



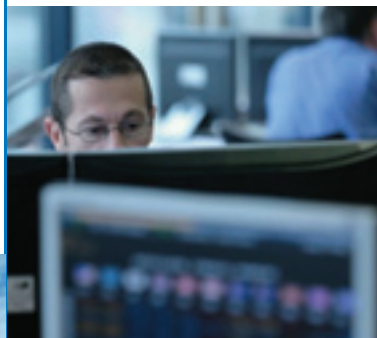
zug : gateway to Europe





# ZUG IS...

## COMMODITY TRADING CENTER OF THE WORLD



This smallest canton in Switzerland is home to leading companies in the service and the industrial sector. It is the global leader in trading coffee and a leader in trading ferrous and non-ferrous metals (zinc, copper and nickel), cocoa, crude oil, ore, and coal. Several global trading companies have their office here.

## ATTRACTIVE TO TAX PAYERS

The canton has the lowest individual and corporate taxation rate within Switzerland. The success is due not only to the low charges for public services, but to the efficiency of the canton's tax advisors. Their solution-oriented attitude has created an open partnership based on mutual trust thus creating a win-win situation for all parties.

## HIGH ON QUALITY OF LIFE



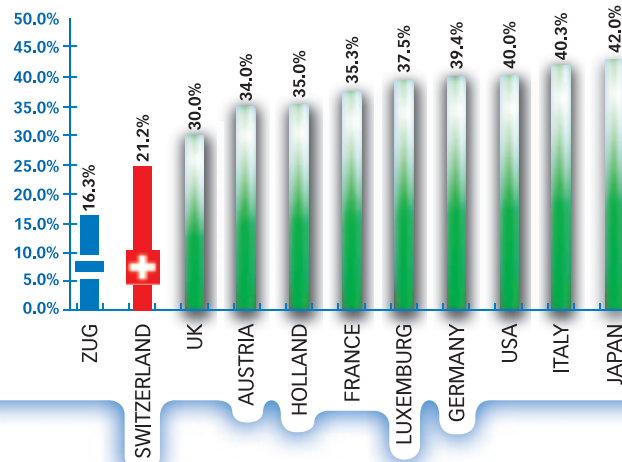
Last few years, Zug has ranked in the top five Swiss cities regarding quality of life in various studies. World class infrastructure, high-level of education assures the economic community of highly qualified, skilled personnel. Thanks to over 120 different nationalities, the town has a multi-cultural and lively atmosphere. People working in Zug have the enviable "work-life balance" due to short distances. Besides business life, the canton has a wide variety of sports, leisure and cultural activities, and a breathtaking natural scenery.

## FRIENDLY TO BUSINESS



Close to the economic center of Zurich, Zug is a business destination with international connections. You are rarely more than a few hours away from a different country, different language or climate. Entrepreneurs appreciate the service-oriented and uncomplicated local administrators who are able to take quick decisions.

MAXIMUM TAX LEVY ON CORPORATE PROFIT





## ZUG CONNECTS BUSINESS



The Economic Promotion team cares for companies already in the canton and supports those interested in moving in the canton. Our services are for free.

### Support for Local companies:

- ❖ advisory discussions
- ❖ setting up contacts
- ❖ lobbying for their needs

For newly arriving companies and young entrepreneurs, if necessary, we enable advisory discussions with specialists for:

- ❖ founding new companies
- ❖ tax issues
- ❖ work permits
- ❖ assistance in acquisition of rental space or land
- ❖ infrastructure, including international schools, business centers, hotels, real estate, private and public transportation
- ❖ providing relevant connections to specialists
- ❖ sharing our experience and knowledge

### Further services:

- ❖ location marketing activities, including newsletter, seminars and expositions
- ❖ free brochures, catalogues and vital documentation material, including Internet downloads

<b>Population</b>	<b>110,000</b>
<b>Share of Swiss surface area</b>	<b>0.6% (approx 240 sq.km)</b>
<b>Official language</b>	<b>German</b>
<b>Important cities</b>	<b>Zug</b>
<b>National income per capita</b>	<b>CHF 102,153</b>

LOCATION IN SWITZERLAND



## COME, JOIN THE ELITE GROUP

Zug is home to multinationals like Adidas, BP, Shell, Roche, Siemens, and Unilever. There are already many Indian companies, which have established their base in the canton. These include:



**Tata**

**Apollo Tyres**

**Absolute Return Investment Advisors**

(Finance)

**Atlas Enterprise**

(General contractor hospitals)

**Birla** (Trading)

**Datamatics** (IT)

**Encotra** (Trading)

**Idhasoft** (IT)

**Panacea** (Pharmaceuticals)

**Wockhardt** (Pharmaceuticals)



Switzerland.

# Life in Zug

**M**y wife and I have been living in Zug since 1984. Prior to this we lived in Africa. Life in two continents, Africa and Europe, is totally different. In fact, I can say, I have experienced two extremes. Where I lived before, life was less secure, the environment polluted and challenges at every step, whether at work or in private life.

I was visiting Zug for business for several years. Our organization had close relations with many companies in Zug. Moving to Zug was not entirely my choice. I was assigned here after almost 20 years in Africa. My wife and children could move freely. They never need an escort for shopping. The safety factor is very high here. Setting up the office and securing work permit and residence permit did not need any special connection. I got employees for the office locally without any problem. Once the office was set up, work started and life became very easy. Everybody comes on time. Sometimes I wondered if the office personnel waited outside and appeared at the exact time and not a minute earlier! The level of honesty is very high.

I can never forget an experience I had in my initial days. My wife was still winding up from where we stayed before and I lived alone in Zug. I went to a restaurant for lunch all by myself. My bill was CHF 30.00 (cost were lower in eighties). The bill was presented in a folder. I put money in the folder and left. When I went to the same restaurant six weeks later, with a

Japanese business associate, the same waitress came to me, showed me the bill for my last visit and the currency notes I left. I meant to leave two notes of twenty francs each, whereas I left one note of CHF 100.00 and one of CHF 20.00, making it a total of CHF 120.00. I never realized my mistake and the waitress returned excess money to me. My Japanese friend remarked that this may not happen anywhere else in the world. This was my first impression and nothing happened in 25 years to change my opinion.

Working life is very much organized here. There are set rules and procedures. If one follows these rules, life is easy. When I first came, there was time gap between my arrival and buying a car. When I applied for a driving license, I presented my valid licenses, including an international one. I was told that I never drove in this country since my arrival almost two years ago. I had to engage an instructor, take lessons and then I passed the test. My wife also feels happy here with easy access to the public transport system, good medical facilities, uncongested roads, fresh vegetables and fruits, and availability of all ingredients for Indian cooking.

The place is very scenic. A pristine lake borders the lovely town and we have a beautiful view of the mountains. Population is just about 110,000 people and there are 70,000 jobs. Days are busy with lot of activities – evenings are quiet and peaceful.



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