communication



Beat Bachmann
Department Head



Yvonne Valentino
Head Backoffice/VET trainer



Alberto Diaz
Deputy Head



Claudia Oberhäsli
Intern

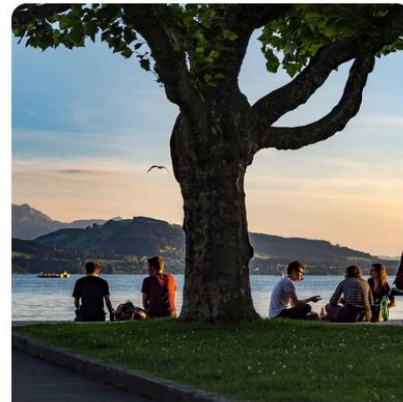
Our new Microsite: Location Zug for doing business and living



Zug – Small World, Big Business

The Canton of Zug is Switzerland's leading business location. As a magnet for international talent in major industry clusters, we also offer financial and political stability. Located in the heart of Europe and in the center of Switzerland, we thus offer the best overall package for your company.

Living in Zug



Living Area

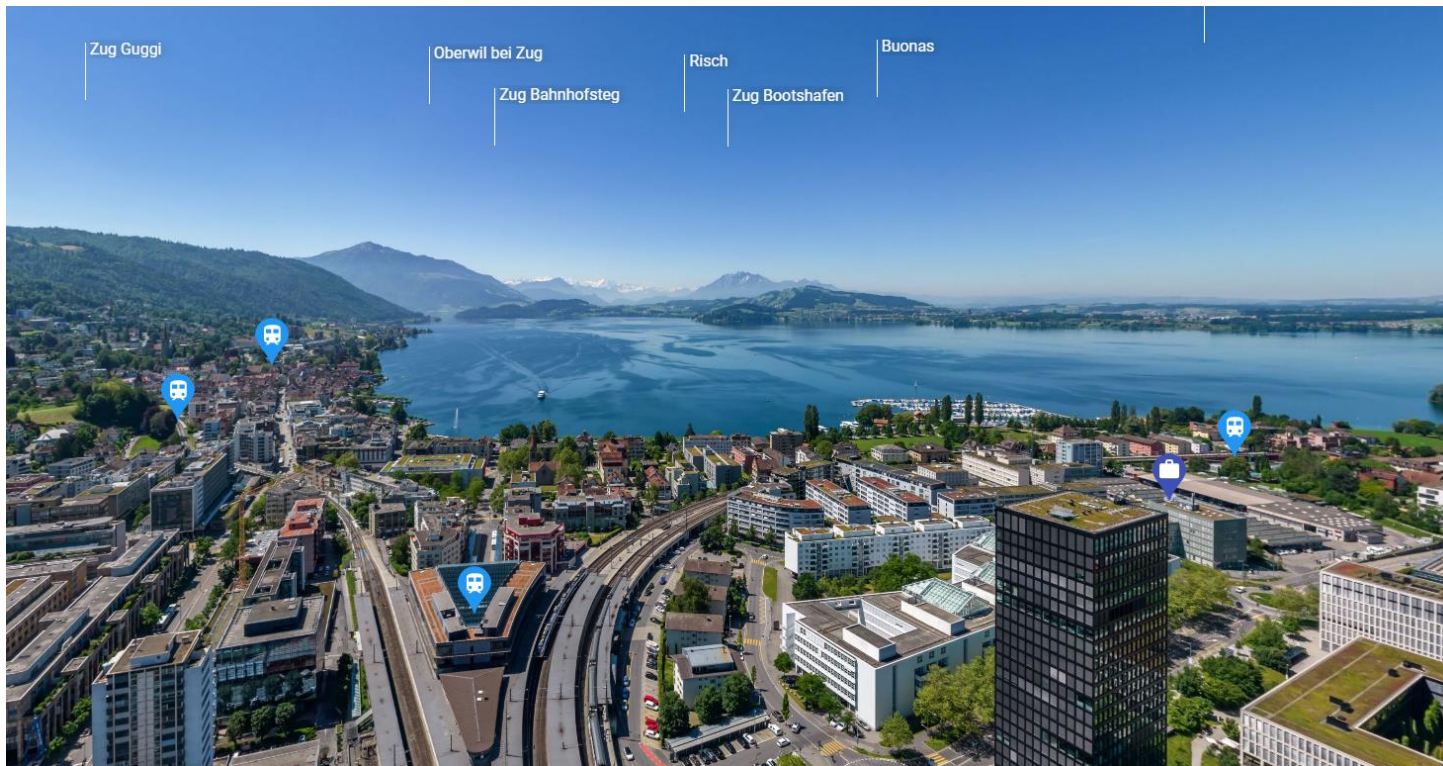
Explore the residential appeal of Zug!
Experience exceptional quality of life appealing to locals and newcomers alike. Embrace the ...



