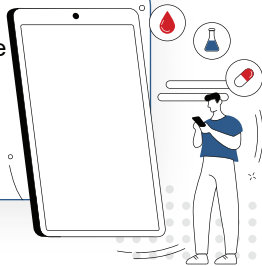


Future of Digital Worlds

Grow Your Business in Switzerland

3RD place in AI
intensity after Singapore
and Israel (AI capacity
relative to the size of
a country's population
or economy)



15+ big tech companies

big tech companies love
Switzerland. Google,
Microsoft, Meta, and
Disney form a computer
vision cluster around ETH



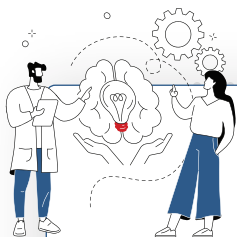
In 2021,
Switzerland became
**one of the first
countries**

in the world to enact legal
regulations for blockchain
technology.



2ND place
for density of AI
engineers in Europe

Key Figures

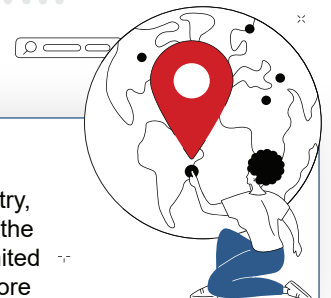


1ST place

in patent applications per
capita, with 1'085 applications
per million inhabitants. This is
more than double the figure for
Sweden, ranked second with
495 applications per million
inhabitants.

1ST place –

Most innovative country,
followed by Sweden, the
United States, the United
Kingdom and Singapore



University of Zurich ranked

3RD best university
for Blockchain out of 240 institutions globally



Switzerland – Your Algorithm for Success

Discover how Switzerland's digital innovation ecosystem can elevate your business to a standout leader in a highly competitive landscape. Let's explore the benefits of opening your R&D center, managing your data and optimizing your global corporate footprint in Switzerland.

Switzerland is the right place for your R&D activities if you want to...



... operate within an ecosystem with a strong presence of industry players and research institutions, accelerating your time-to-market through collaboration.



... leverage a unique technology infrastructure



... attract and retain the best tech talent for your lead developer team



... assure high data safety and maximise profits

Possible hub functions to set up in Switzerland are...



Digital Center of Excellence

for your lead software development and release, strategy and budget management related to digital assets



Innovation Hub

that combines key aspects of innovation, digitalization and internally disruptive assets into a hub that enables global organizational growth



Data Hub

for your data strategy, management and security, including customer, pricing and third-party data



IP Management Hub

due to a strong legal framework and extensive protection of intellectual property rights. Switzerland is attractive for IP-related activities, from research and development to commercialization



Commercial European / EMEA headquarters

centralizing finance, sales and marketing, HR and other key functions



"Schaffhausen may be located on the edge of Switzerland, but it occupies a strategic location at the heart of Europe. We can get to key business destinations such as London or Paris very quickly."



Andrew Etkind

Vice President, Garmin



Switzerland is an interesting playground to jointly develop new technologies, hand-in-hand with our clients and in close collaboration with academia.



Axel Nemetz

Head of Life Sciences Germany, Austria, Switzerland and VC Investor, IBM

Why Switzerland

Swiss Innovation and Research - Your Agile Framework

Innovation in Switzerland operates like an agile framework, allowing your company to iterate quickly, adapt to changes, and deliver breakthroughs with precision. With a focus on continuous improvement and rapid development, Switzerland keeps your business at the cutting edge of technology.

- ✓ **Lab 42** is a research and innovation hub in the Swiss Alps, developing advanced technologies in AI and data science with the goal to create AI systems that not only perform tasks but also think creatively and learn autonomously across diverse domains and solving major global issues like disease, environmental disasters, and resource shortages.
- ✓ **The Swiss Center for Electronics and Microtechnology (CSEM)** is a research and technology organization that develops and transfers advanced technologies in microelectronics, nanotechnology, systems engineering, and digitalization. CSEM works closely with industry partners to innovate and bring new products and processes to market.
- ✓ **The Swiss Data Science Center (SDSC)** is a collaborative research institution that focuses on advancing data science and artificial intelligence to address complex scientific and societal challenges. It bridges research and practical applications across different fields, fostering interdisciplinary collaboration and developing open-source tools.
- ✓ Researchers from the **Paul Scherrer Institute (PSI)** and **Massachusetts Institute of Technology (MIT)** are **using AI to make breast cancer diagnoses** more accurate and therefore safer at the same time.



