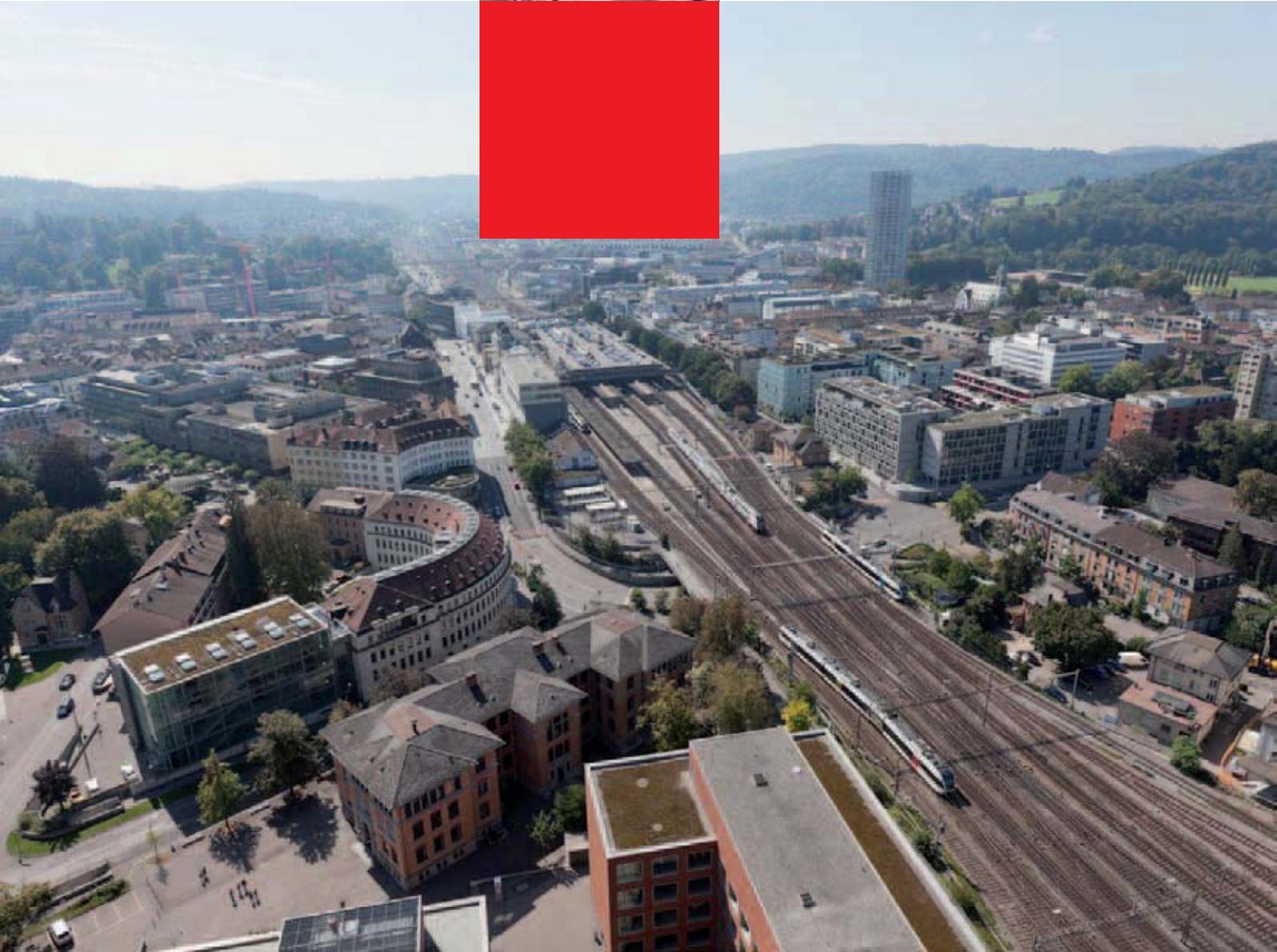




LOCATION PROMOTION  
WINTERTHUR REGION

## The Winterthur Economic Region – Working on the Future

... winterthur ...





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## Welcome to the city of Winterthur and its surroundings!



In 2008, Winterthur registered its 100,000th inhabitant, which made it a major city by Swiss standards. Winterthur is at the heart of a diverse region close to Zurich and its international airport. The service sector may now have the upper hand, but the city's rich industrial history nevertheless remains alive in the machine and high-tech engineering fields, exemplified by globally operating companies such as Sulzer, Rieter, Zimmer, Wärtsilä, Kistler Instrumente and Burckhardt Compression, which are all domiciled in Winterthur. In insurance, too, Winterthur has a long and ongoing tradition. Numerous start-up companies in the service and technology industries have sprung up here in recent years, making use, for example, of our innovative Technopark site. Other companies are moving to the Winterthur region or making it the center of their European operations.

The Winterthur region is fast developing into a major educational center, too. It is home to the Zurich University of Applied Sciences (ZHAW), one of the fastest growing universities of its kind in Switzerland, and numerous other occupational education institutions. In Lindau, one of municipalities in the Winterthur region, the Swiss Federal Institute of Technology Zurich (ETHZ) and the University of Zurich are jointly setting up an internationally oriented learning and research center for agricultural and veterinary sciences.

Winterthur and its surroundings are booming. This is evidenced by the strong population growth and the increase in the number of jobs. We are proud of this development and invite you and your company to discover for yourself the advantages of Winterthur as a diverse and attractive economic region. Our brochure will provide you with key information, and the representatives of Location Promotion Winterthur Region will be happy to advise you.

I would like to thank you for your interest and welcome you to the Winterthur region. We look forward to having you here!

A handwritten signature in black ink, which appears to read 'Ernst Wohlwend'.

Ernst Wohlwend  
Mayor of Winterthur  
President of Location Promotion Winterthur Region

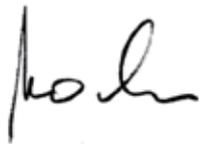
## Welcome to the Canton of Zurich!



The Canton of Zurich is Switzerland's strongest economic region and has developed into an outstanding international business location over the past decades. Numerous international firms have set up office here, and Zurich regularly features among the world's top cities in studies on life and business quality – ample evidence of the excellent conditions that the region offers for business and enterprise. The factors that have put Zurich where it is are independent of business cycles and fluctuations. They include a politically stable and legally reliable environment, the high quality of life not least thanks to unspoilt natural surroundings, and first-rate public and private transport infrastructure. Home to the internationally renowned Swiss Federal Institute of Technology, the University of Zurich and the Zurich University of Applied Sciences, the Canton of Zurich also has a highly qualified labour force.

Winterthur is the Canton's second urban center after Zurich, and has long been a thriving economic location. It is justifiably proud of its successful transition from industrial town to diversified center of technology, business and learning. The Winterthur region today is known not only as an important insurance and education location, but also as a driver of innovation.

