

# VAUD



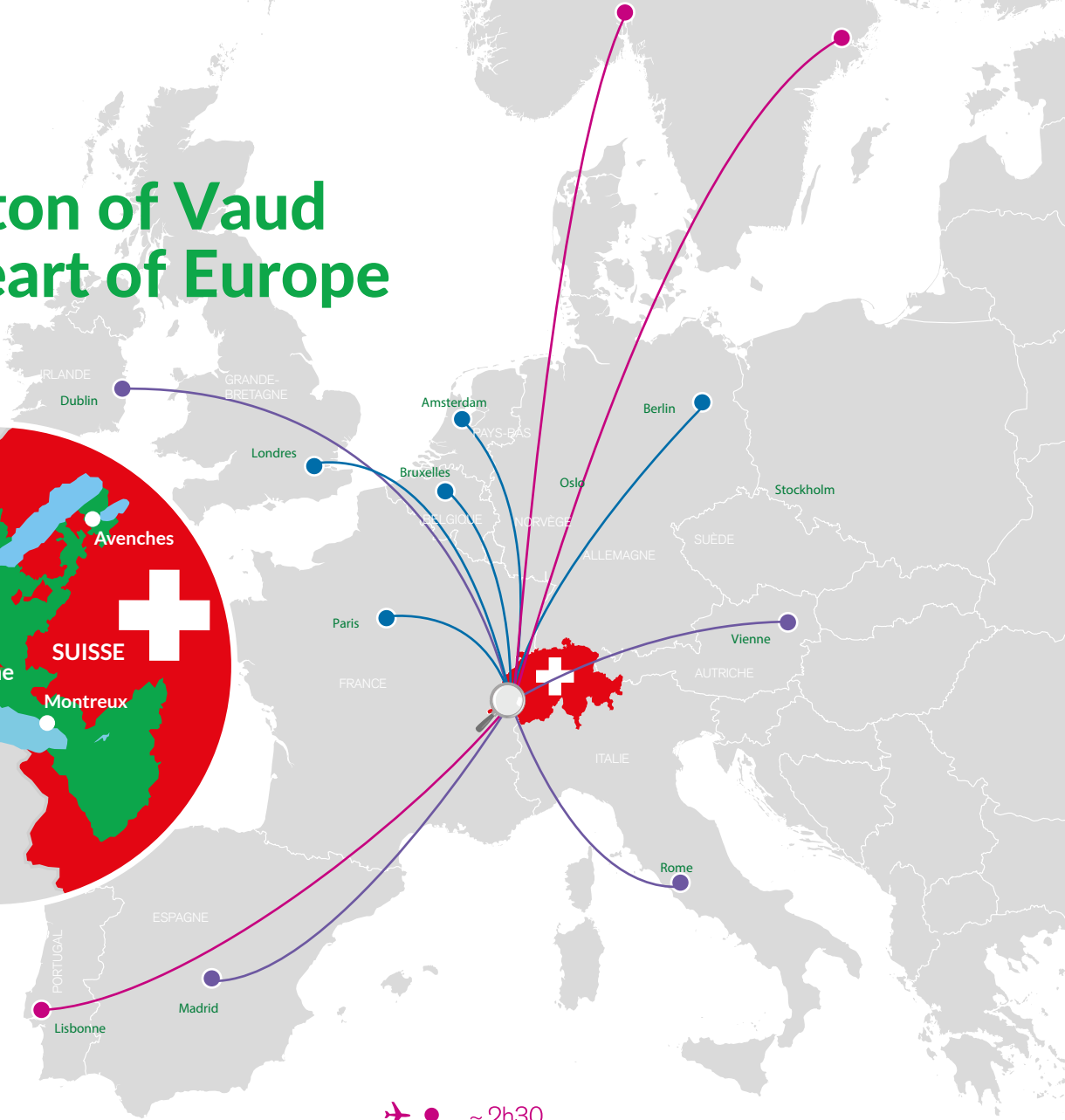
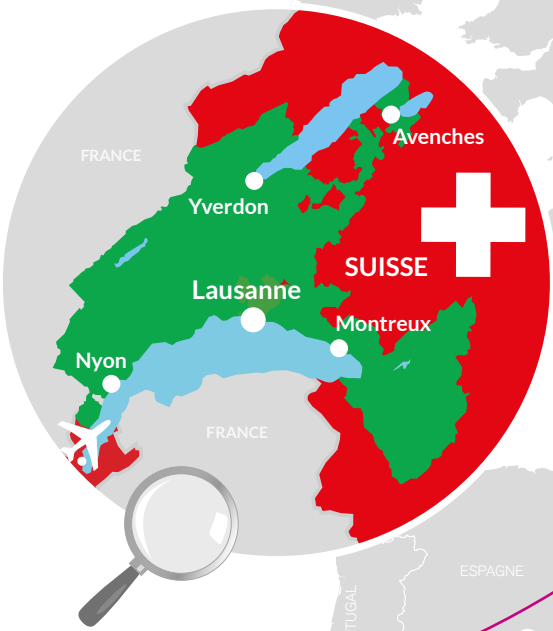
## So swiss, so international !

