The information in this publication is based on the data available in January 2019. The publication at hand may be cited with due reference to the source.

Due to conceptual changes made to this publication, the data herein is only conditionally comparable with the data of previous publications that formed an integral part of the Cluster Report.

Further information on cluster-specific topics is available at www.standort.zh.ch/cluster.

February 2019
Content

Introduction — 5
Overview — 7
ICT — 12
Finance — 18
Life Sciences — 23
Cleantech — 28
Creative Industries — 34
Tourism — 40
Data Sources — 45
Contacts and Further Information — 46
Division of Business and Economic Development Canton of Zurich — 51
Introduction

We support and promote networking of seminal industries

Clusters are groups within the same sector of industry that play a major role in the development of Zurich by virtue of the high concentration of companies, research & educational facilities and professional organisations. By supporting and promoting the networking of these institutions and companies along the value creation chain, we strive to increase the innovative strength within, and among, the various clusters. The Canton of Zurich is characterised by a broad diversity of industries that include not only financial services providers but also ICT enterprises, numerous companies in the Creative Industries sector, a growing number of Life Sciences companies and Tourism as important economic pillars.

The objectives of our cluster strategy are, on the one hand, to strengthen resident companies and create additional partnerships between the various stakeholders in the innovation ecosystem and, on the other hand, to promote the relocation of companies that complement the ecosystem. In other words, we see it as our task to support, expedite and connect.

With this publication, which has been created in close collaboration with the Statistical Office Canton of Zurich, we present the latest available data on the economic significance and development of these industry groups.

Division of Business and Economic Development – Office for Economy and Labour of the Canton of Zurich
## Cluster Figures at a Glance
Canton of Zurich, 2016

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT</td>
<td>5,291</td>
<td>53,935</td>
<td>48,910</td>
<td>11,034</td>
</tr>
<tr>
<td>Finance</td>
<td>3,934</td>
<td>91,784</td>
<td>82,348</td>
<td>24,903</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>958</td>
<td>20,103</td>
<td>18,097</td>
<td>4,685</td>
</tr>
<tr>
<td>Cleantech</td>
<td>15,153</td>
<td>100,683</td>
<td>88,036</td>
<td>9,111</td>
</tr>
<tr>
<td>Creative Industries</td>
<td>18,417</td>
<td>80,803</td>
<td>58,771</td>
<td>8,834</td>
</tr>
<tr>
<td>Tourism</td>
<td>4,491</td>
<td>47,544</td>
<td>34,942</td>
<td>2,128</td>
</tr>
<tr>
<td>Overall economy ZH</td>
<td>118,225</td>
<td>1,014,859</td>
<td>787,274</td>
<td>133,395</td>
</tr>
<tr>
<td>Overall economy CH</td>
<td>680,100</td>
<td>5,120,335</td>
<td>4,001,093</td>
<td>637,865</td>
</tr>
<tr>
<td>Share ZH of CH</td>
<td>17.4%</td>
<td>19.8%</td>
<td>19.7%</td>
<td>20.9%</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Significance Canton of Zurich
Share of Swiss (nationwide) cluster, 2016, in %, rounded

<table>
<thead>
<tr>
<th></th>
<th>ICT</th>
<th>Finance</th>
<th>Life Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplaces</td>
<td>25</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Jobs</td>
<td>32</td>
<td>36</td>
<td>14</td>
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<tr>
<td>Full-time equivalents</td>
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<td>37</td>
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<tr>
<td>Value added</td>
<td>35</td>
<td>42</td>
<td>9</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Share of Clusters in the Overall Economy
Canton of Zurich and Switzerland, 2016, in %, rounded

Data source: FSO (STATENT, VGR)

Clusters by Workplace Size
Share of workplaces, Canton of Zurich, 2016, in %

Data source: FSO (STATENT)
**Newly Founded Companies by Clusters**

Canton of Zurich and rest of Switzerland, 2016

- **ICT**: 1,445 companies, 1,980 jobs
- **Finance**: 1,180 companies, 1,718 jobs
- **Life Sciences**: 288 companies, 479 jobs
- **Cleantech**: 4,540 companies, 6,590 jobs
- **Creative Industries**: 4,809 companies, 6,015 jobs
- **Tourism**: 1,060 companies, 2,044 jobs