Together with Business Location Winterthur Region, the Canton of Zurich's Department of Economic Affairs will be happy to help you discover its numerous advantages!

A handwritten signature in black ink, appearing to read 'Ernst Stocker'. The signature is fluid and cursive, with a prominent initial 'E'.

Ernst Stocker  
Member of the Zurich Cantonal Government and Head of the Department  
of Economic Affairs



## The Winterthur economic region at a glance

### Facts and figures

#### Location

The Winterthur region\* is situated in the eastern part of the Canton of Zurich, Switzerland's most populous canton with a headcount of over 1.3 million, between the city of Zurich to the west and the St. Gallen / Lake of Constance region to the east. The city of Winterthur and its surroundings benefit from excellent rail and road connections. Winterthur's main station handles the third-highest passenger frequency in Switzerland, and passenger numbers on the 20-minute rail connection to Zurich are among the country's highest. Three motorways in and around the Winterthur region ensure easy connections by car, and rail and bus services provide access to all the region's municipalities and rural communities in an outstanding public transport network. Last but not least, Zurich's international airport with daily flights to all corners of the earth is a mere 12 minutes from Winterthur by train.

#### Development

Winterthur has grown rapidly over the past few years. It passed the 100,000 inhabitant mark in 2008 and is now considered a major city by Swiss standards. The number of jobs and companies domiciled in Winterthur has also steadily increased, and there is no end to this development in sight. The trend remains positive and the mood upbeat.

#### Key figures Winterthur region

	Key figures	Comments
Population (2010)	182 671	City of Winterthur 102 966
Population growth (1999-2009)	12.80%	
Surface area	310 km <sup>2</sup>	18% of the Canton of Zurich
Number of municipalities and rural communities	24	
Highest elevation	892 m.a.s.l.	Schauenberg
Registered companies (2008)	7 559	
Workforce (2008)	78 537	
Increase in workforce (2001-2008)	8.30%	
Unemployment rate (2010)	3.10%	
New companies founded per year (2009)	257	
Value added per employee (2008)	CHF 158 755	

Sources: Statistical Office Canton of Zurich, Federal Statistical Office, Credit Suisse

\* Throughout this brochure, the Winterthur region is understood to encompass the 24 municipalities and rural communities that are members of the Business Location Winterthur Region association (as at 1 January 2012).

Founding of Hard spinning mill, the first mechanical spinning mill in Switzerland

Establishment of significant spinning mill in Turbenthal, what is today Hermann Böhler AG

Map of Winterthur region



1834

Founding of Sulzer Ltd  
by Johann Jakob Sulzer



1836

First issue of Der Landbote,  
Winterthur's daily newspaper

## Growth

Growth in recent years has not been limited to the city of Winterthur alone. A strong increase in jobs and economic opportunities has also been registered in surrounding municipalities such as Illnau-Effretikon and Pfungen, especially in the 2005 to 2008 period. The Winterthur region has evolved into a booming business location.



Launch of beer production by Haldengut in a brewery on the southern slope of the Lindberg



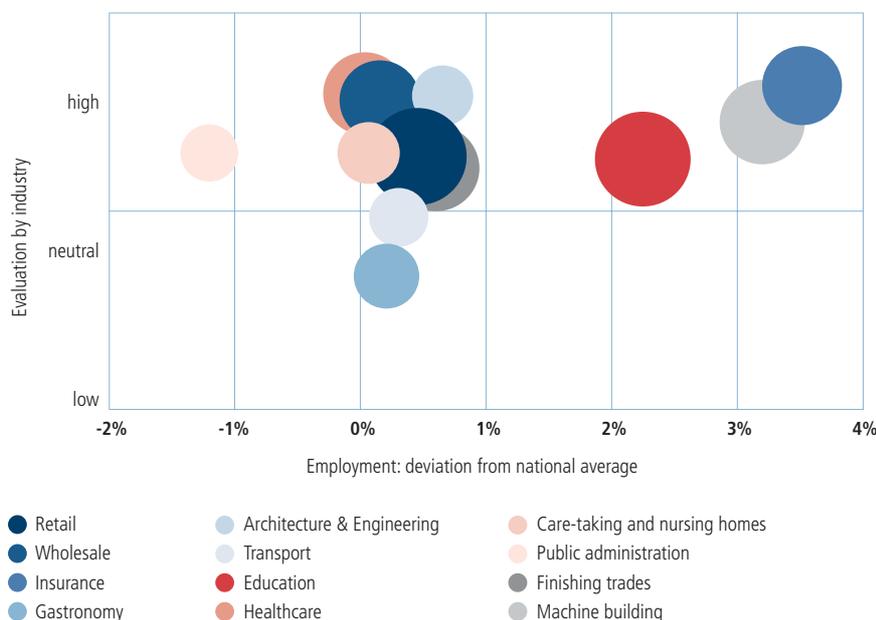
Jonas Furrer from Winterthur elected as Switzerland's first Federal President



**Business sectors**

Winterthur originally made a name for itself as an industrial location and to this day it enjoys an excellent reputation as one of Switzerland's prime centers of machine building, mechatronics and high-tech engineering. However, as elsewhere, it is the service sector that is now predominant in Winterthur. The Winterthur region has become a significant location especially for firms in the insurance and healthcare industries.

**Evaluation by industry  
Winterthur region**



- The higher an industry is placed in the chart, the better its ratio of growth potential to risk.
- The circles' diameter represents the industry's proportion of jobs in relation to overall number of jobs in the region.
- The further an industry is placed to the right, the greater the region's specialisation in this industry.

Chart: opportunity/risk profile of the Winterthur economic region, 2011  
Sources: Federal Statistical Office, Credit Suisse Economic Research



*«Winterthur offers numerous advantages. It also looks back on a long tradition in railway and machine building. So it's not surprising that, after evaluating various alternative locations in different parts of Europe, we opted for Winterthur.»*

**Peter Spuhler, Chairman of the Board of Directors and Group CEO of Stadler Rail**

In 2010, Stadler Winterthur AG opened a new production site in Oberwinterthur. Stadler Winterthur AG belongs to Stadler Rail Group, a globally operating manufacturer of railway vehicles.

Founding of the merchant company Volkart, which traded colonial goods against manufactured goods.

Rieter, a pioneering company in worker welfare, has entire housing estates built for its workers - a first in Switzerland.

## Winterthur's locational advantages City at the heart of a booming region

### Locational advantages at a glance

Winterthur as a business region boasts numerous locational advantages:

- Attractive location, excellent mobility and public transport facilities, top-notch infrastructure
- Availability of highly qualified labor force thanks to numerous educational institutions
- Large labour market as part of the booming Greater Zurich Area and thanks to proximity to Eastern Switzerland and the German border
- Moderate taxation
- International orientation
- Fair rental prices for business premises
- Fair prices for land and real estate
- Industrial heritage coupled with innovative spirit
- Attractive residential area with high quality of life
- Professional support and advice for newcomers by national, regional and local promotion organizations



A Sulzer steam engine is a major attraction at the Paris world exhibition.



