



# LEGALINK

INTERNATIONAL BUT PERSONAL

## FIVE ADVANTAGES OF DOING BUSINESS IN...

FOR PRIVATE CLIENTS  
AND CORPORATE ENTITIES





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# SWITZERLAND

## BRATSCHI LTD.

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### **Economic Prosperity**

Switzerland is one of the wealthiest countries in the world as far as nominal GDP per capita is concerned. No other country of its size has a greater nominal GDP. Thanks to its strong economic system, Switzerland was ranked as the number one European country in the Index of Economic Freedom and also topped the WEF Global Competitiveness Report. It is of little surprise then, that some of the largest multinational companies in the world, including Nestlé, Glencore, Novartis, Roche, ABB and Adecco, have chosen Switzerland as their headquarters.

### **Stability**

Switzerland is a very stable country with a relatively sleek government and liberal market regulations. In fact, the Swiss Franc has long been the preferred currency for investors in their business transactions. The Franc is known as a strong and reliable currency with a low inflation rate and more resilient against market fluctuations, which other currencies are so often vulnerable too. Moreover, Switzerland, with its long-standing legal system and established principle of neutrality, is widely designated as the applicable place of jurisdiction for resolving disputes in business contracts. Stability has undoubtedly been a leading factor in making the Swiss business environment predictable and safe for investors and companies.

### **Tax**

With a favourable tax climate – one of the lowest among developed countries – for companies, entrepreneurs and individuals alike, Switzerland welcomes foreign investment. In general, companies and individuals can benefit from binding advance tax rulings, eliminating the risk of unwelcome surprises down the road. On the federal level and in most cantons, newly established companies can further benefit from partial or full relief on income tax for up to 10 years.

### **Innovation**

Since 2011 Switzerland has topped the Global Innovation Index ranking every year. Attesting to this, the Federal Institute of Technology (ETH) Zurich has most recently been ranked within the top 10 universities in the world while other Swiss universities are also regularly featured in worldwide rankings. The level of education in Switzerland is very high and a large part of the population does not only speak at least one of the four official national languages (German, French, Italian and Romansh), but is also fluent in English, creating a receptive environment for cosmopolitan citizens and international companies.

**SWITZERLAND** | Bratschi Ltd.

**Quality of Life**

Switzerland features an exceptional standard of living and tops world rankings with its low unemployment rate, excellent and inclusive health-care system, high life expectancy and per capita income and wealth. Switzerland sets itself apart from many other countries through its cutting-edge infrastructure with a dense, efficient punctual railway network and three major international airports (Zurich, Geneva and Basel), that can be reached in only 15 minutes from their respective cities. Finally, Switzerland also boasts a stunning natural scenery, a diverse choice of high-class cultural events and fine cuisine.

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