A glance at location advantages
Business advantages in Zug

**Business friendly**
- Interconnectedness of administration and economy
- Numerous internationally operating companies

**Low taxes**
- Compared to international averages
- 50% below Swiss average

**Central position**
- Only 45 minutes to the Zurich airport
- Easy access to public transportation (road & rail)

**Efficient administration**
- Service orientated
- Competent decision-making
- Public-private-partnership-projects
Business advantages in Zug

**Outstanding education**
- Progressive education system
- Post secondary education: 10.24% of the population

**Reliable politics**
- Stable economically, financially, politically and socially for many years

**Highly qualified manpower**
- High quality level
- International experience
- Foreign language skills

**Nice surroundings**
- Lakes and mountains
- Manageable size
- Many leisure and recreational opportunities
1. Location
In the heart of Europe
In the center of Switzerland

Immediate proximity to the metropolitan area of Zurich

North-south axis Gotthard (rail and road)
Facts & figures 2007

- Central location and high standard of living
- 45 min. to the international airport Zurich
- 106,500 inhabitants from 124 nations
- 70,000 workplaces
- 25,500 companies
- First-rate education (3 international schools)
- Low taxes for individuals and corporations
The municipalities

Only 239 km² in size the Canton of Zug is the smallest one in Switzerland. It consists of 11 municipalities.
# Geographical areas

<table>
<thead>
<tr>
<th>Category</th>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire canton</td>
<td>239 km²</td>
<td></td>
</tr>
<tr>
<td>Agriculture*</td>
<td>107 km²</td>
<td>(44.8%)</td>
</tr>
<tr>
<td>Forest</td>
<td>66 km²</td>
<td>(27.7%)</td>
</tr>
<tr>
<td>Lakes</td>
<td>32 km²</td>
<td>(12.8%)</td>
</tr>
<tr>
<td>Settlements</td>
<td>29 km²</td>
<td>(12.2%)</td>
</tr>
<tr>
<td>Unproductive**</td>
<td>5 km²</td>
<td>(2.5%)</td>
</tr>
</tbody>
</table>

* 17% protected natural reserves

** Transport areas as roads, plazas and paths
Development 1960 - 2006

(in thousands)

Population

The Canton of Zug has the youngest average population of Switzerland: 39.8 years.

Population
31.12.2006: 106,530
Households: 47,538
Percentage of foreigners: 21%
International community

People from 124 nations live in the canton. The majority comes from Germany.

Source: Amt für Ausländerfragen Zug, Dezember 2006
Assistance and support for foreigners

- Service clubs (Rotary, Lions, Kiwanis)
- International clubs
- Organizations for foreigners
- International schools
- Expat guide
- Expat day
- Expatriate Zug day

Please find useful addresses in the annex.
The cantonal administration: www.zug.ch

- Government
  - State chancellery
  - Department of the Interior
  - Department of Education and Culture
  - Department of Economic Affairs
  - Building Department
  - Department of Security
  - Department of Public Health
  - Department of Finance
2. Economy
Commercial structure

Canton of Zug

- 70.7% 50,485
- 26.8% 19,135
- 2.5% 1,797

Switzerland

- 69.1% 2,701,764
- 25.5% 996,970
- 5.4% 212,526

Source: Eidg. Betriebszählung 2005
Business clusters

- Trading of commodities and resources
- Wholesale trading / distribution of brands
- Medical device industry and diagnostics
- High-tech: information technology, electronics
- Pharmaceuticals and chemical products
- Financial services
- Metal processing
- Sports articles / sports marketing
- (International) schools / management training
European and global headquarters

- Amgen, USA
- BiogenIdec, USA
- Burger King, USA
- Cilag International / J&J, USA
- Glencore AG, CH
- Metro Holding AG, D
- Petroplus, NL
- Siemens Building Technologies, D
- Sika AG, CH
- and many more
### Business and employment 1975 - 2005

