

# The Groupement des Entreprises Multinationales

The aim of the Groupement des Entreprises Multinationales (GEM) is to develop, promote, represent and protect the common interests of its members in their relations with authorities and the public in general. It has more than 100 members, consisting of Swiss and foreign multinationals based in the Swiss French speaking area.

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## Facts and figures

# Multinationals and the Lake Geneva region, stronger together

For more than 50 years, multinationals established in the region have been contributing directly towards the prosperity of everyone.



**GEM** Groupement des  
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Multinationales

## Multinationals are a **reflection** of the **Lake Geneva region**

The history of Geneva is closely linked to its openness to the rest of the world. For more than 50 years, Swiss and foreign multinationals have found it to be the perfect environment for their development:

- a highly skilled and multilingual local labour force
- cultural diversity which reflects the markets in which they operate
- a spirit of openness
- shared values

**The multinationals are fully integrated into the region's economic and social fabric and are committed to the region:**

- they recruit most of their staff locally: the multinationals comprise the same proportion of Swiss employees and employees with residence permits as other sectors of the economy
- they train thousands of young people from the region and
- develop scientific partnerships with higher education institutes
- they offer attractive terms and conditions of employment and develop avant-garde HR policies, in particular as regards promoting equality
- they are committed to charitable, sports, cultural and voluntary issues, in partnership with numerous institutions
- they are focused on sustainable development and their impact on the environment; for example, they promote sustainable transport through measures aimed at encouraging its use among their employees

## The multinationals contribute towards the **prosperity** and **influence of the whole region**

The economic vitality and prosperity of the Lake Geneva region are closely linked to the presence of Swiss and foreign multinationals. These multinationals are in particular:

- important providers of jobs
- the commercial partners of hundreds of SMEs and self-employed workers
- major contributors to the social state and its academic institutions
- a key player in promoting the Lake Geneva region around the world

**The figures speak for themselves. Multinationals account for:**

- 76,000 jobs in Geneva, 88,000 in the canton of Vaud
- 2 jobs out of every 3 created in the last 10 years in the region
- thousands of indirect jobs, since each job in a multinational generates 1.6 jobs in society (e.g. service providers, shopkeepers, hoteliers, hauliers)
- more than 40% of the gross domestic product (GDP) of the cantons of Geneva and Vaud
- a substantial proportion of income tax, totalling around 50% of Swiss direct federal taxes

**The multinationals also invest in:**

- training encompassing hundreds of young people each year
- research and development: nationally, 75% of investments in R&D come from the multinational sector, making Switzerland a world leader in discoveries and patents (World Wide Web/CERN, Velcro/EPFL, etc.)

## Acting **together** for the future

In a changing world, competition has increased and numerous factors pose a threat to the competitiveness of companies. These include:

- increased costs linked to the strong Swiss franc
- tax competition between countries
- a tendency towards over-regulation
- international pressure

This is why multinationals, as with SMEs/SMIs, need to be sure of having favourable conditions for their development if they are to be able to plan in the long-term:

- a stable legal and regulatory framework
- a long-term political vision which fosters entrepreneurship
- competitive taxation which meets international standards
- an effective social system that encourages peaceful labour relations

**Together we can safeguard the foundations for our common future.**

*Sources: the figures published are taken from studies by the Boston Consulting Group (BCG), the CREA Institute of Applied Macroeconomics, the Foundation for Geneva as well as statistics from the Federal Statistics Office (OFS) and the Cantonal Statistics Office (OCSTAT.)*