The excellence of Switzerland in a single canton

VAUD 



# The canton of Vaud in the heart of Europe



- ✈ ● ~ 2h30
- ✈ ● ~ 2h00
- ✈ ● ~ 1h20

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# THE CANTON OF VAUD



**VAUD** 

# The excellence of Switzerland in a single canton

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The canton of Vaud is a real microcosm of Switzerland! We invite you to discover its major advantages in the vital areas of education, innovation and technology, the world of business, international sports, quality of life, and health. Vaud is a dynamic and ideally positioned region. Its many advantages will convince you to come to live or stay here!

## A strategic location

Situated between lakes and mountains in the heart of Europe, the canton of Vaud is the largest French-speaking region in Switzerland and is one of the country's most prosperous regions, enjoying a quality of life that is among the highest in the world. The canton of Vaud combines all the best qualities that are truly Swiss: innovation, dynamism economic development and investment, productivity, quality in education, political stability, an attractive fiscal framework, flexible labor laws, a highly qualified and cosmopolitan workforce, top-drawer financial services, diversified economic environment, and above all, an incomparable quality of life.

Strategically located at the meeting point of major roads and rail routes across Switzerland and Europe, the canton of Vaud is a region open to the world and easily accessible. The major cities of Europe are just a short flight away from the Geneva international airport, situated right on the canton's doorstep.

## An ideal environment for your business

A highly efficient infrastructure serves priority development sites in excellent locations that have numerous facilities available. A commitment to preserve the environment has enhanced natural landscapes of rare beauty in which are set urban development and industrial zones that are in perfect harmony with their habitat.

The people of Vaud have an abundance of skills honed by the region's colleges and universities, which enjoy a strong reputation for excellence and innovation throughout the world. It is for these reasons that many corporate headquarters and high technology firms have chosen the canton of Vaud as the place to conduct their affairs. Offering a favorable climate of manageable size, the region is an ideal place to work, live, and put down roots.



### PHILIPPE LEUBA

Minister, Department of  
Economic Affairs and Sport  
Canton of Vaud

*"The canton of Vaud conducts ambitious policies to advance the local economy through an enhanced program of support for commerce, industry and innovation, as well as through a competent and effective network of partners.*

*The openness and availability of the authorities to area businesses, combined with their cultivated listening skills and attentiveness, helps the government to pursue a proactive policy that contributes to the vitality and diversification of the Vaud economy."*

- Largest canton in western Switzerland in both area (3'200 sq. km, nearly 8% of Switzerland's national territory) and population (more than 700,000 inhabitants, thus the third largest canton in Switzerland)
- A cosmopolitan population with over 30% from outside of Switzerland
- Lausanne - 4th largest city in Switzerland - with roughly 130,000 inhabitants
- Area is about an hour's flight from most European capitals



# EDUCATION



# Alive with the Joy of Learning

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No matter whether you are a company hiring skilled staff, a professional wanting to expand your education, an enterprise wishing to collaborate with a top-drawer university center, or an expatriate looking to educate your children, you will find in the canton of Vaud one of the greatest concentrations of academic institutions in Europe.

The academic environment includes the following notable universities and international schools:

- the **International Institute for Management Development (IMD)**, a postgraduate management school which, like Harvard, sees its MBA programs ranked by the specialty press, year in and year out, as among the best in the world;
- the **Swiss Federal Institute of Technology Lausanne (EPFL)**, whose excellence in the fields of science and engineering contributed to the launching of such projects as 'Solar Impulse' (the first trip around the world in a completely solar-powered airplane) and 'Scala' (a multi-paradigm programming language);
- the **University of Arts and Design, Lausanne (ECAL)**, regularly hailed by the specialty press as one of the best schools of applied art and design in the world;
- the **Lausanne Hotel School (EHL)**, ranked at the head of advanced schools for hospitality management, the EHL has been the point of reference for training in the hotel industry – in Switzerland and worldwide – for over 120 years;
- the **University of Lausanne (UNIL)**, which has several highly reputed schools (HEC Lausanne, Criminal Science, Public Administration). The Faculty of Biology and Medicine (FBM) is notably at the forefront of the medical field – particularly in cancer research – through its close associations with the **University Hospital Center of Vaud (CHUV)** and the **Ludwig Institute for Cancer Research (LICR)**;
- the **University of Management and Engineering of canton Vaud (HEIG-VD)**, which offers high level training in business economics and engineering. Its 2,000 students benefit from an urban campus close to many firms with whom it regularly works as a partner to develop new products and solutions.

