



Image Source: Andreas M (Unsplash)

by David Lu / translated by Lexie Fang

The sparkling water of the lake reflects gold sprinkles from the sky as an ancient city comes into view by the lakeside. It is so calm and peaceful that it makes people forget that it is a world-famous financial capital. Zurich is the center of Swiss culture, history, and society. It is centrally located in Europe and in addition to being a world-famous commercial area, it is also an essential city for European cultural exchanges.

As to its economy, Zurich, Switzerland is a significant city with the same reputation as New York City in the United States, London in the United Kingdom, or Shanghai in China. Its banking industry is internationally renowned and maintains its pivotal position in the world. According to the 2020 Global Financial Centres Index published by Long Finance -- Zurich excels among financial centers ranking 10th out of 111 financial centers globally; it also ranked second in Western Europe, behind only London.

As to investment opportunities, according to the Investment Environment Risk Assessment Report issued by Business Environment Risk Intelligence, BERI in December 2020 -- among the 50 major countries in the world included in the assessment, Switzerland ranked first, as its outstanding investment environment allows Switzerland to attract many global investors. In addition, although Zurich is an ancient city, it is still working hard for its urban residents. According to the "Smart City Index" published by International Institute for Management Development, IMD in Lausanne, Switzerland -- a survey of more than 13,000 residents in 109 cities around the world was conducted, focusing on the impact of the residents' experience with technology in the city for five areas: health and safety, mobility, activities, opportunities, and governance, Zurich ranked third in the world, second only to Singapore and Helsinki, the capital of Finland.

Although it is one of the most advanced cities on earth, one does not feel rushed; instead, it maintains its laid-back character. Travelers can stroll through the Old Town and visit numerous cathedrals and museums while learning about the city's past, including its medieval history. You can also visit Lake Zurich to enjoy its peaceful atmosphere, or travel further south to overlook the Alps. You should indulge in this unspoiled dreamscape, as you experience a wonderful trip to Zurich.