

## Leading Business Sectors

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- 2.3 Commodity trading
- 2.4 Life sciences
- 2.5 Information and communication technologies (ICT)
- 2.6 Watchmaking and luxury



### Where decision-makers gather

- The world capital of private banking
- The global center of commodity trading
- A unique network of competencies at the cutting-edge of life sciences
- The new center of ICT thinking
- Five centuries of fine watchmaking and luxury tradition



### Banking and finance

**13<sup>th</sup>**  
Rank in the Global  
Financial Centers Index  
2014 (3<sup>rd</sup> in Europe)

**17.4%**  
of Geneva's GDP

**37,400**  
People directly employed  
in the financial sector

**870**  
Independent  
asset managers

**3,283**  
Financial intermediaries

**121**  
Banks

Source: Geneva Financial Center • 2014



### Watchmaking Industry

**69**  
Companies in the  
watchmaking industry

**9,546**  
People employed  
in the sector

**CHF 7.55 billion**  
Value of watch exports  
of the Canton of Geneva (2013)

Source: Swiss Watch Industry Employers Federation • 2014; OCSTAT Statistics Geneva • 2014



### Information and communication technologies

**9,000**  
Employees

**1,200**  
Companies  
in the ICT sector

Source: AlpiCT Lake Geneva ICT Cluster • 2014



### Flavors and fragrances industry

**1<sup>st</sup>**  
World rank for  
the production of  
flavors and fragrances

**70%**  
Share of flavors  
and fragrances  
global market

**CHF 2.2 billion**  
Value of exports in the field  
of flavors and fragrances  
of the Canton of Geneva (2013)

Source: OCSTAT Statistics Geneva • 2014



## Commodity trading

**500**

International trading and shipping companies

**1<sup>st</sup>**

Rank worldwide in the finance of commodity trading

**8,000**

Employees in the trading and shipping sector

**1<sup>st</sup>**

Rank worldwide in inspection and certification

**700**

million tons of oil traded in Geneva

**22%**

of dry products (iron ore, coal, grains...) shipping movements\*

**50%**

of world traded coffee\*

**35%**

of world traded crude oil and oil products\*

**33%**

of world traded sugar\*

Source: Geneva Trading and Shipping Association • 2014



## Life sciences\*

**20,000**

Employees working in these industries (including 4,000 researchers)

**500**

Research laboratories

**750**

Companies (450 in biotech and pharma, 300 in medtech)

**20**

World-famous research institutes, universities and university hospitals

Source: BioAlps Lake Geneva Life Sciences Cluster • 2014

\*Note: in the Greater Geneva area

## The world capital of private banking

With five centuries of tradition, Geneva is a world reference in wealth management and private banking. It ranks at the 13<sup>th</sup> position worldwide and 3<sup>rd</sup> in Europe in the Global Financial Centers Index 2014. The banking and finance sector in Geneva consists of:

- 121 banks
- 870 independent asset managers and 40 hedge funds
- More than 1,000 legal and insurance companies supporting the sector
- Approx. 37,000 persons directly employed in the financial sector

### Cluster organization

**GENEVA  
FINANCIAL  
CENTER**

### Main academic institutions and training programs

- University of Geneva  
School of Management and Economics; Law School;  
Finance Research Institute
- Swiss Finance Institute  
Numerous Masters, Certificates of advanced studies  
and PhD programs in banking and finance
- Geneva School of Business Administration (HEG)  
Bachelor, Master and postgraduates programs in Business Administration
- Geneva Financial Center  
Numerous highly specialized trainings