<table>
<thead>
<tr>
<th>Year</th>
<th>Companies</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>3,903</td>
<td>34,849</td>
</tr>
<tr>
<td>1985</td>
<td>4,244</td>
<td>44,678</td>
</tr>
<tr>
<td>1991</td>
<td>5,413</td>
<td>57,064</td>
</tr>
<tr>
<td>1995</td>
<td>6,383</td>
<td>56,299</td>
</tr>
<tr>
<td>1998</td>
<td>7,158</td>
<td>59,301</td>
</tr>
<tr>
<td>2001</td>
<td>8,407</td>
<td>66,045</td>
</tr>
<tr>
<td>2005</td>
<td>8,936</td>
<td>69,620</td>
</tr>
</tbody>
</table>

Source: Eidg. Betriebszählungen 2001 und 2005
Companies 2006

Every 13th newly founded company in Switzerland is enlisted by the Commercial Registry Office of Zug.

Source: Commercial registry office Zug, 2006
International tax comparison*

Maximum tax levy on corporate profit

<table>
<thead>
<tr>
<th>Country</th>
<th>Maximum Tax Levy (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zug</td>
<td>16.3 %</td>
</tr>
<tr>
<td>Ø Switzerland</td>
<td>21.3 %</td>
</tr>
<tr>
<td>Austria</td>
<td>25.0 %</td>
</tr>
<tr>
<td>Netherlands</td>
<td>25.0 %</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>29.6 %</td>
</tr>
<tr>
<td>GB</td>
<td>30.0 %</td>
</tr>
<tr>
<td>France</td>
<td>33.3 %</td>
</tr>
<tr>
<td>Italy</td>
<td>37.3 %</td>
</tr>
<tr>
<td>Germany</td>
<td>38.4 %</td>
</tr>
<tr>
<td>USA</td>
<td>40.0 %</td>
</tr>
<tr>
<td>Japan</td>
<td>40.7 %</td>
</tr>
</tbody>
</table>

* corporate entities

Source: KPMG’s Corporate and Indirect Tax Rate Survey 2007 + IBC Taxation Index 2005
Important location indicators

Source: CS economic research 2007
Swiss cantons in comparison

Location quality indicator 2007

Criteria:
- Tax burden on natural persons and legal entities
- General level of education
- Availability of highly qualified manpower
- Transport-system based accessibility

Source: Credit Suisse Group 2007
Effective tax burden of companies and on highly qualified manpower

Source: BAK Basel Economics, Zentrum für Europäische Wirtschaftsforschung ZEW, 2005
Education

- 1 pedagogical high school
- 1 college (higher professional school) for finance
- 4 higher vocational schools (economy, IT, industrial design, complementary and alternative medicine)
- 2 high schools
- 3 international schools

The Canton of Zug has the highest education level in Switzerland.
## Education level of the population

### 15 to 69 years old

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Zug</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apprenticeship and vocational education</td>
<td>79.41%</td>
<td>74.45%</td>
</tr>
<tr>
<td>Index</td>
<td>106.65</td>
<td>100.00</td>
</tr>
</tbody>
</table>

### 25 to 69 years old

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Zug</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tertiary education</td>
<td>28.15%</td>
<td>22.41%</td>
</tr>
<tr>
<td>Technical schools, post secondary education</td>
<td>Index 125.57</td>
<td>100.00</td>
</tr>
<tr>
<td>Universitiesian education</td>
<td>10.24%</td>
<td>8.82%</td>
</tr>
<tr>
<td>Index</td>
<td>116.05</td>
<td>100.00</td>
</tr>
</tbody>
</table>
4. Infrastructure
Public Transportation

- City Train Zug and buses
- Numerous direct intercity (long distance) connections to Zurich, Lucerne, Milan, Munich, Amsterdam and many more cities.
- Funicular railway Zugerberg
- Cruiseboats on the lakes of Zug and Aegeri
- Award-winning design of Zug railway station
Hub concept of public transportation

An attractive transport chain –
Train and bus perfectly coordinated

- Rail lines
- Supply from 2008 - 2010 on
- Immediate connection between bus and train
- Bus

To: Arth-Goldau, Gotthard
To: Zurich
To: Lucerne
To: Zug
Extension City Train

Under Construction:
- 2nd track Chämleten
- Two-track (3.4 km) Cham - Freudenberg

Planning:
- 3rd train track to Lindenpark (BT)
- Cross stop Oberwil - 2nd train track (ca. 500 m) - 2nd track
- Stop Hörndli

Situation:
Congestion affects the main traffic axis between Zug and Baar.