## The world's school

In the Lake Geneva region, private schools have enjoyed a long tradition and a reputation for excellence. The canton of Vaud is home to more than 50 private schools. With their international scope, they allow children of expatriates to follow educational programs from a variety of countries in their preferred language. The programs range from pre-school (at three years of age) to top-level courses. The diplomas and qualifications gained are universally recognized.



**DOMINIQUE TURPIN**

*President*

*International Institute for Management Development (IMD), Lausanne*

*"We strive to be truly global and very eclectic. We provided training last year to over 8,000 executives from over 100 global companies and 98 different countries. Because Switzerland is small, neutral, and has a strong cultural mix, it perfectly supports our competitive advantage."*

- UNIL-EPFL Lausanne: the largest university campus in Switzerland (with some 30,000 students, researchers, and staff), is also home to the Swiss Tech Convention Center, the Rolex Learning Center, and the Center for Sports and Health
- Ten universities of applied sciences (HES) and over 200 vocational training programs
- EPFL: 2<sup>nd</sup> place in Europe in the Shanghai ranking of technological universities (2013)
- A highly skilled workforce: 20% of the population has had higher education (university, HES)
- A free public education system of very high quality by international standards
- Fifty private schools, the majority with an excellent international reputation ([www.avdep.ch](http://www.avdep.ch))



# TECHNOLOGY





# Cultivating the Garden of Innovation

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The canton of Vaud is one of the main centers of research and innovation in Switzerland, boasting the country's largest technological campus and several private and public research institutions of international reputation: the Swiss Federal Institute of Technology (EPFL), the University of Lausanne (UNIL), University Hospital Center of Vaud (CHUV), the Swiss Cancer Center of Lausanne (SCCL), and the Ludwig Institute for Cancer Research (LICR).

## Concentrated expertise

For more than ten years now, the canton of Vaud has pursued an active policy of developing its main scientific and technological clusters in:

- life sciences (biotechnology, medical technology, pharmaceuticals)
- precision engineering and industry
- information and communication technologies (ICT)
- energy and environmental technologies (cleantech)
- food-processing and nutrition industry
- top-of-the-line products industry
- international sports

These centers bring together expertise, a specialist workforce, and top-drawer European infrastructure. The strong political backing from which they benefit provides the kind of effective framework that is particularly favorable for the development and exploitation of technical innovations. The geographical proximity of these centers of competence and the partnerships developed throughout these clusters have created numerous synergies (for example, between life sciences and microtechnology), reinforcing and enriching the shared skills.

The canton of Vaud lies **at the heart of genuine supra-regional technology clusters which form global centers of excellence**, such as **BioAlps** in life sciences ([www.bioalps.org](http://www.bioalps.org)), **Micronarc** in micro- and nanotechnology ([www.micronarc.ch](http://www.micronarc.ch)), **Alp ICT** in information and communication technology ([www.alpict.ch](http://www.alpict.ch)), and **CleantechAlps** in clean technologies that contribute to the protection and conservation of natural resources ([www.cleantech-alps.com](http://www.cleantech-alps.com)).

## From lab to market

The creation of businesses is greatly encouraged by the authorities and the dynamism of the academic and research institutions. Many organizations for technology transfer are in place among the universities and research institutions in the canton of Vaud. Their goal is to create a two-way exchange between the world of research and the economy.



**ANDREA PFEIFER**  
CEO

AC Immune, Lausanne

*"There is a veritable cluster of life science skills in this region as well as favorable underlying conditions and genuine support from the authorities. These criteria have convinced us to choose Lausanne after we studied several international options."*

- Approximately 1,900 high-tech enterprises employing more than 52,000 people (~ 15% of the active population)
- EPFL: more than 100 start-ups based on the campus account for some hundred patents submitted each year and about 45 licenses granted annually.
- Seven incubators and technology parks, including the Innovation Park at EPFL ([www.epfl-innovationpark.ch](http://www.epfl-innovationpark.ch)), Biopôle ([www.biopole.ch](http://www.biopole.ch)) and Yverdon Science and Technology Park ([www.y-parc.ch](http://www.y-parc.ch)), the largest in Switzerland
- More than 70,000 jobs created over the fifteen last years
- Switzerland: the global leader in the number of patents filed per inhabitant

# THE WORLD OF BUSINESS



© Ferring Pharmaceuticals



# Your business “Made in Switzerland”

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“Swiss Made” is a label renowned across the world for the quality of products made in Switzerland. It is a quality born of an economic environment that combines stability and dynamism and that is particularly favorable to the development of business activities.

How could your business benefit from the quality of a “Swiss Made” environment in the canton of Vaud?

## Low unemployment and inflation rates

The average unemployment rate in the canton of Vaud was 4.9 % in 2014, which is extremely low by international standards. Its long tradition of economic and financial stability translates into a generally mild rate of inflation and low interest rates, which together stimulate investment.

