



zug : business connects.





Grüezi.



Business connects.

Zug has class - world class! Our tiny canton in the heart of Switzerland enjoys a big reputation as an important business region and one of the world's top trading centres. Zug is where active openness to business is demonstrated each and every day. The cantonal authorities and population have always pursued a particularly positive attitude towards commerce. And the international companies based in Zug benefit in full measure from this business-friendly mentality. The ongoing care of enterprises domiciled here makes our economic centre strong and successful from within.

But the superlatives don't stop there. Zug actually connects worlds. On the one hand, our canton is integrated into the vast network of global business; on the other it offers a compact, top quality environment with a finely functioning infrastructure. Zug offers a select, central location and a world of exciting new opportunities - a world where quality of life comes complete.

The Economic Promotion Office of Zug's Department of Economic Affairs is a classic example of our active open-mindedness to business. Specialist know-how and efficiency characterize the superior range of services provided by the Department. This unique, closely networked hub provides the all-essential links between private business and public administration. Hence our slogan - "Business connects".

Zug offers a world of professionalism and partnership, in which business is the key combining element. We are waiting to welcome you!

A handwritten signature in black ink, appearing to read 'Walter Suter'.

Walter Suter, member of the Zug Cantonal Government



Zug lives partnerships.



In Zug, the public and the private sectors work together on the principle of partnership. Practically every day the administration's close contacts and connections with service providers and with industrial companies lead to fast, positive results. This close-knit network between the authorities and the economy forms the basis for made-to-measure services.

The requests and requirements of our business clients are handled with speed and discretion, and without bureaucracy. Such situations might include an international company's plans to set up business here. Or applications from a Swiss enterprise for permits for non-Swiss staff.





Zug is **service** in its purest form.



Satisfied entrepreneurs, we have found, are the best ambassadors for a business location. Zug's client-oriented approach creates the ideal conditions for such enthusiasm.

The support of business is our paramount priority. Companies in Zug are given continuous assistance. Contacts are set up within and outside the administration. The persons in charge participate in various regional programmes and projects in order to keep fully informed of developments and identify any possible problems.

The Economic Promotion Office makes a key contribution to Zug's corporate culture of service and support - a contribution which reflects our professionalism and flexibility. The duties encompass not only regular contacts with those companies already domiciled in the canton. They also involve the support of interests wishing to set up a new company. Young entrepreneurs receive all the start-up advice and assistance they require.





Zug is friendly to business.



Short, direct communication routes and the legendary closeness to the cantonal administration are realities in Zug's business world.

Take, for example, an entrepreneur who wants to establish a company and has an appointment with the Economic Promotion Office. Upon request he finds not only a representative of the Department of Economic Affairs, of the Commercial Registry and of the tax department, but also a member of one of Zug's business-, trustee- and lawyers associations. The result - a full range of services at the same time and table. Flexible. Efficient. And in partnership.

No wonder, therefore, that Zug's cosmopolitan commercial world is both attractive and interesting for every kind of industry. It all adds up to a very diversified and distinctive business life - a variety that lends the location even greater appeal.

Zug regularly records above-average growth rates in the fields of services and manufacturing. Zug's business environment embraces clusters active in such widely contrasting sectors as commodity trading, wholesale and distribution of branded products, medical technology/diagnostics, high-tech/IT, pharmaceuticals, finance, metalworking, sports articles and marketing, schooling and management coaching.





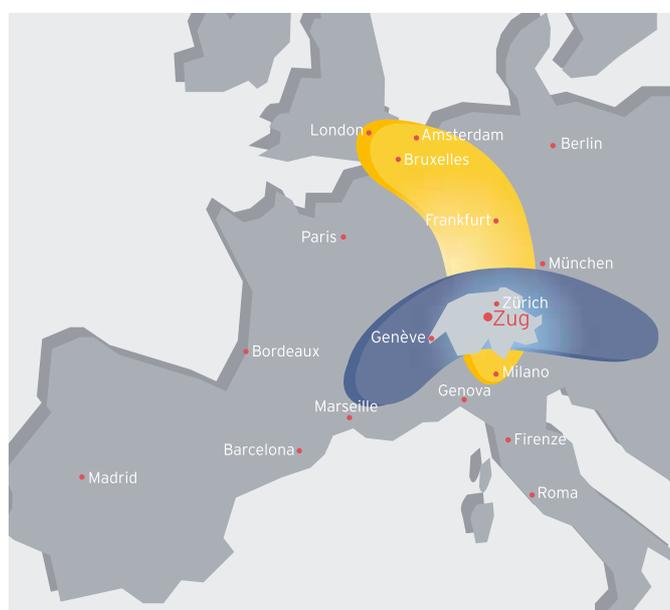
Zug is international.



