



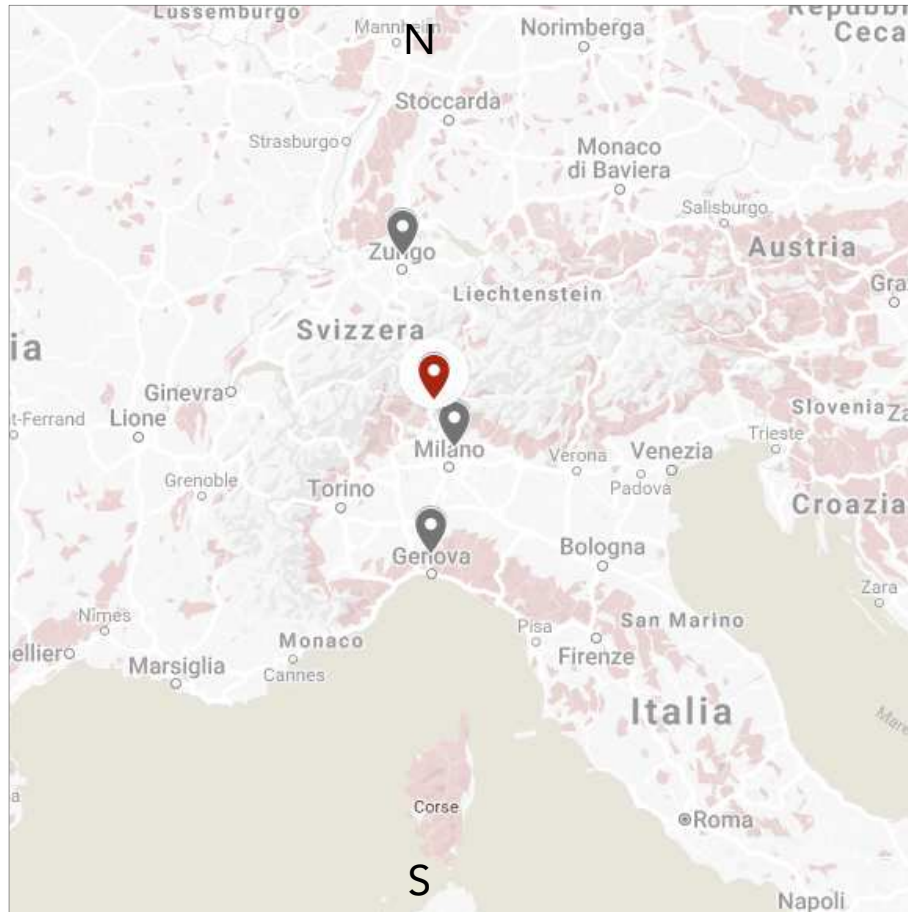
Living and working in Lugano

Città di Lugano
Economic development



Lugano is

- ... **at the heart of Europe**, between Milan and Zurich
- ... **hospitality** and “feeling at home”
- ... the ideal place for **business growth**
- ... **the economic centre** of Southern Switzerland
- ... **collaborate to innovate**
- ... a chance for **personal growth**
- ... **tradition and modernity**
- ... **leisure, wellness and sport, culture**
- ... **congresses, meetings and conferences**
- ... **looking forward**



Lugano is at the heart of Europe, between Milan and Zurich

Central and easy to reach

- Alptransit (high-speed train)
- Freeway A2/E35
- Airports (Lugano-Agno, Zurigo-Kloten, Milano Malpensa e Linate, Bergamo Orio al Serio)
- Genoa «natural sea harbor of Switzerland»

Distance and travel time:

- 200 km from Zurich (2h)
- 75 km from Milan (1h)
- 215 km from Genoa (2.5h)



