



# Lugano for Business, Research & Technology

## A great place to work and live

Lugano, Switzerland's third-largest financial centre, is known as a sophisticated and efficient business metropolis, featuring distinguished quality of life. The area is served by a reliable and punctual public transport system. Individuals have access to one of the best health care systems in the world. Lugano offers a safe and secure environment for peaceful living. Swiss schooling is also a guarantee of quality. The city aims to improve and promote sustainable choices across the full spectrum of its activities.

### Research and Biomedicine

#### Swiss National Supercomputing Centre

Founded in 1991, the Swiss National Supercomputing Centre develops and provides key supercomputing capabilities required to solve important problems in science, engineering and society. The centre enables world-class research with a scientific user lab that is available to domestic and international researchers.

#### Lugano Biomedical Cluster

Thanks to the best health structures and to world renowned professionals, medical care is a very important sector for Lugano. It offers a high level of specialisation in cardiology, neurology, oncology, stem cells, assisted reproduction, preventive medicine and telemedicine.

The region benefits from the presence of many private clinics, as well as structures specialising in well-aging treatments.

#### Cardiology and Cardiosurgery University Hospital

The Cardiocentro Lugano, managed by a private foundation fully integrated into the health care service, is a state-of-the-art university clinic, highly specialised in Cardiology, Cardiac Surgery and Cardiac Anaesthesia. This acute care hospital offers top-level health care services, as well as an efficient Day Hospital service. With a true educational and research-oriented vocation, Cardiocentro Lugano has officially been an institute associated with the University of Zurich (UZH) since February 2012.

### Economy and Finance

#### Finance and Banking

Lugano is the third largest financial marketplace in Switzerland after Zurich and Geneva. The sector includes more than 70 banks, numerous insurance companies, as well as the entire cluster of institutes active in asset management and covering the entire spectrum of related consulting services. This represents real added value for the continuous attraction of international business operations benefiting from the expertise, skills and international competencies developed within the Lugano financial sector.

#### Commodity Trading

Along with London and Singapore, Switzerland nowadays plays an essential role in the commodity trading sector worldwide. The Lugano cluster of commodity trading companies has rapidly grown and includes commodity trading firms, shipping companies, banks active in commodity financing

as well as all consultants and certification companies active in this business sector. Approximately 70 companies make up commodity trading in Lugano, with important tax revenues and an increasing contribution to our GDP. 1,000 highly qualified people are directly or indirectly employed in this sector, with quite specific skills: shipping, transportation, financing of operations, risk insurance, legal aspects, foreign language skills and so forth.

#### Favourable business conditions

- Independent, neutral, in the centre of Europe
- Well organised, politically stable and safe
- Simplicity of administrative procedures
- Stable and predictable tax and legal system
- Public support to companies
- Strong economy, high quality of life
- Excellent education and research, skilled workforce







# Lugano for Business, Research & Technology

## Industry and Logistics

### Industry

Electronics, high precision mechanics and advanced engineering play a leading role within our industrial sector and comprise some of the most internationalised Swiss high-tech brands. Thanks to important investments in R&D, the production is highly diversified and comprises several manufacturing sectors: from electronics to machinery and electrical and mechanical equipment and from precision mechanics to measuring instruments and watchmaking. The dynamism of these sectors is evidenced by its high export to sales ratio. Germany and Italy constitute the main export markets.

### Pharma and Biomedtech

The chemical and pharmaceutical sectors, undergoing a steady development and growth, largely benefit from the positive business conditions in general, and from the scientific research and development activities, especially in relation to the Lugano biomedical cluster. Its 134 companies, employing over 3,000 people, pursue a differentiated business covering the drug production process end-to-end: from formulation development to clinical trials, from active ingredient and finished product manufacturing to commercialisation and from marketing to trading.

### Luxury, Fashion and Integrated Logistics

Besides its strategic geographic position, this sector benefits from the political stability, wide range and spread of IT and communication technologies, professionalism of the fiduciary and insurance services, and reliability of a customs administration open to the needs of businesses. This cluster comprises numerous international logistics platforms for leading world-class luxury and fashion brands.