### Some major Swiss and foreign banks established in Geneva

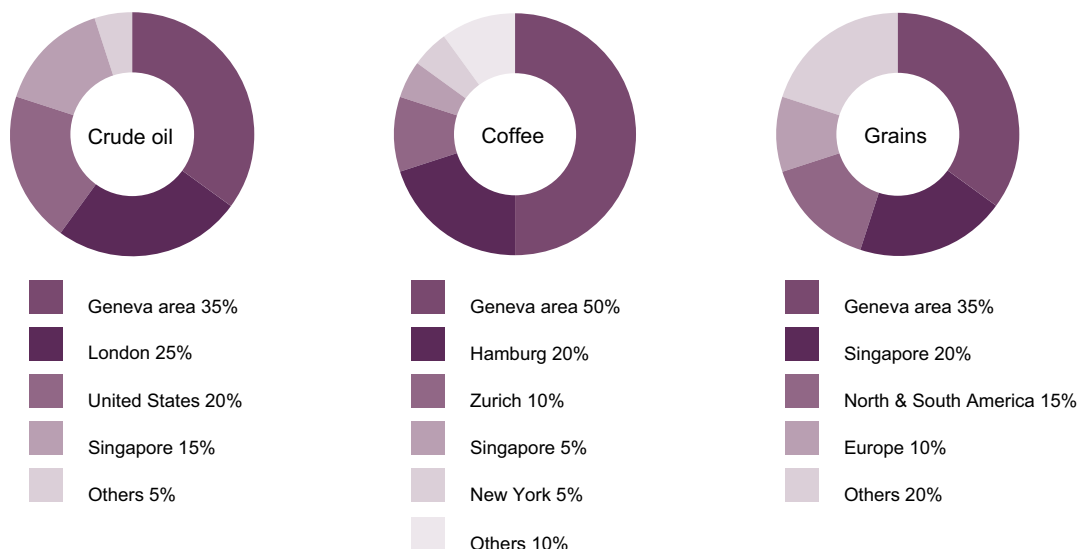
- |                                      |                    |
|--------------------------------------|--------------------|
| • Banque Privée Edmond de Rothschild | • J. Safra Sarasin |
| • Barclays                           | • J.P. Morgan      |
| • BCGE                               | • Julius Bär       |
| • BNP Paribas                        | • Lloyds Bank      |
| • Bordier                            | • Lombard Odier    |
| • Citibank                           | • Mirabaud         |
| • Crédit Agricole                    | • Pictet           |
| • Credit Suisse                      | • RBS              |
| • Deutsche Bank                      | • Santander        |
| • Goldman Sachs                      | • Société Générale |
| • HSBC                               | • UBP              |
| • ING                                | • UBS              |

## The global center of commodity trading

For centuries, Geneva has always stood the world's strongest commodity trading centers hosting approximately 40% of global transactions. It is also a leading place in trade finance, product certification and shipping. The commodity trading sector in Geneva consists of:

- 500 international trading, certification and shipping companies
- Approx. 8,000 persons employed in the sector
- A large network of service companies (insurance companies, law firms, consultants, etc.)

## Percentage of international commodity trade taking place in Geneva



Source: Swiss Confederation • Background Report: Commodities • 2013

## Cluster organization

### STSA

Swiss Trading and Shipping Association

## Main academic institutions and training programs

- University of Geneva  
Master in International Trading, Commodity Finance and Shipping;  
Diploma of Advanced Studies in Commodities
- Swiss Trading and Shipping Association  
STSA Operator Certificate
- ACT - Alternative Dispute Resolution Mechanism  
STSA and Geneva Chamber of Commerce, Industry and Services
- Graduate Institute  
Executive Master in International Oil and Gas Leadership

## Some major trading, certification and shipping firms established in Geneva

- Addax Petroleum (Sinopec)
- Bunge
- Cargill
- Ecom Agroindustrial
- GMT Shipping
- Gunvor
- Koch Supply and Trading
- Louis Dreyfus Commodities
- Lukoil
- Mercuria
- Mediterranean Shipping Company (MSC)
- Metinvest
- Neste Oil
- Noble Agri
- Société Générale de Surveillance (SGS)
- Totsa
- Trafigura
- Vitol

## A unique network of competencies at the cutting-edge of life sciences

Base of established pharmaceutical companies, innovative start-ups, world-class universities and research centers, Geneva benefits from a unique network of competencies and infrastructure for biomedical research.

Pharmaceutical, biotechnology, medical device and diagnostics companies rely on the convergent technologies available in the Geneva region (biochemistry, engineering, biomaterials, medicine, biology, IT, microtechnology and nanotechnology).

Area of expertise ranges from neurosciences, immunology, oncology, cardiovascular, ophthalmology, stem cells to genomics, proteomics and bioinformatics, from diagnostics and bioservices to medical devices and micro-nanotechnologies. It offers synergy opportunities in pharmaceuticals, biotechnologies or medical technologies and includes:

- More than 750 companies active in the fields of pharma, biotechs and medtechs
- More than 20,000 people employed in the life sciences sector in the Greater Geneva area, making it the region with the highest life sciences workforce in Europe relative to the active population (KPMG).