Construction of Winterthur's town hall according to plans by Gottfried Semper.



Numerous studies attest to the above-average locational quality of Winterthur and its surroundings, even by Swiss standards. In the 2011 city ranking conducted by the Swiss business magazine Bilanz, Winterthur now holds 5th place among 136 Swiss towns and cities, having climbed steadily each year since 2007. A Credit Suisse study carried out in 2011 provides further evidence of Winterthur's locational appeal. The study compared all of Switzerland's economic regions in terms of competitive advantage, applying factors such as tax levels, educational level of the resident population, availability of qualified labor, as well as private and public transport connections. The outcome is charted below.

Locational quality of Swiss economic regions

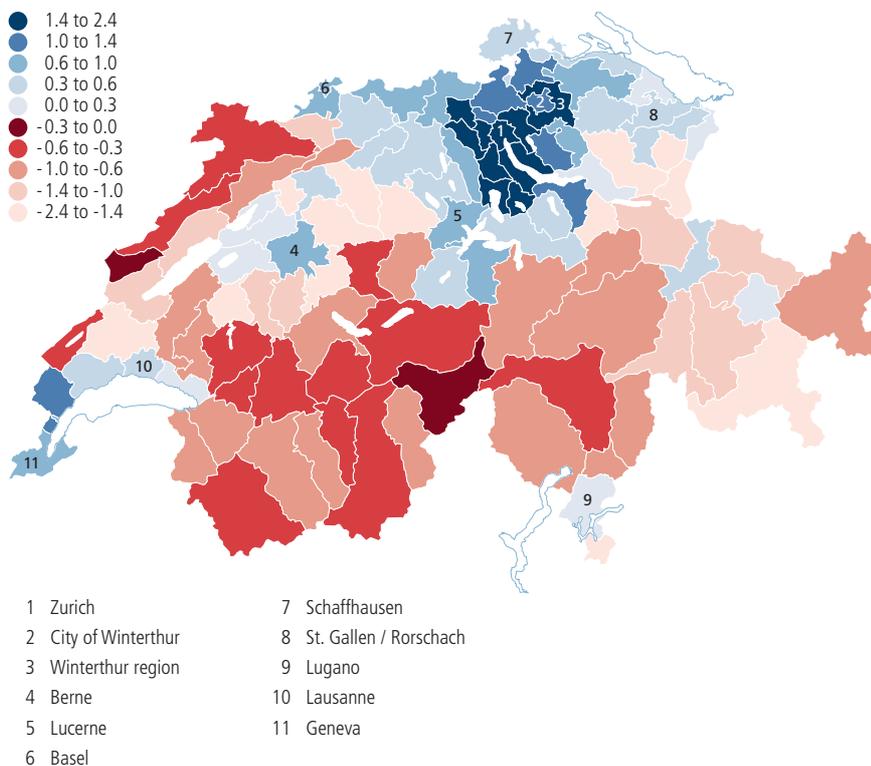


Chart: Locational quality of Swiss economic regions 2011, synthetic index, CH = 0  
Sources: Credit Suisse Economic Research, Geostat

Swiss national railway is up and running. Winterthur's railway project fails in 1880.

The Zurich Cantonal Bank opens its first branch in Winterthur.

Founding of the Schweizerische Lokomotiv- und Maschinenfabrik (SLM) by Charles Brown

**Office rental and industrial land prices**

Despite Winterthur's attractive location, office rental prices are moderate compared to other Swiss cities. The availability of office floor space in Winterthur has risen slightly in recent years, with prices remaining fairly stable. Prices for industrial land are lower than the Canton of Zurich average. Unlike other locations, there are still major industrial zone estates available.

**Comparison of average office rental prices by city**

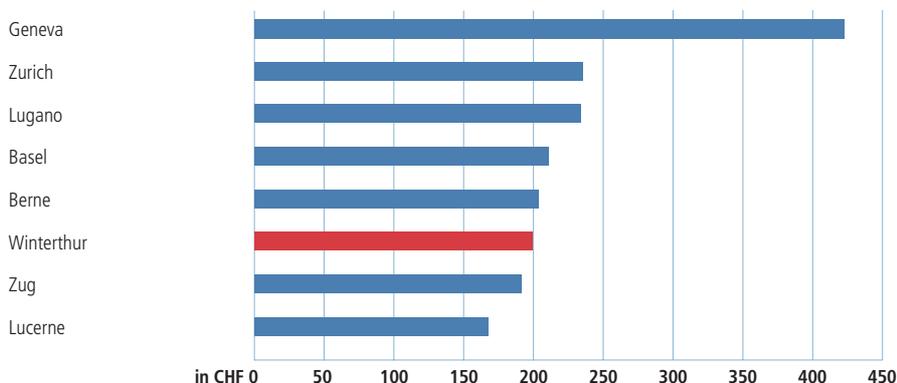


Chart: Comparison of average rental prices of available office space by city  
Source: Colliers Büromarktbericht 2011

**Taxation**

The level of taxation in Winterthur is moderate. Of the five cities in Switzerland that are larger than Winterthur, only Zurich has a slightly lower rate. By international standards, companies in Winterthur benefit from comparatively low tax costs. Especially in surrounding countries such as Germany, France and Italy, the tax burden for legal entities is significantly higher. And Winterthur's personal tax rates are competitive, too.

**Tax burden for legal entities in 2011, selected cities and countries**

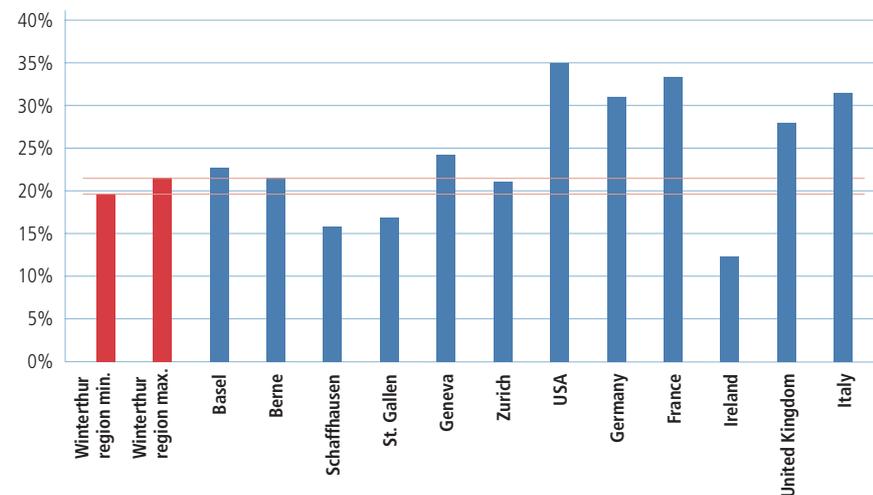


Chart: Comparison of tax burden for legal entities in selected cities and countries (fiscal year 2011)  
Source: PricewaterhouseCoopers AG



### Infrastructure

As a progressive and dynamic urban center, Winterthur and the surrounding municipalities provide reliable, inexpensive and flexible infrastructure. The region offers excellent road and rail connections, a great variety of business, cultural and sports events and activities, and a broad range of hotels. In matters of telecommunications, security, energy, water supply and healthcare, too, Winterthur easily meets the top-notch standards that the world has come to expect of Switzerland.