## Education, Campus and Universities

### Franklin University Switzerland

As an American liberal arts institution in an international environment, Franklin University Switzerland is recognised by the Swiss Confederation and accredited in the United States by the Commission on Higher Education of the Middle States Association of Colleges and Schools.

### The American School in Switzerland

TASIS, The American School in Switzerland, was founded in 1956 by Mrs. M. Crist Fleming to offer a strong American college-preparatory education in a European setting. TASIS was the first American boarding school established in Europe. Over time, it has become a school for students from over fifty countries seeking an independent school experience.

### University of Lugano

USI is one of the 12 public universities of Switzerland. Founded in 1996, it is a multilingual university with an international atmosphere, constantly growing both in size and in the courses offered by its four faculties: Architecture, with its Academy located in Mendrisio; Economics, Communication Sciences and Informatics at the Lugano Campus.

### The University of Applied Sciences and Arts of Southern Switzerland

SUPSI is one of the new professional universities recognised by the Swiss Confederation. Founded under federal law, SUPSI offers more than 30 Bachelor's Degree and Master's Degree courses, characterised by cutting edge education which pairs theoretical-scientific instruction with a professional slant.







# One Day Programme Proposal

## Presentation and welcome reception

### PROPOSAL 1 Guided City Tour (approx. 1 ½ hour)

Interesting guided walks through the city centre of Lugano offer visitors the opportunity to discover the traditional and cultural aspects of the region. The topic of the tour can be personalised for the delegation and includes a classic tour, Lugano and its monuments, Lugano's parks and gardens, or Lugano and gastronomy. Time to stroll and shop around the city centre at your leisure\*.

### PROPOSAL 2 Cruise on Lake Lugano Bay (approx. 1 hour)

Reflecting the majestic peaks and green-clad Italian and Swiss mountainsides around it, Lake Lugano presents a picture perfect scene from any angle. Viewed from the lakeside promenades and parks of the compact city of Lugano, from the terraces of smart hotels on the hillsides above, from the tiny villages that cling to the steep shore or from a boat that connects these shore towns in Italy and Switzerland, it's pure eye candy. Time to stroll and shop around the city centre at your leisure\*.

### \* Leisure Time in Downtown Lugano

The historical downtown area, almost entirely pedestrianised, is a real gem. The narrow cobblestone streets and the arcades are ideal for a leisurely stroll and to discover the gorgeous wide piazzas around town like Piazza Riforma, Piazza Dante and Piazza Manzoni, filled with elegant cafés and restaurants. Via Nassa is one of Lugano's historical streets - its particular and sophisticated shops will fascinate you during your shopping. Combining Swiss quality and customer care with the most prestigious Italian, French and Swiss brands, this best known pedestrian street with its select boutiques is ideal for shopping or just a casual stroll.

Morning Activities

## Lunch in the city centre

Afternoon Activities

### TECHNICAL VISIT | PROPOSAL 1 Swiss National Supercomputing Centre

Founded in 1991, CSCS, the Swiss National Supercomputing Centre, develops and provides the key supercomputing capabilities required to solve important problems in science and/or society. The centre enables world-class research with a scientific user lab that is available to domestic and international researchers through a transparent, peer-reviewed allocation process. CSCS's resources are open to academia, and are available as well to users from industry and the business sector. The centre is operated by ETH Zurich and is located in Lugano.

### TECHNICAL VISIT | PROPOSAL 2 Cardiocentro Lugano

The Cardiocentro Lugano is one of the most important heart clinics in Switzerland today; it's a modern and highly specialised clinic able to compete with the most prestigious and qualified international infrastructures. The knowledge-based medicine, the quality of the diagnostic tools available, and the constant commitment to training and research guarantee the patients the best medical care available the most efficient pharmacological treatments, the most innovative cardiac surgery procedures and the most advanced surgical techniques which are becoming less and less invasive.

### Wine Tasting in Fattoria Moncucchetto

A few minutes from the centre of Lugano, there is an oasis of peace called "Fattoria Moncucchetto" which has been producing excellent award-winning wines for over 40 years, as well as sparkling white wine "methode champenoise" which rivals any champagne in taste. A technologically advanced wine cellar was recently opened, designed by the world famous architect Mario Botta.

