



INVESTMENT PROMOTION

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Investment promotion is an important part of Swiss economic policy and takes the form of close cooperation between businesses, the state, the cantons, and Switzerland Global Enterprise. The activities used to promote foreign direct investment in Switzerland are organized and coordinated by Switzerland Global Enterprise on behalf of the state.

14.1 RESPONSIBILITIES AND SERVICES

National location promotion is a task shared by the Confederation and the cantons. Acting on behalf of the Confederation (State Secretariat for Economic Affairs SECO) and the cantons, Switzerland Global Enterprise (S-GE) informs foreign potential investors about the particular strengths as well as the underlying conditions of Switzerland as a business location.

The offices S-GE maintains abroad are known as “Swiss Business Hubs” (SBH). The specialists at these hubs are the first point of contact for foreign investors. Foreign investors from countries without an SBH can contact the S-GE team of experts in Switzerland directly. S-GE provides information about the specific benefits of Switzerland as a location and answers location questions on a national level. If a company is interested in the numerous benefits of the different locations in Switzerland, S-GE puts the foreign company in touch with the regional and cantonal business promotion agencies. These, in turn, provide information about the specific benefits of an establishment in their economic area, prepare establishment offers, and support the foreign company in the ongoing establishment process. Even after an investment project has been completed successfully, the business promotion agencies provide investors with ongoing customer care.

Contact addresses can be found in the annex.

www.s-ge.com/invest
Switzerland Global Enterprise S-GE

www.s-ge.com/areas
www.s-ge.com/cantons
Areas and cantons

14.2 PROMOTIONAL POLICY AND INSTRUMENTS

In line with Switzerland's liberal economic system, economic policy in Switzerland focuses on optimum structuring and support for the general business environment. Financial assistance programs are time-limited and strategic. In general, financial assistance from the state always complements private initiatives.

The possible funding options, the mix of various instruments and the scale of payments depend on the specific investment project. There is always room for individual solutions. It is therefore advisable, once a project has been roughly evaluated, to discuss it with the cantonal economic development agencies first.

14.2.1 Cantonal Promotion

Most Swiss cantons have their own economic development agencies, although some of these work together with other cantons. All cantons can offer tax relief to businesses as an economic development incentive. Other forms of economic assistance vary from canton to canton, depending on interest and regional economic conditions.

14.2.2 Tax Relief as Part of Regional Policy

As part of federal regional policy, specific support is given for the economic development of structurally weak regions such as mountainous areas and rural districts. The federal government can support major investment and innovation projects as well as the establishment of new companies in these regions through tax relief. The main requirement for federal tax relief is that the canton in question also supports the project by providing an equivalent level of tax relief. Since July 1, 2016, 93 regional centers in 19 cantons belong to the regions applying such relief.

The application process for tax relief in connection with regional policies is always handled by the cantons. The cantonal economic development agencies in question provide consultation on the best way to proceed.

See also chapter 9.4.3

www.seco.admin.ch > Promotion activities > SME policy
Tax Relief as Part of Regional Policy

Examples of Cantonal Business Promotion Instruments

(FIG. 53)

RANGE OF SERVICES	TYPE OF SUPPORT
Procurement of sites	<ul style="list-style-type: none"> – Providing commercial premises and land – Contribution to the costs of planning and / or building industrial premises – Subsidizing the cost of converting corporate buildings
Taxes	<ul style="list-style-type: none"> – Offering tax relief during the start-up or construction phase as well as for restructuring projects
Funding investment	<ul style="list-style-type: none"> – Granting or assisting with securities for bank loans – Assisting with interest-rate cuts or paying/waiving interest costs – Offering interest-free or low-interest cantonal loans – One-off contributions ("à fonds perdu")

Sources: Legal basis and information from cantonal economic development agencies

Areas of Application for Tax Breaks

(FIG. 54)



● Areas of application as per DEA directive of July 1, 2016

Sources: State Secretariat for Economic Affairs (SECO)

14.2.3 Switzerland Innovation

Switzerland Innovation offers domestic and foreign business in Switzerland's first-class locations for developing innovative ideas into marketable products. As a collective instrument of the Federal Government, cantons, science, and industry, Switzerland Innovation strengthens Switzerland's innovative capacity in international competition and creates a platform for making connections between Swiss universities and innovative enterprises.

Large sites suitable for development in the vicinity of leading universities are made available to internationally operating businesses for setting up research and development facilities. Switzerland Innovation consists of six regional locations and one national foundation.

For more information on Switzerland Innovation, please see chapter 12.6.

14.2.4 Innosuisse – Swiss Agency for Innovation Promotion

Innosuisse is Switzerland's federal innovation promotion agency. Digital transformation is changing the world, and Switzerland is a global leader in innovation. With the goal of remaining competitive in the digital age, Innosuisse promotes the transfer of knowledge and technology between companies and universities. It brings partners from these two areas together in applied research and development projects and provides assistance to startup companies during the development phase.

