

Economic Promotion

Foreign Direct Investment 2024: A Winning Strategy for Western Switzerland

- In 2024, GGBa, in collaboration with its cantonal partners, supported the establishment of 79 new foreign companies, set to create 470 jobs over the next three years.
- The targeted, sector-specific strategy continues to deliver results, particularly in life sciences, digital technologies, and green tech.
- France remains the leading source of foreign investment, followed by the United States, China, and Germany.
- Switzerland continues to enjoy a strong reputation and a business-friendly environment.
- Despite positive results, uncertainty around future foreign investment flows remains, due to the current global geopolitical situation.

Lausanne, April 8, 2025 – In 2024, the Greater Geneva Bern area (GGBa), together with the economic development agencies of its six member cantons, supported the establishment of 79 foreign companies in Western Switzerland. These new investments are expected to lead to the creation of 470 jobs within three years, underscoring the success of GGBa's targeted strategy focused on sectors where the region has clear competitive advantages, including life sciences, digital technologies, and green tech.

Isabelle Moret, State Councillor of the canton of Vaud and President of GGBa for 2024-2025, emphasized the role of stability in attracting talent and investment: *"In 2024, Western Switzerland once again stood out as a prime destination for international companies. In a world marked by geopolitical uncertainty, our region offers rare stability and exceptional opportunities. This unique blend of security, innovation, and industrial excellence makes Western Switzerland fertile ground for ambitious companies seeking growth."*

Thomas Bohn, CEO of GGBa, outlined the organization's strategic vision: *"What sets us apart is our ability to attract companies whose projects have the potential to bring real transformation to our region. We proactively reach out to industry leaders and show them how Western Switzerland can become the beating heart of their European operations. Our partnerships go beyond simply establishing a presence – they are rooted in a shared vision of growth and synergy."*

Notable foreign company establishments in 2024 include:

- **Glueckkanja** (Germany), an IT and cloud services provider, selected Bern as its Swiss hub to expand nationwide.
- **Rockstone Engineering** (Ireland), specializing in engineering and automation for life sciences, set up at the Marly Innovation Center in Fribourg.
- **Biolizard** (Belgium), a bioinformatics and data consultancy firm, opened a Swiss subsidiary at Biopôle in Epalinges.

- **ADMCS** (France), a Strasbourg-based startup developing a blockchain application for global maritime traffic management, established its Swiss office in Neuchâtel.
- **BrainScape Medical** (USA), a neurotechnology startup using Wyss Center technology, located its European operations at Campus Biotech in Geneva.
- **Nutrazur** (France), specializing in essential oils, chose PhytoArk in Valais for its European development center.

GGBa's success relies on a strong international network, trusted Swiss partners, as well as its in-house market intelligence team and marketing department—all of which play a key role in enhancing the global visibility and reputation of Western Switzerland.

With over 200 new projects identified by its representatives in 2024 and a solid pipeline of more than 500 active projects, GGBa's director remains optimistic about the future. However, he notes that economic and geopolitical instability makes forecasting for 2025 particularly challenging.

“In a context of increasingly fierce global competition for foreign direct investment, we remain committed to a quality-driven approach,” says Thomas Bohn. “Our mission is clear: to serve the region and contribute to Switzerland's prosperity by attracting talented entrepreneurs and impactful business ventures. That's why we are actively working to establish a public-private partnership (PPP), which will further strengthen our ability to attract strategic investments and support the region's sustainable economic growth.”

Appendix

Annual Report 2024 available [here](#)

About GGBa

Greater Geneva Bern area (GGBa) is dedicated to attracting foreign companies that can strengthen Western Switzerland's innovation ecosystems and create high-value jobs. GGBa generates investment leads through its international outreach and hands them over to its member cantons, who guide companies through the establishment process.

Information and contact details

Ms. Isabelle Moret, President of GGBa, Head of the Department of Economy, Innovation, Employment and Heritage (DEIEP) canton of Vaud, +41 21 316 61 82

Mr. Thomas Bohn, CEO of GGBa, +41 21 644 00 91, t.bohn@ggba.swiss



Greater Geneva Bern area is an initiative of the cantons of Bern, Fribourg, Vaud, Neuchâtel and Geneva.