

Discover the benefits of
expanding your business!

St.Gallen
Bodensee
Area



Top. Right. Swiss.





1400
years

excellence in
information management




Top. Right. Swiss.

Because we have
a long history
of intelligence.

Already early on in the Middle Ages, the Abbey Library of St. Gallen was a leading European center of intellectual life, cultural and civil sophistication, and innovation. Fast-forward to today, and information technology as well as knowledge management are key for the success of Switzerland's economy. More specifically, our leadership in business sectors with an edge in information and knowledge is one of the core reasons for **large international players to locate their research and development divisions** to the St.GallenBodenseeArea (SGBA).

Our high levels of productivity and our appetite for innovation, quick and easy access to know-how and expertise in various industry sectors, and a particularly fertile environment for research, knowledge and skill-intensive activities provide corporations with a great set of conditions for growth and development.

A close-up of a stylized, grey and white robotic hand holding a black smartphone. The hand has a futuristic design with visible joints and a glowing blue light at the wrist. The smartphone screen is white and displays text in a dark blue, sans-serif font. The background is a blurred, warm-toned indoor setting with pink and yellow hues.

There are
more than
100
precision
components
made in the
SGBA in your
pocket.

Top. Right. Swiss.

**Because precision
and innovation
are among our core
strengths.**

The success of Swiss companies and entrepreneurs is rooted in a traditionally strong inclination towards innovation, and based on typically Swiss values such as precision, safety and reliability. Add to this easy access to application-oriented research, which allows companies in the St.GallenBodenseeArea to maintain and increase their competitive and innovative advantage. Combined, **these factors have turned Switzerland into one of the most innovative countries on earth.**

If you are striving for precision and innovation, you'll be in good company in the St.GallenBodenseeArea. A large number of global technology leaders call our region their home – for all the right reasons: An extraordinarily **high productivity and a strong, time-tested commitment to innovation** have made our precision industries companies highly competitive players, internationally and worldwide.



CARGO



80%
export share



Top. Right. Swiss.

**Because the
world has always
been our market.**

Switzerland is one of the world's most competitive countries.* For generations, we've excelled in successfully selling our products and services all over the world.

Accordingly, we have developed and established highly sophisticated and efficient international networks: Free trade and bilateral agreements with every European nation and in total more than 60 countries worldwide guarantee free movement of goods, services and people.

The St.GallenBodenseeArea offers a clear benefit for technology companies with an international focus:

Our region is located in the heart of Europe's most powerful business region and offers ideal international connectivity through several airports nearby.

Größe des weltweiten Unternehmens

UNIVERSITÄT SÄNDUNG: Größe des weltweiten Unternehmens, 1990-2013 (in Mio. USD)



University of St.Gallen

Global
#1

Master in Strategy
and International
Management*





Top. Right. Swiss.

Because you'll
find the best
talent right here.

In the St.GallenBodenseeArea (SGBA) you will enjoy easy and swift access to one of the **highest and best qualified workforces** in Europe.

Highly regarded institutions such as the University of St.Gallen, the ETH's interdisciplinary Swiss Federal Laboratories for Materials Science and Technology EMPA, and several universities for applied sciences are the cornerstones of an **outstanding international research and education environment** in the SGBA that will provide your company with the best and most innovative talent and knowledge resources available.

* University of St.Gallen: 1st Place 2011–2018 FT Ranking
Master in Strategy and International Management.



A hand holds a black smartphone in the foreground. The phone's screen shows a man in a light blue suit and white shirt, smiling and shaking hands with another person whose arm is visible. The background of the phone's screen is an office setting with a laptop and glasses. Below the image on the screen, the text "Just launch and grow!" is written in white. The phone is held in front of a large, modern building with many windows reflecting the sky. The building has a light-colored, textured facade. The foreground is a red, textured surface, possibly a rooftop or a large planter. The sun is visible in the distance on the right, creating a bright glow.

**Just
launch
and grow!**



Top. Right. Swiss.

Because you'll walk
on a red carpet
instead of running
into red tape.

The red carpet in the City's Lounge of St. Gallen is a real symbol for our promise to you: In the St.GallenBodenseeArea (SGBA) our economic development **experts will guide and support you at every step of your relocation evaluation and beyond:** We will consult and see you through every detail during company registration, the search and identification of ideal real estate opportunities and properties, all the way to a successful launch of your business – at the highest levels of professionalism, efficiency and confidentiality.

Do you need a custom-tailored plan and schedule for your visit to the SGBA? We'll make all the arrangements! You require access to specific contacts at universities, research labs and trade associations? We'll put you in touch! Special assistance during expansion, growth or consolidation projects of your company? We're on it. We're proud to be **your official service partner**, and we know the needs and requirements of international companies from many years of experience.

If you're looking for **the most appealing country of residence for global talent**, look no further: Switzerland clearly is No. 1.* The National Geographic Magazine even went as far as singling out the St.GallenBodenseeArea as a «Destination of a Lifetime». Our truly spectacular topography and landscapes, numerous breathtaking recreational activities, and a rich and diverse, internationally minded culture and entertainment scene, all but make our region the **preferred European location for international companies**.

A broad choice of affordable options from urban lifestyle, with swimmable lakes nearby, or countryside residences, easy and short commuting times, various sports, creative and leisure activities, as well as an education system to match (including international schools) truly make the St.GallenBodenseeArea a destination of a lifetime for top management and highly qualified professionals alike.

* INSEAD, Global Talent Competitiveness Index 2018



INSEAD

The Business School
for the World®

Top. Right. Swiss.

**Because you just
might want to live
in the world's most
beautiful place.**







Take the first step
towards your business
success in Europe today.

We're here for you.

St.Gallen
Bodensee
Area



Top. Right. Swiss.



St.GallenBodenseeArea

Davidstrasse 35

CH-9001 St. Gallen | Switzerland

Phone +41 58 229 64 64

invest@sgba.ch | www.sgba.ch