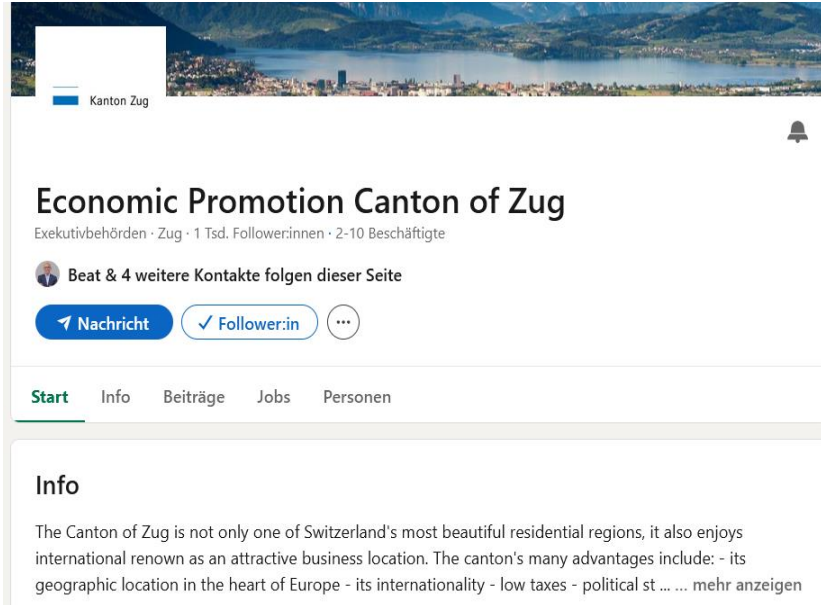
International community - local culture

In Zug, global and local cultures combine uniquely. Integration and networking opportunities create a diverse community. Zug thrives on ...

Our virtual tour: www.virtual.zg.ch



Follow us on LinkedIn or X



LinkedIn profile for Economic Promotion Canton of Zug. The header shows the organization's name and a notification bell. Below the header, it states "Economic Promotion Canton of Zug" and "Exekutivbehörden · Zug · 1 Tsd. Follower:innen · 2-10 Beschäftigte". There are buttons for "Nachricht" and "Follower:in". The "Info" section is visible, starting with "Info" and "Beiträge".

Economic Promotion Canton of Zug
Exekutivbehörden · Zug · 1 Tsd. Follower:innen · 2-10 Beschäftigte

Beat & 4 weitere Kontakte folgen dieser Seite

[Nachricht](#) [Follower:in](#)

Info Beiträge Jobs Personen

Info

The Canton of Zug is not only one of Switzerland's most beautiful residential regions, it also enjoys international renown as an attractive business location. The canton's many advantages include: - its geographic location in the heart of Europe - its internationality - low taxes - political st ... mehr anzeigen



X profile for zug economy. The header shows a profile picture and a "Follow" button. Below the header, it states "zug economy" and "@zugeconomy". The bio reads: "Wir pflegen den engen Kontakt zu lokalen Firmen und betreuen Interessenten, die eine Ansiedlung im Kanton Zug prüfen. Wir setzen uns für Ihre Anliegen ein." There is a "Translate bio" link. Location is "Kanton Zug" and website is "zg.ch/economy". It was joined in February 2012. It has 461 Following and 1,490 Followers.

zug economy
@zugeconomy

Wir pflegen den engen Kontakt zu lokalen Firmen und betreuen Interessenten, die eine Ansiedlung im Kanton Zug prüfen. Wir setzen uns für Ihre Anliegen ein.

[Translate bio](#)

📍 Kanton Zug zg.ch/economy 📅 Joined February 2012

461 Following 1,490 Followers

economy.zg.ch





Kanton Zug

Zug wants to meet you

Silvia Thalmann-Gut, Minister, Frau Landammann

It's Apéro-Time!

This presentation will be available on the website tomorrow