## An attractive tax regime

Switzerland and the canton of Vaud enjoy some of the lowest taxation rates internationally on physical and legal entities (individuals and enterprises). Furthermore, newly created businesses may, under certain circumstances, have the taxes they pay reduced under special incentive programs. This notably includes tax exemptions or reductions for taxes on income and capital.

## An international economy

The Vaud economy is largely open to the world: approximately 20 % of production is exported, principally to the rest of Europe. In this regard, the canton of Vaud benefits from bilateral agreements concluded by Switzerland and the European Union, guaranteeing access to European markets and the free circulation of goods and people.

## A productive and cosmopolitan workforce

The canton of Vaud has an abundant pool of highly trained and multilingual workers (French, English, German) emerging from a highly effective system of education and continuing professional development. Swiss employees have a strong work ethic and are highly motivated. Strikes are virtually unknown.

## An efficient banking and financial sector

Switzerland is one of the most important financial centers in the world, on a par with London, New York and Frankfurt. Some of the most prestigious international banks have their head office in the Lake Geneva region. Companies based in the canton of Vaud thus benefit from highly efficient services in terms of finance, bank transfers, financial management, tax planning, and asset management.



**MICHEL PETTIGREW**

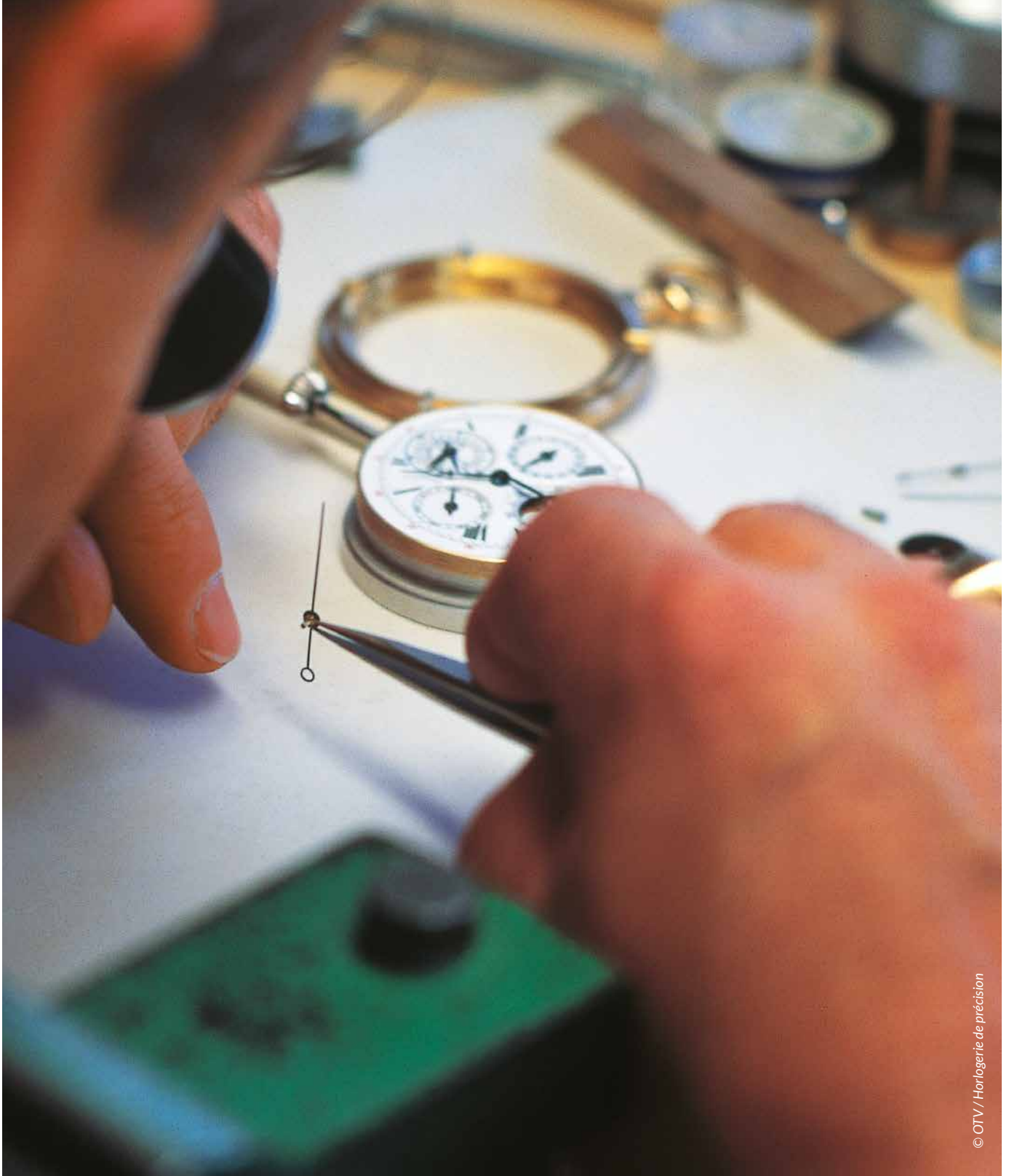
President & Chief Operating Officer  
Ferring International, Saint-Prex

