

# **Optimized, lively and connected**

**Business Location**

**City of St.Gallen**

St.Gallen, the eighth largest city of Switzerland, is the economic, political and social epicenter of Eastern Switzerland and – together with the German town Konstanz – of the international Lake Constance area as well.

St.Gallen is the site of numerous regional, national and even international institutions. Following the vision «Business Location City of St.Gallen 2030», the location promotion agency of the City of St.Gallen is a crucial driver of continuing development of quality of business and living in St.Gallen, and of its positioning as an attractive and highly competitive business location.

## **Business Location** City of St.Gallen 2030

The strategic plan „Business Location City of St.Gallen 2030“ lays out the strategic vision for the city: St.Gallen is an innovative and business-friendly city engaged in the continuing development of its own future. St.Gallen embraces new topics and challenges like digitization with the interests of society and the business community in mind – always guided by the aim to further establish its standing as the metropolis of the international business area of St.Gallen-Bodensee.



**„Our efforts in the promotion of the City of St.Gallen as a business location are an essential driver in the steady progress of the city towards excellence. Our work creates the momentum that constantly propels the city as a highly attractive place to live and do business.“**

**Thomas Scheitlin**  
Mayor of St.Gallen

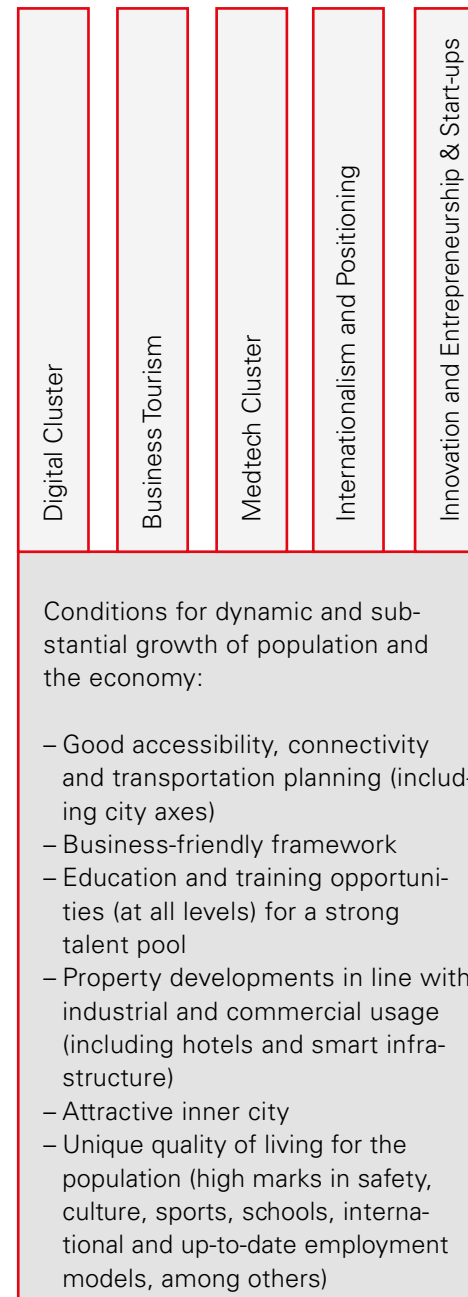
## Vision 2030

The vision „Business Location City of St.Gallen 2030“ is the overall concept for strategy and measures to be implemented by the economic and location promotion agency of the City of St.Gallen.

### Vision „Business Location City of St.Gallen 2030“

- By 2030, as the leading center of Eastern Switzerland, St.Gallen is the thriving and urbane city in the Lake Constance area.
- St.Gallen is internationally renowned as an attractive forward-looking business location.
- Following the slogan „Digital St.Gallen“, the city is among the leading European business centers for Digitization and Industry 4.0.
- The organization of high-quality, high-profile and diverse events supports the positioning and increases awareness and perception of St.Gallen.
- Innovative and sustainable business projects such as the innovation network and incubator Startfeld, the strong B2B ICT cluster and the medtech cluster have been successfully implemented.
- The city’s neighborhoods, in particular its residential areas, have maintained their own individual character and provide ample space for an inspiring mix of different demographics, age groups and their lifestyles.
- St.Gallen is internationally renowned and well-respected for its superior quality of living.

## Vision Business Location



### „Beacons of Excellence“

They are emblematic for the City of St.Gallen and particularly indicative of its appeal to businesses and companies.

### „Foundations“

Superior location with outstanding benefits for people and businesses alike.

# Strategic Direction of Location Promotion

The location promotion agency of the City of St.Gallen aims at strengthening the city and its periphery as an urban, innovative and lively business area and living environment.