### Internationality

The city and region of Winterthur has traditionally been home to a wide range of companies with international orientation and networks, especially in the machine building, trade and insurance sectors. The following institutions play a major role in making international companies and individuals from abroad feel at home in Winterthur and its surroundings:

- **Zurich Airport** links Switzerland to the rest of the world. It is no more than 12 minutes by train from Winterthur.
- The **International School Winterthur**, a day school, was set up in 2001 as a non-profit organization. The language of teaching is English. In 2012, it counted 185 students aged between 3 and 18, hailing from 34 different nations.
- The **SIS Swiss International School** is a private day school with classes from kindergarten to pre-university level. Bilingual (German and English) throughout and providing degrees fulfilling Swiss and international standards, it is aimed at both Swiss and internationally mobile families.
- The **International Club Winterthur** has set itself the goal of supporting individuals and families with an international background or with international interests in terms of integration and networking. It provides active care and advice for newcomers to the region of Winterthur. The common language is English.
- The **Zurich University of Applied Sciences in Winterthur (ZHAW)** offers numerous courses that are taught in English and maintains links with partner institutions abroad, for example to facilitate semesters abroad for its students.



*«Winterthur is a thriving suburb of the greater Zurich area and offers wonderful communities for expatriate families and access to major transportation facilities and attractions in Switzerland and Central Europe. I can assure any potential applicants of the quality education and experience provided by International School Winterthur for both the students and the parents.»*

**Frank Lavey, Senior Vice President Operations, Hyatt International**

Founding of Winterthur Insurance. The company was acquired by AXA in 2006.



Laying of tram lines. From 1951, trolley buses instead of trams connect Winterthur's various districts.

## Settling in Winterthur Benefiting from local advantages

### Settling in Winterthur

For a company seeking to set up in the heart of the Zurich economic area, Winterthur and its surroundings represent an ideal location. This is reflected by the growing number of companies that have recently relocated or been founded here, as well as by the 8 % increase in jobs between 2005 and 2008.

The Winterthur region is especially attractive for companies operating in the technology, insurance and healthcare fields. In the past few years, several international firms have established their European headquarters in Winterthur. Newcomers benefit from the availability of industrial sites, outstanding road, rail and air connections, business-friendly local authorities and excellent educational institutions.

Location Promotion Winterthur Region, together with its partners, offers support and advice free of charge for companies planning to move to Winterthur region, including:

- Basic information
- Support for fact finding missions
- Support in evaluating locations
- Referral of office space, industrial premises and land for development
- Support in obtaining permits
- Contacts to local authorities and relevant political and business representatives
- Contacts to universities
- Contacts to regional service providers
- Support in the search for housing for staff members



*«For GA Pack's European operations, Winterthur offers perfect conditions as home base: excellent links to international transport systems, local availability of qualified staff and supporting services/infrastructure with reasonable pricing. Not least, Winterthur is known globally as a place where high-tech products come from.»*

**Hong Gang, Chairman of the Board of Directors, GA Pack**

The Chinese company GA Pack, a supplier of packaging materials, opened its European headquarters in Winterthur in 2009.

1899

Founding of FC Barcelona by a group led by Hans Gamper from Winterthur

1901

Albert Einstein is employed at the Technikum as an assistant teacher.



1905

Alfred Büchi invents the turbocharger (boosting performance of piston engines).

## Starting up a company Turning ideas into reality

The Winterthur region provides a supportive environment for young entrepreneurs. It is home to a very dynamic start-up scene with a large number of new firms set up each year, particularly in the fields of IT and corporate services. Location Promotion Winterthur Region provides support and advice to start-up entrepreneurs. Comprehensive information on topics related to founding a company is available on the web platform Gründen.ch.

### Heuberger Winterthur award for young entrepreneurs

Thanks to donations by the Robert und Ruth Heuberger Foundation, the Heuberger Winterthur award for young entrepreneurs is among the most highly endowed prizes of its kind in Switzerland. Award winners are obliged to invest a part of their prize money in products or services of firms domiciled in the Winterthur region. The Heuberger Winterthur prize was awarded for the fifth time in 2011 with a record prize sum of CHF 600,000.



*«Winterthur offers an inspiring and highly supportive environment for young entrepreneurs. The University of Applied Sciences as a fount of innovation, Technopark as an incubator and a domicile for numerous start-ups, traditional technology companies and an international airport close by are all factors in Winterthur's favor. No wonder Switzerland's most significant prize for young entrepreneurs is awarded here.»*

**Andor Bariska, CEO Winterthur Instruments**

Winterthur Instruments supplies measurement systems for the non-contact and non-destructive testing of industrial coatings. The firm was set up in 2011 as a spin-off from the ZHAW School of Engineering. It is domiciled in Technopark Winterthur.

### TECHNOPARK® Winterthur

TECHNOPARK® Winterthur provides a stimulating environment for innovate entrepreneurs and businesses. Start-ups, established companies and research institutions from a great variety of industries work under a single roof. They exchange ideas and experience, and benefit from direct contacts with the local University of Applied Sciences (ZHAW) as well as from professional advice in business matters.

Further important local organizations in connection with start-up businesses include Winclub, an association fostering knowledge exchange and networking among entrepreneurs and students with an interest in business, and Genilem, a promotional organization for young enterprises that offers intensive coaching programs.

Merger of Bank in Winterthur, a predecessor of UBS, with Toggenburger Bank

The villages of Töss, Wülflingen, Veltheim, Seen and Oberwinterthur are incorporated in the municipality of Winterthur.

## Looking at history

# Innovative by tradition

### Pioneering achievements

Winterthur and its surroundings have been home to numerous pioneering achievements in a variety of fields. The region's comparative autonomy as an economic center has, over a long period, given rise to an exemplary mix of players that benefit from and stimulate one another. Today's mixture, including large, medium-sized and small businesses trimmed to contemporary market needs, Winterthur's University of Applied Sciences and other occupational training institutions, and future-oriented establishments such as Technopark Winterthur, form an ideal environment for maintaining Winterthur's traditional spirit of innovation.

