

# Zug: private equity cluster

Across the world, private equity and private market investments are rapidly gaining importance. Zug is a leading location, offering a concentration of nationally and internationally prominent managers and specialized service providers. The excellent environment, available expertise and capital attract innovative companies with high value creation and attractive jobs.



«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

## **Zug – World-renowned location for private equity**

Clustered in a few square kilometers along the north shore of the Lake of Zug and closely interconnected with nearby financial centers in Zurich and Ausserschwyz, a dynamic ecosystem thrives, combining leading private equity firms, specialized service providers, established global corporations and innovative growth companies.

## **Growing importance of private markets**

Private equity has considerable importance for the development of innovative companies, for financing succession solutions and for financing large infrastructure projects – regionally and globally.

## **Best prerequisites for private equity companies**

Zug has an industrial background as well as a long and successful tradition in international commodity trading and alternative investments. This combination, coupled with a competitive legal and tax system and state-of-the-art infrastructure, is what attracts leading PE firms, international lawyers and specialized consultants.

## **Contacts & platforms:**

### **Swiss Private Equity and Corporate Finance Association (SECA)**

SECA is the representative body for Switzerland's private equity, venture capital and corporate finance industries. SECA has the objective of promoting private equity and corporate finance activities in Switzerland. SECA members include equity investment companies, banks, corporate finance advisors, auditing companies, management consultants, lawyers and private investors.

– [www.seca.ch](http://www.seca.ch)

### **Institute for Financial Services Zug (IFZ)**

The IFZ is the largest Swiss academic institute in the area of financial services. The IFZ focuses on three core competencies – Banking & Finance, Controlling & Accounting and Real Estate.

– [www.hslu.ch/ifz](http://www.hslu.ch/ifz)

### **SFAMA (Swiss Funds & Asset Management Association)**

SFAMA was established in 1992, and is the representative industry association of collective investment schemes and their managers in Switzerland.

– [www.sfama.ch](http://www.sfama.ch)



«The fact is that Zug is one of the best places in Europe to run a private equity business. Zug offers a highly skilled workforce with a deep pool of international employee talent, an abundance of businesses serving the private equity industry. Coupled with a very business friendly government and excellent standard of living, Zug is an excellent place to grow a successful global business.»

**Thomas Kubr**  
**Managing Director & Chairman**  
**Capital Dynamics**



«Since our founding more than 20 years ago, we have been located in Zug. Thanks to the attractive environment, the excellent collaboration with local authorities and a dynamic ecosystem, we've steadily developed our private equity business and we now invest in over 50 companies from various sectors.»

**Martin Staub**  
**Partner**  
**Invision Private Equity**



«As one of the leading private equity companies in the German-speaking part of Europe and in view of our increasingly international orientation, a good infrastructure is crucial for Capvis. In Zug we enjoy both the proximity to the airport and to our service providers and partners. Here we have every opportunity to continue our successful growth.»

**Daniel Flaig**  
**Managing Partner**  
**Capvis Equity Partners**

**Facts and figures: Private equity in the Canton of Zug**

- some 95 companies with PE investment and activities
- some 30 managers, of which 18 active SECA members
- over CHF 100 billion in AuM (Assets under Management)
- ca. 2000 employees (worldwide)

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