Solution:
Access from the north through Zug - Baar freeway connection.

Situation:
Traffic congestion in the municipalities with the opening of the freeway A4.

Solution:
Extension of the A4 freeway up to six lanes.
By-pass Cham/Hünenberg (2011-2015)

Situation:
Traffic congestion in the municipality centers of Cham and Hünenberg. The economic area "Ennetsee" should be accessible without any traffic jam.

Solution:
Construction of a by-pass.
Access Zug/Baar (Project: 2013-2016)

Situation:
There is no direct connection to the freeway.

Solution:
Construction of the "Neufeld" tangent:
- Discharge of the city centers in Baar and Zug.
- Road development of the business areas Baarermatt and Gösli.
Health care system

- Cantonal hospital of Zug
- Regional comprehensive hospital Baar (opening 2008)
- Private Andreas clinic Cham (Hirslanden group)
- Psychiatric clinic Zugersee
- Psychiatric clinic Meissenberg
- Rehabilitation clinic Adelheid
- External support and healthcare system (Spitex)
- Nurseries
Welfare services

- Gemeinnützige Gesellschaft des Kantons Zug mit Behindertenwerkstatt zuwebe
- Consol – Arbeit für Menschen mit Erwerbsbehinderung
- Zuger Frauenzentrale (eff-zett)
- Pro Werke
- Verein für Arbeitsmarkt (VAM)
5. Leisure / culture / sports
Sports facilities

- Various gyms (hand and basketball)
- Mountain bike and bicycle paths
- Curling and ice rinks
- Fitness and wellness centers
- Sailing and rowing clubs
- Tennis and squash
- Hiking trails
- Cross-country and downhill skiing
- Soccer, baseball und rugby
- Horseback riding
Trend sports

- Golf (18-hole / 9-hole / 6-hole course)
- Inlineskating (flat route system)
- Wakeboard (club Zug)
- Waterskiing (club Cham)
- Skateboard
- Paragliding
- Downhill, dirtbike and BMX
- Baseball and rugby
- Diving (several schools)
- Billard and bowling
Zug ice hockey team (EVZ)

The pride of the Canton of Zug:

The EVZ plays in the national league A. In the period 1997/98 they were Swiss champions.

The city of Zug is planning a new ice hockey hall for Winter 2009/2010.
Gastronomy

- Panoramic restaurants
- Gourmet restaurants
- Specialty restaurants
- Mountain cabins

Zug provides local dishes, Swiss and international cuisine.

Particular specialties of Zug are Zuger Kirsch, Zuger Kirschtorte and Rötel - a local fish delicacy.
Tourism

The Canton of Zug has:

- 31 hotels (2 to 4 stars)
- non-hotel accommodations
- 1 youth hostel
- 5 campgrounds

Famous and attractive landmarks include the Höllgrotten in Baar as well as the old town of Zug.

www.zugtourismus.ch
Broad cultural offerings

- Various museums (historic, folkloric, art)
- Several theaters
- Cultural center Chollerhalle
- Zug's youth scene  
  (Galvanik, Podium, Industrie 45)

The cultural centers of Zurich and Lucerne are accessible in fewer than 30 minutes.

www.zug.ch/kulturzug
# Traditional events

<table>
<thead>
<tr>
<th>Event</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sternsingen</td>
<td>January</td>
</tr>
<tr>
<td>Bäckermöhli</td>
<td>January</td>
</tr>
<tr>
<td>Fasnacht</td>
<td>February</td>
</tr>
<tr>
<td>Greth Schell</td>
<td>February</td>
</tr>
<tr>
<td>Chröpfelimeh-Singen</td>
<td>February</td>
</tr>
<tr>
<td>Stierenmarkt</td>
<td>September</td>
</tr>
<tr>
<td>Morgartenschiessen</td>
<td>November</td>
</tr>
<tr>
<td>Märlisunntig</td>
<td>December</td>
</tr>
<tr>
<td>Nüssler &amp; Trychler</td>
<td>December</td>
</tr>
</tbody>
</table>
Contemporary events