*“Running a multinational business in the canton of Vaud is a real pleasure. There is a great pool of high quality workers, and we have no difficulty in recruiting high level specialists from all over the world to live and work here. The strategic position of our headquarters in Vaud makes it easy for us to continue our steady global growth.”*

- Unemployment rate : 4.9 % (2014)
- VAT : 8%, the lowest rate in Europe
- Working hours : 40 - 42 hours per week
- More than 400 financial institutions and 150 foreign banks based in Switzerland



# THE WORLD OF BUSINESS



© OTV / Horlogerie de précision

# Key skills in leading-edge industries

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With more than 52,000 enterprises and 400,000 jobs, the canton of Vaud stands at the economic head of the French-speaking cantons in Switzerland. Its success is based mainly on a knowledge economy: healthcare, finance, education, research and engineering.

Industrial activity in the canton of Vaud is largely built around sectors with high added value. The region has become a preferred center for a wide range of activities, including:

- precision instruments
- machinery and industrial equipment
- watch making
- healthtech (biotechnology and medical technologies)
- food and nutrition industry
- information and communication technology (ICT)
- micro- and nanotechnology
- cleantech energy and environmental technologies

Most businesses in Vaud are small or medium size enterprises (SMEs), highly specialized and very flexible. However, the canton also hosts many international headquarters and branch offices of local and foreign multinationals.

A growing number of international enterprises have selected Switzerland and the canton of Vaud as the base for developing their operations in Europe. These companies are attracted by the competitive conditions, the availability of specialized skills in cutting-edge fields of research and innovation, and the exceptional quality of life in the region.

## These multinationals have chosen the canton of Vaud (non exhaustive list) :

- |                            |                           |                            |
|----------------------------|---------------------------|----------------------------|
| → ADM International        | → Eaton                   | → Medtronic                |
| → Adecco                   | → Edwards Lifesciences    | → Merck Serono             |
| → Audemars Piguet          | → Ferring Pharmaceuticals | → Nestlé / Nespresso       |
| → Beckman Coulter          | → General Mills           | → Nissan                   |
| → Bobst                    | → Heraeus Materials       | → Philip Morris            |
| → Bombardier               | → Technology              | → PPG Industries           |
| → British American Tobacco | → Honeywell               | → SC Johnson               |
| → CareFusion               | → Hublot                  | → Sunstar                  |
| → Chiquita                 | → Jaeger-LeCoultre        | → TESA                     |
| → Cisco                    | → Kudelski                | → Tetra Laval              |
| → Dentsply Maillefer       | → Logitech                | → Thermo Fisher Scientific |



**DANIEL BOREL**  
Co-founder and President  
Logitech, Morges

*"The canton of Vaud has the potential to become the next Silicon Valley. This region is truly very attractive; we very much want to be here."*

- More than 52,000 companies employing more than 400,000 people in the secondary and tertiary sectors (2012)
- 3<sup>rd</sup> strongest cantonal economy in Switzerland and 1<sup>st</sup> in western Switzerland
- Gross Domestic Product (GDP) of SFr 53.4 billion (2013), or more than SFr 70,000 per capita

# LIFESTYLE



© Catherine Gailoud

**VAUD** 



# Like a picture postcard

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A pleasant climate, beautiful scenery, a sense of security, warm people. A well-preserved natural environment between lakes, countryside and mountains. Towns and villages of a manageable size and well cared for, tranquil, and welcoming. A vast range of activities that is personally enriching, entertaining and exciting. Welcome to the canton of Vaud where you will spend many unforgettable moments!

No matter whether you come here for a short visit or to live, you will find an impressive diversity of cultural, sporting, and relaxing activities in the land of Vaud. The rich history and splendid countryside of the region will delight you, as will its gentle lifestyle that has long attracted many international celebrities to make their home here.

## Lakes and cities, mountains and castles

Visit Lausanne, its cathedral, its old town with its lively squares and narrow streets, its numerous top museums: Musée d'art brut, Olympic Museum, Musée de l'Elysée, Hermitage Foundation (fine arts) and more. Stroll around Ouchy and enjoy the lakeside atmosphere.

Don't miss Montreux, its sun-drenched Riviera, its impressive view over the Alps and the famous "Château de Chillon." Its restaurants, its boutiques and its casino will delight everyone who enjoys shopping, dining and the good life.

Make the most of the Alpine peaks and snow to go downhill or cross-country skiing, snowboarding, snowshoeing, sled or toboggan riding, or even ice-skating. Marvel at the icy spectacle that is the Diablerets glacier, reaching 3,000 meters above sea level and where you can ski from fall till spring!

