

Matthias Michel, President of
the Cantonal Government of Zug

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Matthias Michel has been a member of the Cantonal Government since January 2003 and Head of the Department of Economic Affairs since 2007. One of his responsibilities in this capacity is further developing Zug as a location for business.

Matthias Michel, how is Zug faring as a location for business?
The overall picture is very good. The framework conditions for companies, especially those with international operations, have improved considerably in recent decades, so that a competitive economy has now developed. For me, this was proven by the fact that the Zug economy mastered the crisis of 2008/2009 comparatively well. It all has to do with differentiation: we are home to a number of clusters ranging from the metal and electrical engineering industry to medical technology right through to information technology and financial services. The Zug economy thus rests on a number of “pillars”.

What are the hot topics in relation to economic promotion at the moment?

Our top priority is to look after the companies that are based here. Their wellbeing is the basis for all economic development and the best form of external advertising. We have also recently started working closely together with the Greater Zurich Area (GZA): this organization promotes the strengths of the wider Zurich region, to which our canton belongs, in selected markets abroad.

What are the decisive arguments when competing against other cantons?

Previously, it was mainly the lower taxes. Now, it's the combination of all the key location factors: taxation of individuals and legal entities that is internationally competitive, the well-educated local population, the availability of a highly qualified workforce and good transport links. Zug beats the Swiss average in all these areas. From what our clients tell us, the administration is also better than most; in particular, it is

client-focused, professional and fast. This is something I am particularly proud of.

What role does a company like V-ZUG play for the canton of Zug?

For me, V-ZUG is above all a prime example of a company that showcases Zug’s continuing attraction as a good location for industry – a location that currently features a high-tech industry as well as a high proportion of research and development. Second, V-ZUG proves that Switzerland still has strengths and opportunities as a location for employment in the international arena thanks to its continuous development activities and top quality.

How do you keep the canton of Zug attractive for companies like V-ZUG?

I have to come back to the location factors already mentioned: recent revisions of our tax legislation have reduced the tax burden for companies. We ensure there is a good transport infrastructure, both by road and rail. This benefits not only the employees of V-ZUG, but also its suppliers. And we are continuing to develop educational opportunities so that the specialist workforce required by V-ZUG and other companies can be trained in or around Zug. One example of this is the new Institut für Wissen Energie Rohstoffe Zug (WERZ), a higher education institute promoting knowledge of energy and raw materials.

Where do you come across V-ZUG in your day-to-day life?

In our kitchen. As I like to cook, the hob is the main appliance I use. I am totally impressed by the V-ZUG induction hob. My guests tell me it is reflected in the quality of the dishes we prepare!