

Discover the benefits of
expanding your business!

St.Gallen
Bodensee
Area



Top. Right. Swiss.



A person's hands are holding a tablet computer in the foreground. The tablet screen shows a perspective view of a modern server room with rows of server racks and glowing green lights. Overlaid on the screen is the text '1400 years' in a large, white, sans-serif font, and below it, 'excellence in information management' in a smaller, white, sans-serif font. The background of the entire image is a grand, ornate library with high ceilings, wooden columns, and multiple levels of bookshelves filled with books. The lighting is warm and golden, highlighting the architectural details of the library.

1400
years

excellence in
information management

The background image is a photograph of a grand, multi-level library. The architecture is highly ornate, featuring dark wood paneling, intricate carvings, and a vaulted ceiling with decorative elements. Multiple levels of bookshelves are visible, filled with books. A large globe is positioned on the lower level, and a large map or document is displayed on the wall. The overall atmosphere is one of historical grandeur and intellectual pursuit.

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 futuristic, light blue and white robot hand is holding a smartphone. The phone's screen displays text in a clean, sans-serif font. The background is a blurred, brightly lit industrial or laboratory setting with pinkish and white tones. The robot hand has a sleek, modern design with visible joints and a glowing blue light at the wrist.

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.**

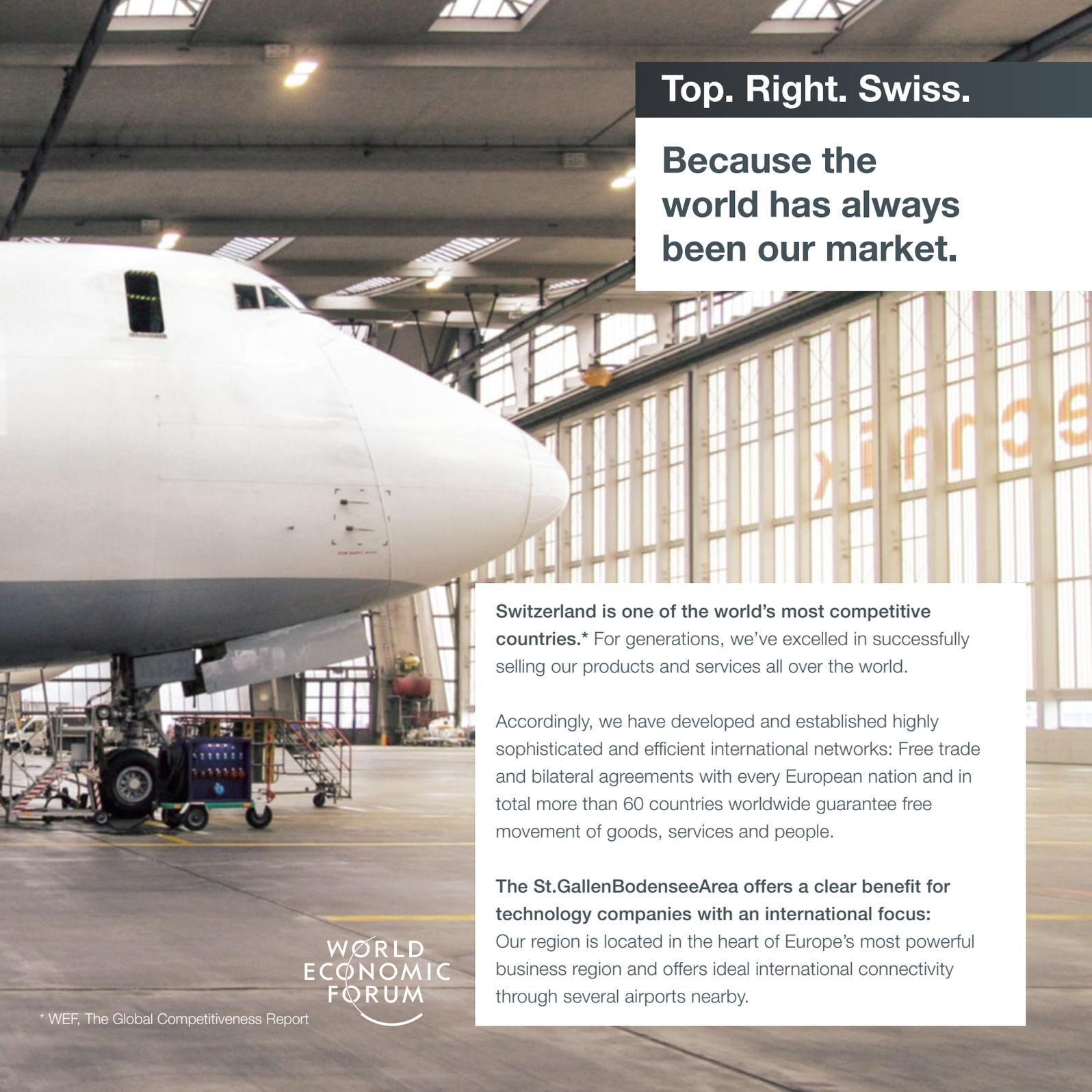
If you are striving for precision and innovation, you'll be in good company in the St.GallenBodenseeArea. A large number of global technology leaders call our region their home – for all the right reasons: An extraordinarily **high productivity and a strong, time-tested commitment to innovation** have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



CARGO



80%
export share

A large white airplane is parked in a hangar. A person is standing on a mobile staircase next to the aircraft. The hangar has large windows and skylights. The text "Top. Right. Swiss." is overlaid on a dark grey background in the top right corner.