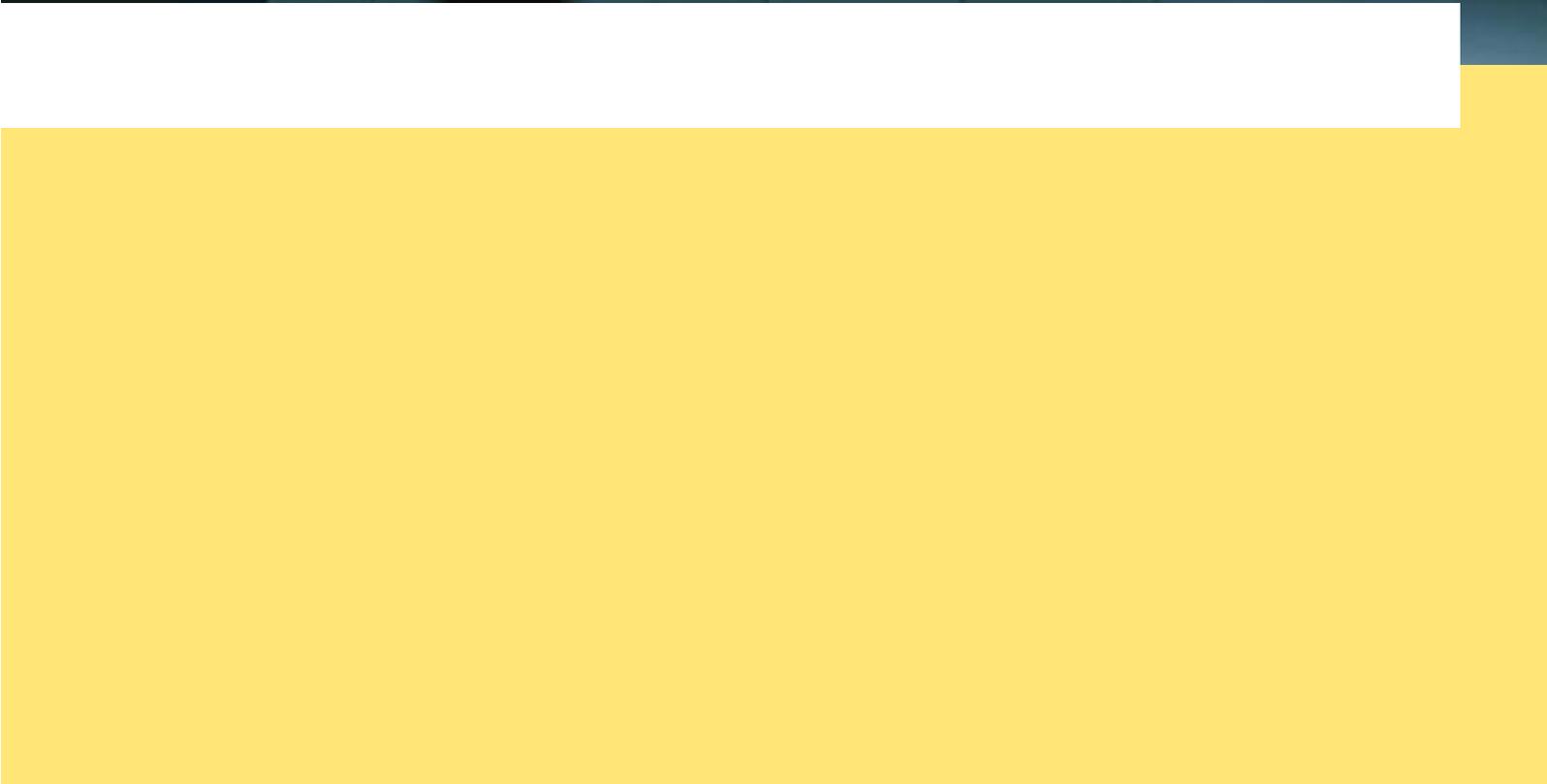
With a surface area of some 240 square kilometres, Zug is the smallest canton in Switzerland and is divided up into 11 municipalities. It enjoys a central location in the heart of Switzerland and at the crossroads of the European continent, fully connected to major national and international transport routes. And yet, Zug is a global village.