Innosuisse provides funding for:

- market-oriented R&D projects carried out jointly by companies and universities in the areas of industry and services,
- the establishment and development of science-based companies,
- transfer of knowledge and technology through platforms and networks.

R&D project grants are available in all disciplines involving scientific innovation. Project applications are submitted in accordance with the bottom-up principle. Grants are awarded on the basis of innovative content and market potential.

In its Venturelab program, Innosuisse helps promising entrepreneurs get started by guiding them through customized training modules. The modules give them the tools and methods they need to implement an exciting business idea and establish a new company. Young entrepreneurs can also apply for professional coaching. Support is provided to knowledge-intensive technology-based companies with great market potential.

Innosuisse promotes knowledge and technology transfer (KTT) between universities and industry, where this does not happen without support. CTI's KTT support strengthens knowledge and technology transfer between universities and industries in the same region. Professionally run national thematic networks (NTNs) provide on-site assistance to SMEs and universities in making contacts and developing projects.

Innovative Swiss companies and researchers are also offered development opportunities through access to international programs and networks such as IS, ESA, and EUREKA.

www.innosuisse.ch
Innosuisse – Swiss agency for innovation promotion

www.venturelab.swiss
Venturelab

www.ctistartup.ch
KTI Start-up

14.2.5 Technology Parks and Business Incubators

Facilities and support centers designed to encourage or facilitate entrepreneurial activity are now part of an economy's infrastructure. Switzerland has a large number of technology parks and business incubators or start-up centers. Most have joined together to form networks or associations. They differ in concept and specific focus; some have developed in close cooperation with universities while others stem from purely private initiatives. They offer premises (generally at preferential rates) for the start-up and development phase as well as shared infrastructure and professional support.

Participation by their umbrella organizations in international networks enables them to use technology park infrastructures throughout Europe. This enables companies to speed up the difficult start-up phase and save on start-up costs. A number of business incubation centers have also been formed in major cities. They too serve as short-term start-up locations for foreign companies establishing new operations in Switzerland by providing flexible and expandable premises, contacts, and business incubation support.

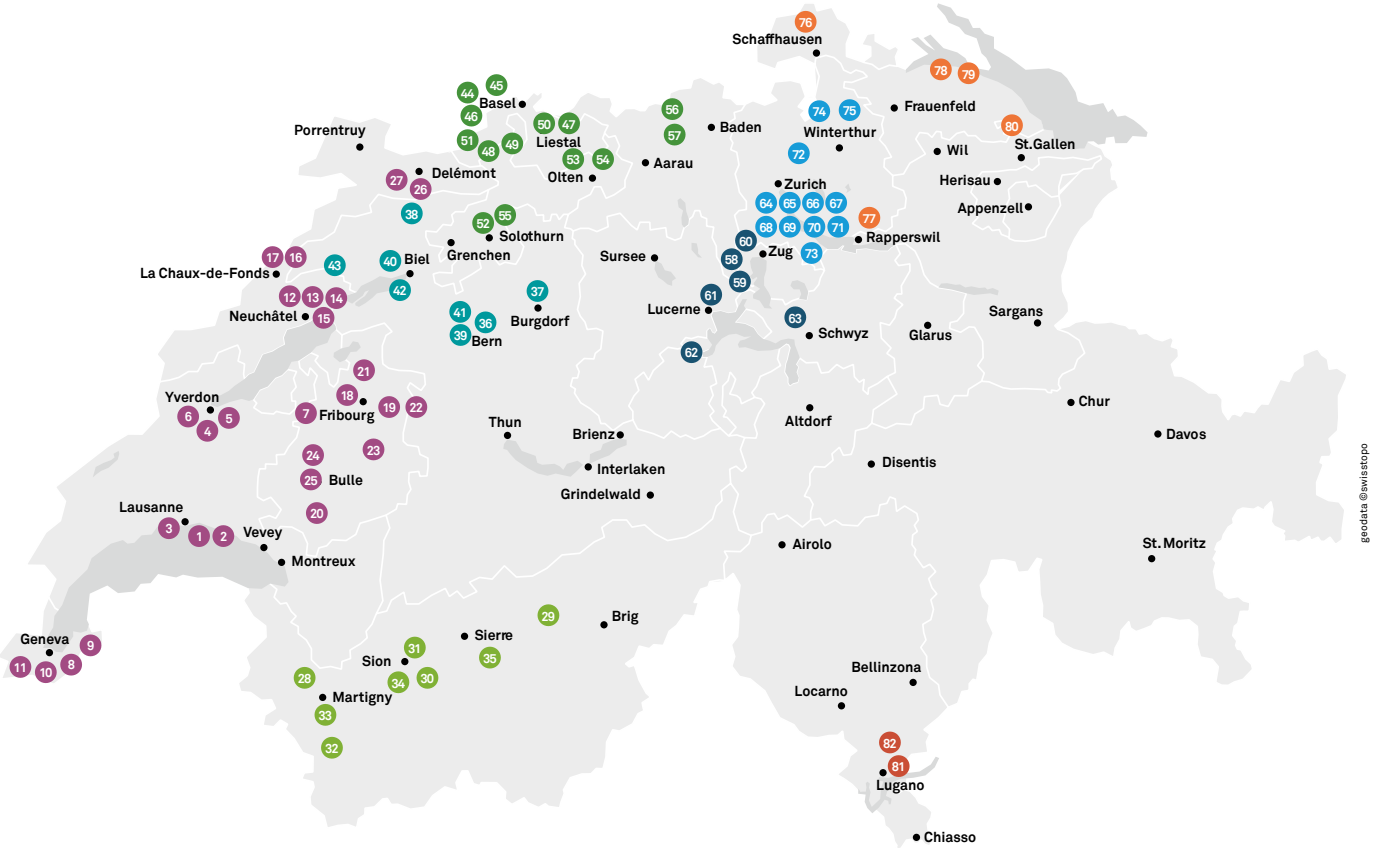
Technology parks and business incubators have the following advantages:

