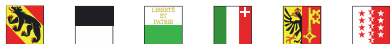




Welcome to Switzerland

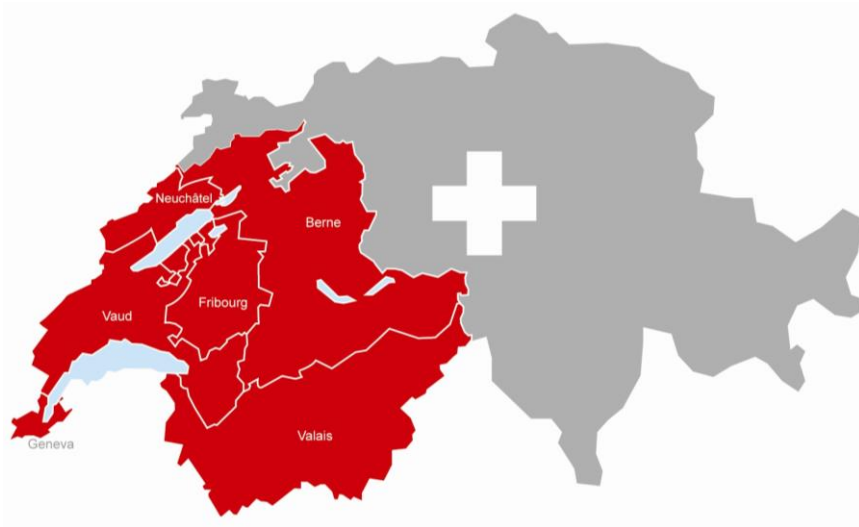
The ideal location for
Japanese companies



Greater Geneva Bern area is an initiative of
the cantons of Bern, Fribourg, Vaud,
Neuchâtel, Geneva and Valais

Thomas Bohn, Executive Director, GGBa
November 29, 2022

About the GGBa



Strategically located at the heart of Europe, the Greater Geneva Bern area is comprised of six cantons: Bern, Fribourg, Vaud, Neuchâtel, Geneva and Valais.

- Western Switzerland covers almost half of Switzerland's territory
- The region provides privileged access to the European market and its 500 million consumers
- The cantons which form Western Switzerland share the same philosophy and a common objective: to develop and maintain a competitive economy based on high-value products and services.
- The Greater Geneva Bern area (GGBa) is the investment promotion agency for Western Switzerland
- We support foreign-based companies in establishing their business in the region as smoothly and as quickly as possible
- Since 2010, we have successfully assisted hundreds of investors who have chosen to set up their business in our region

Why Switzerland?



Political stability



Centrally located in Europe



World leader in innovation



Highly qualified and productive workforce



Attractive tax regime



Proactive and supportive authorities



Liberal employment laws



International and multilingual environment



State-of-the-art infrastructures

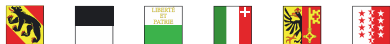


Stunning place to live



Greater Geneva Bern area
World Trade Center
1018 Lausanne
Switzerland

Thomas Bohn
Executive Director
t.bohn@ggba-switzerland.ch
+41 21 644 00 90



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