Its pioneering spirit of openness bore fruit as early as the beginning of the 19th century, when a large number of foreign companies set up business in the canton. Today, people from over 120 nations live in Zug - a multicultural mix of superior skills and expertise. As a result the canton is also famed for the excellence of its international schools, offering the broadest range of educational opportunities.

Zug's impressive growth over the last 40 years speaks for itself. The population has doubled, workplaces have trebled and the number of companies has grown tenfold.



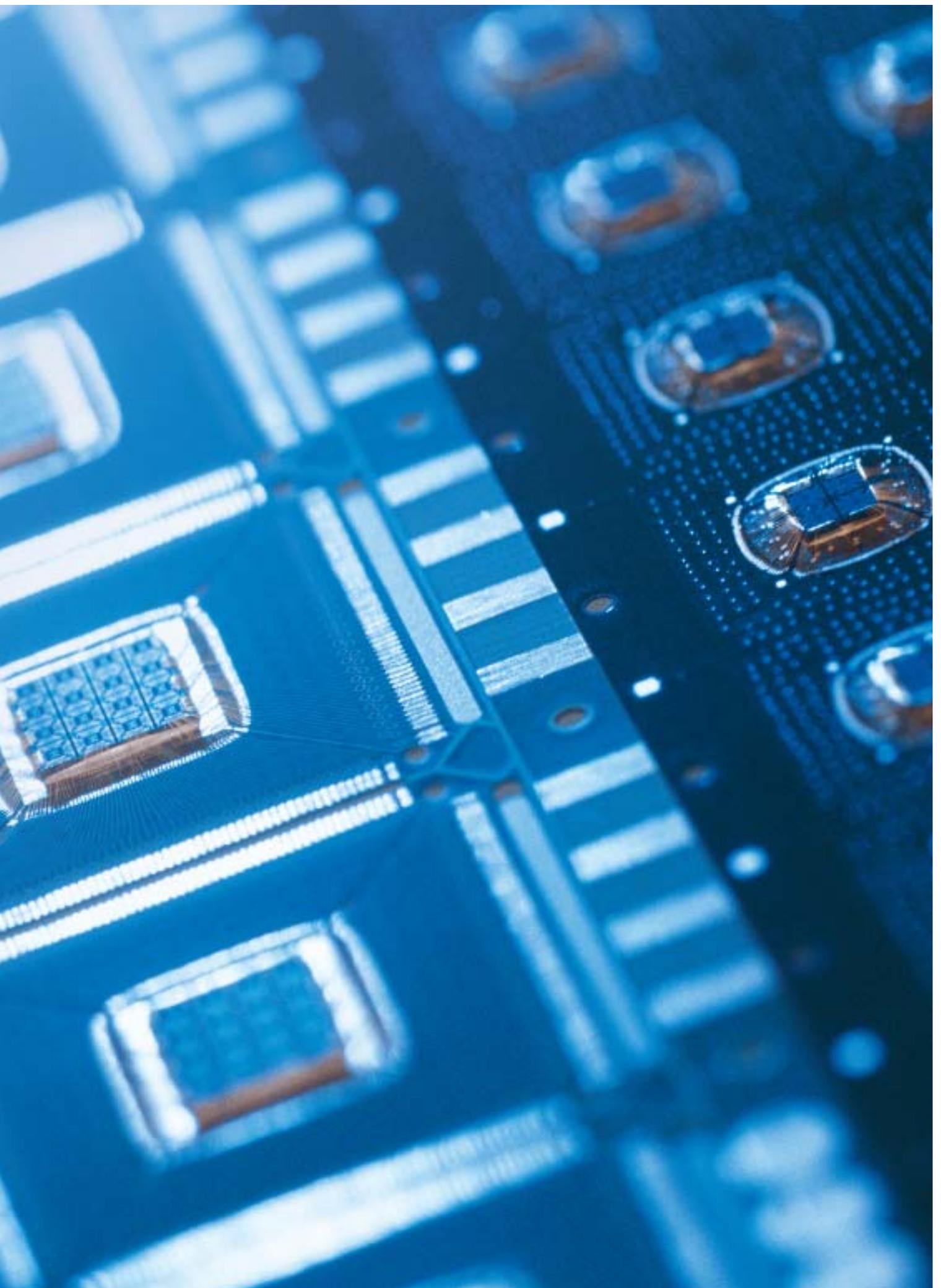
«European Banana»
«Snowbelt»



Zug creates quality.