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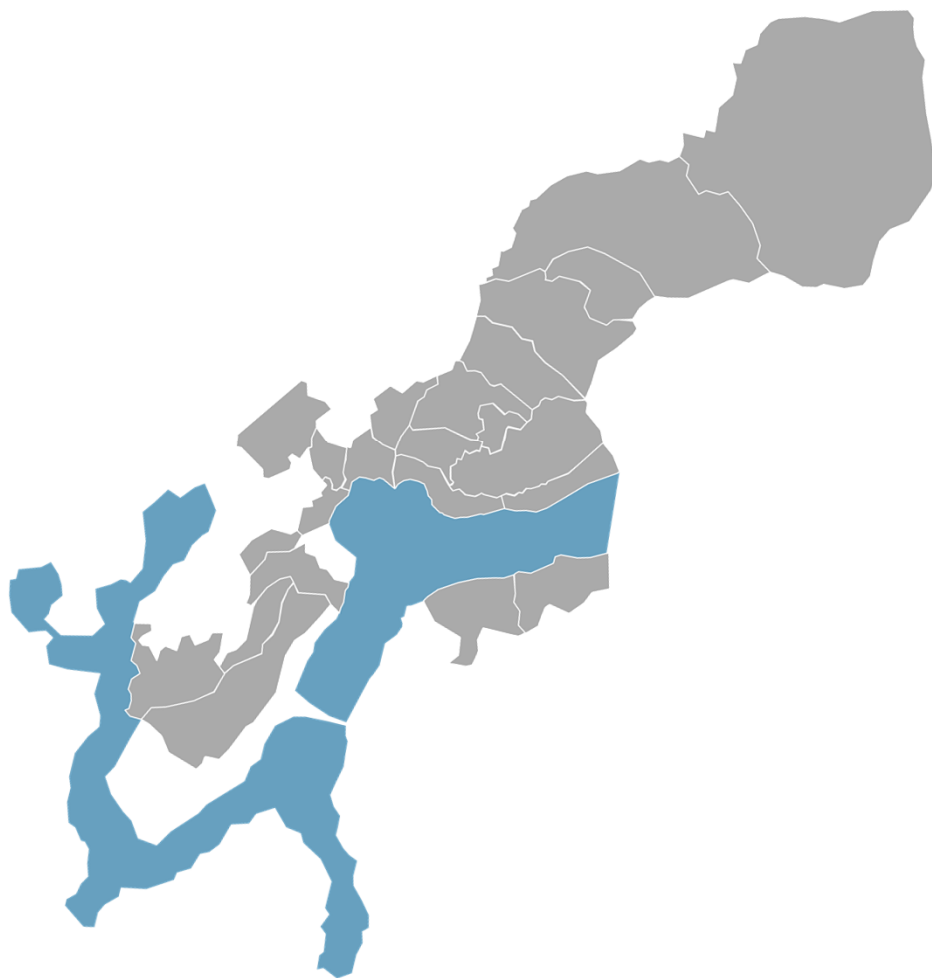
Lugano is at the heart of Europe, between Milan and Zurich

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Lugano: some characteristics and figures*

- 21 districts
- 68'000 residents
- 140 nationalities
- 76 km² total area, 45 km² woodland
- 49 km² lake surface
- Altitude (min-max) 273 - 2116 m a.s.l.

*Cantonal Statistical Office (2019)





Lugano and its districts Gandria

© Lugano Region, Milo Zanecchia





Città di Lugano
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Lugano is hospitality and “feeling at home”

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Lugano, the safest city in Switzerland*

- very low crime rate
- readily available authorities
- hospitality and respect for privacy

*Federal Statistical Office (2018)