Einachserrennen  May
Zuger Seefest  June
Zytturm Triathlon  June
Inline-Marathon  July
Ägeriseelauf  July
Boardstock Festival  July
Waldstock Open Air  July
Open Air Kino  July / August
Jazz Night  August
Zuger Messe  October
A Cappella Festival  November
High quality of life

Zug offers short ways / distances to work, and sports and leisure facilities.

- 63 % of the population exercises weekly
- 92 % feel happy or even very happy

The popular saying "the happiest Swiss live in Zug" is an understatement.

Source: Bundesamt für Gesundheit 2003
6. Zug celebrities
What we're famous for...

The most beautiful sunsets

Delicious Zuger Kirschtorte
We look forward to hearing from you

Department of Economic Affairs
Economic Promotion
Aabachstrasse 5
CH-6301 Zug
Phone ++41 (0)41 728 55 04
Fax ++41 (0)41 728 55 09
Mail economy@zug.ch
Internet www.zug.ch/economy
Pictures of Zug

If you need pictures of the Canton of Zug you may download them from the following web address: www.zugtourismus.ch Medien / Bilddatenbank.

In order to download the pictures, you will need a password from the Zug Tourism Office.
Your contacts in the cantonal administration

Foreigners: www.zug.ch/kafa
Labor and economy: www.zug.ch/awa
Taxes: www.zug.ch/tax
Chamber of registry: www.zug.ch/hra
Social services: www.zug.ch/ahv
11 municipalities

Baar
Cham
Hünenberg
Menzingen
Neuheim
Oberägeri
Risch
Steinhausen
Unterägeri
Walchwil
Zug

www.baar.ch
www.cham.ch
www.zug.ch/huenenberg
www.zug.ch/menzingen
www.neuheim.ch
www.oberaegeri.ch
www.gemeinderisch.ch
www.steinhhausen.ch
www.unteraegeri.ch
www.walchwil.ch
www.stadtzug.ch
Service clubs: Rotary

Rotary Club Zug: www.rotary-zug.ch
Rotary Club Zugersee: www.rotary-zug-zugersee.ch
Rotary Club Zugerland: www.rotary-zugerland.ch
Rotary Club Zug-Kolin: www.rotary-zug-kolin.ch
Rotaract Club Zug: www.rotaract-zug.ch
Inner Wheel Club Zug: www.innerwheel.ch/clubs/zug
Service clubs: Lions

Lions Club Zug:  www.lions-zug.ch
Lions Club Zugerland:  www.lions-c.ch/zugerland
Lions Club Zug Kolin:  www.lions-c.ch/zugkolin
Service clubs: Kiwanis

Kiwanis Club Zug: www.kiwanis-zug.ch
Kiwanis Club Zug-Zugerland: www.kiwanis-zug-zugerland.ch
Kiwanis Club Zug-Ennetsee: www.kiwanis-zug-ennetsee.ch
Kiwanis Club Raten: www.kiwanis-raten.ch
International clubs

International Women's Club:  www.ziwc.ch
International Men's Club:  www.imcz.com
Business & Professional Women Club:  www.bpw-zug.ch
More than 50 associations for foreigners

Contact: Fachstelle Migration Zug
Phone: +41 41 728 23 12
Fax: +41 41 728 23 14
Mail: fachstelle.migration@fsm-zug.ch
Internet: www.zug.ch/fsm
Important organizations

Chamber of Economy: www.zwk.ch
Fiduciary Association: www.ztv-zug.ch
Association of Attorneys: www.advokaten-zug.ch
Association of businesses: www.zugergewerbe.ch
International schools

International School of Zug:  www.isoz.ch
The Riverside School:        www.riverside.ch
Institut Montana Zugerberg:  www.montana-zug.ch
Kanton Zug

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