■ The educational system in the Canton of Zug is one of the most modern and progressive to be found anywhere. Based on the demand for continuous innovation and concentration on quality, the system is closely associated with business practice. State and private schools, as well as institutes with international curricula, contribute to the high level of expertise.

This, in turn, opens up many personal and professional opportunities and ensures that the economy in Zug can recruit highly qualified specialists. They not only excel with their educational levels and commitment to quality. They also demonstrate a great deal of motivation in their work, undertake further education, speak a number of languages and build on their experience in international fields of business. Non-Swiss specialists make a considerable contribution to the high quality of staff in the business region of Zug.





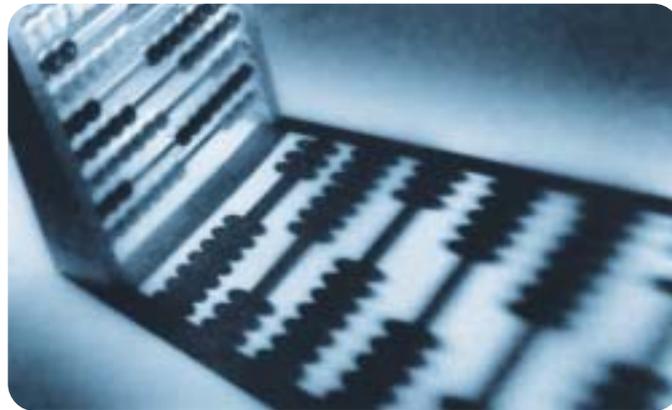
Zug offers stability.



Switzerland's deep-rooted democracy creates fertile soil. The country's proven political and economic strengths, and harmonious cooperation between social partners, provide a guarantee of stability. Contact with the authorities at municipal and cantonal levels is uncomplicated and characterized by an atmosphere of partnership and flexibility.

All these factors make Zug's business world strong and attractive. The well functioning network on all levels, the reliable legal system and the broad mix of industries are parameters which enable and enhance the successful development of business.





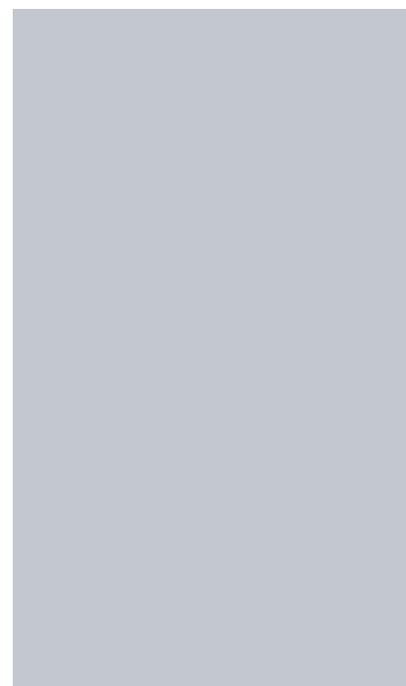
Zug **pays** for itself.



By international comparison, taxation in Switzerland is among the lowest - for legal entities as well as private individuals. Zug in particular offers its partners a solid infrastructure for financial matters and is one of the cantons with the lowest charges for government services.

But low charges are just part of the very positive picture. The tax authorities in Zug are staffed by specialists who understand the realities of business. And that, together with their openness to individual contacts, promotes mutual trust and strengthens cooperation.

Zug is proud to provide a slim, streamlined administration which reaches fast decisions and offers a broad range of services for companies and private individuals.







