

Bossard: two centuries of trade from Zug

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The oldest international enterprise of the canton is neither a holding company nor an industrial manufacturer. Bossard, founded in Zug in 1831, is a technical wholesale business specialising in fasteners and connection technology. It has remained a family enterprise for seven generations and operates from Zug with more than 2,900 employees in 81 locations worldwide, of whom some 400 work at the headquarters in Zug.¹

Bossard is a reminder that international trade from Zug did not begin with the commodity traders of the 1950s. Bossard carried into the industrial age a tradition of cross-border trade that the canton's merchants had maintained since the days of the cattle trade to Italy. The company's history also shows that the business location of Zug has served as a base from which local enterprises have grown into international groups.

1 Notes

1. Zug in der Welt, "Prägende internationale Grosshandelsfirmen des Zuger Wirtschaftsraumes: fünf Portraits", zuginderwelt.ch, accessed September 2026: Bossard AG founded locally in 1831; technical wholesale and connection technology; about 400 employees at the Zug headquarters in 2024; more than 2,900 staff across 81 locations; described as "Zuger Grosshandel in Reinkultur", a seven-generation family enterprise. ↩

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