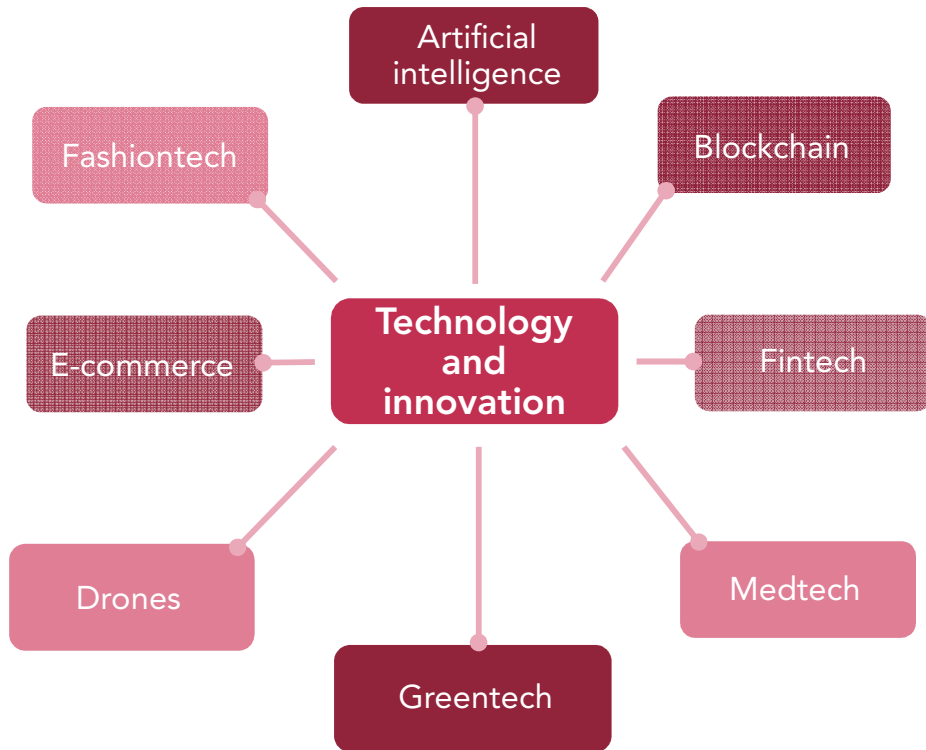
Lugano offers the proper conditions for your business growth

- swiss stability
- fiscal attractiveness
- human capital
- labour market flexibility
- "Swissness"
- favorable conditions for global activities
- lower cost of living compared to other major Swiss cities



Leading sectors of a diversified economy

- **3rd financial centre** in Switzerland after Zurich and Geneva
- Export-oriented **chemical and pharmaceutical industry**
- **Commodity trading**
steel, metals, energy, soft commodities and shipping activities
- **Fashion**
design, planning, production and distribution
- **Tourism**
congress, leisure, business



Lugano is where innovation takes shape

High added value competence centres with market leaders and top research institutes.

Supportive innovative ecosystem and facilitation of contracts.

Targeted aid for innovative companies and start-ups.



Lugano the place to live, work and grow

- highly qualified jobs
- excellent health system
- quality public education system
(from kindergarten to university)
- local and international private schools
- dual education system



Traditions and change side by side in Lugano

- citizen-friendly, efficient and digitalized administration
- urban quality and sustainability
- promotion of sustainable transport
- balancing work and family



Living on the lakeside

The mountains which surround Lake Lugano touch bases only at water level, resembling islands separated by narrow canals; they reminded me of the grace, form and verdant nature of the Azores archipelago.

François-René de Chateaubriand (soldier, traveller, novelist and statesman – 1832)



Lake Lugano view
taken from Monte Brè
© Lugano Region, Milo Zanecchia





Lake Lugano
Relaxing and mingling at the beach

(1930-1940)





Events, festivals and concerts

- Estival jazz
- Blues to bop
- Summer and Winter entertainment
- Festival dei festival – mountain movies
- LuganoInScena
- Festa d'autunno
- exhibitions and fairs
- movie festivals
- top-tier soccer championship (FC Lugano)
and ice hockey championship (HC Lugano)

World renowned music events
Estival Jazz – Longlake Festival





Cassarate river mouth
Lugano Marittima





Sport events
Cornaredo Stadium





Winter sport events
Resega ice hockey Cornè Arena





SPA and wellness

- prized destination to chill on days off
- enjoyable leisure and spa centres
- state-of-the-art aesthetic medicine facilities and beauty centres
- harmony between nature and open air activities



Mountain hiking and trekking

- from downtown to nature within minutes
- funicular railways and cableways to reach breathtaking mountain tops
- trails suitable to everybody
- relaxing walks on the lakeside, thematic trails and adventurous hikes



 Parco San Grato

370 km mountain bike marked trails
© Lugano Region





Theatres and museums

- Museo d'arte della Svizzera italiana (MASI)
- Museo delle culture (MUSEC)
- Permanente storica a Villa Ciani
- Collezione Giancarlo e Danna Olgiati
- Lugano arte e cultura (LAC)
- Studio Foce
- Palazzo dei Congressi