### Wrap up and final discussion with representatives from Lugano MICE Convention Bureau







# Accommodation and business location facilities

## Historical Villa Saroli



A historical villa in the city centre that looks out directly over a public park and is situated on the main access roads. It is served by public transport and is close to shops and restaurants. Possible parking in the vicinity. This facility extends over three floors. The ground floor has four different offices covering a total of 130 m<sup>2</sup>, while the remaining two floors are open spaces. Map enclosed.

Both of the above solutions are equipped with telephone and WIFI connections and may be fitted out with the required office equipment.

## Historical Villa Negroni



Villa Negroni is one of Lugano's most majestic and prestigious historical residences. The Villa was built in the 18th century, although it is distinguished by the typical architectural features of the Italian Risorgimento and has a unique Italian style park. Its different halls and courtyards represent the ideal place for hosting congresses, conferences, meetings and seminars for up to 130 people. Private parking is available. Only a ten minute car drive from the town centre. It has a main hall and 9 rooms equipped for training courses all year round.

## Grand Hotel Eden \*\*\*\*



The Grand Hotel Eden lies on the water front of Lugano Paradiso. Modern and charming, the spacious bedrooms provide all the comforts needed to make the guests' stay an unforgettable and relaxing experience. An ideal place for meetings and business trips alike, the Convention Centre can accommodate up to a maximum 300 delegates. For your social events, the hotel features banquet rooms and a magnificent panoramic terrace that can host up to 300 people.

[www.edenlugano.ch](http://www.edenlugano.ch)

## Apartments Villa Sassa



Villa Sassa Residence, surrounded by a wonderful park, is set in Lugano's hills, just a few minutes' walk from the city centre, with breathtaking views over the lake and the surrounding mountains. This includes 3,000 m<sup>2</sup> of wellbeing composed of an extensive Wellness Club with an indoor and outdoor swimming-pool, sauna, steam bath, Jacuzzi and huge fitness area as well as the Aurum SPA, the refined and tasteful jewel of the property, offering exclusive and tailor-made treatments.

[www.villasassa.ch](http://www.villasassa.ch)

## Apartments Parco Maraini



Maraini Resort offers tastefully furnished 1, 2 or 3-roomed apartments with all the modern conveniences. All apartments are equipped with cable TV, a land-line and an American kitchen, over a total surface of 55 to 65 m<sup>2</sup>. The reception staff are available at all times, should guests experience problems of an administrative nature, and are always ready to help.

[www.marainiresort.com](http://www.marainiresort.com)

## Additional Hotels Offer

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[www.hotelbellevue.ch](http://www.hotelbellevue.ch)  
[www.hotelcitylugano.ch](http://www.hotelcitylugano.ch)  
[www.hotel-luganodante.com](http://www.hotel-luganodante.com)  
[www.luganohoteladmiral.ch](http://www.luganohoteladmiral.ch)  
[www.novotel.com/6775](http://www.novotel.com/6775)  
[www.parco-paradiso.com](http://www.parco-paradiso.com)  
[www.villasassa.ch](http://www.villasassa.ch)

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[www.colorado.ch](http://www.colorado.ch)  
[www.continentalparkhotel.com](http://www.continentalparkhotel.com)  
[www.grappoli.ch](http://www.grappoli.ch)  
[www.hotelcolibri.ch](http://www.hotelcolibri.ch)  
[www.hotel-federale.ch](http://www.hotel-federale.ch)  
[www.hotel-international.ch](http://www.hotel-international.ch)  
[www.hotelnassa.ch](http://www.hotelnassa.ch)  
[www.hotelvezia.ch](http://www.hotelvezia.ch)  
[www.hotelzurigo.ch](http://www.hotelzurigo.ch)  
[www.paladina.ch](http://www.paladina.ch)  
[www.tresabay.ch](http://www.tresabay.ch)  
[www.victoriahotel.ch](http://www.victoriahotel.ch)  
[www.walteraulac.ch](http://www.walteraulac.ch)

[www.luganoturismo.ch](http://www.luganoturismo.ch)





# Two Day Programme Proposal: Day 1

## Presentation and welcome reception

### Guided City Tour (approx. 1 ½ hour)

Interesting guided walks through the city centre of Lugano offer visitors the opportunity to discover the traditional and cultural aspects of the region. The topic of the tour can be personalised for the delegation and includes a classic tour, Lugano and its monuments, Lugano's parks and gardens, or Lugano and gastronomy. Time to stroll and shop around the city centre at your leisure\*.