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.

WORLD
ECONOMIC
FORUM

* WEF, The Global Competitiveness Report

Grösse des weltweiten Devisenmarkts

Durchschnittlicher Umsatz pro Handelsjahr am weltweiten Devisenmarkt, 1990-2013 (Mrd. 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 smartphone in the foreground. The phone's screen shows a man in a blue suit jacket and white shirt, smiling and shaking hands with another person whose hand is visible in a light blue sleeve. The background of the phone's screen is a blurred office setting. The text "Just launch and grow!" is written in white, bold, sans-serif font at the bottom of the phone's display. The background of the entire image is a modern, multi-story building with a grid of windows, some reflecting the sky. The building is set on a red carpeted area. A bright sun is visible in the upper right corner, creating a lens flare effect.

**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

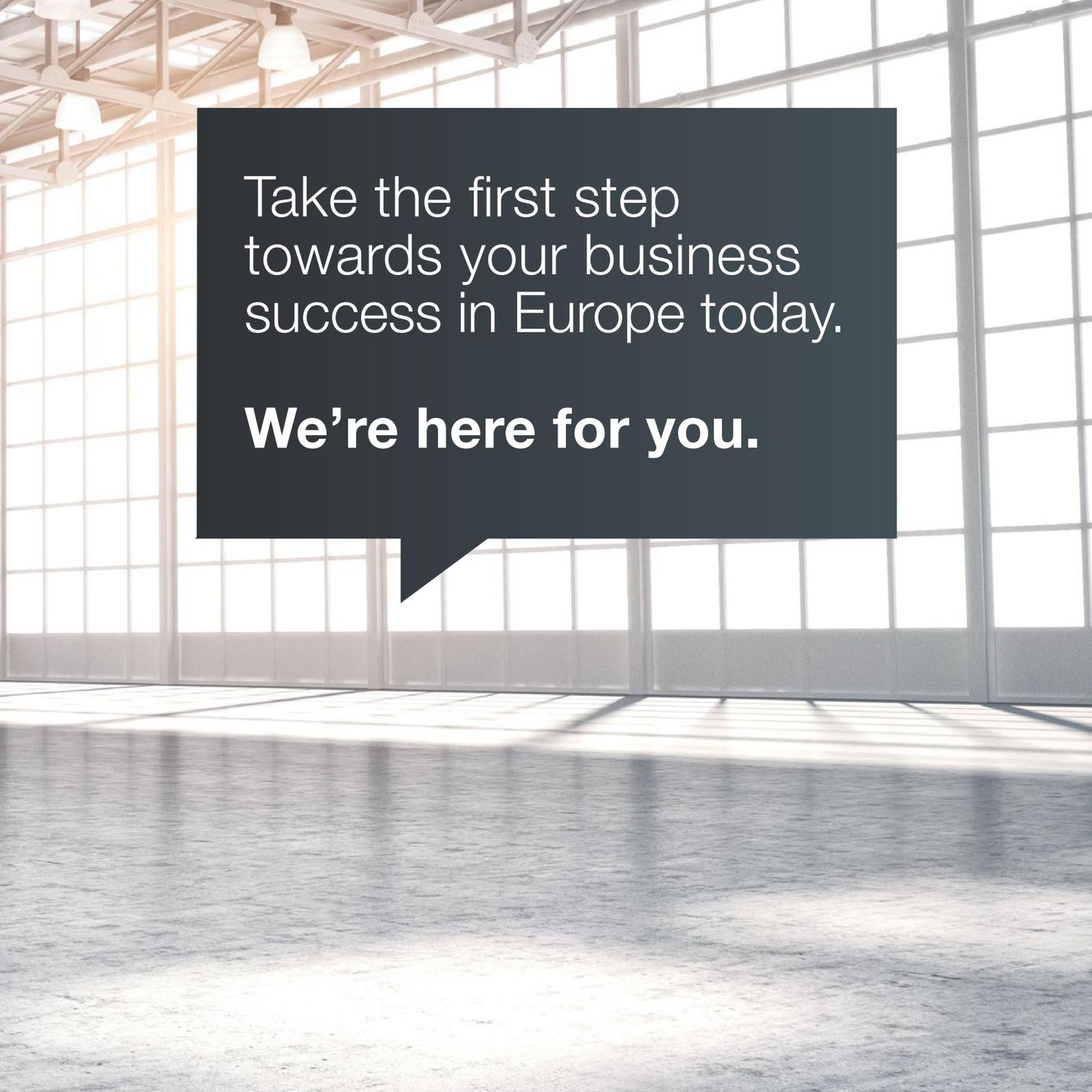
The Business School
for the World®

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



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