Head off for the Broye district to discover medieval towns, castles, fortresses and citadels, and the Roman ruins of Avenches and its wonderfully preserved amphitheatre that annually hosts famous music festivals.

See the impressive castles of Prangins (Swiss National Museum), Morges, Aigle (Wine Museum), Grandson, Nyon, Yverdon and Oron.

Take an unforgettable excursion to the terraced vineyards of Lavaux (a UNESCO World Heritage Site) or the Alpine resorts overlooking Lake Geneva (Leysin, Villars, Les Mosses, Château-d'Oex), where you can visit a cheese-dairy, go for a ride in a hot-air balloon, take a long hike, go mountain biking, and learn all about climbing or paragliding.



**PHILIPPE MICHIELS**

CEO

Reitzel, Aigle

*"Managers today look more and more for a better balance between their professional and personal lives. The canton of Vaud is perfect for that. It is a marvelous place to live. The scenery, the climate and the people all contribute to a high quality of life."*

- Lavaux, a UNESCO World Heritage Site ([www.lavaux.ch](http://www.lavaux.ch))
- Numerous international events and festivals (Montreux Jazz Festival, Paléo Festival in Nyon, Rock Oz'Arènes in Avenches, Béjart Ballet Lausanne, International Hot-Air Balloon Festival in Château-d'Oex, etc.)
- Over 100 museums and 60 art galleries: the greatest museum density in the world
- 200 historical and archaeological sites

# LIFESTYLE



© Studio Patrick JANET Villars

**VAUD** 

# The Fine Art of Living

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A paradise of good food and good wine, the canton of Vaud never fails to impress its visitors by the diversity and the quality of its guest tables and by the professionalism of its hotel and hospitality establishments.

## A full range of dining and sleeping options

Everything from top-drawer restaurants with lakeside terraces to small cafes high in the mountains: the culinary selections in the canton of Vaud are vast and the flavors varied. One finds a vast array of accommodation options, ranging from five-star palaces to mountain huts and everything in between: bed and breakfasts, self-catering cottages and business hotels. All have one thing in common: a feeling for hospitality and good food. The higher category hotels are fully equipped with business centers, banqueting halls and conference facilities.

## A delightful area for your next professional event

Why not mix business and pleasure in a region where life is good, where hospitality is a living tradition and where the facilities and services are top flight?

The attractions of the canton of Vaud make it an ideal destination for international business congresses and professional seminars. Your congress is delivered ready-to-roll in the most stimulating environment possible for your business. And when it comes time to relax, activities abound and all the charms of the region are just around the corner. Your guests will love it.

The canton of Vaud has three conference and exhibition centers: the “Palais de Beaulieu” in Lausanne ([www.beaulieu.org](http://www.beaulieu.org)), the “Swiss Tech Convention Center” in Ecublens ([www.tstcc.ch](http://www.tstcc.ch)), and the “Montreux Music & Convention Center” ([www.2m2c.ch](http://www.2m2c.ch)). They all offer one-stop shops for planning and organizing events of any size.

## A paradise for gourmets

The canton of Vaud is synonymous with local wines and gourmet products. Cradle of Gruyère AOP and dozens of artisanal cheeses, the canton of Vaud is also distinguished by its wines, produced under eight different appellations. Local specialties such as Malakoff cheese delights, ‘boutefas’ sausages, and ‘raisinée’ pear tarts will delight the taste buds of gourmands as much as the finest dishes. Did you know that the region is among the most famous in the world for its culinary arts and has the highest density of Michelin star chefs on the planet?