### PROPOSAL 1 Lugano Tempting Shopping

Lugano offers great shopping opportunities and a wide range of quality products in fashion stores and jewellers. Via Nassa is one of Lugano's historical streets with boutiques ranging from Cartier to Louis Vuitton, combining Swiss quality and customer care with prestigious Italian, French and Swiss brands. This best known pedestrian street with its select boutiques is ideal for shopping or just a casual stroll. One cannot underestimate the history of those 260 metres of street, where in the past, the most important business and exchanges took place among fishermen and merchants.

### PROPOSAL 2 Outlet Shopping at FoxTown

A temple of luxury and elegance where 160 stores from the most prestigious brands for men's, women's and children's clothing, sport articles, household goods and accessories are brought together under the same roof. A successful combination of quality and low prices where manufacturers offer their surplus and garments from the previous season at discounts of 30 to 70% and where the dream of discreet and advantageous shopping comes true.

## Morning Activities

## Lunch in the city centre

## Afternoon Activities

### TECHNICAL VISIT Swiss National Supercomputing Centre

Founded in 1991, CSCS, the Swiss National Supercomputing Centre, develops and provides the key supercomputing capabilities required to solve important problems in science and/or society. The centre enables world-class research with a scientific user lab that is available to domestic and international researchers through a transparent, peer-reviewed allocation process. CSCS's resources are open to academia, and are available as well to users from industry and the business sector. The centre is operated by ETH Zurich and is located in Lugano.

### WINE TASTING WITH DINNER | PROPOSAL 1 Fattoria Moncucchetto

A few minutes from the centre of Lugano, there is an oasis of peace called "Fattoria Moncucchetto" which has been producing excellent award-winning wines for over 40 years, as well as sparkling white wine "method champenoise" which rivals any champagne in taste. A technologically advanced wine cellar was recently opened, designed by the world famous architect Mario Botta.

### WINE TASTING WITH DINNER | PROPOSAL 2 Tenuta Castello di Morcote

The Tenuta Castello di Morcote was built in the 15th century by the Dukes of Milan, offers a panoramic view of the lake and is surrounded by the oldest vineyard of Lugano, stunning olive trees and typical Mediterranean flora.

### Wrap up and final discussion with representatives from Lugano MICE Convention Bureau







# Two Day Programme Proposal: Day 2

## TECHNICAL VISIT Cardiocentro Lugano

The Cardiocentro Lugano is one of the most important heart clinics in Switzerland today; it is a modern and highly specialised clinic able to compete with the most prestigious and qualified international infrastructures. The knowledge-based medicine, the quality of the diagnostic tools available, and the constant commitment to training and research guarantee the patients the best medical care available the most efficient pharmacological treatments, the most innovative cardiac surgery procedures and the most advanced surgical techniques which are becoming less and less invasive.

## PROPOSAL 1 Cruise on Lake Lugano to Morcote

Reflecting the majestic peaks and green-clad Italian and Swiss mountainsides around it, Lake Lugano presents a picture perfect scene from any angle. Morcote is a peaceful village on the lakeshore, once entirely devoted to fishing. It developed on the slopes of Mount Arbostora and has become one of the most visited and famous tourist centres around Lugano. Its typical narrow streets, the porticoes of the ancient aristocratic houses, the prestigious architectural monuments and a lush, subtropical vegetation make Morcote the veritable "Pearl of the Ceresio".

Enjoy lunch in a typical restaurant in Morcote and return to Lugano, with plenty of time for strolling and shopping in the city centre".

