



# The digital city

## Pulsating ICT cluster and digital services

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**Some 15,000 people** are employed by nearly 2,000 companies located within the St.Gallen-Lake Constance ICT Cluster. Eastern Switzerland is for that reason one of Switzerland's leading ICT locations, and the ICT sector is one of the most important clusters in the St.Gallen economic region. The organizations comprising the cluster range from Switzerland's largest independent provider of business software for SMEs to IT solution providers specialized in the public sector and even public administration offices. Alongside «classic» ICT firms are industrial enterprises with large ICT departments, and alongside Switzerland's leading web service provider for e-business and online communications are found numerous e-commerce and financial service providers. Several current market leaders were incubated as start-ups at the University of St.Gallen.

To promote, position and market the St.Gallen-Lake Constance ICT cluster, businesses from the St.Gallen economic region have joined forces with education and network partners and the government to form the initiative «IT St.Gallen rocks!», aimed at furthering the interests of ICT businesses and professionals. IT St.Gallen rocks! is a job platform for bringing skilled professionals and employers together, as part of which regular campaigns are conducted to position the ICT cluster and promote internationalization.





## At a glance

- High-powered ICT cluster providing thousands of jobs
- Network of business, education and location
- Broad know-how and a host of industry leaders
- Apprenticeship and continuing education curriculum



**«Getting more moving. Better living. IT St.Gallen rocks!»** The slogan of the non-profit organization IT St.Gallen expresses well how the St.Gallen-Lake Constance ICT cluster is a powerful growth engine propelled by successful SMEs with the agility to get things moving quickly. The companies comprising the cluster are characterized by high levels of productivity and innovation in combination with top-flight know-how in a wide array of fields ranging from enterprise software to business process engineering and outsourcing to Enterprise Resource Planning (ERP), Content Management Systems (CMS), internet technology, e-commerce and IT security. Many firms offer ICT in the form of «Software as a Service» (SaaS).

**Knowledge transfer and joint industry projects** in cooperation with government and education partners like the University of St.Gallen and the Applied Sciences University of Eastern Switzerland have contributed to the development and success of the ICT cluster. Qualified professionals form the cluster's foundation, which is why the initiative is collaborating with network and education partners to establish an integrated curriculum across all levels for apprenticeships and continuing education for skilled personnel in the region. St.Gallen University of Applied Sciences provides business IT education, and the University of St.Gallen is currently reviewing possibilities for introducing an ICT degree program. The non-profit organization also maintains partnerships with national associations like Swiss ICT, Swiss Engineering and the Business Informatics Association.

**The initiative partners** are from different fields, but they all work together to strengthen the St.Gallen-Lake Constance ICT Cluster, thereby strengthening the economy of Eastern Switzerland. The City of St.Gallen and the SGBA (St.GallenBodenseeArea) play a key role in support of the IT St.Gallen rocks! initiative as public-sector entities. The SGBA is the official intercantonal partnership between St.Gallen, Thurgau and the two Appenzells for internationally marketing the economic region, which is located within the strategically compelling Munich-Stuttgart-Zurich-Milan rectangle.

**The St.Gallen-Lake Constance economic region** is characterized by high cost-effectiveness, offering short travel distances in combination with and a wealth of jobs, educational and cultural offerings and leisure activities, all within a relatively small area. The City of St.Gallen, which lies at the center of the economic region, has infrastructure which, while smaller and more manageable, is comparable in quality with that of a major city. That in part is why «IT St.Gallen rocks!» Got attractive ICT jobs? Plenty. Got hidden champions? Sure do. IT in St.Gallen? It rocks! Or: Want to go jogging in a forest during lunchbreak? No problem. Work-life balance? Most definitely. Affordable housing? Available.



**IT St.Gallen rocks!** [www.itrockt.ch](http://www.itrockt.ch)

**Job portal** [www.itrockt.ch/jobs](http://www.itrockt.ch/jobs)

**St.Gallen fiber optic network** [www.glasfasernetz.sgsw.ch](http://www.glasfasernetz.sgsw.ch)

**MobileSG app** <http://m.stadt.sg.ch>

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