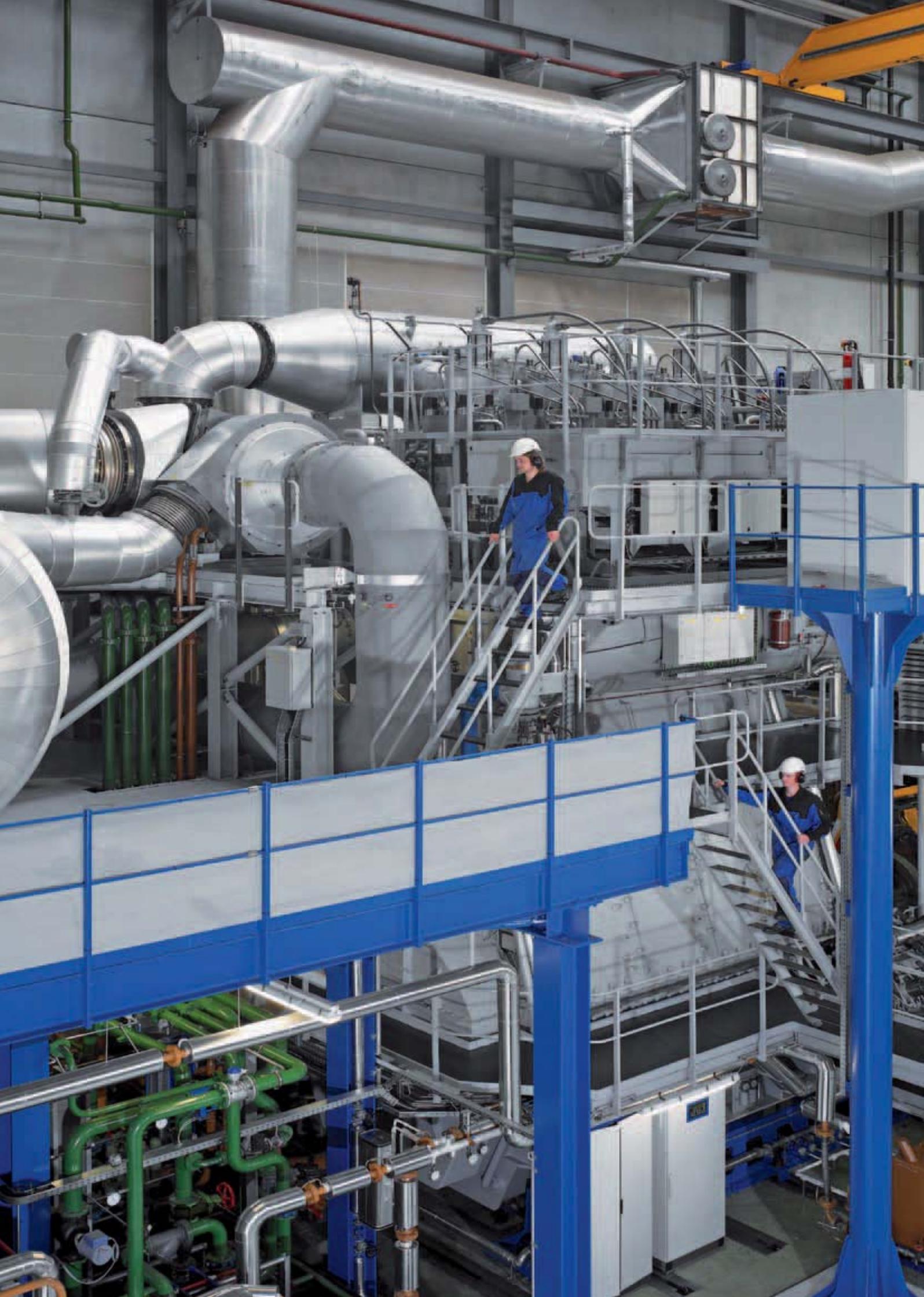
### Research and development

Research and development as drivers of innovation and corporate success have long enjoyed special priority in the Winterthur region. Companies benefit from the availability of innovative minds and the close cooperation with universities and technical colleges. Firms in the region that maintain well-endowed research labs include Agta Record (automatic door systems), Autoneum (automotive technology), Givaudan (fragrances and flavors), Kistler (sensor technology), Mägerle (grinding machines), Rieter (spinning machinery and technology components), Sulzer (industrial machinery, pumps, surfacing technology), Vistaprint (printing technology), Wärtsilä (two-stroke diesel engines) and Zimmer GmbH (medical technology). Then there are dozens of small firms focused entirely on innovative product development. The Winterthur region was and is a vibrant center of technological development and will no doubt be home to pioneering accomplishments in future, too.

### Research and development expenditure by comparison

Rank	Country	Total per capita expenditure in USD
1	Sweden	1 609
2	Switzerland	1 426
3	Finland	1 373
4	Luxembourg	1 358
5	Denmark	1 237
6	Japan	1 161
7	USA	1 135
11	Germany	896
12	France	774

Table: Annual per capita expenditure for research and development in US dollars  
Source: IMD - World Competitiveness Yearbook 2009





## Winterthur as a center of education and training Where learning never stops

### Educational range

Winterthur offers a wide range of education and training programs and represents a center of practice-oriented basic and advanced training. The key educational institutions in the Winterthur region are the Zurich University of Applied Sciences (ZHAW), one of the largest of its kind in Switzerland, with departments in Winterthur, Zurich and Wädenswil. As the ZHAW's main location, Winterthur is home to five out of eight departments, the president's office and the finance & services office. Around 30 institutes and competence centers at the ZHAW work in networks with external partners from manufacturing, business and administration on the basis of research, service and consultancy assignments. Currently, about 10,000 students – 7,000 more than in 2001 – are enrolled in one of 25 Bachelor or 12 Master programs. And the numbers are continuing to rise.

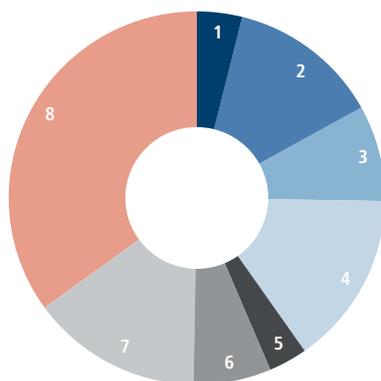
The ZHAW offers Bachelor, Master and postgraduate courses in all its departments. Through partnerships with other universities at home and abroad, it fosters exchange in learning, teaching and research.



Oskar Reinhart donates his world-class art collection to the Museum am Stadtgarten.

