

# Zug: wholesale cluster

Measured by employees and added value, wholesale is the largest industry in the Canton of Zug. Many international wholesalers as well as many small- and medium-sized enterprises have offices here. They benefit from an outstanding business environment, a large pool of highly qualified talents, and a central location in the heart of Europe.



«The BURGER KING® headquarters for the EMEA region have been in Zug for almost a decade. We choose to be in Zug for several reasons: First, we operate in over 70 countries and require a diverse team to manage the business. Zug's friendly family environment and proximity to the best schools makes it easier to recruit and retain a talented team. Second, we have found in Zug a canton that is creative and truly a partner in our growth. The constructive relationship we have with the Canton of Zug gives us the confidence that we are in the right place for now and the future.»

**David Shear,**  
President EMEA,  
Restaurant Brands International

## Wholesale in Switzerland

With about 230,000 employees and 25,000 businesses – 4.3% of all employees in Switzerland – wholesale is one of the pillars of the Swiss economy. In Switzerland, wholesale includes trade in commodities, textiles, food, agricultural commodities pharmaceutical, cosmetic, and medical products. The industry generates a nominal gross value added of CHF 75.7 billion in Switzerland. This comes to 10.8% of the total Swiss GDP.

## Wholesale in the Greater Zurich Area (GZA)

There are numerous leading wholesalers based in the Greater Zurich Area (GZA), especially in the segments of food, consumer goods, and electronics, as well as leading transportation and logistics companies. In general the GZA offers outstanding conditions including research and education institutions such as the University of Zurich or the ETH Zurich. These ensure the availability of highly qualified workers.

## Wholesale in the Canton of Zug

The Canton of Zug is home to over 1,700 wholesalers with around 14,100 employees. The industry generates a nominal gross value added of CHF 6.9 billion, which makes up one third of the cantonal GDP. Large global companies and many small- and medium-sized enterprises have established international and regional headquarters in the Canton of Zug. Particularly significant is wholesale in pharmaceutical products (see fact sheet for the Pharma/ Biotech cluster), in commodities (see fact sheet for



commodities), and in branded products, particularly in the food & beverage, personal care, textile, and sporting goods sectors.

Company activities in the Canton of Zug especially include – beside typical headquarter functions – supply chain and procurement. The high density of wholesalers in the Canton of Zug and the service industry tailored to wholesale create an advantageous business environment. The Canton of Zug offers the best all-around package characterized by a unique mix of political and financial stability, a central location in the heart of Europe and Switzerland, high availability of skilled workers, first-class infrastructure, high standard of living, and business-friendly government.





Courtesy of HUGO BOSS



«For over a decade now, HUGO BOSS has been based in Zug and serving, amongst other business, a broad spectrum of wholesale partners both locally and internationally. The central location within Europe coupled with the business friendly environment which the Canton of Zug offers, makes it an ideal location for us to be situated. With our diverse business areas and the resulting diverse nationalities employed in our offices, we have found the Canton of Zug to be a progressive and supportive business partner, which adds additional value when attracting and relocating talents into the region.»

**Paul Daly,**  
**Director Finance & Administration,**  
**HUGO BOSS (Schweiz) AG**

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#### Facts & Figures:

##### Wholesale in the Canton of Zug

- About 1,700 companies
  - Around 14,100 employees  
i.e. 12.1% of the total workforce
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## Contacts & platforms

### Swiss Marketing Association

The Swiss Marketing Association is a reference point and a platform for market-oriented business management. It creates a link between research and practice in which research and training, organization of events, networking and publishing takes place.

– [www.gfm.ch](http://www.gfm.ch)

### Promarca

The Swiss Federation of brand-name products lobbies for open competition, a fair market environment and the quality of their brands. It represents the interests of 90 brand-name product companies in the consumer goods sector within Switzerland. It is politically active and demands that cross-border trade restrictions be phased out and regulatory directives will be reduced.

– [www.promarca.ch](http://www.promarca.ch)

### Zug Commodity Association (ZCA)

The ZCA maintains a platform to support business interests, education and social interactions. It maintains a network and addresses outside challenges. ZCA members benefit from focused relationships with authorities and other lobbying groups, as well as being supported by information, education and research. ZCA maintains strong ties with the Commodity Club and the Lucerne University of Applied Sciences (HSLU), particularly with the Institute of Financial Services Zug (IFZ). ZCA is a member of the Zug Chamber of Economy and of the Swiss Trading and Shipping Association (STSA). It is represented on the STSA board.

– [www.zugcommodity.ch](http://www.zugcommodity.ch)



«Coca-Cola HBC AG is one of the largest non-alcoholic beverage companies in Europe. The company is premium listed on the London Stock Exchange and a constituent of the FTSE 100 index. We redomiciled and reincorporated our business in Zug in 2013. Our main objective was to locate our head office and holding company in a stable jurisdiction with a business-friendly environment. The Canton of Zug has been very supportive of Coca-Cola HBC and we are confident that we made the right choice in moving to Zug.»

**Jan Gustavson,**  
**General Counsel, Company Secretary**  
**and Director of Strategic Development,**  
**Coca-Cola HBC Schweiz AG**

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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