“As a location for Provenance Proof, Lucerne excels due to its central location and excellent accessibility. This enables optimal networking in all directions, whether within Switzerland, across Europe, or worldwide. Additionally, in Lucerne we have access to an excellent talent pool with profound experience in applying blockchain technology successfully.”



Klemens Link

Director,
Provenance Proof



“We were pleasantly surprised to see the openness and forward-thinking attitude of the canton of Zug and of other authorities.”



Mihai Alisie

Co-founder, Ethereum



The Switzerland Innovation Park West EPFL offers a **Soft-Landing Program** designed for globally focused companies like yours. A tailor-made program provides personalized guidance through the academic ecosystem, maximizing innovation opportunities and impact. Collaborate with over 200 startups, corporates, and SMEs to test and refine your ideas.

Swiss Regulations - The Operating System for Your Business

Just like a stable operating system provides the foundation for all software functions, Switzerland's business-friendly regulations create the ideal environment for your company to run smoothly.

- ✓ Swiss regulators prioritize collaboration with industry stakeholders like you to develop regulations that strike a balance between privacy protection and technological progress. This **flexible and tech neutral approach** benefits emerging tech companies and **encourages innovation**.
- ✓ While the **EU's AI Act** foresees stricter requirements for high-risk systems, Switzerland applies a more **principle-based approach**, providing legal certainty without overregulation – and leaving room for you to innovate.
- ✓ The **DLT Act** amended the current laws to include crypto assets and digital ledger technology into Swiss Law, making the Swiss blockchain and Web3 regulatory framework one of the most advanced in the world.
- ✓ **The International Electrotechnical Commission** in Geneva plays a crucial role in the development of international electrotechnical standards. By ensuring the safety, reliability, and efficiency of electrical and electronic products and systems, the IEC supports technological innovation and helps create a more interconnected and sustainable world.
- ✓ Swiss data protection laws emphasize the need to keep data within Swiss borders to ensure it is subject to Swiss law, which is known for its **stringent data privacy protections**.
- ✓ These laws offer your company a safe place to host and validate data and reduce risks like data breaches, data corruption or loss, and regulatory compliance issues.

National Cyber Strategy (NCS): Switzerland's NCS outlines measures to protect critical infrastructure and improve national cybersecurity resilience. It includes guidelines for both public and private sectors.

Alpine AI enhances data security by developing privacy-preserving AI solutions, allowing organizations to harness machine learning insights while ensuring sensitive data remains protected and compliant with privacy regulations.

The Centre for the Fourth Industrial Revolution (C4IR) is a global initiative launched by the World Economic Forum (WEF) to help shape the governance and development of new technologies such as artificial intelligence, the Internet of Things (IoT), data policy, and blockchain.

"Switzerland has something special: a blend of tradition and authenticity that instills confidence, coupled with a highly innovative environment with motivated and inspiring people pushing you to do your best."



Quentin Randaxhe

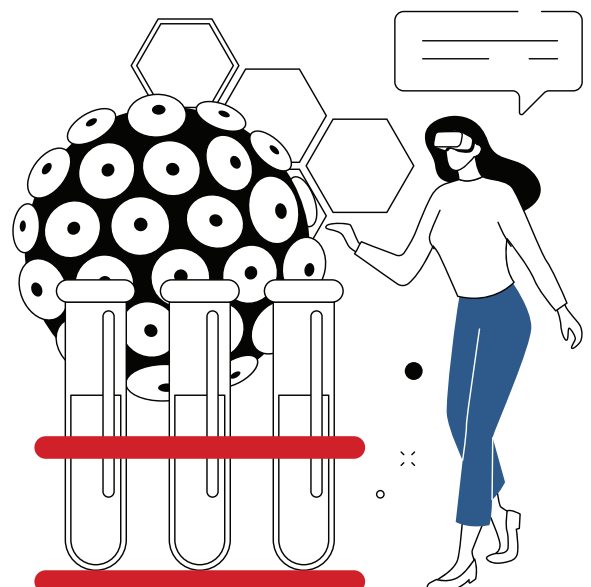
Country Manager Switzerland,
Approach Cyber

"Switzerland's commitment to digital trust and innovation makes it a leading player in the global digital economy."