## Strategic Principles of Location Promotion

- The location promotion agency actively fosters the implementation of its strategic „Business Location City of St.Gallen 2030“ vision.
- The location promotion agency strengthens the city of St.Gallen and its periphery as an urban, innovative and lively business and residential area: Its main pillars are a high-performance corporate environment, internationally renowned research and educational institutions, knowledge sharing, integration and transfer as well as an outstanding quality of living.
- The location promotion agency – in collaboration with its partners – is responsible for national and international marketing and promotion of the economic area as a forward-looking working and living environment.

## Mission of Location Promotion

- St.Gallen’s economic power and competitiveness, along with the region’s quality of living, are to be strengthened by market-oriented initiatives to help create a sustainable, ecologically and sociologically sensitive development.
- St.Gallen’s location benefits shall be highlighted and communicated to increase awareness and publicity of the City of St.Gallen.

## Three Core Areas of Location Promotion

- Basic activities facilitate the positioning of St.Gallen as easily noticeable, services-oriented and customer-friendly business location.
- A focus on legislative topics is the foundation for the creation of Beacons of Excellence that emphasize the location’s attractiveness and sustainability by 2020.
- Interface projects include activities under consideration with the potential to become topics and areas of interest.

## Interface Projects

Positioning of St.Gallen-Bodensee	Tourism Destination	ThinkTank
Medtech Cluster	University of St.Gallen, Campus „Platztor“	and others

## Legislative Topics 2020

- Co-development / Marketing of planned properties (large lots)
- City management (inner city development, marketing)
- Digital city (positioning)
- Skilled workforce (IT St.Gallen rockt!)
- Innovation, entrepreneurship and start-ups (Startfeld)

## Basic Activities

- Networking
- Professional & corporate networks / Cluster development
- Company relations and retention management
- Central point of contact / Corporate relocation, expansion and settlement services
- Information about location / Marketing
- Location for conventions and events
- Economic data / Statistical data

## St.Gallen is an Optimizer

The location promotion agency cares deeply about the needs and requirements of presently active and future entrepreneurs in St.Gallen.

### Central Point of Contact / Corporate Relocation, Expansion and Settlement Services

The location promotion agency is a professional contact and partner providing all information about the City of St.Gallen. It is the place to go for companies as well as for public organizations, and offers support during relocation and expansion projects, valuable help in searching for suitable properties and rentals, and general advice in all matters related.



## → Example

### Expansion of tibits

By the end of 2017, the vegetarian restaurant chain tibits plans to open a shop at a prominent address, the historical „Südostbahn SOB“ building on the Bahnhofplatz right outside St.Gallen’s main station. In addition to Zurich, Bern, Basel, Winterthur, Luzern and London, the move will make tibits’ deliciously vegetarian and vegan treats available to residents and visitors of St.Gallen as well – thanks to a large part to the efforts of the city’s location promotion agency.

**„After an extended search, we have found a truly great location in the City of St.Gallen. The local promotion agency has provided us with services to a degree that we have only very rarely encountered in other cities.“**

### Daniel Frei

Co-founder and CEO tibits ag



## St.Gallen is Lively

St.Gallen has the reputation of a short distance city. Manageable scale and easy commutes all but guarantee a perfectly balanced synthesis of work and living.

### Cluster Development / Skilled Workforce

Highly skilled workers and specialists are in high demand at St.Gallen-based companies, particularly in MINT-7 specializations (mathematics, informatics, natural sciences, technology), as well as in the ICT and medtech sectors. By actively increasing the level of industrial interconnectedness, networking, and with specialist initiatives such as „IT St.Gallen rockt!“ the location promotion agency is striving to steadily grow the regional labor force, quantitatively as well as qualitatively.



## → Example IT St.Gallen rockt!

The initiative „IT St.Gallen rockt!“ was launched 2013 by several ICT companies and the location promotion agency of the City of St.Gallen. Today „IT St.Gallen rockt!“ is a networking platform dedicated to ICT for and by companies and partners in education, research and other professional networks – and it is clearly on the rise. In the near future, this platform initiative aims at establishing itself as the driving force and industry hub for the ICT cluster in the economic area St.Gallen-Bodensee. Its main objectives are to generate the supply of IT professionals and retain them in the region, turn it into a hotspot for digitization and B2B services and foster the development of a thriving living and working space for innovative minds.



**„The IT sector in the City of St.Gallen and in the entire St.Gallen-Bodensee business area has quickly grown into a significant force of employment for the region.“**

### Hermann Arnold

President Verein IT St.Gallen,  
Co-founder, Chairman & Encourager  
Haufe-umantis AG

## St.Gallen is Lively

Conventions and similar events enrich our professional lives and bring people closer together. Perhaps this can explain the remarkable increase in the number of events in and around the City of St.Gallen.

### A Location for Conventions and Events

The location promotion agency of the City of St.Gallen is strongly committed to the creation of an efficient and pragmatic environment to organize conventions and events of all kinds and sizes. The location promotion agency acts as a first point of contact, offers planning and organizational support, identifies and assesses opportunities and offers advice in all related matters.