*Data source: FSO (UDEMO)*

**Percentage of Women by Clusters**

Canton of Zurich - Jobs, 2016, in %

- **ICT**: 42%
- **Finance**: 38%
- **Life Sciences**: 42%
- **Cleantech**: 23%
- **Creative Industries**: 42%
- **Tourism**: 49%

*Data source: FSO (STATENT)*
**Share of Cantonal Clusters, City of Zurich**

Canton of Zurich, 2016 in %

Data source: FSO (STATENT)
The Information and Communications Technology cluster includes the following sub-segments

- IT services
- Telecommunications
- Trade and distribution
- Hardware
## Cluster Facts and Figures with Sub-Segments

Canton of Zurich, 2016

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT services</td>
<td>4,512</td>
<td>34,944</td>
<td>31,046</td>
<td>5,899</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>234</td>
<td>8,918</td>
<td>8,537</td>
<td>2,722</td>
</tr>
<tr>
<td>Trade and distribution</td>
<td>380</td>
<td>6,455</td>
<td>5,976</td>
<td>1,750</td>
</tr>
<tr>
<td>Hardware</td>
<td>165</td>
<td>3,618</td>
<td>3,350</td>
<td>662</td>
</tr>
<tr>
<td><strong>Total ZH</strong></td>
<td><strong>5,291</strong></td>
<td><strong>53,935</strong></td>
<td><strong>48,910</strong></td>
<td><strong>11,034</strong></td>
</tr>
<tr>
<td><strong>Total CH</strong></td>
<td><strong>21,207</strong></td>
<td><strong>169,645</strong></td>
<td><strong>152,026</strong></td>
<td><strong>31,607</strong></td>
</tr>
<tr>
<td><strong>Share ZH of CH</strong></td>
<td><strong>24.9%</strong></td>
<td><strong>31.8%</strong></td>
<td><strong>32.2%</strong></td>
<td><strong>34.9%</strong></td>
</tr>
<tr>
<td><strong>Share of cluster in overall economy ZH</strong></td>
<td><strong>4.5%</strong></td>
<td><strong>5.3%</strong></td>
<td><strong>6.2%</strong></td>
<td><strong>8.3%</strong></td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Regional Distribution of the ICT Cluster
Full-time equivalents by region, Canton of Zurich, 2016

Pie chart: Sub-segments' share within the region
- IT services
- Telecommunications
- Trade and distribution
- Hardware

Regions: Region's share in Canton of Zurich in %
- <5%
- 5–10%
- 10–25%
- >50%

Data source: FSO (STATENT)
Cantons with High Share of ICT Overall Market
Overall market share, 2016, in %

<table>
<thead>
<tr>
<th>Canton</th>
<th>Workplaces</th>
<th>Full-time equivalents</th>
<th>Value added</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZH</td>
<td>25</td>
<td>32</td>
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<tr>
<td>BE</td>
<td>9</td>
<td>8</td>
<td>13</td>
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<td>VD</td>
<td>8</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>AG</td>
<td>7</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>GE</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>SG</td>
<td>5</td>
<td></td>
<td></td>
</tr>
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</table>

Data source: FSO (STATENT, VGR)

ICT Sub-Segments
Canton of Zurich and Switzerland, 2016, in %

<table>
<thead>
<tr>
<th>ICT Sub-Segments</th>
<th>Canton of Zurich</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT services</td>
<td>85</td>
<td>83</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Trade and distribution</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Hardware</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT)
ICT Sub-Segments
Canton of Zurich and Switzerland, 2016

Data source: FSO (STATENT, VGR)
**Growth Rates**
ICT cluster and overall economy, Canton of Zurich, 2012-2016, in %

<table>
<thead>
<tr>
<th>Year</th>
<th>ICT</th>
<th>Overall economy Canton of Zurich</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>-5.0%</td>
<td>-5.0%</td>
</tr>
<tr>
<td>2013</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>2014</td>
<td>5.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>2015</td>
<td>10.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>2016</td>
<td>10.0%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.