Launch of first miniature quartz pressure sensor by Kistler Instrumente AG

Number of students by department



1	School of Architecture, Design & Civil Engineering	368
2	School of Health Professions	1 285
3	School of Applied Linguistics	724
4	School of Life Sciences and Facility Management	1 482
5	School of Applied Psychology	304
6	School of Social Work	663
7	School of Engineering	1 396
8	School of Management and Law	3 465

Chart: Number of students by department as at 15 October 2011, total 9,687 (Bachelor and Master)  
Source: «ZHAW auf einen Blick» 2011, ZHAW 2011

Further training and education institutions in the Winterthur region (selection):

- Ausbildungszentrum Winterthur (azw), training center for industrial and commercial professions
- Baumeisterzentrum Effretikon, for building trades
- International center for competitive and recreational sports, Winterthur, from approx. 2014
- msw-Winterthur, for technical professions
- Swissmem Kaderschule und Berufsbildung, management courses and competence center for training in industrial professions
- Schweizerische Technische Fachschule Winterthur, basic and advanced training in technical professions
- Strickhof Lindau und Winterthur, basic and advanced courses in farming and agriculture
- SWISSMECHANIC Effretikon, basic and advanced courses in technical and mechanical professions
- Zentrum für Ausbildung im Gesundheitswesen, basic training in healthcare professions



*«Winterthur is ZHAW's prime location. Both student and staff numbers are growing year by year. Nowadays, Winterthur is renowned as a center of education and professional training. We are happy to be here and benefit from the excellent cooperation with local enterprises. And we are convinced that the over 1,500 graduates that leave our school each year represent a valuable resource for the entire economic region.»*

**Prof. Dr. Jean-Marc Piveteau, President of the Zurich University of Applied Sciences**



## Technology

# Top-quality products for global markets

### Machine building

Winterthur prospered and made a name for itself as an industrial center. Even if the majority of firms domiciled here nowadays operate in the service sector, Winterthur remains one of the country's leading machine building locations. Growth drivers today are predominantly medical technology, IT and the manufacturing of precision instruments. An important role goes to the education and research institutions at home in the region.

#### A selection of local machine building companies:

- Agta Record AG (automatic door systems)
- Burckhardt Compression AG (reciprocating compressors)
- FLSmidth MAAG GEAR (gear systems)
- MÄGERLE AG (grinding machines)
- Nova Werke AG (high pressure technology, engine components)
- Rieter AG (textile machines)
- Stadler Winterthur AG (railway components)
- Sulzer AG (pumps, turbines)
- Wärtsilä Schweiz AG (diesel engines)

### Mechatronics / Sensors

The Winterthur region has attracted numerous companies working in the fields of mechatronics and precision instruments, particularly in measurement technology and control systems. Among specialists, the region is sometimes called Sensor Valley. Products manufactured in this field include highly developed and powerful sensors and automation components that can be put to a great variety of uses in different industries.

#### Selected companies in the mechatronics and sensor technology field:

- Keller AG (industrial pressure transmitters)
- Kistler Instrumente AG (sensors for measuring pressure, force, torque and acceleration)
- sawi Mess- und Regeltechnik AG (measurement and control technology)
- Schaltag AG (control systems and mechatronics)
- Sius AG (sensors and electronic scoring systems)



*«Winterthur has a long tradition in medical technology and therefore it is and will stay a location of choice for Zimmer. We appreciate its position at the heart of Europe and its proximity to our markets, as well as the spirit of innovation that we can draw on.»*

**Dr. Katarzyna Mazur-Hofsäss, General Manager Zimmer GmbH**

Zimmer, a company specialising in orthopaedics, maintains its European headquarters in Winterthur with over 1,000 employees from 20 countries. From here it generates a turnover of more than USD 1.1 billion. Research & development, production and various management functions are located in Winterthur.

Opening of Technorama, to this day the only major science center in Switzerland



First edition of the Albanifest, the annual city festival encompassing the entire old town center



### Medical technology

Winterthur is where the first artificial hip joints were developed and manufactured. What was once Sulzer Medica has become the headquarters of Zimmer GmbH for Europe, the Middle East and Africa. Zimmer develops and produces various kinds of endoprotheses in Winterthur. And Zimmer is by no means the only company that has chosen Winterthur as its domicile for medical technology operations.

#### Selected medical technology companies:

- Excelvision AG (contract manufacture of eye drops and nasal sprays)
- SIS Medical AG (intracardiac catheters)
- SpineLab AG (spinal implants)
- Unisensor AG (catheters)
- Zimmer GmbH (endoprotheses for hip, knee, spine, etc.)

### Clean-tech

Throughout Winterthur's rich industrial history, the generation, use and transformation of energy has played a key role. Nowadays, the town is home to numerous companies and organizations working in the clean energy technology sector. The Zurich University of Applied Sciences is continuously expanding its capabilities in the field of renewable energy. And the construction industry, an important business factor in the region, is also increasingly focusing on energy efficiency.

For some years now, Winterthur has been home to the Club of Rome, a non-profit organization dedicated to knowledge exchange on globally relevant political, economic and ecological topics. In addition, Winterthur is among the 22 «Gold-Energiestädte» in Switzerland, a label awarded to cities for special commitment to energy efficiency.

The association «energie bewegt winterthur» (energy moves Winterthur) aims to promote a vibrant energy sector business cluster in the Winterthur region, thus contributing to the sustainable development of the city and its surroundings.

**Selected clean-tech companies:**

- Hexis AG (fuel cell technology)
- Peraves AG (monotracers)
- Soltop Schuppisser AG (solar technology for heating and power generation)
- Sulzer AG (pumps, turbines)



*«Winterthur is Rieter's home base from which it develops and produces for the global market. We benefit from the ideal environment, a network of reliable suppliers, the proximity to top-class universities and Zurich airport, and from the availability of a highly qualified and motivated labor force. All this makes Winterthur the ideal location for our company.»*

**Erwin Stoller, Executive Chairman, Rieter Holding AG**

Founded in 1795 by Johann Jacob Rieter, Rieter today develops and manufactures machines, systems and components for the processing of natural and man-made fibres into yarn, a field in which it is among the global market leaders. Since May 2011, the former Rieter Automotive Systems division has been listed on SIX Swiss Exchange as a separate company named Auto-neum.

**Information and telecommunication technology**

The larger Zurich-Winterthur-Lake of Constance region is home to several globally operating players in information and telecommunication technology (ITC). To meet their needs, Location Promotion Winterthur Region in 2005 co-initiated WinLink, a Winterthur-based association with over 70 member organizations offering a platform for knowledge exchange and access to a large network of specialist firms, institutions and individuals in the ITC field.

**Selected companies operating in information and telecommunication technology:**

- AXA Technology Services Switzerland AG (information services)
- Itartis AG (resource planning)
- ipg AG (administration and data protection)
- Netcloud AG (information security)
- Noser Engineering AG (software services)
- Vitodata AG (healthcare software solutions)



Professor Richard R. Ernst from Winterthur is awarded the Nobel Prize for chemistry

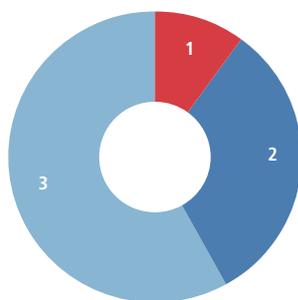


Opening of Fotomuseum Winterthur. The foundation Fotostiftung Schweiz is today located in the same premises.