- They provide services such as consultation, coaching, telephone services, etc.
- They offer contacts to universities.
- Companies are surrounded by like-minded entrepreneurs.
- Infrastructure and flexible premises
- Networking
- Higher chance of success: the average survival rate is more than 90%.

www.swissparks.ch
Association of Swiss Technology Parks and Business Incubators

Technology Parks and Business Incubators

(FIG. 55)



geodata @swisstopo

NATIONAL ORGANIZATIONS

Technopark-Allianz

www.technopark-allianz.ch

SwissParks – Association of Swiss Technology Parks and Business Incubators

www.swissparks.ch

Interest group Coworking Schweiz

www.coworking-schweiz.ch

Switzerland Innovation, innovation park at 6 locations

www.switzerland-innovation.com

WESTERN SWITZERLAND

1 EPFL Innovation Park, Lausanne

www.switzerland-innovation.com/network-west

2 Biopôle Life Sciences Campus & Community, Lausanne

www.biopole.ch

3 La Fondation des Ateliers de la Ville de Renens, Renens

www.ateliersvdr.ch

4 TecOrbe, Technopôle, Yverdon-les-Bains
www.tecorbe.ch

5 Y-Parc - Swiss Technopole, Yverdon-les-Bains
www.y-parc.ch

6 Center for microwelding, Sainte-Croix (VD)
www.technopole1450.ch

7 Swiss Aéroptôle, Aviation and aerospace industry, Payerne
www.aeropole.ch

8 Campus Biotech, Geneva
www.campusbiotech.ch

9 Impact Hub Geneva
geneva.impacthub.net

10 Ecllosion Ventures, incubator, Geneva
www.ecllosion.com

11 FONGIT, technology center, Plan-les-Ouates
www.fongit.ch

12 Microcity, Center for innovation, Neuchâtel
www.microcity.ch

13 Innoparc 4, Business Center, Neuenburg
www.innoparc.ch

14 Innoparc 1, Business Center, Hauterive
www.innoparc.ch

15 Innoparc 2, Business Center, Saint-Blaise
www.innoparc.ch

16 Innoparc 3, Business Center, La Chaux-de-Fonds
www.innoparc.ch

17 Microcity, Center for innovation, La Chaux-de-Fonds
www.microcity.ch

18 Bluefactory, innovation center, Fribourg
www.bluefactory.ch

19 Fri Up, business incubator, Fribourg
www.friup.ch

20 Fri Up, business incubator south, Vaulruz
www.friup.ch

21 Fri Up, business incubator north, Murten
www.friup.ch

- 22 Innovation Lab Fribourg
www.innolabfribourg.ch
- 23 Marly Innovation Center, Marly
www.marly-innovation-center.org
- 24 Venturi Incubateur,
Villaz-St-Pierre
www.venturi-incubateur.ch
- 25 Le Vivier, Technology park
Parc technologique Villaz-St-Pierre
www.vivier.ch
- 26 medtech lab, Courroux
www.innodel.ch
- 27 media lab, Creapole SA, Delémont
www.creapole.ch

