INTERNATIONAL HEADQUARTERS

A flagship activity of the canton of Vaud
AN ATTRACTIVE SETTING FOR BUSINESSES AT THE HEART OF EUROPE

The canton of Vaud has many distinctive advantages:
it is both a highly prosperous region and a center of global innovation
while benefiting from a high concentration of academic institutes.
Vaud is also located in the heart of Switzerland, a country that enjoys
great economic stability and is marked by a strong work ethic.

A major center of global innovation, the canton of Vaud
benefits from many assets. In addition, the quality of life is
excellent, which explains why many foreign companies
decide to set up their headquarters there. Major companies
with international reputations are present across all
economic sectors: Nissan, Medtronic, Nestlé, Chiquita,
Edwards Lifesciences, SC Johnson, Cisco, Honeywell,
BOBST, Incyte, Becton Dickinson.

Some of these companies were born in the canton, others
have established themselves in the region to establish their
global, EMEA region (Europe, Middle East and Africa) or
European headquarters.

Some young companies, following the example of the US
startup Magic Leap, specialized in augmented reality, have
chosen the central location of the canton of Vaud to expand
into Europe, or even into the Asian market.

“\[I would recommend the canton of Vaud without\]
[hesitation to any company that wishes to set]
[up business in Europe for all the reasons that]
[led Medtronic to do so: its location at the heart]
[of the continent, its reputation for quality and]
[precision, its highly skilled personnel, the proximity of]
[advanced scientific research centers and international]
[organizations (UN, WHO).]“

FRANÇOIS MONORY
Vice-president of operations
at the Medtronic Cardiac and
Vascular Group

AN IDEAL ENVIRONMENT FOR INVESTING

Located in the heart of Europe, Switzerland never ceases to amaze
with its diversity and prosperity. Its political system is based on direct
democracy and consensus, giving rise to productive stability that greatly
benefits the economy. The country regularly ranks among the most
competitive in the world.

The canton of Vaud is the largest of the
French-speaking cantons, but also the
most populated, with more than
800,000 inhabitants. An illustration of
its openness is that nearly a third of its
population hails from abroad. A signif-
icant proportion of these people are
highly qualified and were attracted by
the working conditions and excellence
of the region’s institutions.

There are some 50,000 companies in
the canton, mainly operating in the
service sector, but they also lead the
way in technology sectors with high
added value such as precision instru-
mements, medical equipment and infor-
mation technology.
WORKING IN SYNERGY

Various business centers have been created in the canton of Vaud in recent years to provide infrastructure that meets the needs of companies and to host new businesses in dynamic environments.

EYSINS

Terre Bonne Park

Terre Bonne Park is designed to host multinationals, particularly in the administrative and high-tech fields, such as Sword and Becton Dickinson.

23 companies
48,000 m² of surface area
749 parking spaces
1,600 employees

ROLLE

A-One Business Center

Established in 2008, this business center situated between the vineyards and the lake is home to renowned multinationals such as Chiquita, Honeywell, ADM ou SC Johnson.

9 buildings forming a coherent whole
1 Minergie eco-label covering the whole site
39,500 m² of surface area
1 restaurant and children’s center

LAUSANNE

World Trade Center

As well as being a hosting solution within the Vaud capital, the WTC operates as an area for exchange, providing access to a global network.

1 studio equipped with the latest generation video conferencing system
150 seats in the conference rooms, which can be rented on request
45 mins from Geneva Airport

TOLOCHENAZ

Lake Geneva Center

This center benefits from its proximity to many other companies established in the nearby industrial and commercial area. Salesforce and Accuray are hosted there.

Design

is contemporary and with state-of-the-art equipment

Located just 100 m from the A1 highway, connecting Geneva, Lausanne and other major Swiss cities

15,000 m² of green space in which the building complex is integrated, which makes for a particularly pleasant working environment

8,000 m² of office space, convertible according to the user’s needs
Conventions and events

The canton of Vaud is home to three large convention centers, enabling companies to organize events, symposiums and conferences. They can accommodate up to 10,000 people.

