

# Zug: financial cluster

The financial sector plays an important role for the business location Zug. 6% of the working population, which equals 6,857 persons or 5,250 full-time equivalents generate 10% of Canton of Zug's GDP. Key segments in terms of FTE's are private equity and venture capital (40%), banking (24%), asset management (22%) and insurances including captives (14%). These four segments also encompass family offices, wealth management and hedge funds. New impulses for the financial cluster are generated by the FinTech sector.



«Partners Group was established in Zug in 1996 and (cut its teeth) here. We have expanded our office several times to accommodate our growth. Zug has proven to be an outstanding base and a reliable partner for our growing global business, providing the resources and infrastructure we require for our international focus and needs.»

**André Frei,**  
Co-CEO, Partners Group

## Financial services in Switzerland

The financial services sector, namely banks, insurance companies and other financial services, accounts for over 60 billion Swiss francs in revenue, equaling some 9.4% of the Swiss GDP, and for almost 214,000 (FTE) employees. Thanks to favorable legal and regulatory framework conditions and the relatively low reference interest rates of Swiss banks, Switzerland is highly competitive.

## Greater Zurich Area (GZA) financial center

The GZA is one of the world's major financial centers. The Global Financial Centers Index ranks the region under the top ten worldwide and no.1 in continental Europe. The GZA also features a flexible labor market with highly qualified employees. Its high quality of life and well-developed infrastructure make the GZA one of the most attractive financial centers in the world.

## Canton of Zug and the Crypto Valley

The Canton of Zug offers first-class framework conditions for all financial sectors, which is reflected in the wide spectrum of companies in the near-bank segment. The Institute for Financial Services IFZ and the Lucerne University of Applied Sciences and Arts' IT-Department support such companies in their innovative projects across many thematic areas and train highly skilled employees.

The innovative, stable and safe business location of Zug, combined with proactive and solution-oriented authorities, is the ideal location for the emer-

ging FinTech industry. Many international FinTech companies have therefore also decided to establish their domicile in Zug. They form a blockchain hub known around the world as the Crypto Valley.





«Thomson Reuters has had an established presence in the Canton of Zug for over 10 years. Zug's central location, favorable economic environment and business-friendly approach make it a beneficial location from which to operate, while its excellent infrastructure, vibrant atmosphere and extensive cultural and recreational facilities help us to attract and retain talent.»

**Stewart Beaumont,**  
**Chief Technology Officer,**  
**Thomson Reuters**

**Facts & Figures:**  
**Finance in the Canton of Zug**  
 - About 2,000 companies  
 - Around 6,900 employees  
 i.e. 6.3% of the total workforce

**Contacts & platforms**

**Institute for Financial Services (IFZ)**  
 The IFZ is the largest Swiss applied sciences institute in the field of financial services and part of the Lucerne University of Applied Sciences and Arts (HSLU). It focuses on three core competencies: Banking & Finance, Controlling & Accounting and Real Estate.  
 - [www.hslu.ch/ifz](http://www.hslu.ch/ifz)

**The Swiss Private Equity & Corporate Finance Association (SECA)**  
 The SECA is the representative body for Switzerland's private equity, venture capital and corporate finance industries. Its objective is to promote private equity and corporate finance activities in Switzerland.  
 - [www.seca.ch](http://www.seca.ch)

**Crypto Valley Association (CVA)**  
 The CVA is an independent association established to take full advantage of Switzerland's strengths to build the world's leading blockchain and cryptographic technologies ecosystem.  
 - [www.cryptovalley.swiss](http://www.cryptovalley.swiss)

**Swiss Bankers Association (SBA)**  
 The SBA represents the interests of banks in dealings with authorities in Switzerland and abroad and promotes Switzerland's image as a financial center throughout the world.  
 - [www.swissbanking.org](http://www.swissbanking.org)

**Financial Services Standards Association (VQF)**  
 The VQF offers a full range of compliance services to financial intermediaries in the para-banking sector in Switzerland. As a center of competence, the VQF provides numerous supervisory, inspection, audit, training and advisory services to its members.  
 - [www.vqf.ch](http://www.vqf.ch)

**Swiss CFO Forum**  
 The Swiss CFO Forum is an independent and professional platform for chief financial officers of

companies and persons with a close connection to financial corporate governance. The association organizes an annual CFO Day.  
 - [www.cfos.ch](http://www.cfos.ch)

**Swiss Federal Financial Market Supervisory Authority (FINMA)**  
 The FINMA supervises and monitors all financial industry sectors, in particular banks, insurance companies, stock markets, securities traders as well as collective investments and auditing firms.  
 - [www.finma.ch](http://www.finma.ch)

**Swiss Funds & Asset Management Association (SFAMA)**  
 The SFAMA is the representative industry organization of the Swiss fund and asset management economy and member of the European Fund and Asset Management Association (EFAMA) and of the globally operating International Investment Funds Association (IIFA).  
 - [www.sfama.ch](http://www.sfama.ch)

**Swiss Association of Asset Management (SAAM)**  
 The SAAM represents the interests of independent asset managers in politics and economy on a national and international level. It defines and monitors the professional ethics forming the standard to practice independent asset management.  
 - [www.vsv-asg.ch](http://www.vsv-asg.ch)

Our services address you directly as an entrepreneur. We are your partner, and we promote the Canton of Zug as a business location.

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