**Newly Founded Companies in the ICT Cluster**
Canton of Zurich

<table>
<thead>
<tr>
<th>Company Type</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT services</td>
<td>669</td>
<td>613</td>
<td>710</td>
<td>641</td>
</tr>
</tbody>
</table>

Data source: FSO (UDEMO)
Finance

The Finance cluster includes the following sub-segments

- Banks
- Insurances
- Other financial services providers

Full-time equivalents:
- <100
- 100–499
- 500–1,000
- >1,000
<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banks</strong></td>
<td>1,389</td>
<td>51,536</td>
<td>47,428</td>
<td>10,691</td>
</tr>
<tr>
<td><strong>Insurances</strong></td>
<td>249</td>
<td>21,052</td>
<td>18,375</td>
<td>8,578</td>
</tr>
<tr>
<td><strong>Other financial services providers</strong></td>
<td>2,296</td>
<td>19,196</td>
<td>16,545</td>
<td>5,633</td>
</tr>
<tr>
<td><strong>Total CH</strong></td>
<td>21,287</td>
<td>253,825</td>
<td>220,599</td>
<td>59,823</td>
</tr>
<tr>
<td><strong>Total ZH</strong></td>
<td>3,934</td>
<td>91,784</td>
<td>82,348</td>
<td>24,903</td>
</tr>
<tr>
<td><strong>Share ZH of CH</strong></td>
<td>18.5%</td>
<td>36.2%</td>
<td>37.3%</td>
<td>41.6%</td>
</tr>
<tr>
<td><strong>Share of cluster in overall economy ZH</strong></td>
<td>3.3%</td>
<td>9%</td>
<td>10.5%</td>
<td>18.7%</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Regional Distribution of the Finance Cluster
Full-time equivalents by region, Canton of Zurich, 2016

Pie chart: Sub-segments' share within the region
- Banks
- Insurances
- Other financial services providers

Regions: Region's share in Canton of Zurich in %
- <5%
- 5–10%
- 10–25%
- >50%

Data source: FSO (STATENT)
Finance Cluster in the Greater Zurich Area
2016

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZH</td>
<td>3,934</td>
<td>82,348</td>
<td>24,903</td>
</tr>
<tr>
<td>ZG</td>
<td>1,958</td>
<td>5,380</td>
<td>1,571</td>
</tr>
<tr>
<td>SZ</td>
<td>779</td>
<td>2,946</td>
<td>766</td>
</tr>
<tr>
<td>Total Zurich region</td>
<td>6,671</td>
<td>90,674</td>
<td>27,240</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)

Finance Cluster in the Greater Zurich Area with Sub-Segments
2016

- **Workplaces**
  - ZH: 3,934
  - ZG: 1,958
  - SZ: 779

- **Full-time equivalents**
  - ZH: 82,348
  - ZG: 5,380
  - SZ: 2,946

- **Value added (in million CHF)**
  - ZH: 24,903
  - ZG: 1,571
  - SZ: 766

Data source: FSO (STATENT, VGR)
**Growth Rates**
Finance cluster and overall economy, Canton of Zurich, 2012-2016, in %

![Graph showing growth rates for workplaces, full-time equivalents, and value added (real) for the finance cluster and overall economy in the Canton of Zurich from 2012 to 2016.](image)

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.

**Newly Founded Companies in the Finance Cluster**
Canton of Zurich

![Bar charts showing the number of newly founded companies in the finance cluster for banks, insurances, and other financial services providers from 2013 to 2016.](image)

Data source: FSO (UDEMO)
Life Sciences

The Life Sciences cluster includes the following sub-segments

Medical technology and control & measuring devices
Biotechnology
Pharmaceutical industry
Wholesale
Research and laboratories
### Cluster Facts and Figures with Sub-Segments
Canton of Zurich, 2016