These centers have been designed for ease of access and have the necessary infrastructure nearby (hotels, restaurants etc.). Many hotels in the region also provide meeting spaces and conference rooms for more modest capacities.

LAUSANNE

Beaulieu Convention Center
congres-lausanne.ch

LAUSANNE, EPFL CAMPUS

Swiss Tech Convention Center
stcc.ch

MONTREUX

Montreux Music & Convention Center
2m2c.ch

place for the IMD in the international open programs and a top three ranking in the worldwide executive education rankings, conducted by the Financial Times, for six years in a row.
ICONIC INSTITUTIONS

As soon as they arrive in the canton of Vaud, senior executives of large companies benefit from continuous training opportunities to maintain their skills, progress and develop new aspects of their firm. Two remarkable institutes are particularly aimed at this type of demanding target audience.

**International Institute for Management Development (IMD)**

The International Institute for Management Development (IMD) in Lausanne is a leading business school specializing in developing leaders, transforming organizations and creating an immediate and positive impact for the long term. The IMD faculty balances teaching, research and work with influential international companies to keep up to speed with the latest ideas and trends in management.

8,000 executives every year from 98 countries come to learn at the IMD.

**Tax Policy Center hosted by the UNIL**

The Tax Policy Center at the University of Lausanne (UNIL) is hosted jointly by the faculties of Law, Criminal Justice and Public Administration, and Business and Economics. It aims to bring together the various research and teaching activities in this area.

The Center actively collaborates with the OECD (Organisation for Economic Co-operation and Development) and the IBFD (International Bureau of Fiscal Documentation). It also coordinates a research network on fiscal federalism and manages two executive education programs. Its members have authored numerous publications and organized various conferences.

120 international firms every year call upon the IMD for personalized programs.

17 associate members from the various faculties collaborate within the center.

10 publications are released each year from the Tax Policy Center.

“...and economic dynamism in technological fields. We are committed to staying here.”

CHRISTINE MACQUEEN
Director of Corporate Affairs at SICPA

In addition to these institutes geared specifically towards senior executives, the canton of Vaud also benefits from the presence of several academic and research institutions of international renown: the École Polytechnique Fédérale de Lausanne (EPFL), the University Hospital of Lausanne (CHUV) and the School of Engineering and Management (HEIG-VD). These also help to attract companies working in the medical, technological and industrial fields, drawing on a high level of expertise and advanced knowledge.
## INTERNATIONAL COMPANIES

A considerable number of international companies, many of them from the USA, have chosen the canton of Vaud for their headquarters. Presented here is a selection of these companies, as well as Swiss companies that have experienced strong international development yet decided to establish their headquarters in their region of origin.