## Winterthur as an insurance city Playing it safe

Switzerland has a highly developed insurance market. Insurance in the Canton of Zurich accounts for 8.9% of national value added and for 23,000 jobs, and the numbers are tending upwards. Accident and property insurers are the largest providers of jobs in the field. The Canton of Zurich is domicile to 7% of the industry's global market share.

Insurance industry:  
number of employees



1	Winterthur region	10.0%
2	Rest of Canton of Zurich	32.0%
3	Rest of Switzerland	58.0%

Chart: Employees in the insurance industry  
Source: Federal Statistical Office, 2008

Winterthur looks back on a long and rich tradition in insurance. It is the domicile of several significant Swiss health insurers such as SWICA, PROVITA as well as kmu health insurance. The best-known company in the field, however, is AXA Winterthur, number one in the Swiss insurance market and the city's largest private-sector employer. Thanks to Winterthur's excellent reputation in the business, it has, over the past few years, also attracted several companies working in related fields such as insurance consultancy and software solutions for insurers.

**Risk & Insurance  
competence center**

Insurers in Winterthur also benefit from the Risk & Insurance unit (ZRI) at the Zurich University of Applied Sciences. The ZRI is a competence center for economic and social issues in connection with insurance.



*«AXA Winterthur and the city of Winterthur have enjoyed excellent relations since the former's founding in 1875. Constructive cooperation with the local authorities, ideal traffic connections – for example the proximity of Zurich airport – attractive housing and a large reservoir of insurance specialists in the area have all contributed to our current ranking as the number one all-line insurer in Switzerland. And the future looks promising, too. In the Sulzerareal, the former industrial site in the heart of the town, we are planning new premises together with the municipality of Winterthur that will provide modern office space for around 2,200 employees.»*  
**Philippe Egger, CEO AXA Winterthur**

The ZHAW's Risk & Insurance center, supported by the Swiss Insurance Association (SVV), Location Promotion Winterthur Region and the municipality of Winterthur, is a partner to numerous institutions at home and abroad for research and consulting in matters of insurance. The ZRI teaches, researches and advises on the economics, management and risks of insurance.



*«Winterthur is a significant insurance location in Switzerland. The creation of the Risk & Insurance center in 2010, thanks to financial assistance from Location Promotion Winterthur Region and the city of Winterthur and support from the Swiss Insurance Association, has given a clear boost to the insurance management know-how available in Winterthur.»*

**Daniel Greber, dipl. math. ETH, Head of Risk & Insurance, ZHAW**





## Healthcare cluster in Winterthur Because health is key

Winterthur houses important hospitals, healthcare training institutions and companies working in medical technology, and helps maintain networks linking up healthcare specialists from these various fields.

People with a great variety of diseases can count on highly competent treatment in Winterthur. Kantonsspital Winterthur, one of the ten biggest hospitals in Switzerland with a staff of roughly 2,500, treats around 130,000 patients a year. Klinik Lindberg is among the country's leading private hospitals, specialising in problems of the musculoskeletal system, overweight and pain therapies, gynecology, internal medicine and surgery. The 900-odd staff members at Integrierte Psychiatrie Winterthur-Zürcher Unterland provide basic psychiatric treatment for the entire region.



*«As far as healthcare is concerned, the Winterthur region offers a great mix of medical practitioners, training and research institutions, and life science companies. Our hospital, as one of the largest employers, benefits greatly from the vibrant network linking up these sectors. Healthcare in Winterthur is rightly said to be progressive and dynamic.»*

**Rolf Zehnder, Director of Kantonsspital Winterthur**

The School of Health Professions at ZHAW teaches future occupational therapists, physiotherapists, midwives and nurses and conducts numerous research projects. Moreover, the ZHAW's School of Management & Law has set up a competence center called the Winterthur Institute of Health Economics, which focuses on the economic, management and social issues related to healthcare. It participates in practice-oriented Bachelor and Master programs and offers numerous advanced courses in the healthcare field. On behalf of public institutions and private firms, it conducts application-oriented research and collaborates in consultancy projects for third parties. The ZAG (Zentrum für Ausbildung im Gesundheitswesen) pursues an interdisciplinary approach to training and caters for trainees, students and company staff members in premises covering around 13,000 m<sup>2</sup>.

The Club of Rome, a promoter of global political exchange, moves its headquarters to Winterthur.

Blue-Tech, a platform for efficient energy solutions, holds its first conference.

**Network for  
healthcare economics**

The network for healthcare economics (Netzwerk Gesundheitsökonomie Winterthur) aims to promote healthcare business in the widest sense. It brings together individuals, private companies and public institutions that play a role in the healthcare field's opinion forming and decision making processes. The Winterthur Institute for Health Economics at the ZHAW was founded by this network.



Winterthur reaches the 100,000 inhabitant mark and officially becomes a major Swiss city.

Sulzer develops bioplastics from sugar and maize.

## Living in the Winterthur region

# Where quality of life is at home

### Winterthur as place of residence

With a population of over 100,000, Winterthur is the sixth-largest city in Switzerland. What makes it so appealing besides the attractive job possibilities and the excellent educational range is its generally acknowledged high quality of life. Residential quarters with outstanding infrastructure are situated in areas with a lot of green and never far from fields and forests. Not for nothing is Winterthur sometimes referred to as «garden city». Seven wood-covered hills encompass the town and present ideal areas for recreation. The traffic-free city center with its broad choice of shops and restaurants represents a unique mix of urban amenities and small-town charm.

Winterthur enjoys international renown also for its rich cultural life. The world-famous Oskar Reinhart art collections, the photo museum, Technorama, and the Musikkollegium orchestra as institutions, and the International Short Film Festival, Musikfestwochen and Afro-Pfingsten as events, are just some examples. Lovers of sports are spoiled for choice, too, with over 300 sports clubs, centers and public facilities as well as more than 175 km in cycling paths available. And families with children will find plenty of public parks, playgrounds and leisure facilities where their youngsters can get rid of their surplus energy.



*«Winterthur offers an exceptionally high quality of life. A relaxed atmosphere, diverse cultural offerings of the highest quality, educational facilities, top-notch transport connections and a lot of nature. And all this just 15 minutes from Zurich international airport.»*

**Bruno Gehrig, Chairman of the Board of Directors of Swiss International Air Lines Ltd and a resident of Winterthur**

Winterthur has a dynamic housing market. The building boom of the past few years is continuing unabated. A closer look reveals an astonishing diversity of apartments and houses available at a fair price. Former industrial premises are being converted into stylish forms of accommodation, and so constantly changing the look of the districts concerned. The wide range of trendy loft apartments, old mansions, modern single-family houses and old-town apartments is attracting a growing number of newcomers and making Winterthur one of Switzerland's fastest-growing cities.