Carlos Moreira

Founder, WISeKey



Talent - The Codebase of Your Success

In Switzerland, you find top tech developers that become the architects of your business success, turning complex problems into elegant solutions that drive your business forward.

- ✓ Switzerland is home to leading institutions like **ETH Zurich** and **EPFL** which rank among the world's best technological universities and are recognized for their excellence in computer science, engineering, and AI research.
- ✓ These institutions, along with Switzerland's **unique and effective dual education system**, combine classroom education with practical work experience in areas that are directly relevant to the needs of industries and businesses.
- ✓ This ensures that Switzerland has a **high-quality tech talent** pool that prioritizes research and innovation. Thanks to its outstanding quality of life, you can also easily bring in experts from all over the world.
- ✓ Swiss software solutions are distinguished by their attention to detail and focus on **security and privacy**.

Swiss Machine Learning/AI talents are available for a **17% lower salary on average** than in the San Francisco Bay area, while Swiss Blockchain tech talents are available for a **26% lower salary on average**.



Chris Petrovic

Chris Petrovic, Chief Business Officer, FunPlus

"The location in Switzerland, a country that is neutral, reliable and open to the world, aligns well with the nature of the company, which links people together from all over the world without obstacles."

"There is a very vibrant community around crypto here, attracted by the fact that in Switzerland, there is an understanding of what crypto is trying to achieve. We felt a lot of openness in the discussions we had."



Sébastien Badault

Executive VP Enterprise Revenue, Ledger



Swiss Ecosystem - Your API Gateway to Partnerships and Collaborations

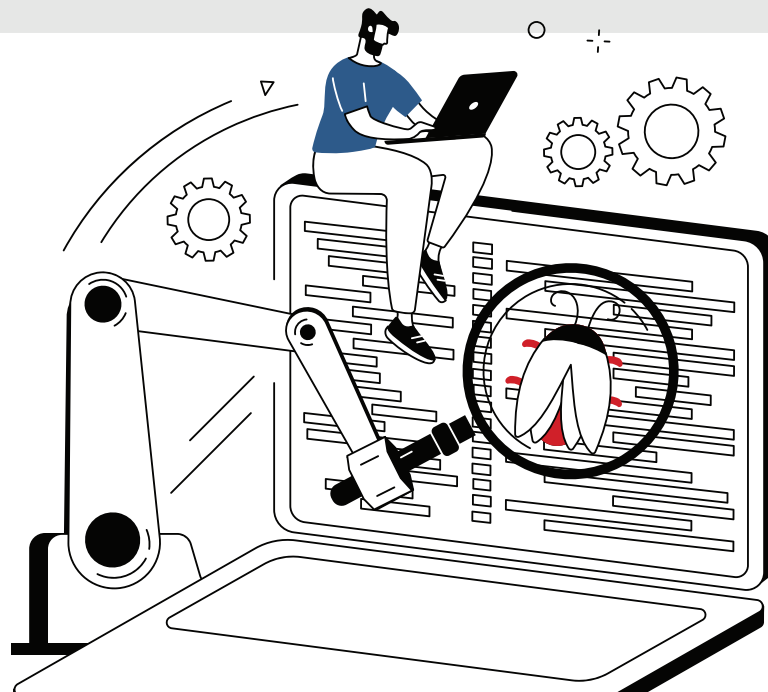
Switzerland's ecosystem acts as your API gateway, connecting you to major tech players so your company gains access to the best talents, partnerships, and technologies you need to scale globally.

- ✓ Multinational corporations like **Apple, Disney, Google, Huawei, Oracle, AWS, IBM, Microsoft, Nvidia, Meta, Intel, and Sony** recognize Switzerland's innovation-friendly ecosystem, with Google running its largest engineering center outside the USA in the country. Proximity to these corporations can offer your company opportunities for collaborations and partnerships.
- ✓ Swiss companies that have achieved global success, particularly in sectors such as fintech, biotech, medtech, and software include **Logitech, Temenos, Sygnum, Sophia Genetics, and MindMaze**.
- ✓ Switzerland is not part of the EU but offers excellent connectivity to major European markets, making it an ideal hub if you aim to expand your presence in Europe. Numerous bilateral agreements with the EU facilitate easier trade and movement of goods and services.
- ✓ Switzerland is home to leading AI research institutes like the **Dalle Molle Institute for Artificial Intelligence (IDSIA), the Idiap Research Institute and the Center for Artificial Intelligence in Medicine (CAIM)**, spread out over a manageable geographical area. This closely-knit network and a pragmatic collaboration between key research institutes and strong industrial players results in the highly efficient transfer of technology, which helps to bring your innovative products to market quickly.