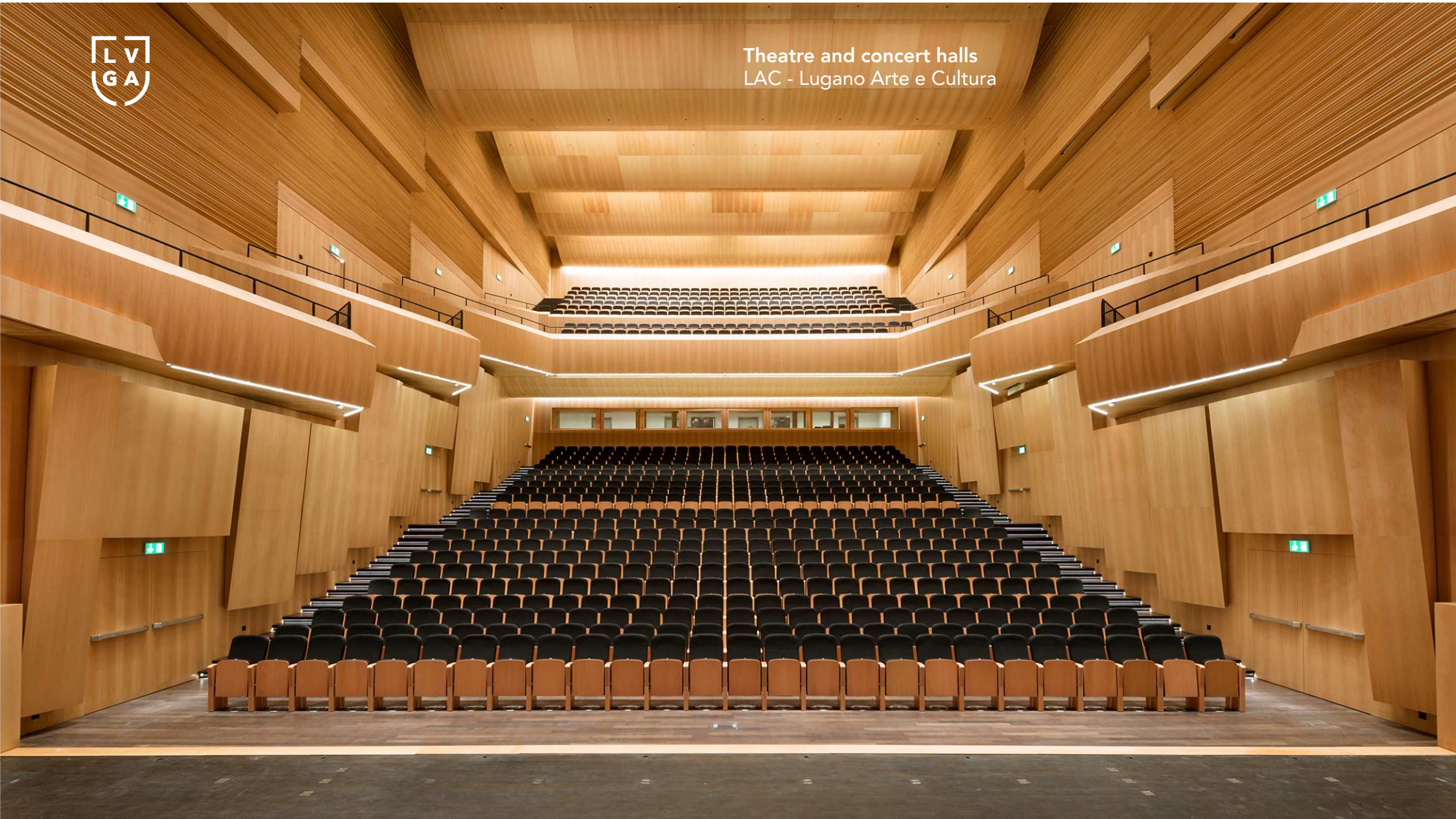


Cultural activities
LAC - Lugano Arte e Cultura





Theatre and concert halls
LAC - Lugano Arte e Cultura





Museums
MASI - Museo dell'arte della
Svizzera italiana





MICE top destination

- multilingual environment
- easy reachability
- congress facilities suitable for up 3'000 guests
- more than 6'000 accommodations in the region
- arts and culture meet on the Mediterranean side of Switzerland



