

Greater Zurich Area — official investment-promotion and talent-attraction agency

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Puntuación de calidad: 62/100

Solidez de la evidencia: Moderada

Resumen

Official investment-promotion agency of the Zurich region: 91 companies settled in 2024 (OpenAI, Revolut, BYD), 98 in 2025 (1,295 planned jobs); 1,000+ companies since 1998. Switzerland #1 in the IMD World Talent Ranking for 10 consecutive years.

Dimensiones clave

Dimensión	Puntuación
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	2/3
Scalability	2/3
Sustainability / continuity	3/3
Innovation	1/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Fuentes de datos

C-NAPSE web research — consulted on 2026-06-20

Greater Zurich Area Ltd. (public-private partnership of nine cantons and municipalities) — consulted on 2026-06-20

GZA Annual Report 2025 — consulted on 2026-06-20

GZA Annual Report 2024 — consulted on 2026-06-20

IMD World Talent Ranking 2024 — Switzerland #1 (GGBA Swiss) — consulted on 2026-06-20

GZA About — history and mandate — consulted on 2026-06-20

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