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical technology</td>
<td>411</td>
<td>10,686</td>
<td>9,888</td>
<td>2,021</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>41</td>
<td>780</td>
<td>692</td>
<td>234</td>
</tr>
<tr>
<td>Pharmaceutical industry</td>
<td>27</td>
<td>484</td>
<td>429</td>
<td>354</td>
</tr>
<tr>
<td>Wholesale</td>
<td>243</td>
<td>3,764</td>
<td>3,369</td>
<td>993</td>
</tr>
<tr>
<td>Research and laboratories</td>
<td>236</td>
<td>4,389</td>
<td>3,720</td>
<td>1,083</td>
</tr>
<tr>
<td><strong>Total ZH</strong></td>
<td><strong>958</strong></td>
<td><strong>20,103</strong></td>
<td><strong>18,097</strong></td>
<td><strong>4,685</strong></td>
</tr>
<tr>
<td><strong>Total CH</strong></td>
<td><strong>5,664</strong></td>
<td><strong>142,672</strong></td>
<td><strong>130,787</strong></td>
<td><strong>53,281</strong></td>
</tr>
<tr>
<td><strong>Share ZH of CH</strong></td>
<td><strong>16.9%</strong></td>
<td><strong>14.1%</strong></td>
<td><strong>13.8%</strong></td>
<td><strong>8.8%</strong></td>
</tr>
<tr>
<td><strong>Share of cluster in overall economy ZH</strong></td>
<td><strong>0.8%</strong></td>
<td><strong>2%</strong></td>
<td><strong>2.3%</strong></td>
<td><strong>3.5%</strong></td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Regional Distribution of the Life Sciences Cluster
Full-time equivalents by region, Canton of Zurich, 2016

Pie chart:
Sub-segments' share within the region
Medical technology
Biotechnology
Pharmaceutical industry
Wholesale
Research and laboratories

Regions:
Region's share in Canton of Zurich in %
<5%
5–10%
10–25%

Data source: FSO (STATENT)
Cantons with a High Share of the Life Sciences Overall Market
2016, in %

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Full-time equivalents</th>
<th>Value added</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS</td>
<td>4</td>
<td>18</td>
<td>29</td>
</tr>
<tr>
<td>ZH</td>
<td>17</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>VD</td>
<td>10</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>AG</td>
<td>5</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>BL</td>
<td>4</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>ZG</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)

Life Sciences Sub-Segments
Canton of Zurich and Switzerland, 2016, in %

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Full-time equivalents</th>
<th>Value added</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ZH</td>
<td>CH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>43</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>5</td>
<td>26</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT)
**Growth Rates**

Life Sciences cluster and overall economy, Canton of Zurich, 2012-2016, in %

- Workplaces
- Full-time equivalents
- Value added (real)

Data source: FSO (STATENT, VGR)

Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.

**Newly Founded Companies in the Life Sciences Cluster**

Canton of Zurich

Companies

<table>
<thead>
<tr>
<th>Year</th>
<th>Medical technology</th>
<th>Pharmaceutical industry</th>
<th>Biotechnology</th>
<th>Research and laboratories</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>2014</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>21</td>
</tr>
<tr>
<td>2015</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>2016</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>23</td>
</tr>
</tbody>
</table>

Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Medical technology</th>
<th>Pharmaceutical industry</th>
<th>Biotechnology</th>
<th>Research and laboratories</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>2014</td>
<td>52</td>
<td>52</td>
<td>52</td>
<td>52</td>
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<tr>
<td>2015</td>
<td>77</td>
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<tr>
<td>2016</td>
<td>73</td>
<td>73</td>
<td>73</td>
<td>73</td>
<td>73</td>
</tr>
</tbody>
</table>

Data source: FSO (UDEMO)
The Cleantech cluster includes the following sub-segments:

- Energy efficiency
- Renewable energy
- Circular economy
- Mobility
- Raw material efficiency
- Water resource management
- Other Cleantech areas
### Cluster Facts and Figures with Sub-Segments
Canton of Zurich, 2016