## PROPOSAL 2 Monte Brè, cultural visit and Lugano Cultural Center LAC

Enjoy a ride by funicular from Lugano to the top of Monte Brè and appreciate the splendor of Monte Rosa and the Bernese and Vallese Alps as seen from the top of Switzerland's sunniest mountain. Lunch on top of Monte Brè then return to Lugano. Experience cultural emotions in a small area: modern exhibitions, historical treasures and world renowned figures who have left their footprint in Lugano, such as Hermann Hesse. Depending on the exhibition, visit of one of our museums and take a glance at the new Cultural Centre that in the future will act as a hub of excellence for all activities concerning music and the visual and performing arts. Time to stroll and shop around the city centre at your leisure".

Morning Activities

Lunch

Afternoon Activities

## \*Leisure Time in Downtown Lugano

The historical downtown area, almost entirely pedestrianised, is a real gem. The narrow cobblestone streets and the arcades are ideal for a leisurely stroll and to discover the gorgeous wide piazzas around town like Piazza Riforma, Piazza Dante and Piazza Manzoni, filled with elegant cafés and restaurants. Via Nassa is one of Lugano's historical streets - its particular and sophisticated shops will fascinate you during your shopping. Combining Swiss quality and customer care with the most prestigious Italian, French and Swiss brands, this best known pedestrian street with its select boutiques is ideal for shopping or just a casual stroll.

Wrap up and final discussion with representatives from Lugano MICE Convention Bureau

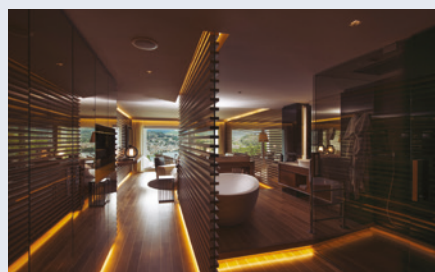






# Hotels and business location facilities

## The View Lugano <sup>\*\*\*\*\*sup</sup>



The new exclusive luxury design concept hotel welcomes the most discerning traveller to ultimate comfort, privacy and luxury life style. Located in the district of Paradiso in the city of Lugano, the hotel invites guests to breathtaking views over the glittering Lake of Lugano and the mighty Swiss Alps.

[www.theviewlugano.ch](http://www.theviewlugano.ch)

## Grand Hotel Villa Castagnola au Lac <sup>\*\*\*\*\*sup</sup>



The Grand Hotel Villa Castagnola au Lac is a property of immense charm, nestled within a private, subtropical park on the shores of Lake Lugano. Today's Villa Castagnola blends the splendour of a Grand Hotel with the warmth and comfort of a private home, complete with long-stay options in the nearby furnished apartments. The Villa is admired for its elegant atmosphere and is the ideal environment for business or leisure at any time of the year.

[www.villacastagnola.com](http://www.villacastagnola.com)

## Hotel Splendide Royal <sup>\*\*\*\*\*</sup>



Established in 1887, the Hotel Splendide Royal combines the best of the past and present as it incorporates all the modern amenities while preserving the style and gracious service of a grand hotel of the past. This iconic Belle Epoque palace with its elegance, discrete luxury and charming atmosphere is set in a privileged location overlooking the lake and the foothills of the Alps behind. It is within walking distance of the city centre and is ideally located for those who want to relax, explore or do business.

[www.splendide.ch](http://www.splendide.ch)

## Swiss Diamond Hotel Lugano <sup>\*\*\*\*\*</sup>



The Swiss Diamond Hotel is a 5 star luxury hotel located in a fascinating corner of Lake Lugano surrounded by the enchanting view of the mountains. Only 7 km away from the city centre, it offers 84 rooms and suites overlooking the lake or the courtyard. Nature, traditions, culture, entertainment, sports, food and wine - the ideal combination for leisure and business travel.

[www.swissdiamondhotel.com](http://www.swissdiamondhotel.com)

## Villa Principe Leopoldo <sup>\*\*\*\*\*</sup>



Guests feel like royalty here and no wonder, as the historical villa is in fact a former Prussian prince's residence. Situated high above the Gulf of Lugano, this 5-star boutique hotel offers first-class newly renovated suites and rooms. The spacious rooms, the terraces with breathtaking views over the lake and the mountains, two heated outdoor pools, tennis courts and a wide range of sports facilities leave nothing to be desired.