Zug provides **quality of life.**

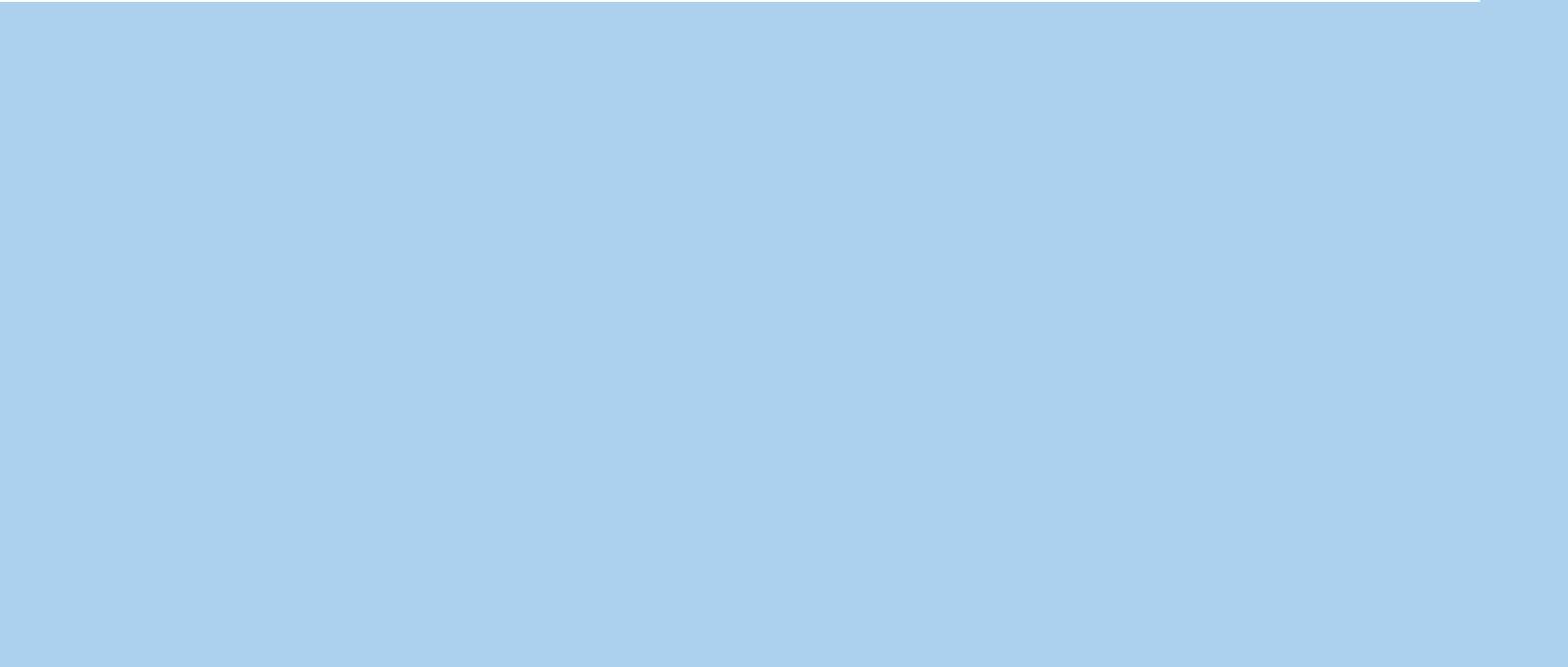


Life is good in the captivating Canton of Zug. Singles and families can choose from a wide range of excellent accommodation, superior infrastructure and a vast and varied choice of leisure, pleasure and cultural activities. Are you fascinated by folklore and traditional customs? Do you enjoy a busy, bustling social life? Zug offers all these attractions - and many more besides. And the cultural centres of Lucerne and Zurich are only half an hour away.

If you ever need medical treatment, Zug has a modern health system with first-class clinics.

And better still, the region is compact. That means that you are never far from your place of work, your school, the public facilities, the shops and the restaurants. Zug's gastronomy - with its wining and dining of distinction - is renowned far beyond the confines of the canton.

Zug is, quite simply, quality of life in its purest form.





Zug is beautiful.

■ Zug may be small in size, but it offers a wealth of natural beauty. Scenic splendours range from the River Reuss plateau to the attractive Aegeri Valley, embedded in the idyllic landscape of Central Switzerland. A sixth of the canton is covered by lakes and a large part by forests.

Our landscape is a remarkable recreational space in the truest sense of the word - and it also offers a great deal in terms of tourist attractions. Each and every season can claim its own distinctive charms, to be experienced and enjoyed in their uniqueness and breathtaking beauty.

The superb sunsets over Lake Zug are among the most beautiful in the world. When Zug's historic old town shines in the golden glow of the evening, Mother Nature shows herself in all her glory.





Zug is the future.



The continuous planning and implementation of innovative projects make Zug your optimal location - today and in the future.

Regardless of how the economic situation develops, true values such as partnership, professionalism, stability and quality of life remain intact in Zug. We take care of them. And we invite you to take advantage of them.







Switzerland.

connects business.



economic promotion zug

connects business

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