The **Dalle Molle Institute for Artificial Intelligence (IDSIA)** has gained international recognition for the invention and development of long short-term memory (LSTM), an algorithm that is used by Google, Meta, and Apple for speech recognition.

The **Alps supercomputer**, located at the **Swiss National Supercomputing Centre (CSCS)** in Lugano, is one of the fastest computers in the world and is designed to perform advanced scientific simulations and large-scale data processing, supporting research in fields like climate modeling, materials science, and personalized medicine with its high-performance computing (HPC) capabilities.

The **EPFL AI Center** and the **ETH AI Center** both focus on conducting interdisciplinary research in areas like machine learning, robotics, and natural language processing, while also promoting the ethical development and deployment of AI technologies through collaborations with industry partners, startups, and policy-makers to address real-world challenges across sectors like healthcare, sustainability, and automation.



Case Study: Google

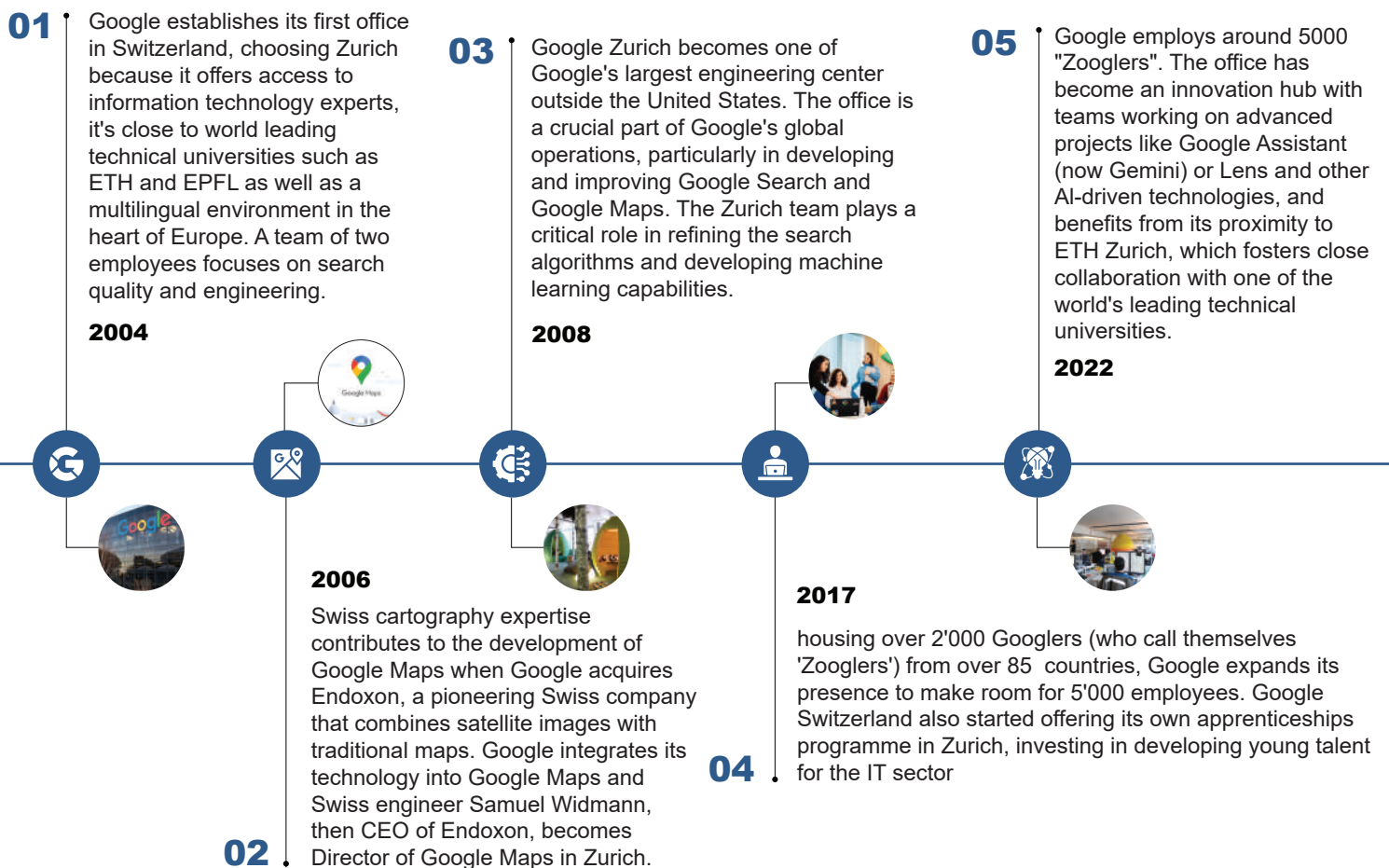
This case study explores Google's settlement process in Switzerland, charting its journey from a two-person team in 2004 to a hub of over 5,000 'Zooglers.' Google's presence in Switzerland has a significant impact on the local tech ecosystem, leading to the creation of various spin-offs and start-ups. Examples include Scandit and Terra Quantum.