VALAIS

- 28 BioArk, biotechnology center, Monthey
www.bioark.ch/en
- 29 BioArk, biotechnology center, Visp
www.bioarkvisp.ch/en
- 30 BlueArk, Outdoor laboratory for intelligent water and environmental management, Le Châble
www.blueark.ch/en
- 31 Energypolis Campus, energy, green chemistry, alpine and polar environment, rehabilitation and health, Sion
www.energypolis.ch/?lang=en
- 32 IdeArk, technological center for multimodal interaction, Martigny
www.ideark.ch/en
- 33 IDIAP, research institute information technology, Martigny
www.idiap.ch/en
- 34 PhytoArk, development center for plant-based products, Sion-Conthey
www.phytoark.ch/en
- 35 TechnoArk, ICT center, Sierre
www.technoark.ch/en

BERN

- 36 Bernapark, Zentrum für Innovation und Digitalisierung (ZID), Stettlen
www.bernapark.ch
- 37 BforBUSINESS, Burgdorf
www.bforbusiness.ch
- 38 Incubateur i-moutier, Moutier
www.i-moutier.ch
- 39 Impact Hub Bern
bern.impacthub.net
- 40 La Werkstadt, Biel/Bienne
www.lawerkstadt.ch
- 41 Sitem Insel, Bern
sitem-insel.ch/en
- 42 Switzerland Innovation Park, Biel/Bienne
www.sipbb.ch
- 43 Technologieparks, Saint-Imier, TP I (Techtransfer), TP II (Cleantech)
www.saint-imier.ch

NORTHWEST SWITZERLAND

- 44 Impact Hub Basel
basel.impacthub.net
- 45 Technologiepark Basel
www.technologiepark-basel.ch
- 46 Startup Academy, Basel
www.startup-academy.ch
- 47 Startup Academy, Liestal
www.startup-academy.ch/liestal
- 48 Business Park Oberbaselbiet,
Laufental & Thierstein, Zwingen
www.bpbt.ch
- 49 business parc, Reinach
www.businessparc.ch
- 50 Tenum AG, center for construction, energy and environmental technology, Liestal
www.tenum.ch
- 51 TZW technology center, Witterswil,
Life Sciences
www.tzw-witterswil.ch
- 52 GZS establishment services, Canton of Solothurn, Solothurn
www.gzs.ch
- 53 plug & start, Wirtschaftsförderung, Olten
www.wirtschaft-regionolten.ch
- 54 SwissbioLabs, accelerator for diagnostics and bioanalytics, Olten
www.swissbiolabs.ch
- 55 Cleantech Businesspark, Deitingen
www.cleantechbusinesspark.ch
- 56 Switzerland Innovation Park Innovaare at PSI, Villigen
www.parkinnovaare.ch
- 57 Technopark Aargau, Brugg
www.technopark-aargau.ch

CENTRAL SWITZERLAND

- 58 BusinessPark Zug, Zug
Business Incubator
www.businessparkzug.ch
- 59 Innovation Park Central Switzerland:
Building Excellence, Rotkreuz
www.building-excellence.ch
- 60 Technology Forum Zug, Steinhausen
www.technologieforumzug.ch
- 61 Technopark Lucerne, Root
www.technopark-luzern.ch
- 62 Startup Pilatus, Sarnen/Alpnach
www.startup-pilatus.ch
- 63 Schwyz Next, Schwyz
www.schwyz-next.ch

ZURICH

- 64 Technopark Zurich
www.technopark.ch
- 65 BlueLion, Zurich; incubator for ICT and cleantech companies
www.bluelion.ch

- 66 Impact Hub Zurich
www.zurich.impacthub.ch
- 67 StartZentrum Zurich
www.startzentrum.ch
- 68 Switzerland Innovation Park Zurich
www.switzerland-innovation.com/zurich
- 69 Swiss Startup Factory, Zurich
www.swissstartupfactory.com
- 70 Biotechnology park, Schlieren Zurich
www.bio-technopark.ch
- 71 startup space, Schlieren Zurich
www.startupspace.ch
- 72 glaTec – Empa incubator, Dübendorf
www.glatec.ch
- 73 grow – Gründerorg. Wädenswil
www.grow-waedenswil.ch
- 74 Technopark Winterthur, Winterthur
www.technopark-winterthur.ch
- 75 RUNWAY, Start-up incubator,
Winterthur
www.runway-incubator.ch

EASTERN SWITZERLAND

- 76 RhyTech - Materials Work, Neuhausen
www.rhytech.ch
- 77 Futur foundation, business incubator
Rapperswil-Jona
www.futur.ch
- 78 High tech center, Tägerwil
www.high-tech-center.ch
- 79 Bodensee Technologie & Trade Center,
business incubator, Kreuzlingen
www.btcc.ch
- 80 Startfeld Innozentrum, St. Gallen
www.startfeld.ch

TICINO

- 81 USI Startup Centre, Viganello
www.startup.usi.ch
- 82 Tecnapolo Manno
www.agire.ch