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accuray</td>
<td>Accuray is a US radiation oncology company which is a leader in radiotherapy thanks to its development of innovative devices. The company has set up its European headquarters in Morges.</td>
<td>accuray.com</td>
</tr>
<tr>
<td>ADC Therapeutics</td>
<td>This Vaud startup, specializing in antibody drug conjugates (ADC) for cancer patients, expanded its operations in the USA (production) and the United Kingdom (R&amp;D), but has kept its general headquarters at the Biopôle site in Épalinges.</td>
<td>adctherapeutics.com</td>
</tr>
<tr>
<td>ADM</td>
<td>Archer Daniels Midland, founded in 1923, is a US multinational active in the agro-industry. It is headquartered at the A-One Business Center in Rolle.</td>
<td>adm.com</td>
</tr>
<tr>
<td>Beckman Coulter</td>
<td>This US company, with its European headquarters based in Nyon, has been developing, manufacturing and selling products that bring innovations to complex biomedical analyses for 80 years.</td>
<td>beckmancoulter.fr</td>
</tr>
<tr>
<td>Becton Dickinson</td>
<td>Becton Dickinson is a US medical technology company. Its European headquarters are located at the Terre Bonne Park in Eysins.</td>
<td>bd.com</td>
</tr>
<tr>
<td>Biosafe/GE Healthcare</td>
<td>This Swiss company specializing in cell therapies has expanded to the USA, Hong Kong, China and Brazil. It has maintained its headquarters in Eysins.</td>
<td>biosafe.ch</td>
</tr>
<tr>
<td>Biosensors</td>
<td>The international Biosensors group, which started out in Singapore, develops devices for cardiovascular and endovascular care as well as intensive care and cardiac imaging. Its European headquarters are located in Morges.</td>
<td>biosensors.com</td>
</tr>
<tr>
<td>BOBST</td>
<td>Founded in Lausanne in 1890, this company specializing in the manufacture of packaging materials is present in more than 50 countries and employs nearly 5,000 people worldwide.</td>
<td>bobst.com</td>
</tr>
<tr>
<td>British American Tobacco</td>
<td>This US giant of the tobacco industry has been based in Switzerland since 1814. Its headquarters are located in Lausanne.</td>
<td>bat.ch</td>
</tr>
<tr>
<td>CA Technologies</td>
<td>CA Technologies is a US company founded in 1976 which has become a leader in the IT field as a software publisher. Its Its EMEA (Europe, Middle East and Africa) headquarters are located in Morges.</td>
<td>ca.com</td>
</tr>
<tr>
<td>Chiquita</td>
<td>This international company, trader and market leader in fresh food products, primarily bananas, has its European headquarters in Rolle.</td>
<td>chiquita.com</td>
</tr>
<tr>
<td>Debiopharm</td>
<td>The Swiss pharmaceutical group, based in Lausanne, includes several companies active in life sciences and develops innovative treatments, namely in oncology.</td>
<td>debiopharm.com</td>
</tr>
</tbody>
</table>
Eaton
This US company is a technological leader in energy management and motorization. Its EMEA headquarters are located in Morges.
eaton.com

CISCO
US firm Cisco was founded in 1984 and has gone on to become a leader not only in network hardware (routers and ethernet switches as well as servers) but also connected objects and cybersecurity.

The company has been based in the canton of Vaud since 2005, first in Bussigny then from 2007 in Rolle. Also based in Zurich and Berne, it has more than 300 employees in Switzerland. "The canton of Vaud is an important pool of talent for innovative global companies seeking excellence," says Cisco Head of Strategic Innovation in Rolle, Anuj Jain. The company has a development unit at the EPFL Innovation Park and finances the Global Center for Digital Business Transformation at the International Institute for Management Development (IMD) – a joint research center for digitization.

The group currently has a global presence totaling 70,000 employees. Listed on the NASDAQ, the company recorded a turnover of around 50 billion dollars in 2016.

Before establishing its European center in the canton, Cisco had been in contact with the Economic Development – canton of Vaud (DEV) for many years, notably via the Greater Geneva Berne area’s prospecting network (www.ggba-switzerland.org) of which the canton of Vaud is a member. This allowed the world leader in computer networking equipment to gradually become familiar with what the canton of Vaud had to offer, including its high concentration of innovative companies, its attractive tax system and the close links between the world of research and companies, as well as its high availability of skilled labor. It is these advantages that saw Cisco head for the banks of Lake Geneva in Vaud.
cisco.com

Edwards Lifesciences
Based in Nyon, this US company specializes in cardiovascular medical equipment, in particular the artificial heart.
edwards.com

Ferring Pharmaceuticals
Based in Saint-Prex, this biopharmaceutical company with international influence focuses above all on research and production in the fields of reproductive and maternal health, urology, gastroenterology, endocrinology and orthopedics.
ferring.com

Fischer Connectors
Fischer Connectors, which is a Swiss company, designs, manufactures and distributes high-performance connectors and cable assembly solutions worldwide. Its headquarters are in Saint-Prex.
fischerconnectors.com

General Mills
General Mills is a US agribusiness giant (Häagen-Dazs, Old El Paso, Yoplait etc.) which has its international headquarters in Nyon.
generalmills.fr

