• Swiss Banking

THE SWISS FINANCIAL CENTRE

Switzerland: A Benchmark for Business Excellence

- **Switzerland combines political stability, a competitive tax system and world-class infrastructure, positioning it as a leading global financial hub with rapid access to major European markets.**
- **Top-tier education and a strong vocational training system fuel innovation and industry-readiness, supporting the high standards and ongoing success of the Swiss financial sector.**
- **The transparent Swiss judicial system ensures investment security and efficient dispute resolution, enhancing the country's appeal for financial services and innovation.**

Direct Democracy as a Foundation for Prosperity

Switzerland's political system is among the most distinctive and inclusive in the world. Rooted in democratic principles, it ensures stability and responsiveness to its diverse population. At its core is a federal structure of 26 cantons, each with its own legislature, government and courts, allowing autonomy in areas such as education, healthcare and taxation. This decentralized approach allows for tailored solutions that reflect the linguistic, cultural and regional diversity of Switzerland. A defining feature of the Swiss political system is its neutrality and direct democracy, where citizens can vote on laws and constitutional amendments. The "Popular Initiative" allows citizens to propose amendments to the federal constitution.

Unlike many countries, Switzerland has no professional parliamentarians. Industry associations therefore play a key role in policymaking by providing decision-makers with expert insights and representing sector concerns. This helps political leaders assess risks and opportunities, enabling informed, balanced decisions in the public interest.

Top 10 Cities with Highest Quality of Living[1]

Source: Mercer's 2024 Quality of Living Survey

Taxes Optimized for Economic Growth

Switzerland's tax system is particularly attractive for businesses and individuals. Highly competitive corporate tax rates, an extensive network of double taxation agreements and internationally accepted legal certainty for businesses and high-net-worth individuals significantly enhance its appeal. At just below 16%, Switzerland has one of the highest proportions of USD millionaires per capita in the world. Additionally, Switzerland has seamlessly implemented the OECD minimum tax for multinational companies with annual revenues above EUR 750 million, which gives those companies the legal certainty they need.

[1] Factors include political stability, healthcare, education, infrastructure and socio-cultural environment

Fast Here – Fast Everywhere

Swiss infrastructure and connectivity are world-class, featuring efficient transportation networks, including railways, airports, and roads, that provide access across the country and to major European markets. Switzerland's central location further strengthens its position as a gateway to Europe. The three airports in Zurich, Basel and Geneva enable travelers to reach all major European capitals in two hours by plane. Within Switzerland, a highly efficient transport infrastructure guarantees that airports can be reached within one to two hours by train or car. The country also provides exceptional digital connectivity with ultra-fast internet, reliable power as well as cutting-edge infrastructure such as the Swiss National Supercomputing Centre and quantum computing facilities. Together with secure, energy-efficient data centres and cloud services that meet strict data protection standards, Switzerland provides a robust and sustainable foundation for business operations.

World-class Education Propels the Industry

Switzerland is home to 12 publicly funded universities, nine regional universities of applied sciences and one private university of applied sciences, including institutions like ETH Zurich, École Polytechnique Fédérale de Lausanne (EPFL), University of Zurich and University of St. Gallen (HSG). ETH Zurich ranks 11th globally in the Times Higher Education World University Rankings and 7th in the QS, with EPFL close behind. The University of Zurich ranks 42nd globally in Business and Economics, while HSG's Master in Strategy and International Management is ranked number one worldwide by the Financial Times. Switzerland's vocational education system is widely praised for its practical training and close industry ties. In the financial sector, apprenticeships provide hands-on experience and skills that enhance employability and meet the sector's high standards, making the system both highly effective and internationally respected.

Trusted Legal Systems Drive Investment Confidence

The Swiss judicial system is highly respected for its transparency, making it a trusted hub for arbitration and international dispute resolution. Known for their stability and efficiency, Swiss courts offer predictable and swift resolution to disputes. The Zurich Commercial Court stands out, resolving over 70 % of cases within a year. Its multilingual approach and neutrality ensure a level playing field for all parties. The upcoming Zurich International Commercial Court (ZICC) will offer English-language proceedings and industry-specific expertise. Switzerland's stable and liberal legal system also provides strong IP protection investment security for R&D.

The Swiss Bankers Association: Committed to a Strong Financial Centre

The Swiss Bankers Association is the uniting force behind Switzerland's banking excellence, representing around 270 member institutions. For over a century, we have championed the Swiss financial centre's interests, crafting an ideal environment for banking accomplishment and success. Through strategic partnerships with relevant stakeholders, we are shaping tomorrow's banking landscape, focusing on critical priorities like banking stability, market access, anti-money laundering and digital currencies – ensuring Switzerland's continued leadership in global finance. · www.swissbanking.ch

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