**MICHEL ROCHAT**

Director

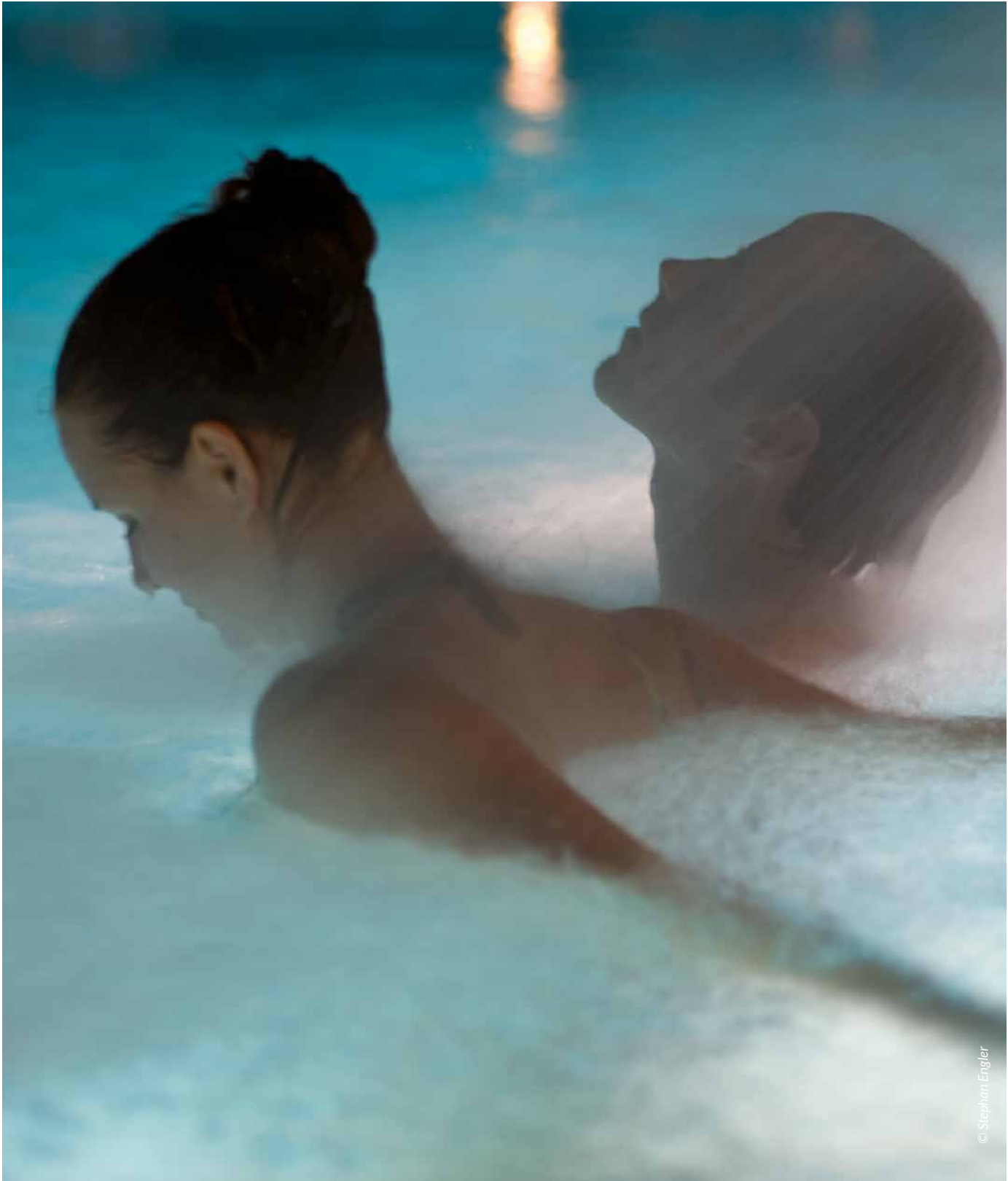
Ecole hôtelière de Lausanne (EHL),  
Lausanne

*“In the field of international hospitality management, the Hotel School of Lausanne seeks to develop in its students an ideal of service, a focus on detail, and an ambition to provide the right service at the right moment. It’s clear to me that the innate cultural traditions of Switzerland help us enormously in achieving these goals.”*

- More than 300 hotels in all categories (18,000 beds), with more than 2.6 million overnight stays each year
- 3 conference and exhibition centers
- The shores of Lake Geneva: the greatest density of top restaurants in Switzerland
- 4,000 hectares of vineyards and 8 wines with “appellation d’origine contrôlée”



HEALTH



© Stephan Engler

Health and wellbeing are the most important assets in life! The canton of Vaud has a long international tradition of offering state-of-the-art medical facilities and high quality care. Celebrities and important people from throughout the world have been coming here since the end of the 19<sup>th</sup> century to restore their health or receive medical treatment.

## State-of-the-art medical facilities and high quality care

The healthcare system in the canton of Vaud is very comprehensive. Several public hospitals assure top quality medical care. The main one is the University Hospital Center of Vaud (CHUV), which is right at the cutting edge in many fields (oncology, serious burns center, organ transplantations, cardiovascular, HIV, ophthalmology, neurology). It participates in clinical research and trials for new treatments tested across the entire world.

The canton of Vaud, and notably the Vaud Riviera (Montreux - Vevey), is particularly well known for its private clinics that attract an international clientele. Situated in the mountains or by the lake, they provide top quality treatment and offer the peace and tranquility needed for hospitalization or convalescence. The private clinics in the canton are active in all medical fields, some specializing in areas such as cardio-vascular disease, anti-ageing, plastic and reconstructive surgery, and rehabilitation.

## Health enhancing waters

Need to recharge your batteries, relax and pamper yourself, or enjoy some advanced treatments? The two thermal centers (Yverdon and Lavey-les-Bains), as well as the luxurious wellness centers and spas of the canton are known far and wide to provide you with moments of pure happiness.

## The privileges of age

What could be better than a serene and majestic backdrop where people can enjoy life to the full in their twilight years? The region's rich heritage of medical, paramedical and hotel services is found in the variety of rest and care homes for the elderly that offer a full range of professional care services in residences, apartments, or temporary accommodations. They are all found in tranquil, undisturbed locations - some in the mountains, others in the countryside and yet more by the lake.



