

Marketing the canton in English

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The canton of Zug markets itself to international companies in English. Its economic promotion office publishes brochures, websites and presentations in English that present the canton's advantages in terms that international investors understand: low taxes, a business-friendly administration, a central location, a highly qualified workforce and a high quality of life.¹ The canton also works with the Greater Zurich Area, the regional marketing organisation of the cantons around Zurich, which promotes the region internationally in English.

The marketing message has changed over time. In the decades of the holding privilege, the canton emphasised its low taxes. After the tax reforms of the 2010s and the global minimum tax, it has placed more emphasis on the quality of its administration, its ecosystem of companies and professionals, and its quality of life. The English-speaking environment is part of this message. The canton presents itself as a place where international companies and their employees can work in English and feel at home, while enjoying the stability and security of Switzerland.

1 Notes

1. Canton of Zug, Department of Economic Affairs, Economic Promotion, brochure "Welcome Zug: small world – big business" (Business Location Zug), in English, cdn.zg.ch: presents low taxes (combined corporate profit tax rate of about 12 per cent), a free one-stop-shop service for companies, a central location 20 minutes from Zurich, access to the qualified workforce of the Greater Zurich Area and quality of life. Economic Promotion also publishes an English website, economy.zg.ch. ↩

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