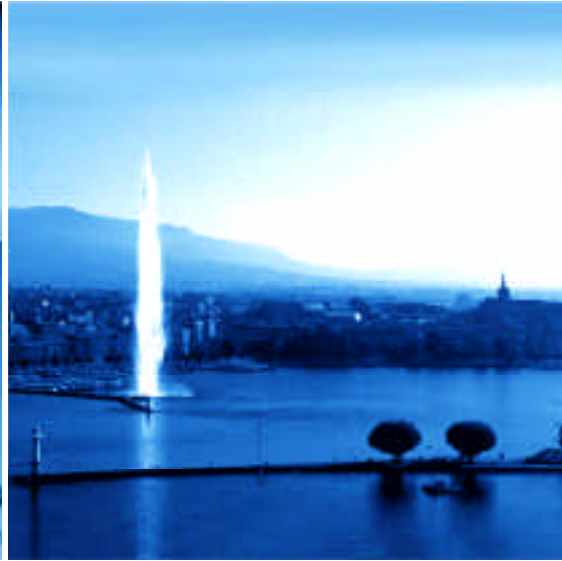
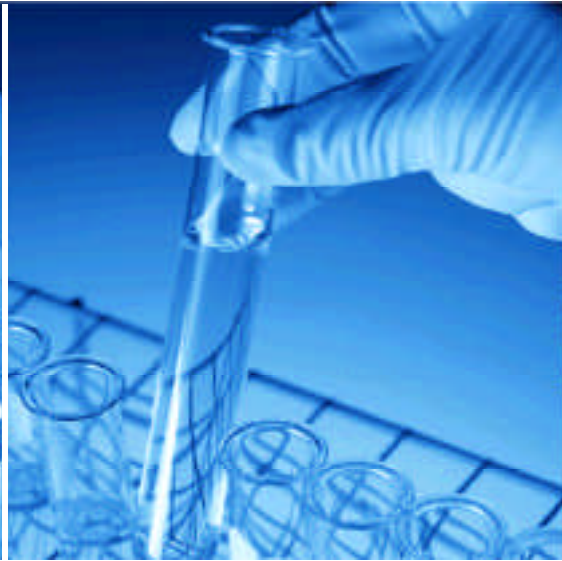




Republic
and State
of Geneva



Department of Economy,
Labour and Foreign Affairs



Geneva at a glance

Geneva

at a glance

Essential facts about the most international business location in the heart of Europe

www.geneva.ch

Geneva can offer your company

Easy access to the whole of Europe

- All major European cities are less than 2 hours away
- At the hub of Europe's highway network
- High-speed trains to Paris and Milan
- Intercity trains to Germany and Spain
- Europe's shortest commuting time from office or home to airport (4 km from airport to downtown)
- Direct access to 3 major European cultural test markets for companies: the French, German and Italian-speaking regions of Switzerland

The most international and multicultural atmosphere in Europe

- Geneva is truly cosmopolitan: 43% of its inhabitants are foreigners from some 180 nations and all are made to feel welcome!
- Home to 67 Nobel Prizes and the meeting place for 23 international organizations (including main UN agencies), 200 diplomatic missions and permanent representatives, 91 consulates and over 300 international NGO's
- Around 125 headquarters of multinational companies
- A polyglot workforce: French is the official language and many Genevans use English in their work on a daily basis; other commonly used languages include German, Italian, Spanish but also Arabic, Chinese, Japanese and Russian
- International business representation: Swiss-American, British-Swiss, French-Swiss Chambers of Commerce, etc.
- 289 private schools, some among world's largest and most prestigious (The International School of Geneva, German School, Collège du Léman)

The cutting-edge in high added-value and technology-driven industries

A major centre for technical excellence and innovation

- European Organization for Nuclear Research (CERN), world's largest particle physics center
- Group of Applied Physics, University of Geneva
- MIRALab, a lab working on virtual human simulation, University of Geneva
- Object Systems Group, a research lab on Internet and object-oriented programming, multimedia and electronic commerce, University of Geneva
- Swiss Federal Institute of Technology (EPFL)
- Swiss Institute of Bioinformatics
- Swiss Institute of Proteomics
- University hospitals of Geneva and Lausanne

Home to major R&D laboratories

- Bracco Research
- Covance Central Laboratory Services
- DuPont de Nemours
- DuPont Dow Elastomers
- Firmenich R&D headquarters
- IBM Centre for Telecom Applications
- Serono Pharmaceutical Research Institute (SPRI)
- STMicroelectronics Design Centre
- The Gillette Company European Learning and Innovation Center
- ... and many others

Part of BioAlps - the number one bio-cluster in mainland Europe

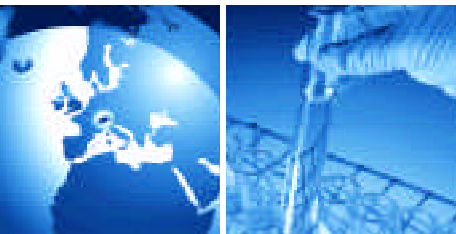
- More than 200 biomedical and biotechnology companies
- More than 500 research laboratories
- 10 research institutions, universities and university hospitals with relevant capabilities and expertise
- Five incubators for start-up companies
- Thousands of highly trained multilingual managers, scientists, engineers & technicians