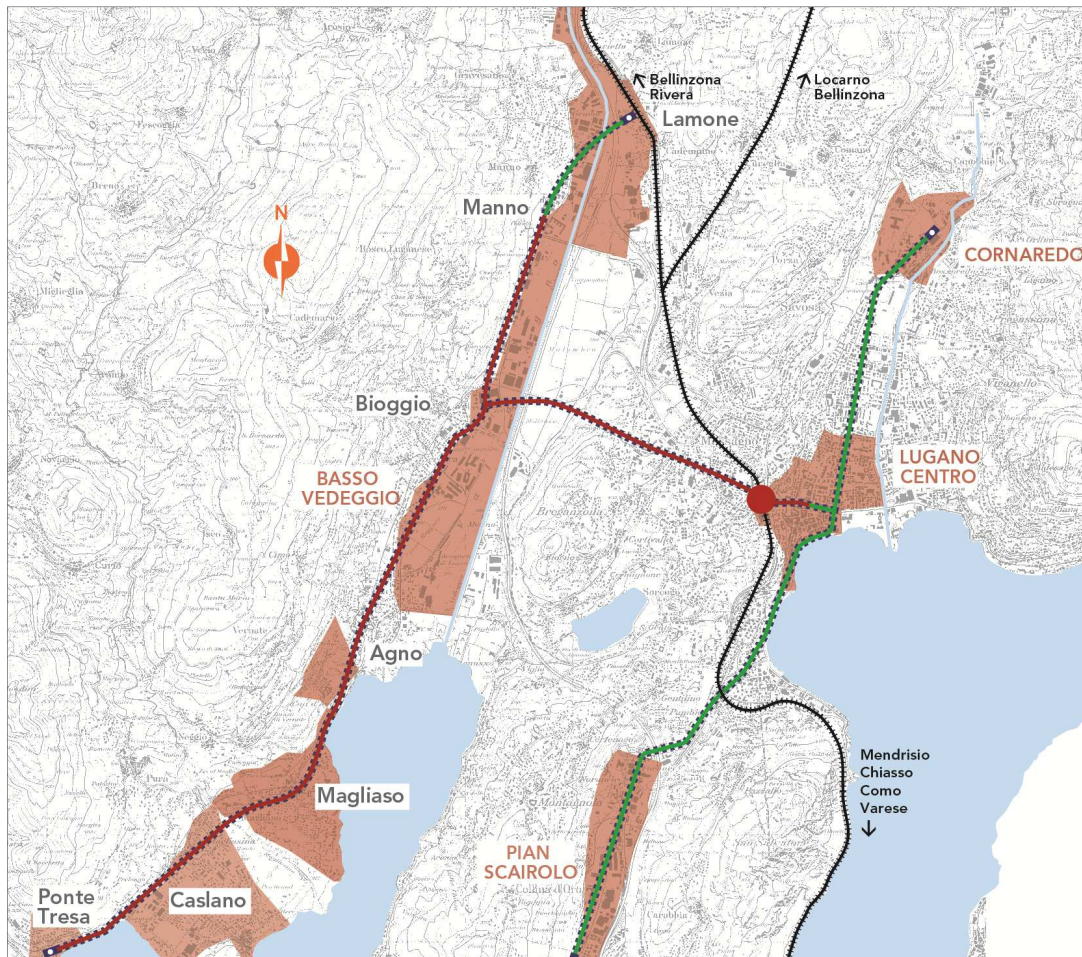
Congress facilities
Palazzo dei Congressi










Ambitious projects

- Campo Marzio Nord – congress and tourism centre
- Polo sportivo e per gli eventi – new Cornaredo district
- Mizar project – Lifescience hub
- USI-SUPSI university campus Lugano - Viganello
- Lugano light-rail network system
- New cultural space ex - Macello
- New urban park Viarno



Lugano light-rail network system

-  FFS train line
-  Streetcar-train line first section
-  Streetcar-train line future sections
-  FFS Lugano Union station
-  Strategic areas

Source: Republic and Canton of Ticino
Department of the Territory



New USI-SUPSI Campus
Lugano-Viganello





Campo Marzio Nord
Congress and tourism centre





See you soon in Lugano.

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