



# **ECONOMIC DEVELOPMENT SITE**

INFORMATION FOR COMPANIES AND INVESTORS



## ECONOMIC DYNAMISM AT THE HEART OF THE ALPS



A PLACE OF TRADITION AND CREATIVITY; A PLACE TO MEET PEOPLE OR PASS THROUGH; SIERRE IS A CITY OF MORE THAN 16,000 INHABITANTS BASED AT THE HEART OF THE VALAIS ALPS IN THE SOUTH OF SWITZERLAND. IT IS 1 HOUR FROM LAUSANNE, 2.5 HOURS FROM MILAN AND 1.5 HOURS FROM BERNE AND SITUATED AT 533 M ALTITUDE JUST A FEW MINUTES AWAY FROM SOME SKIING, HIKING AND THERMAL SPA RESORTS.

Based on the French and German-speaking border of Valais, Sierre is characterised by its high quality of life, climate and exceptional environment at the heart of the Alps, just a few minutes away from some Alpine skiing, hiking and thermal spa resorts; Sierre offers the sunniest lifestyle in Switzerland. In addition to its beneficial rail, road and airport connections, this expanding city attracts some key public and private investments. The appeal of the city is all thanks to its favourable supporting conditions (beneficial production costs, well-situated industrial and commercial sites with development potential) and simplified processes thanks to its unique one-stop-shop for economic development.

- Magnificent natural sites
- The sunniest climate in Switzerland.
- From plains to mountains.
- Economically diverse and attractive.



## THE SWISS WINEGROWING CAPITAL

THERE HAS BEEN A WINEGROWING CULTURE IN SIERRE EVER SINCE ROMAN TIMES. THERE ARE A GREAT MANY GRAPE VARIETIES HERE, SOME OF WHICH ARE SECRET AND ORIGINAL SUCH AS THE CORNALIN, ARVINE AND HUMAGNE.

As a symbol of this leading role, the Sierre region has been benefitting from the activities of the 'VINEA' association since 1993. In addition to organising the VINEA trade fair for Swiss wines, the association also runs numerous competitions such as the 'Mondial des Pinots', 'Mondial du Merlot' and 'Grand Prix du Vin Suisse'. As a centre of competence and communication, the 'VINEA' association also coordinates the 'Guide des Vins suisses' (guide to Swiss wines).

- More than 40 different grape varieties.
- 'VINEA' trade fair.
- Ancestral winegrowing tradition.
- Valais Museum of Wine and Winegrowing.



# CENTRES OF EXCELLENCE



SIERRE CAN DRAW ON A WIDE RANGE OF COMPETENCE, AN EFFICIENT NETWORK, NUMEROUS IDEAS AND THE EXPERTISE TO SEE THEM THROUGH. THE CITY IS HOME TO NUMEROUS CENTRES OF EXCELLENCE WHICH ARE APPRECIATED FAR AND WIDE.

The technology park founded in 1989; aluminium (Novelis and Constellium) with a foundry, cutting-edge infrastructure and an R&D centre; training (several branches of the University of Applied Sciences and Arts of Western Switzerland and, of course, winegrowing with the VINEA association – a real reference point in the field at an international level).



## A WIDE RANGE OF TRAINING

SIERRE WELCOMES HUNDREDS OF STUDENTS EVERY YEAR TO ITS UNIVERSITIES.

Exchanges with companies in the area are facilitated thanks to the presence of branches of the University of Applied Sciences and Arts of Western Switzerland in the fields of economics, tourism, social work, art and IT.

The city offers facilities for children aged 3 months and over at its crèche-canteen (a pioneering project in Europe) and for students up to Bachelor's/ Master's level at branches of the University of Applied Sciences and Arts of Western Switzerland – taught in French and German.



## FRAMEWORK CONDITIONS

SIERRE IS SITUATED IN THE CENTRE OF VALAIS IN THE CANTON WHERE SWITZERLAND, ITALY AND FRANCE COME TOGETHER AND HAVE A LONG-STANDING HISTORY OF COLLABORATION.

Sierre is a junction between different communities – both German and French-speaking. As a place of encounter, exchange and coming together, Sierre has long had a European vocation and a European soul. You will find a wide range of SMEs and some multinationals in Sierre offering numerous professional business opportunities.