Haemonetics
This US biotechnology company has an administrative and sales-marketing office in Signy, near Nyon. It develops solutions for every step of the blood supply chain.
haemonetics.com

Honeywell
This US company operates in the nuclear, aerospace, building automation and defense sectors. It has presence in 70 countries around the world, and the European headquarters for some of its business units are located in Rolle.
honeywell.com

IMI Precision Engineering
IMI Precision Engineering is the world leader in motion and fluid control technologies, and is based in Nyon.
im-precision.com

Incyte
Alongside its headquarters located at the Biopôle in Épalinges and a future site in Morges, this US pharma company also has a production site for cancer treatments at the Y-PARC.
incyte.com
Intuitive Surgical
Intuitive Surgical, with its European headquarters in Aubonne, is the world leader in minimally invasive robot-assisted surgical technology. It is in particular at the origin of the Da Vinci system.
intuitivesurgical.com

Kaz Europe
The European headquarters of this international group for the production and marketing of health and home comfort products is located in Lausanne. It owns a number of brands, including brands PUR, Vicks, Honeywell and Braun.
kaz.com

KBA-NotaSys
This leader in the printing of banknotes was founded in Lausanne in 1952 and its headquarters are still located there. Ninety-five percent of the world’s banknotes are said to be produced using its technology.
kba-notasys.com

Kudelski
This Vaud-based technology company is growing in particular in the US market, but has retained its headquarters in Cheseaux-sur-Lausanne. Kudelski specializes in IT and electronic solutions for pay TV and secure access.
nagra.com

Logitech
Logitech was founded in Apples in 1981 and is the world leader in computer peripherals. Its European headquarters are currently located at the EPFL Innovation Park.
logitech.com

Medtronic
This US medical technology giant established its regional headquarters as well as a production unit in Tolochenaz in 1996.
medtronic.com

NeoGenomics
US company NeoGenomics, which specializes in oncology tests, has set up its European headquarters in Rolle.neogenomics.com

Nespresso
The world leader in coffee capsules, part of the Nestlé Group, is headquartered in Lausanne and has three production sites in the canton. Its pods are sold in more than 60 countries around the world.
nespresso.com

Nestlé
The world’s leading food company, Nestlé opened its first offices in Vevey at the end of the 19th century, followed by its factories and laboratories. Its headquarters are still there.
nestle.ch

Nestlé Health Science
The “health” branch of the world’s leading agribusiness focuses on the research and development of nutritional solutions to prevent or cure various ailments. This part of the Nestlé Group is headquartered in Lausanne.
nestlehealthscience.ch

Nestlé Skin Health
The other branch of food giant Nestlé manufactures and markets products for skin, hair and nail health as well as all activities related to dermatology. This part of the Nestlé Group is headquartered in Lausanne.
nestleskinhealth.com

Nissan
This Japanese car manufacturer has set up its European headquarters in Rolle.
nissan.ch
O-I
Owens-Illinois is a US company specializing in glass container products. It is one of the world’s largest packaging manufacturers. Its European headquarters are located in Vufflens-la-Ville.
o-i.com

Parker Hannifin
Parker Hannifin is a manufacturer of components for transportation, energy and aerospace, with operations in 50 countries worldwide. It has its European headquarters in Etoy.
parker.com

Philip Morris
This giant of the tobacco industry has its operational headquarters in Lausanne. It manufactures its products in more than 50 factories around the world.
pmi.com

Polaris
This US car manufacturer, geared to off-road cars and snow scooters, has its EMEA headquarters in Rolle.
polaris-switzerland.ch

PPG Industries
This chemical company specializing in building materials has operations in 70 countries worldwide. Its European headquarters are located in Rolle.
ppg.com

Puig
The Spanish fashion, cosmetics and perfumes company has established its Travel Retail headquarters in Eysins. It works with brands such as Nina Ricci and Paco Rabanne. Puig is the majority shareholder of Jean Paul Gaultier.
puig.com
Salesforce
This US firm, based in Morges, distributes internet-based management software and hosts business applications. It is located in Morges.
salesforce.com