[www.leopoldohotel.com](http://www.leopoldohotel.com)

## Villa Sassa Hotel, Residence & SPA <sup>\*\*\*\*\*sup</sup>



The Villa Sassa Hotel, Residence & Spa, surrounded by a wonderful park, is set in Lugano's hills, just a few minutes' walk from the city centre, with breathtaking views over the lake and the surrounding mountains. The 3,000 m<sup>2</sup> wellbeing area is composed of an extensive Wellness Club with an indoor and outdoor swimming-pool, sauna, steam bath, Jacuzzi and huge fitness area as well as the Aurum SPA, the refined and tasteful jewel of the hotel, offering exclusive and tailor-made treatments.

[www.villasassa.ch](http://www.villasassa.ch)



# Hotels and business location facilities

## Kurhaus Cademario Hotel & SPA<sup>\*\*\*sup</sup>



The Kurhaus Cademario Hotel & Spa was built in 1914 and reopened in April 2013 following a comprehensive renovation. The new hotel is firmly anchored in almost 100 years of tradition and offers the perfect setting for guests to submerge themselves in the 2,200 m<sup>2</sup> exclusive spa, planned in accordance with geomantic criteria. The 82 elegant rooms and suites have a breathtaking view over the lake or the park landscape.

[www.kurhauscademario.com](http://www.kurhauscademario.com)

## Hotel De La Paix<sup>\*\*\*\*</sup>



A superior first-class hotel, where tradition and hospitality are combined with the highest levels of comfort. Located close to Lake Lugano and within walking distance of the city centre. All rooms include a satellite-TV, air conditioning, minibar and wireless internet access. The "Al Barilotto" restaurant-pizzeria is popular with its attractive terrace.

[www.delapaix.ch](http://www.delapaix.ch)

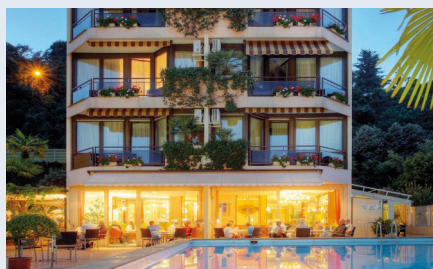
## Hotel Lido Seegarten<sup>\*\*\*\*</sup>



The hotel is located directly by the lake, personally run by the owners and all the rooms have a private bathroom or shower, balcony, air conditioning, safe, minibar, LCD TV and radio, land-line telephone, and free WIFI. There are also 2 lifts, the Bar Amalfi (indoor and outdoor), the gastronomic restaurant Rialto, the grill La Fornace and a lake terrace with a panoramic restaurant La Terrazza.

[www.hotellido-lugano.com](http://www.hotellido-lugano.com)

## Hotel Delfino<sup>\*\*\*sup</sup>



The Delfino is a charming hotel with a personal and friendly atmosphere, close to the shores of the lake and next to the centre. The owner family have managed the hotel for almost 40 years with its individual style. All rooms offer a balcony and every conceivable comfort, like air conditioning, a flat-screen TV and W-Lan. Includes a heated outdoor swimming pool and relaxation area.

[www.delfinolugano.ch](http://www.delfinolugano.ch)

## World Trade Center Lugano



The World Trade Centre is located next to Lugano Airport and just a few km from the city centre and offers a full range of business support facilities and services.

[www.wtclugano.ch](http://www.wtclugano.ch)

## Regus



The Regus Business Centre is located next to downtown Lugano and offers a full range of business support facilities and services.

[www.regus.ch](http://www.regus.ch)

### Lugano's accommodation offers at a glance

Hotels	No.	No.	No.
Category	Hotels	Rooms	Beds
5*	6	423	812
4*	12	789	1,490
3*	22	810	1,524
Others	108	1,365	2,895
<b>Total</b>	<b>148</b>	<b>3,387</b>	<b>6,721</b>

### LUGANO MICE CONVENTION BUREAU

Via Nizzola 2  
CH-6901 Lugano (Switzerland)

T. +41 (0)58 866 66 27  
F. +41 (0)58 866 66 29

sebastiano.lurati@luganomice.ch  
www.luganomice.ch