The city also benefits from some favourable framework conditions:

- Beneficial production costs (taxation, rental, salaries).
- Well-situated industrial and commercial sites with development potential.
- Modern and redeveloped commercial and economic zones.



## TECHNOLOGICAL DEVELOPMENT ZONE

A PREFERRED PARTNER FOR DEVELOPING BUSINESS OPPORTUNITIES, ESPECIALLY IN THE TIC SECTOR (INFORMATION AND COMMUNICATION TECHNOLOGIES), IS THE 'TECHNO-PÔLE' TECHNOLOGY PARK AND HAS BEEN BASED IN SIERRE FOR OVER 20 YEARS.

Some 60 SMEs, research institutes and start-ups are based here. Over 450 people contribute to the dynamism of this unite site in Switzerland on a daily basis. There are also numerous services available to companies such as office hire, conference rooms etc. 'The Ark' foundation promotes innovation and specialises in the 'internet of things' and mobile communications. The foundation is based at the Techno-Pôle site in Sierre and includes an IT business incubator as well as various research institutes.



## A TRUE ART OF LIVING



WHEN THEY DISCOVERED THE ANCIENT COMMUNITY OF SIERRE, THE ROMANS CHOSE TO CALL THE PLACE SIRRUM AMOENUM OR 'SIERRE THE AGREEABLE'. FROM ITS TRADITIONAL OLD QUARTERS TO THE FINGES FOREST, A PROTECTED NATURE SITE OF NATIONAL IMPORTANCE, SIERRE OFFERS MANY DIFFERENT PLACES TO WALK AND RELAX.

Whether you enjoy golf, horse riding, tennis, baseball, Alpine sports or aviation, the Sierre basin has something for everyone! The majority of the sports on offer here can be practised all year round. The cultural activities on offer are also of the highest calibre and the Rhône plain plays host to over 200 shows and concerts each year. Not forgetting the various festivals which take place here in summer. The town centre is also the scene for various events all year round.

- Libraries, museums and art galleries.
- Easy access to all outdoor sports.
- Golf, stadiums, aquatic centres.
- Festivals, theatres.

## THE TRANSFORMATION OF SIERRE

A NEW CITY, FRIENDLIER, NICER TO LIVE IN AND MORE PLEASANT TO VISIT. THE MUNICIPAL COUNCIL HAS INSTIGATED AN EXTENSIVE TRANSFORMATION PROCESS IN THE CITY CENTRE: ITS NAME: 'THE TRANSFORMATION OF SIERRE'.

As part of the 'Transformation of Sierre' project, a reversal of priorities is required: the car will have to become a lot less invasive. All of the town centre will become a meeting place. Speeds will be limited to 30 km/h and 20 km/h at the heart of the city itself. Some other vehicle-free sections may also be added to the pedestrian zone leading from the station square.

**A city in keeping with our lives.**



## SERVICES TO FACILITATE YOUR PROCESSES

## SIERRE, IN THE BLINK OF AN EYE



### AT THE HEART OF EUROPE

A strategic location on a key north-south axis on the linguistic border.

- Quality of life and an exceptional climate and environment at the heart of the Alps.
- High quality rail, road and airport connections.
- Centres of excellence: TIC (information and communication technology), applied research and innovation, aluminium, training, tourism, winegrowing and wine.
- A growing city – key public and private investments.
- Favourable framework conditions:
  - beneficial production costs (taxation, salaries, rents).
  - well-situated industrial and commercial sites with development potential.
- Simplified procedures and research thanks to this one-stop-shop for economic development.
- A city on the French and German-speaking border of Valais.

## CONTACT AND INFORMATION

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THE CITY OF SIERRE OPERATES AN ECONOMIC DEVELOPMENT OFFICE TO FACILITATE THE MUNICIPAL ADMINISTRATION PROCESSES AND CONTACT WITH THE RELEVANT PLAYERS IN THE REGIONAL ECONOMY.

CLOSE COLLABORATION WITH THE CANTONAL SERVICES ENSURES YOU ARE PROVIDED WITH THE ANSWERS AND SUPPORT YOU NEED TO ESTABLISH YOURSELF HERE.