A favorite EMEA/global headquarters location for leading companies

| | |
|------------------------|----------------------|
| Brocade Communications | Oracle |
| Cargill | Patek Philippe |
| Caterpillar | Polo Ralph Lauren |
| Colgate-Palmolive | Procter & Gamble |
| Elf Trading | Reuters |
| Firmenich | Richemont |
| GeneBio | Rolex |
| GeneProt | Serono |
| Givaudan | SGS |
| Hewlett Packard | SUN Microsystems |
| IBM Microelectronics | The Gillette Company |
| lomega | Unilever |
| JT International | VeriSign |
| Lexmark | ...and many others |

A world leader in banking, finance and international trading

- Birthplace of private banking and the heart of the Swiss asset management sector
- Around 130 banks, including 83 foreign-owned institutions
- An estimated 40% of all assets managed in Switzerland are directly or indirectly controlled from Geneva
- Around 350 international trading companies which are supported by a wealth of insurance companies, law firms, banks, fiduciaries, forwarding, surveillance and security firms, and shipbuilders
- World leader in trade finance, handling 40 to 60% of global transactions





An unparalleled life

- Ranked N° 1 worldwide in terms of quality of life (Mercer Consulting Survey, 2004)
- Mixture of historical city, lake, mountains and countryside offering an unequalled range of activities with a fantastic sports infrastructure
- Very open and tolerant society, accustomed to cultural differences
- 1,200 restaurants offering cuisine from all over the world
- Geographical compactness: short commuting times and all services immediately available
- Lively international community and a rich cultural calendar with offerings for every taste
- Exceptional environmental quality: Geneva is said to have two trees for every inhabitant

A highly skilled and productive workforce

- A highly-educated population: 90% of youth have a secondary school certificate
- Around 20 university-level institutions, most known worldwide:
 - Graduate Institute of International Studies (IUHEI)
 - Graduate Institute of Development Studies (IUED)
 - International Center for Financial Asset Management and Engineering (FAME)
 - International Institute for Management Development (IMD)
 - Swiss Federal Institute of Technology (EPFL)
 - University of Geneva
 - Webster University
- A multilingual personnel, used to a multicultural work environment
- A strong work ethic: 1,855 hours worked per year
- High employee motivation: Switzerland ranks among the most productive countries worldwide

A superlative infrastructure

- An international airport, providing a large and complete range of services for business and private travel worldwide:
 - 75 destinations served on 4 continents
 - 40 scheduled airlines
 - 8 million passengers per year
- At the crossroads of European highway and railway systems
- 2 freeport areas
- Very sophisticated telecommunications, with a dense fiber optics network
- Among world's best meeting venues, with facilities second to none for exhibitions and conferences
- 130 hotels with 14,000 beds capacity, the biggest hotel resort of Switzerland
- 4 technology parks and 3 industrial areas
- An excellent public transportation network

Proactive authorities, providing newly arrived companies with valuable support

- Red tape is kept to the strict minimum
- Work permits for qualified personnel are available within a short period of time, for example within 5 days for EU citizens
- Work permits are available for spouses
- Support to find suitable and reasonably priced premises
- Co-financed training for employees and other work incentives
- Help in establishing the right contacts
- Assistance with regard to any corporate or private request

Friendly taxation

- The perfect location for coordination centers of European operations and a great way to optimize company taxation worldwide
- Authorities who create a supportive environment for business by offering favorable fiscal conditions through a combination of tax rulings and tax holidays, and special tax status
- Principal ruling for commercial earnings around 8%
- Auxiliary ruling for commercial earnings around 11%

High security and stability

- Legal security
- Stable long-term decision-making basis for investors
- Low level of regulation
- Guaranteed protection of free competition
- Guaranteed protection of property
- Client banking confidentiality
- First-class healthcare, public and private
- Excellent public and private education
- Very low crime rate: Switzerland ranks among the top 3 most secure countries worldwide

A complete range of business services within easy reach

- A world-class financial center managing assets, pension funds, cash management, etc.
- Strong representation of auditing and business advisory firms
- A long tradition of arbitration
- World center for patenting and intellectual property protection (WIPO)
- Home to the International Organization for Standardization (ISO)
- Strong export environment, supported by the presence of numerous consulates

With all the advantages of the other major European locations without their big-city problems, Geneva is clearly the best business site for high value-added activities and for European or worldwide corporate headquarters.

If you would like to strengthen your presence in Europe, the Geneva Economic Development Office will be pleased to assist you in the realization of your relocation projects, with expertise in fiscal, legal, employment, infrastructure, or any other questions you may have. To sound out your plans, do not hesitate to contact us directly at the following addresses:

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To learn more about the wide range of opportunities and reasons for investing in Geneva, the following publications can be downloaded from our website

www.geneva.ch

Geneva Tax & Legal Guide

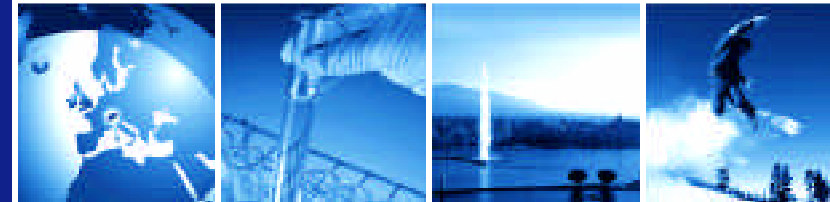
Corporate and individual taxation, commercial law, social security & other payroll withholdings, work permits, ...

International Comparisons

Comparative data on cost and quality of living, remuneration, productivity, social contributions, company costs, real estate, human resources, ...

Why Geneva Magazine

Read what your peer companies and organizations have to say about why Geneva is the best business location in Europe



Geneva visual: Geneva Tourism / © Photo Trepper

Geneva Economic Development Office

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