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy efficiency</td>
<td>2,904</td>
<td>30,123</td>
<td>27,629</td>
<td>2,799</td>
</tr>
<tr>
<td>Renewable energy</td>
<td>41</td>
<td>1,931</td>
<td>1,802</td>
<td>301</td>
</tr>
<tr>
<td>Circular economy</td>
<td>1,890</td>
<td>11,529</td>
<td>10,191</td>
<td>768</td>
</tr>
<tr>
<td>Mobility</td>
<td>1,341</td>
<td>5,720</td>
<td>4,727</td>
<td>476</td>
</tr>
<tr>
<td>Raw material efficiency</td>
<td>2,745</td>
<td>19,167</td>
<td>17,015</td>
<td>2,085</td>
</tr>
<tr>
<td>Water resource management</td>
<td>222</td>
<td>3,025</td>
<td>2,676</td>
<td>285</td>
</tr>
<tr>
<td>Other Cleantech areas</td>
<td>6,010</td>
<td>29,188</td>
<td>23,996</td>
<td>2,399</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total ZH</th>
<th>Total CH</th>
<th>Share ZH of CH</th>
<th>Share of cluster in overall economy ZH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplaces</td>
<td>15,153</td>
<td>88,715</td>
<td>17.1%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Jobs</td>
<td>100,683</td>
<td>622,230</td>
<td>16.2%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Full-time equivalents</td>
<td>88,036</td>
<td>551,088</td>
<td>16.0%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Value added in million CHF</td>
<td>9,111</td>
<td>55,996</td>
<td>16.3%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Regional Distribution of the Cleantech Cluster

Full-time equivalents by region, Canton of Zurich, 2016

Data source: FSO (STATENT)
Cantonal Comparison of Cleantech Cluster
2016

Data source: FSO (STATENT, VGR)

Cleantech Sub-Segments
Canton of Zurich and Switzerland, 2016, in %

Data source: FSO (STATENT, VGR)
Cleantech Sub-Segments
Canton of Zurich

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.

Growth Rates
Cleantech cluster and overall economy, Canton of Zurich, 2012-2016, in %

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.
Newly Founded Companies in the Cleantech Cluster

Canton of Zurich

Data source: FSO, (UDEMO)
Creative Industries

The Creative Industries cluster includes the following sub-segments:

- Music industry
- Book market
- Art market
- Film industry
- Broadcasting market
- Performing arts market
- Design industry
- Architecture market
- Advertising market
- Software / games industry
- Arts and crafts
- Press market
- Recording industry

Full-time equivalents:
- <100
- 100–499
- 500–1,000
- >1,000
## Cluster Facts and Figures with Sub-Segments
Canton of Zurich, 2016

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music industry</td>
<td>2,232</td>
<td>7,407</td>
<td>3,938</td>
<td>521</td>
</tr>
<tr>
<td>Book market</td>
<td>1,102</td>
<td>3,153</td>
<td>2,117</td>
<td>267</td>
</tr>
<tr>
<td>Art market</td>
<td>1,303</td>
<td>3,130</td>
<td>1,609</td>
<td>154</td>
</tr>
<tr>
<td>Film industry</td>
<td>963</td>
<td>3,145</td>
<td>2,082</td>
<td>374</td>
</tr>
<tr>
<td>Broadcasting market</td>
<td>36</td>
<td>3,934</td>
<td>2,901</td>
<td>413</td>
</tr>
<tr>
<td>Performing arts market</td>
<td>711</td>
<td>3,716</td>
<td>1,938</td>
<td>308</td>
</tr>
<tr>
<td>Design industry</td>
<td>3,187</td>
<td>7,767</td>
<td>5,214</td>
<td>777</td>
</tr>
<tr>
<td>Architecture market</td>
<td>3,567</td>
<td>13,986</td>
<td>11,122</td>
<td>1,583</td>
</tr>
<tr>
<td>Advertising market</td>
<td>976</td>
<td>6,707</td>
<td>4,827</td>
<td>495</td>
</tr>
<tr>
<td>Software / games industry</td>
<td>2,391</td>
<td>17,312</td>
<td>15,264</td>
<td>2,897</td>
</tr>
<tr>
<td>Arts and crafts</td>
<td>204</td>
<td>346</td>
<td>247</td>
<td>45</td>
</tr>
<tr>
<td>Press market</td>
<td>1,526</td>
<td>8,559</td>
<td>6,071</td>
<td>854</td>
</tr>
<tr>
<td>Recording industry</td>
<td>219</td>
<td>1,643</td>
<td>1,442</td>
<td>145</td>
</tr>
<tr>
<td><strong>Total ZH</strong></td>
<td>18,417</td>
<td>80,803</td>
<td>58,771</td>
<td>8,834</td>
</tr>
<tr>
<td><strong>Total CH</strong></td>
<td>76,017</td>
<td>285,748</td>
<td>202,924</td>
<td>26,915</td>
</tr>
<tr>
<td><strong>Share ZH of CH</strong></td>
<td>24.2%</td>
<td>28.3%</td>
<td>29%</td>
<td>32.8%</td>
</tr>
<tr>
<td><strong>Share of cluster in overall economy ZH</strong></td>
<td>15.6%</td>
<td>8%</td>
<td>7.5%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Regional Distribution of the Creative Industries Cluster
Full-time equivalents by region, Canton of Zurich, 2016

