

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

City Innovation Library · Good practice · Switzerland

Quality score: 62/100

Evidence strength: Moderate

Summary

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.

Key dimensions

Dimension	Score
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

Data sources

[C-NAPSE web research](#) — accessed 2026-06-20

[Greater Zurich Area Ltd. \(public-private partnership of nine cantons and municipalities\)](#) — accessed 2026-06-20

[GZA Annual Report 2025](#) — accessed 2026-06-20

[GZA Annual Report 2024](#) — accessed 2026-06-20

[IMD World Talent Ranking 2024 — Switzerland #1 \(GGBA Swiss\)](#) — accessed 2026-06-20

[GZA About — history and mandate](#) — accessed 2026-06-20

Cite this — Evidoria. *Greater Zurich Area — official investment-promotion and talent-attraction agency*. Persistent ID: 7fde6492-2bbc-41d1-a9f7-676d4281d4c0.