Switzerland is home to a thriving tech scene from which not only great and successful companies emerge, but also creates an interesting environment for innovation. This unique setting inspires us at Google Switzerland.



Christine Antlanger-Winter

Country Director Google Switzerland and Regional Director Switzerland and Austria



Tech4good



Green operates data centers across Switzerland, offering secure and energy-efficient facilities for data housing and cloud solutions. Green's infrastructure is powered by 100% renewable energy.



The Circular Electronics Partnership (CEP) promotes sustainability in the electronics industry by advocating for circular economy practices. It facilitates collaboration among industry stakeholders to develop guidelines that reduce environmental impact and improve resource efficiency.



AI for Good identifies practical applications of AI to advance the United Nations Sustainable Development Goals and scale those solutions for global impact.



Blockchain for Refugees is a project by Switzerland for UNHCR, adopting the Cardano blockchain as an innovative way of helping raise funds using staking to support people forced to flee.



Infomaniak inaugurated a new data center that recycles 100% of its energy to heat 6'000 homes a year. Unlike traditional facilities that waste excess heat, this underground data center in Geneva reinjects all its electricity as heat into the city's district heating network.

Industry Examples

VR and AR

Develop and apply advanced VR and AR solutions in Switzerland, where a majority of leading AR platform companies have already established a business location.

- ✓ US based **Magic Leap** develops AR technology through its spatial computing platform and headsets. Their products blend digital content with the physical world by projecting 3D images into the user's environment. Its Swiss office focuses on advancing their leadership in computer vision and deep learning technologies and plays a key role in Magic Leap's global research and development efforts.
- ✓ AR hardware made in Switzerland: **Almer Technologies** with its HQ in Bern develops augmented reality glasses designed for remote collaboration and assistance.
- ✓ **Dimenteers** specializes in strategic consulting for and implementation of enterprise- focused AI and XR technologies that elevate organizational culture and employee experience.
- ✓ **FunPlus** is a leading video game developer and publisher headquartered in Switzerland with operations that span from China to the United States.
- ✓ **Meta** has a research lab in Zurich, which plays a key role in developing computer vision, machine learning, and AI technologies that underpin Meta's AR/VR projects, including Meta Quest (formerly Oculus) and AR glasses.
- ✓ With Fortnite, **Epic Games** created one of the world's largest games with over 400 million accounts. The US-based interactive entertainment company and provider of 3D engine technology has a foothold in Switzerland, where it focuses on licensing, distribution, and administration for its global operations.

Find more information:

Virtual Switzerland promotes and encourages the adoption and development of Swiss immersive technologies, namely augmented, mixed, and virtual realities.

The **Swiss Metaverse Association** promotes the development, adoption, and understanding of metaverse technologies, fostering collaboration between businesses, innovators, and policymakers.

Quantum

Benefit from Switzerland's unique research infrastructure and network of innovation to accelerate your quantum technology development.