SC Johnson
This US multinational specializing in the manufacturing and distribution of household products has its European headquarters in Rolle.
scjohnson.com

Sensient Imaging Technology
This US company based in Morges is a leader in the manufacturing and distribution of colors, flavors and fragrances.
sensient.com

SICPA
The world’s largest supplier of ultra-secure ink for banknotes was founded in Lausanne in 1927. Its headquarters are still located there.
sicpa.com

Starbucks Coffee Trading
The US coffee giant has set up its purchasing center in Lausanne.
starbucks.ch

Synaptive Medical
This company, based at the Biopôle in Épalinges, will develop robotic systems designed for surgery.
synaptivemedical.com

SUNSTAR

Founded in Japan in the 1930s as a manufacturer and seller of rubber adhesive for bicycle inner tubes, Sunstar has since gone on to become an international group active in consumer goods, with a strong focus on oral care products. It has been based at the Littoral Parc in Etoy since 2009, and opened a second building there in 2015. Sunstar is the first Japanese company to set up its European and global headquarters in the canton of Vaud.

“We decided on Switzerland for a variety of reasons, in particular for its similarities with Japan in its way of thinking,” explains Administrative Director for Europe Wieland Noetzold. “These two countries share a common vision in the long term and attach great importance to the notions of quality and sustainability, among others. Furthermore, it is easy to find skilled labor in Switzerland. Security is high, the environment is conducive to investment, the infrastructure is of high quality and the administration is efficient. In the canton of Vaud, we particularly value the international environment as well as the excellent contact we have with authorities and business partners.”

The company is active in 16 countries across North America, South America, Europe and Asia. It employs more than 4,000 people in total.

When it was setting up business in the canton of Vaud, Sunstar received support from various sources. Noetzold mentions Economic Development - canton of Vaud (DEV) in particular. This association provided Sunstar with information and the relevant administrative support for its registration as well as assisting the company in the search for premises.
sunstar.com
**Tetra Laval**
This group, founded in Sweden in 1993, specializes in the field of packaging in agribusiness, in particular liquids (water, milk, fruit juice etc.), milk processing and packing, and packaging lines.
tetralaval.com

**Vizerra**
This Russian-US IT startup was founded in Lausanne in 2015 to conquer the Swiss, European and Asian markets.
vizerra.pro

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**BRIEF TIME-LINE**

1867 **Nestlé** is founded in the heart of the Riviera. The agribusiness group, which has gone on to become the world leader in its sector, has maintained its headquarters in Vevey ever since.

1875 Watch manufacture Audemars Piguet is founded in Le Brassus, in the Vallée de Joux. Nearly 150 years on, it enjoys worldwide acclaim while still being based at the same site.

1981 Current world leader in computer peripherals Logitech is founded in Apples. It subsequently moved its headquarters to nearby Écublens.

1986 Nestlé subsidiary Nespresso, with its headquarters in Vevey, begins to market its coffee pods. Today the firm has expanded to 60 countries worldwide.

1996 Medical technology giant Medtronic establishes both its regional headquarters and a production unit in Tolochenaz.

2005 US conglomerate Cisco Systems, world leader in hardware and software solutions for the internet, sets up business in the canton of Vaud.

2006 The Nissan automobile group bases its offices at the A-One Business Center in Rolle.

2008 Chiquita, world leader in banana distribution, opts for Rolle as the location to establish its European headquarters which subsequently becomes its global headquarters.

2009 Japanese oral hygiene specialist Sunstar sets up business in Etoy.

2016 Opening of the European headquarters of BD (Beckton Dickinson) at the Terre Bonne Park in Eysins.

2017 NeoGenomics, a US specialist in oncology tests, and Snap Switzerland, the company that founded the Snapchat social network, choose the canton to set up their offices.

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**THEY CHOSE SWITZERLAND**
Countries with the largest number of investment projects in Switzerland in 2016.