## → Example European Colorectal Congress (ECC)

The European Colorectal Congress (ECC) is an annual convention of more than 1'500 internationally renowned colorectal surgeons and researchers in the local Olma exhibition halls. The Congress stretches over several days and is only one of numerous national and international conventions and events held in St.Gallen that were successfully bid for and organized in close cooperation between local organizations and the location promotion agency of St.Gallen. Participants thoroughly enjoy the first class convention and hotel infrastructure, small distances and great connectivity (especially to two airports close-by) and a leisurely stroll through the adjacent historic downtown. Organizers routinely praise the customized support and advice from local partners.

**„The European Colorectal Congress attracts participants from 78 countries from all over the world. St.Gallen provides us with the ideal setting for this important event every year.“**

**Prof. Dr. med. Jochen Lange**  
Owner at Medkongress AG



**Watch the movie:**

[http://stadtsg.ch/veranstaltung\\_en](http://stadtsg.ch/veranstaltung_en)

## St.Gallen Connects

St.Gallen's well-connected companies and businesses have established the city as Eastern Switzerland's trail-blazer. In this dynamic environment, continuing support and managing relations with local companies is one of the core activities of the location promotion agency of the City of St.Gallen.

### Company Relations Management / Co-development of Planned Properties

The city's location promotion agency provides support in terms of detailed statistical information and analysis, and offers help in establishing valuable knowledge transfer between companies and local partners in business, research and education. The agency is also involved in the planning of future development projects for specialized uses to make sure that long-term needs of businesses and residential communities are properly addressed.



## → Example

### Development Project St.Gallen-West / Gossau-Ost

Substantial growth is projected for the St.Gallen-West / Gossau-Ost area on the periphery of the city. Already today it counts as one of the largest coherent commercial areas in Eastern Switzerland. In a joint effort with the location promotion agency of the City of St.Gallen, the Industry and Trade Association St.Gallen-West (IVW) is leading an ambitious push to foster collaboration between businesses and politics.

**„The St.Gallen-West / Gossau-Ost development zone plays a crucial role for the prosperity of the St.Gallen-Bodensee business area. We are working closely with the location promotion agency of the City of St.Gallen to further grow the region's potential for development and innovation.“**

### Hermann Merz

President Industry and Trade Association St.Gallen-West,  
Owner at Merz+Egger AG



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## St.Gallen Connects

Education, research and innovation are the fuel for the Swiss business and growth engine. This expertise is constantly being fostered and furthered in the St.Gallen-Bodensee business area.

### Innovation, Start-ups and Entrepreneurs

Initiating and advancing project cooperation and targeted innovation, the location promotion strengthens networking and interconnectedness among research and educational institutions and the private sector. These are the nuts and bolts of a healthy culture of innovation. The City of St.Gallen acts as co-founder of the tech-park incubator Startfeld and its Startfeld Innovation Center, and as one of the main active supporters for its future growth and success.



**„The launch of the Startfeld Innovation Center would not have been possible without the support of the location promotion agency and the municipal council of the City of St.Gallen.“**

### Hans Altherr

President Startfeld,  
Owner at WEISS AG

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## → Example Startfeld

Startfeld, a platform and network for innovation and start-ups in the St.Gallen-Bodensee business area, was founded as a joint project by the location promotion agency of the City of St.Gallen, the University of St.Gallen, the University for Applied Sciences St.Gallen and Empa (Federal Research Institute for Materials Science and Technology) in 2010. Startfeld supports ambitious entrepreneurs and their start-ups in all stages of innovation along with well-established SME that are open and pushing for new ideas. In addition, featuring co-working spaces and meeting/networking zones, the Startfeld Innovation Center is growing into an inspiring knowledge hub for innovators and entrepreneurs. Since its inception, Startfeld's services (consulting, network, funding, infrastructure) have been in high demand and continually growing.

**„Startfeld and the location promotion agency of the City of St.Gallen have been instrumental, helping us at every stage of the launch of our start-up.“**

### Iman Nahvi

Chief Executive Officer  
Advertima AG



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## Let St.Gallen convince you!

The team of the location promotion agency of the City of St.Gallen is here to inspire, consult and guide you. Let us convince you with our motivation, expertise, excitement and dedication!



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### → **St.Gallen is an Optimizer:**

The City of St.Gallen creates and constantly optimizes the economic framework for business growth and attractive residential development.

### → **St.Gallen is Lively:**

The City of St.Gallen comes with superior quality of life and living, and this makes an important contribution to guaranteeing a steady supply of top talent available in the city.

### → **St.Gallen Connects:**

The City of St.Gallen fosters close and productive relationships with representatives from government, business and the community. In doing so, the city cultivates existing networks, initiates news ones and delivers an impactful contribution to the further development of the business area St.Gallen-Bodensee.