- ✓ **ID Quantique** specializes in quantum-safe cryptography and quantum sensing technologies. They develop advanced solutions for secure communication and information protection using quantum key distribution (QKD) and other quantum technologies, aiming to enhance security and resilience against future cyber threats.
- ✓ **IonQ**, a leader in the quantum computing industry, delivered the heart of its quantum computer—the ion trap—to its **European quantum data center** in QuantumBasel. The delivery marks an important milestone in the manufacturing of the company's most powerful and scalable system, which will scale to 35 algorithmic qubits and be capable of considering more than 34 billion different possibilities simultaneously.

Find more information:

QuantumBasel advances research and innovation in quantum technologies in the areas of quantum computing and quantum communication by facilitating collaboration between academia, industry, and governmental organizations.

The **Geneva Quantum Centre** promotes interdisciplinary research and collaboration in quantum science and technology, focusing on advancing quantum computing, quantum communication, and fundamental quantum physics.

The **Open Quantum Institute** fosters open research and collaboration in quantum technologies by providing access to quantum computing resources and developing tools and frameworks to advance the understanding and application of quantum systems.

Blockchain and Web3

Enter a collaborative ecosystem that includes major financial institutions, universities, and government entities committed to fostering blockchain development.

- ✓ The **Ethereum Foundation** is one of the blockchain pioneers that settled in the canton of Zug in 2014. Switzerland has since become a key location for Ethereum's development and operations, and its presence has attracted many more blockchain companies and investors and helped establish Zug as a global hub for blockchain.
- ✓ The **Cardano Foundation** ensures that the Cardano blockchain adheres to regulatory standards globally, with Switzerland's clear legal framework providing a strong base for these efforts.
- ✓ **Origyn** focuses on leveraging blockchain technology for its NFT solutions. The headquarters in Neuchâtel serves as a base for developing and managing these blockchain applications and fostering partnerships and networking opportunities.
- ✓ **Provenance Proof** utilizes blockchain technology to offer solutions for tracking and verifying the provenance of goods and assets. Being based in Lucerne allows Provenance Proof to leverage an innovative tech environment and collaborate with local experts and institutions.

Find more information:

Together with leading blockchain players, **Home of Blockchain.swiss** can show you the many strengths and advantages Switzerland has to offer.

The Good Token Society is a non-profit organization based in Geneva, committed to supporting, uniting, and advocating for web3 companies that develop token-based innovations with meaningful, real-world impacts.

CV VC is a blockchain venture capital firm, providing seed funding and an acceleration program to transformative technology teams worldwide.

The **Crypto Valley Association** drives growth, collaboration, and integrity across the global blockchain economy.

The **Global Blockchain Business Council** is a Swiss-based non-profit, with more than 500 institutional members, and 301 Ambassadors across 117 jurisdictions and disciplines.

Women in Web3 Association is a not-for-profit association dedicated to creating a strong community for women in Web3.

The **Swiss Blockchain Federation** encourages the development of a secure and competitive legal framework.

Digital Trust and Data Management

Benefit from Switzerland's strong privacy laws and cybersecurity expertise by ensuring high levels of data security and trust for your business operations.

- ✓ **SICPA**, headquartered in Switzerland, specializes in providing security printing and digital security solutions.
- ✓ Based on company-owned, modernized former Swiss Army command bunkers deep in the solid rock of the Alps, **Swiss Data Safe** provides secure data storage and management solutions.
- ✓ Positioning itself at the heart of a strong cybersecurity and digital trust ecosystem in Western Switzerland, **Wecan** provides solutions for secure digital identities.
- ✓ **Datwyler IT Infra**, a Swiss-based division of the Datwyler Group, provides essential data center infrastructure—such as high-performance cabling, cooling, and power management—leveraging Switzerland's technological expertise to deliver advanced solutions.
- ✓ Headquartered in Geneva, **WISeKey** specializes in cybersecurity, IoT security, blockchain technologies, and digital identity management, providing secure solutions for individuals, businesses, and governments worldwide.

Find more information:

The **Trust Valley** promotes digital trust and cybersecurity and connects businesses with academic institutions, government bodies, and private partners in the Lake Geneva region. Companies can participate in joint research initiatives, benefit from public-private partnerships, and access specialized talent, expertise, and resources.