1. **Germany** (24)

2. **USA** (19)

3. **France** (10)

4. **United Kingdom** (7)

5. **China** (6)

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**Vaud Economic Promotion / International Headquarters**

1.

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**Source:** S-GE
NETWORK OF SUPPORTING PARTNERS

On their arrival in the canton of Vaud, senior executives of large companies benefit from special support from different institutions. Various types of support with integration, networking and contact with the local workforce are some of the services provided by these organizations.

**Groupement des Entreprises Multinationales (GEM)**
The GEM (Groupement des Entreprises Multinationales) aims to promote, represent and defend the interests of its members vis-à-vis the authorities and the general public. It comprises more than 90 bodies and multinational companies from Switzerland and abroad with headquarters in the cantons of Geneva, Vaud and Fribourg.
gemonline.ch

**Innovaud**
As a gateway to innovation in the canton of Vaud, Innovaud supports and provides networking opportunities for start-ups and SMEs, particularly those in life sciences, to offer them solutions in the areas of hosting, promotion, funding and/or coaching. Innovaud is firmly established in a vast network of partners, enabling it to redirect requests to the organizations most suited to the needs of each party.
innovaud.ch

**Economic Development – Canton of Vaud (DEV)**
The DEV, as a partner to the Department of Economy, Innovation and Sport (DEIS), works in close collaboration with the various cantonal services and in particular with the Office for Economic Affairs and Innovation (SPEI).

The DEV is one of the six beneficiaries in Western Switzerland of the prospecting abroad network (GGBa). It also works in close collaboration with the Swiss Business Hubs of the federal Switzerland Global Enterprise body. Furthermore, the DEV has its own network of contacts abroad.

The “à la carte” support services offered by the DEV to foreign companies seeking to settle in the canton of Vaud to develop operations which generate economic benefits for the whole canton are very diversified.

As a complement to the societal aspects, the DEV is also involved in supporting people, whether it be in finding housing, schools for children or work permits. Thanks to the members of the DEV community, companies from abroad have the opportunity to integrate into the local business community.
dev.ch

“Vaud Economic Development has always been on hand to support us, especially in finding our site in Saint-Prex. We are continuing our exchanges with all stakeholders in the economic, social and political fabric, as well as with the regional authorities. We also intend to continue our excellent collaboration with the canton of Vaud, with whom we share values in terms of quality of life, innovation and expertise.”

MICHEL PETTIGREW
Executive Chairman, Ferring Holding Inc.
**International Link**
This is a platform created by the CVCI in collaboration with the DEV to welcome foreign companies and aid their integration into the socio-economic fabric of the canton of Vaud. This program organizes activities and events such as round tables, conferences, HR events, meetings with political parties and local authorities, sporting events and the famous Vaud International Business Awards.

**Office for Economic Affairs and Innovation (SPEI)**
The SPEI supports companies established in the canton of Vaud, and more specifically those active in the sectors of industry and advanced technologies. SPEI advises and informs entrepreneurs, particularly by putting them in touch with the appropriate organizations for their specific needs. SPEI can also provide direct financial support.

invest-vaud.swiss

**CVCI**
The Vaud Chamber of Commerce and Industry (CVCI) is a private and independent association that brings together companies from all economic sectors in order to support and provide networking opportunities for them. It defends and promotes framework conditions that comply with the principles of the market economy, stimulating competitiveness, openness, and economic and sustainable development.

The CVCI organizes numerous events, conferences and workshops on various aspects of business management, from financial matters to teleworking issues as well as simple networking meetings. Some of these events are also open to International Link members.

3,200
Vaud-based companies are affiliated

VAUD INTERNATIONAL BUSINESS AWARDS (PVEI)

SCHOTT won the 2019 Vaud International Business Award (PVEI) in the foreign companies category. SCHOTT is a leading supplier of optical components and technical solutions in many areas. With a presence in 34 countries and some 15,000 employees worldwide, the German SCHOTT group has 200 employees in the canton of Vaud at Yverdon-les-bains.