

## Economic Promotion

### Foreign Direct Investment 2025: Western Switzerland Confirms Its Attractiveness

- In 2025, GGBa and the cantons of Western Switzerland supported the establishment of 91 foreign companies, representing 740 jobs expected within three years
- Joint efforts by GGBa and cantonal economic development agencies focused on projects aligned with the region's industrial, technological, and scientific strengths
- The supported companies mainly originated from France, the United States, and more than a dozen other countries

**Lausanne, March 24, 2026** – In 2025, the Greater Geneva Bern area (GGBa), in close collaboration with the economic development agencies of Western Switzerland's cantons, supported the establishment of 91 foreign companies. These projects are expected to generate 740 jobs over the next three years. In an increasingly competitive global environment, these results highlight the region's ability to offer business conditions that meet the expectations of international companies.

GGBa's activities were driven by a targeted selection of markets and sectors, with a focus on attracting projects that can integrate sustainably into cantonal economic ecosystems. This approach prioritizes long-term value creation and economic coherence over the sheer volume of company relocations.

Thomas Bohn, CEO of GGBa, explains: "In an increasingly competitive international landscape, our priority is to identify companies whose projects align with the structural strengths of Western Switzerland. In 2025, we strengthened our efforts in selected markets through dedicated campaigns and active outreach, with the aim of generating projects that are truly relevant for the region."

The companies supported in 2025 reflect a wide range of sectors. Meanwhile, a French company specializing in autonomous mobile robotics, established operations at the Marly Innovation Center in the canton of Fribourg. Decube, a Belgian group active in technical and industrial services, chose Microcity in Neuchâtel. Paragon Mobility, a French provider of mobility solutions, set up at the Switzerland Innovation Park Biel/Bienne in the canton of Bern. The canton of Vaud welcomed Kairos Quantum Solutions, a Korean company developing quantum-based risk management technologies. In Geneva, the establishment of Zen-Noh, a major Japanese commodities trading company, reflects ongoing efforts to maintain the canton's attractiveness for global grain and commodities trading firms.

For Delphine Bachmann, Geneva State Councillor and President of GGBa for 2026–2027, the stability, reliability, and predictability offered by Western Switzerland are increasingly valuable assets in a context of growing geopolitical uncertainty. The region’s openness to the world also plays a key role in attracting leading international companies. “We must continue to strengthen our ties with major global markets. The launch last June of direct flights between Geneva and Shanghai by China Eastern Airlines sends a strong signal in this regard: it facilitates economic exchanges and further enhances the attractiveness of our region.”

To deliver on its mission, GGBa combines an active presence in international markets, close coordination with cantonal partners, and continuous analysis of economic trends. In 2025, this approach led to the identification of more than 200 new projects, bringing the total pipeline to over 400 active projects. In a context of intensifying competition between regions, GGBa will continue to pursue a selective strategy focused on projects aligned with the economic priorities of Western Switzerland.

**Appendix:** The 2025 annual report is available [here](#)

**About GGBa:** The mission of GGBa is to attract foreign companies that can sustainably strengthen Western Switzerland’s innovation ecosystems and support the creation of high value-added jobs. Through its international outreach activities, GGBa generates investment projects and hands them over to its member cantons, which are responsible for their implementation.

### Information and contact details

Delphine Bachmann, President of the GGBa, State Councillor, Canton of Geneva, Head of the Department of Economy, Employment and Energy (DEE)  
Contact: Esther Mamarbachi, DEE spokesperson, +41 78 628 80 08

Thomas Bohn, CEO GGBa, +41 21 644 00 91, [t.bohn@ggba.swiss](mailto:t.bohn@ggba.swiss)



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