

# Business Location

## Switzerland – the heart of private banking

The «made in Switzerland» seal of approval stands for quality, reliability, innovation and precision. Swiss banks and watches have an outstanding reputation throughout the world.

As a globally leading commercial and financial center, Switzerland is underpinned by high-quality craftsmanship and a well-educated workforce.

Banks and other financial institutions play a significant role in the Swiss economy. The country's core competence in private banking as well as its capital and money markets are known across the globe.

### An overview of Switzerland

---

#### Country & populace

- 41,285 km<sup>2</sup> land area with a population of 7.59 residents
- Neighboring countries: Germany, Austria, the Principality of Liechtenstein, Italy and France
- Currency: Swiss francs; euros are also accepted
- Federal constitutional democracy
- Well-developed, modern infrastructure

---

#### Politics & laws

- Stable social, legal and economic regulations
- Political stability and continuity
- Liberal economic policy
- Solid finance policy of the public-sector bodies

---

#### Economy

- Advantageous investment environment (strong purchasing power, low interest rates)
- High level of education
- Longer working hours compared to the rest of Europe; higher retirement age
- Strong export industry
- High-performance banking system
- Little bureaucracy; short administrative paths

---

#### Significant economic branches

- Microtechnology
- High technology
- Biotechnology
- Pharmaceuticals
- Banks and insurance companies

- Tourism

## VP Bank and Switzerland

VP Bank (Schweiz) AG was founded in Zurich in 1988 as a wholly owned subsidiary of VP Bank in Liechtenstein. In addition to highly qualified multilingual personnel, we offer a broad palette of services that covers all aspects of asset management.

Just like all banks and securities dealers in Switzerland, VP Bank (Schweiz) AG is obliged to sign the "Swiss Banks' and Securities Dealers' Depositor Protection Agreement". Customers' funds at the bank are thereby guaranteed up to a maximum of CHF 100,000 per customer.

### Contact

#### VP Bank (Schweiz) AG

Bahnhofstrasse 3  
Postfach 2993  
8022 Zürich  
Schweiz

Tel +41 44 226 24 24

Fax +41 44 226 25 24

- ▶ [Contact form](#)
- ▶ [Send e-mail](#)
- ▶ [All locations](#)