**PROF. PIERRE-FRANÇOIS LEYVRAZ**

*Director General  
University Hospital Center of Vaud  
(CHUV), Lausanne*

*"The many new clinical and research ventures in which we participate will enhance Vaud's substantial capabilities in life sciences, in advanced clinical practice, and in the rapidly expanding field of personalized interventions to treat cancer, among others. Our region has become a global leader in oncology, neurology, immunology, transplantation, and pediatric cardiology."*

- A university hospital (CHUV) at the cutting edge of medical research ([www.chuv.ch](http://www.chuv.ch))
- Numerous private clinics with an excellent international reputation ([www.vaud-cliniques.ch](http://www.vaud-cliniques.ch))
- Approximately 24 doctors and 3 pharmacies for every 10,000 inhabitants
- Nearly 4,000 hospital and clinic beds
- More than 6,000 places in more than 100 medical-social establishments (EMS)
- Modern spa and wellbeing centers in peaceful havens

# SPORTS AND THE OLYMPICS





# A major hub for international sports

*“Stronger, higher, faster”* - the motto of Pierre de Coubertin, founder of the modern Olympic Games, continues to live on in Lausanne. The International Olympic Committee (IOC) settled here in 1915 and the Olympic Museum opened its doors in 1993.

## A center of expertise in international sports

Attracted by hospitable conditions in an exceptional environment, more than 50 international federations and sports organizations are now based in the canton of Vaud or in Lausanne, its Olympic capital. More than just geographic proximity to the IOC, they find in this beautiful region attractive conditions and an ideal location for their growth and development.

The ‘Maison du Sport International’ (MSI - ‘Home of International Sports’) was built for this purpose in 2006. Based in Lausanne, it is home to some twenty international sports federations and organizations, but also to some dozen companies involved in the field of sports. This unique complex makes possible significant synergies, skill sharing, and the development of fruitful partnerships between varieties of sport ‘stakeholders’ from quite different backgrounds.

These synergies enable sports organizations and athletes to benefit not only from the latest scientific discoveries in the universities and institutes of the region, but also to profit from the innovative expertise of Vaud entrepreneurs. New techniques or materials revolutionizing the world of competitive sports are conceived and developed in the canton, leading to such sporting successes as the racing yacht ‘Alinghi’ (two-time winner the America’s Cup) or the development of new training methods to improve athletic performance.

## These sports organizations are based in the canton of Vaud (non-exhaustive list):

- |  |  |
|--|--|
| → AISTS – International Academy of Sports Science and Technology | → IOC – International Olympic Committee          |
| → CAS – Court of Arbitration for Sport                           | → ISU – International Skating Union              |
| → FEI – International Equestrian Federation                      | → SportAccord Convention                         |
| → FIBA – International Basketball Federation                     | → UCI – International Cycling Union              |
| → FIMS – International Federation of Sports Medicine             | → UEFA – Union of European Football Associations |
|  | → WADA – World Anti-Doping Agency                |

- Lausanne : home of the International Olympic Committee (IOC) since 1915
- 32 international federations and 18 international sports organizations representing more than 1,500 jobs and SFr 200 million in economic benefits for the region
- The Home of International Sports: a complex dedicated to international sport that provides 5,575 square meters of administrative space to sports organizations ([www.msi-lausanne.ch](http://www.msi-lausanne.ch))
- A natural sports paradise in a well protected environment and over 1,300 sports clubs and associations at the service of the local population
- Various international competitions and athletic events are organized each year in cantonal cities, such as Athletissima, the Lausanne Marathon, and the Montreux Volley Masters



**THOMAS BACH**

President

International Olympic Committee (IOC), Lausanne

*“An international sports cluster of excellence is growing in this beautiful area, creating a virtuous circle of attraction. Vaud has become a major hub for international sports organizations as well as for applied scientific sports research, management, education and knowledge transfer. I am particularly impressed by the energy that emanates from many students and researchers in the region, which greatly contributes to shaping the future.”*

# VAUD

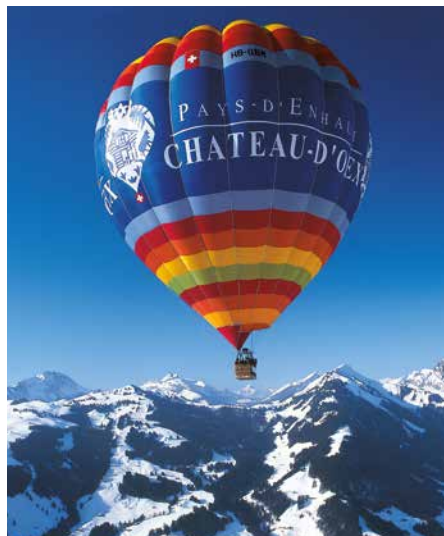


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# VAUD



# VAUD



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