Pie chart: Sub-segments’ share within the region
- Press market
- Software / games industry
- Architecture market
- Design industry
- Other sub-segments

Regions: Region’s share within Canton of Zurich in %
- <5%
- 5–10%
- >50%

Data source: FSO (STATENT)
Cantons with a High Share of the Creative Industries Overall Market
2016, in %

Data source: FSO (STATENT, VGR)

Creative Industries Sub-Segments
Canton of Zurich and Switzerland, share in cluster 2016 in %

Data source: FSO (STATENT)
Creative Industries Sub-Segments
Canton of Zurich and Switzerland, 2016

Data source: FSO (STATENT, VGR)
**Growth Rates**
Creative Industries cluster and overall economy, Canton of Zurich, 2012-2016, in %

<table>
<thead>
<tr>
<th>Workplaces</th>
<th>Full-time equivalents</th>
<th>Value added (real)</th>
</tr>
</thead>
</table>

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.

**Newly Founded Companies in the Creative Industries Cluster**
Canton of Zurich

Data source: FSO (UDEMO)
Tourism

The Tourism cluster includes the following sub-segments

- Accommodation
- Gastronomy
## Cluster Facts and Figures with Sub-Segments

Canton of Zurich, 2016

<table>
<thead>
<tr>
<th></th>
<th>Workplaces</th>
<th>Jobs</th>
<th>Full-time equivalents</th>
<th>Value added in million CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>345</td>
<td>8,136</td>
<td>6,801</td>
<td>418</td>
</tr>
<tr>
<td>Gastronomy</td>
<td>4,146</td>
<td>39,408</td>
<td>28,141</td>
<td>1,710</td>
</tr>
<tr>
<td><strong>Total ZH</strong></td>
<td>4,491</td>
<td>47,544</td>
<td>34,942</td>
<td>2,128</td>
</tr>
<tr>
<td><strong>Total CH</strong></td>
<td>33,007</td>
<td>253,837</td>
<td>187,745</td>
<td>10,828</td>
</tr>
<tr>
<td><strong>Share ZH of CH</strong></td>
<td>13.6%</td>
<td>18.7%</td>
<td>18.6%</td>
<td>19.7%</td>
</tr>
<tr>
<td><strong>Share of cluster in overall economy ZH</strong></td>
<td>3.8%</td>
<td>4.7%</td>
<td>4.4%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Data source: FSO (STATENT, VGR)
Regional Distribution of the Tourism Cluster
Full-time equivalents by region, Canton of Zurich, 2016

Pie chart:
Sub-segments’ share within the region
- Accommodation
- Gastronomy

Regions:
Region’s share within Canton of Zurich in %
- <5%
- 5–10%
- 10–25%
- >50%

Data source: FSO (STATENT)
Tourism Sub-Segments
Canton of Zurich

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.

Growth Rates
Tourism cluster and overall economy, Canton of Zurich, 2012-2016, in %

Data source: FSO (STATENT, VGR)
Method change in estimating full-time equivalents as of 2015. Please see the data sources for further details.
Newly Founded Companies in the Tourism Cluster

Canton of Zurich

Companies

Accommodation

Gastronomy

Jobs

Data source: FSO (UDEMO)
Data Sources

Structural Business Statistics (STATENT)

The Structural Business Statistics, referred to as STATENT, provide key information about the structure of the Swiss economy. STATENT was introduced in 2011 and replaces the Business Census that was last conducted in 2008. STATENT includes all of the companies in Switzerland required to pay OASI pension contributions for employees with a minimum annual income of CHF 2,300. The evaluation units are the workplace and the company (institutional unit).