The Center for Digital Trust (C4DT) is an international academic-industry alliance led by EPFL that facilitates innovation in digital trust services by collaborating with industry partners, laboratories, civil society, and policy makers.

The Data Innovation Alliance is a network that connects industry, academia, and government to drive innovation in data science. The alliance supports applied research projects, organizes events, and provides a platform for sharing best practices.

The **CyberPeace Institute** works to enhance global cybersecurity and digital resilience by providing support, research, and advocacy to mitigate the impact of cyberattacks.

AI

Unlock world-class AI innovation by partnering with leading research institutions, leveraging state-of-the-art technology infrastructure and benefitting from strong data privacy protection.

- ✓ **Disney Pixar's Zurich studio** explores visual computing, machine learning, and AI to innovate the filmmaking process, impacting nearly every Disney feature film. The studio is part of a broader innovation network, collaborating closely with Disney's technology units and maintaining a close academic partnership with ETH Zurich—supporting joint research programs and PhD students.
- ✓ **IBM** has a long-standing presence with its **research lab**, established in 1956 as the company's first lab outside the United States. This lab is now one of IBM's twelve global research facilities and is heavily focused on AI research.
- ✓ **The Robotics and AI Institute** focuses on advancing research in robotics and AI in areas like robotic mobility, autonomy, and human-robot interaction. The Zurich location supports Boston Dynamics' efforts to develop cutting-edge AI technologies that improve robots' abilities to perceive, learn, and adapt to complex environments.
- ✓ Novartis launched the **Novartis AI Innovation Lab** in 2019, in partnership with Microsoft. This lab leverages AI to drive advancements in healthcare and pharmaceuticals.

Find more information:

The **Idiap Research Institute** has been active in AI since 1991 and is famous for inventing the Torch library (PyTorch), the most used machine learning library.

The **Center for Artificial Intelligence in Medicine (CAIM)** is a platform for medical technology that uses AI to facilitate the work of doctors and nurses and to deliver better care to patients.

The **Swiss AI Initiative** positions Switzerland as a leading global hub for the development and implementation of transparent and reliable AI.

The **Lucerne AI & Cognitive Community (LAC2)** is an initiative focused on advancing artificial intelligence and cognitive sciences. It brings together professionals and researchers to foster collaboration, innovation, and knowledge sharing.

SwissCognitive is a global community of business leaders and AI experts driving forward the development of AI.

Academia

Federal Institute of Technology Zurich (ETH)

- Department of Computer Science
- AI Center

University of Zurich (UZH)

- Department of Informatics
- Blockchain Center

University of Applied Sciences Zurich (ZHAW)

- Center for Artificial Intelligence

École Polytechnique Fédérale de Lausanne (EPFL)

- AI Center

University of Neuchâtel

- LexTech Institute

University of Basel

- Artificial Intelligence – Department of Mathematics and Computer Science

University of St. Gallen

- Institute of Information Systems and Digital Business

University of Geneva

- Faculty of Science – Computer Science

School of Engineering and Management (HEIG-VD - Haute Ecole d'Ingénierie et de Gestion du Canton de Vaud)

- Computer Science & Engineering

University of Applied Sciences and Arts of Western Switzerland (HES-SO)

- Swiss AI Center

Lucerne University of Applied Sciences and Arts

- Lucerne School of Computer Science and Information Technology
- Immersive Realities Center

University of Applied Sciences Graubünden

- Swiss Institute for Information Science

SAIROP is a national initiative that fosters collaboration across disciplines and institutions in the field of AI in Switzerland. Visit sairop.swiss to find your future research partners.

Accelerators

Switzerland offers a selection of accelerator programs that provide resources and support for tech startups. These programs offer a range of services, including mentorship, networking opportunities, technical resources, and funding, to foster innovation and growth across various technological sectors. Examples include:

Fondation Genevoise pour l'Innovation Technologique (FONGIT)

InnoQube

Tech4Trust

Unlimitrust Campus

Seal Innovation

START Global

Trust Square

Swiss Technoparks



How we help

Switzerland Global Enterprise is the official Swiss organization for export and investment promotion. Our Swiss Business Hubs around the world and our team in Switzerland will help you with your location analysis, organize site visits and provide you with contacts and introductions that kick-off and accelerate your growth in Switzerland. Our service is free of charge.



OFFICIAL PROGRAM



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