### Cluster organization

**BioAlps**

### Technology parks and technology transfer offices

**Eclosion**

**Fongit**

**Unitec**

### Main academic institutions and training programs

- University of Geneva  
School of Sciences: programs in Biology, Chemistry, Biochemistry and Pharmacy
- School of Engineering, Landscape and Architecture (HEPIA)  
Institute in Sciences and Industrial Technology
- Swiss Federal Institute of Technology in Lausanne (EPFL)  
School of Life Sciences (in Lausanne)
- University Hospital of Geneva
- Wyss Institute of Bio and Neuroengineering

### Main international organizations and NGOs in Geneva

- World Health Organization
- The Global Alliance for Vaccines and Immunizations (GAVI)
- UNAIDS
- International Federation of Pharmaceutical Manufactures and Associations
- Medicines for Malaria Ventures
- Find Diagnostics

### Some major life sciences companies established in Geneva

- |                         |                               |
|-------------------------|-------------------------------|
| • Addex Pharmaceuticals | • Otsuka                      |
| • Alcon                 | • Sanofi                      |
| • Anteis                | • Santen                      |
| • Bracco                | • Spineart                    |
| • Covance               | • Stryker                     |
| • Eli Lilly             | • Swiss Precision Diagnostics |
| • Fasteris              | • The Solae Company           |
| • Genomic Health        | • TRB Chemedica               |
| • Laboratoires Bailleul | • Unilabs                     |
| • Novimmune             | • Vifor Pharma                |

## The new center of ICT thinking

Birthplace of the World Wide Web (born at CERN 25 years ago), Geneva has become a hub in ICT expertise. It hosts over 1,200 companies and R&D centers active in the fields of software, IT security, cloud computing, IT solutions for the environment, ICT systems and networks, human-computer interaction, mobile services, multimedia and entertainment, social media and business applications.

Moreover, thanks to a unique network of actors active in the ICT sector and including multinationals, start-ups, international organizations, governmental representatives, NGOs and universities, Geneva is a growing global center for Internet governance.

### Cluster organization

**AlpICT**

### Technology parks and technology transfer offices

**Fongit**

**Unitec**

## Main academic institutions and training programs

- University of Geneva  
School of Sciences: programs in Computer Science; Computer Science Center; Bioinformatics Center
- Swiss Federal Institute of Technology in Lausanne (EPFL)  
School of Computer and Communication Sciences (in Lausanne)
- Geneva School of Engineering, Landscape and Architecture (HEPIA)  
School of Information and Communication Engineering

## Main international organizations and NGOs in Geneva

- CERN
- International Telecommunications Union
- ICANN
- Internet Society (ISOC)

## Main international event

- Lift Conference

## Some major ICT companies established in Geneva

- |                         |                       |
|-------------------------|-----------------------|
| • Agilent Technologies  | • ID Quantique        |
| • Brocade               | • LexMark             |
| • COLT                  | • Silent Circle       |
| • dell                  | • SITA                |
| • Electronics Arts (EA) | • ST Microelectronics |
| • ERI bancaire          | • Temenos             |
| • Expedia               | • Thomson Reuters     |
| • Freescale             | • Tidemark            |
| • HP                    | • Verisign            |
| • IBM                   | • WISEKey             |

## Five centuries of fine watchmaking and luxury tradition

Geneva is home to some of the world's finest watchmakers and has a longstanding tradition for luxury and excellence. The luxury industry contributes to 65% of Geneva's exports and employs more than 10,000 people in the canton of Geneva.

### Cluster organization

#### TIMELAB

Geneva Laboratory of Horology and Microengineering

### Certification

#### Poinçon de Genève

## Main academic institutions and training programs

- University of Geneva  
Postgraduate multidisciplinary program in Luxury Products and Artistic Professions
- Geneva School of Business Administration (HEG)  
Master of Advanced Studies in Luxury Management
- Geneva School of Art and Design (HEAD)  
Programs in Fashion and Jewelry Design
- Lausanne School of Art (ECAL)  
Master program in Luxury and Design (in Lausanne)
- Geneva Watchmaking School of the Canton of Geneva  
Apprenticeships in watchmaking
- Swiss Federal Institute of Technology in Lausanne (EPFL)  
School of Engineering, programs in Microengineering (in Lausanne)

## Main international events

- Salon International de la Haute Horlogerie (SIHH)
- Geneva Watchmaking Grand Prix
- Sotheby's and Christie's annual auctions

## Some major watchmakers and luxury brands established in Geneva

- |                       |                                     |
|-----------------------|-------------------------------------|
| • Baume & Mercier     | • Clarins                           |
| • Chopard             | • Columbia Sportswear International |
| • Franck Muller       | • Coty                              |
| • Harry Winston       | • Firmenich                         |
| • Patek Philippe      | • Givaudan                          |
| • Piaget              | • Kempinski                         |
| • Raymond Weil        | • L'Occitane                        |
| • Richemont           | • L'Oréal                           |
| • Rolex               | • Newell Rubbermaid                 |
| • Vacheron Constantin | • Ralph Lauren                      |
|                       | • Tag Aviation                      |