A workplace is defined as a company (sole proprietorship) or a part of a company (workshop, factory, etc.) that is located in a specific, topographically identifiable place where one or more persons perform tasks for the same company. The term “Jobs” encompasses all persons who perform a task with which goods and services can be produced. Collection of job-related data (employed and self-employed) in the STATENT is based on the OASI-liable salary.

For the purpose of calculating jobs in full-time equivalents, the work volume of all of the full-time and part-time jobs typically measured in working hours is converted into full-time jobs. The Federal Statistical Office has revised its estimation model for measuring full-time equivalents. This means that the figures from 2015 forward cannot be compared with the previous years.

National Accounts (VGR)

The national accounts provide an accounting framework for a detailed and systematic description of a country’s economy. The best known aggregate of the national accounts is the gross domestic product (GDP). GDP measures the value added created by economic activity on national territory. The cantonal and regional GDP are summary statistics published by the Federal Statistical Office that measure the development and structure of economic activity at cantonal and major regional level in Switzerland. The time series begins in 2008 and is based on the conceptual framework of the national accounts (VGR).

The Statistical Office Canton of Zurich uses both STATENT and VGR as data sources to estimate the value added of the sector groups, that is to say, of the clusters by canton. The method used is described here: www.statistik.zh.ch/wertschoepfung

Company Demographics (UDEMO)

The statistics of newly founded companies only include companies with market economy based activities that have actually been newly established. A newly founded company is deemed to exist when a new combination of production factors is created without any involvement of an already existing company. Therefore, companies resulting from mergers, takeovers or demergers or restructurings are not included as newly founded companies. The data collection to obtain statistics on newly founded companies was first conducted in 2013, analogous to STATENT.

The number of jobs corresponds to the average number of jobs during the activity period under review. This figure is calculated by dividing the total number of monthly jobs for a given year by the number of activity months of a company.
Contacts and Further Information

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**Additional information**
www.standort.zh.ch/ict
www.ezuerich.ch
https://digital.swiss
www.ictswitzerland.ch
www.swissict.ch
Reports of consulting firms, banks and think tanks

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Zurich Financial Centre Study 2019/2020
Zurich Financial Centre Brochure 2019/2020
https://finanzplatz-zuerich.ch/en/
www.swissfintechinnovations.ch
www.swissfinancestartups.com
www.trustsquare.ch
Life Sciences

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www.lifescience-businessnetwork.ch
www.bio-technopark.ch
www.toolpoint.ch
https://swiss-medtech.ch

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Additional information
www.standort.zh.ch/cleantech
www.awel.zh.ch
https://lifefair.org/
http://svut.ch/index.html
www.swisscleantech.ch
http://www.climate-kic.org
Creative Industries

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**Additional information**
www.creativezurich.ch
www.standort.zh.ch/creative
www.stadt-zuerich.ch/wirtschaft
www.creativeeconomies.com
www.kreativwirtschaft.ch

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Tourism

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**City of Zurich**
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**Additional information**
www.zuerich.com
www.zuerich.ch
The Division of Business and Economic Development is the point of contact for resident companies and companies interested in setting up a business in the Canton of Zurich.

Our core competencies and activities include

- Relocation guidance for companies moving to Zurich
- Support of resident companies
- Management of cluster initiatives
- Work permits
- Administrative relief for companies
- External relations

We support companies interested in moving to Zurich, from the evaluation process right up to the successful start of business, thus helping them gain a foothold in the Zurich economic area. We do so in close collaboration with our internal and external partners.

With a view to strengthening seminal industries (such as Cleantech, Finance, Life Sciences, Creative Industries, Information and Communications Technology), we promote networking among companies and institutions in the Zurich area along the value added chain.

Our work permit team issues permits for citizens from non-EU and non-EFTA states. Last but not least, we offer guidance through the cantonal administration to local and foreign companies, and strive to facilitate administrative procedures.

In a nutshell: we support, expedite and connect as a link between business and public administration.

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