Adding to the attraction of the Winterthur region is the surrounding green belt with over 20 municipalities and rural communities, each with a charm of their own. People preferring to live in the countryside while enjoying the benefits of close connections to the Winterthur urban center will choose a home there. The smallest of these villages counts just under 400 inhabitants, others have more than 7,000 and ample infrastructure.





## Location Promotion Winterthur Region Stepping stone to success

Location Promotion Winterthur Region (Standortförderung Region Winterthur) is an independent association dedicated to promoting Winterthur and its surroundings as a place for living and doing business in. Its key tasks are business promotion, residential marketing and location promotion. The services provided include advice for individuals and companies already domiciled in Winterthur and those considering such a move, as well as support in the search for a suitable home, commercial property or land for development. As an initiator and a point of contact for innovative ideas, the organization also provides start-up help and accompanies projects.

Location Promotion Winterthur Region was founded in 1994, as the first organization of its kind in Switzerland, under the name of City Marketing Winterthur. As collaboration with the surrounding municipalities was intensified from 2004 on, the association changed its name to Location Promotion Winterthur Region in February 2007. It is supported by the cities of Winterthur and Illnau-Effretikon, 22 municipalities and rural communities in the surroundings, business associations and private sector companies.

### Business promotion

The aims of our business promotion are to:

- attract new companies to the region
- ensure that existing companies stay
- improve the framework for companies and entrepreneurs
- build and enhance strong business clusters
- make Winterthur as a business location better known nationally and internationally
- advance Winterthur's image as a great place to do business.

### Services free of charge

- Information and documentation on Winterthur as a business center and place of residence
- Assistance for companies and individuals interested in moving to Winterthur
- Advice and support in all locational matters for companies domiciled here
- Support in the search for commercial or residential property
- Issue of a real-estate bulletin advertising housing and commercially usable property and land in the city and surroundings of Winterthur
- Support for newcomers in connection with founding a company and obtaining permits
- Advice to young entrepreneurs
- Facilitating of contacts with local authorities and associations
- Support of selected projects

[www.standort-winterthur.ch](http://www.standort-winterthur.ch)

## Important contacts in the Winterthur business region

### Staying connected

<b>Founding a company</b>	Founding a company in the Canton of Zurich Commercial register of the Canton of Zurich Permits	<a href="http://www.gruenden.ch">www.gruenden.ch</a> <a href="http://www.hra.zh.ch">www.hra.zh.ch</a> <a href="http://www.bewilligungen.zh.ch">www.bewilligungen.zh.ch</a>
<b>Advice to prospective and actual newcomers to</b>	Winterthur and surroundings Canton of Zürich Greater Zürich Area OSEC (Switzerland as a business location)	<a href="http://www.standort-winterthur.ch">www.standort-winterthur.ch</a> <a href="http://www.standort.zh.ch">www.standort.zh.ch</a> <a href="http://www.greaterzuricharea.ch">www.greaterzuricharea.ch</a> <a href="http://www.locationswitzerland.com">www.locationswitzerland.com</a>
<b>Young entrepreneurs</b>	Heuberger Winterthur award for young entrepreneurs Winclub Genilem TECHNOPARK® Winterthur	<a href="http://www.jungunternehmer-preis.ch">www.jungunternehmer-preis.ch</a> <a href="http://www.winclub.ch">www.winclub.ch</a> <a href="http://www.genilem.ch">www.genilem.ch</a> <a href="http://www.tpw.ch">www.tpw.ch</a>
<b>Business clusters</b>	Winlink (an ICT cluster) Energy cluster / clean-tech Winterthurer Institut für Gesundheitsökonomie (healthcare economics) Life Science Zurich Business Network	<a href="http://www.winlink.ch">www.winlink.ch</a> <a href="http://www.energiebewegtwinterthur.ch">www.energiebewegtwinterthur.ch</a>  <a href="http://www.wig.ch">www.wig.ch</a> <a href="http://www.lifescience-businessnetwork.ch">www.lifescience-businessnetwork.ch</a>
<b>Business centers</b>	MSM Group Regus	<a href="http://www.msmsgroup.ch">www.msmsgroup.ch</a> <a href="http://www.regus.com">www.regus.com</a>
<b>Business associations in the Winterthur region</b>	Baumeisterverband Winterthur (builders association) City-Vereinigung JUNGE ALTSTADT (association of city center stores) GastroWinterthur (restaurant, bar and café association) Handelskammer und Arbeitgebervereinigung Winterthur HAW (chamber of commerce and employers association) Hauseigentümergebiet Region Winterthur (home owners association) KMU Verband Winterthur und Umgebung (SME association Winterthur and surroundings) Vereinigung Detailfachgeschäfte (retailers association)	<a href="http://www.baumeister.ch">www.baumeister.ch</a>  <a href="http://www.junge-altstadt.ch">www.junge-altstadt.ch</a> <a href="http://www.gastrowinterthur.ch">www.gastrowinterthur.ch</a>  <a href="http://www.haw.ch">www.haw.ch</a>  <a href="http://www.hev-winterthur.ch">www.hev-winterthur.ch</a>  <a href="http://www.kmu-win.ch">www.kmu-win.ch</a> <a href="http://www.vdw.ch">www.vdw.ch</a>
<b>Regional trade associations</b>	Gewerbeverein Dinhard-Thurtal Gewerbeverein Elsau-Schlatt Handwerker- und Gewerbeverein Elgg Gewerbe- und Industrieverein Fehraltorf Gewerbeverein Illnau-Effretikon und Umgebung Gewerbeverein Neftenbach Gewerbeverein Rickenbach und Umgebung Gewerbeverein Turbenthal und Umgebung Gewerbeverein Wiesendangen Gewerbeverein Zell	<a href="http://www.gvdt.ch">www.gvdt.ch</a> <a href="http://www.gv-elsau-schlatt.ch">www.gv-elsau-schlatt.ch</a> <a href="http://www.hgv-elgg.ch">www.hgv-elgg.ch</a> <a href="http://www.gv-fehraltorf.ch">www.gv-fehraltorf.ch</a> <a href="http://www.gvie.ch">www.gvie.ch</a> <a href="http://www.gewerbe-neftenbach.ch">www.gewerbe-neftenbach.ch</a> <a href="http://www.gvru.ch">www.gvru.ch</a> <a href="http://www.gewerbe-turbenthal.ch">www.gewerbe-turbenthal.ch</a> <a href="http://www.wiesendangen-gewerbe.ch">www.wiesendangen-gewerbe.ch</a> <a href="http://www.zell.ch">www.zell.ch</a>
<b>Others</b>	ZHAW Zurich University of Applied Sciences Wirtschaftsagenda Region Winterthur (business agenda) Winterthur Tourismus	<a href="http://www.zhaw.ch">www.zhaw.ch</a> <a href="http://www.wirtschaft-winterthur.ch">www.wirtschaft-winterthur.ch</a> <a href="http://www.winterthur-tourismus.ch">www.winterthur-tourismus.ch</a>

## Key partners

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