

European force

A melting post of vibrant history and booming industry, Zurich boasts endless business splendour where legacy meets inspired entrepreneurship

Idyllically positioned amongst major business and political centres, Zurich balances a deep cultural history with innovative industry growth. Consistently ranked as one of the world’s most livable cities Zurich owes its acclaim to a unique blend of historical charm and economic excellence. Celebrated as a key international finance hub, Zurich lies at the centre of Switzerland’s

unrivalled financial security. Industry leaders including FIFA, Google and Disney base their European if not international headquarters in the Swiss financial capital, the perfect invitation for business endeavours. From the Mediaeval trade centre to Europe’s most Michelin star studded city, Zurich deserves a place on the agenda for those equalling efficient business

considerations and exquisite lakeside accommodation.

WHERE TO STAY

WIDDER HOTEL

The 35 rooms and 14 suites at the Widder are each individually curated to offer a unique experience. An institution for business in Zurich, the hotel allures with thoughtful considerations from discrete

transport to separate in-house working areas and seven distinct event spaces. Steps from the historic city centre and just moments from the financial district, Hotel Widder is the perfect place to wind up your work day with a sip at one of Zurich’s most comprehensive drink and whisky archives. widderhotel.com/en

ZURICH MARIOTT HOTEL

On the banks of the Limmat, the Zurich Marriott Hotel features stunning lake views and effortless access to Zurich Main Station. Recently refurbished with the calming tones of Scandi interior architecture, the hotel comprises of more than 250 rooms. Complementing the



main accommodation, a dedicated business suite occupies two floors of custom curation, whilst 12 superior event rooms include leading tech inclusions. marriott.com/en/destinations/zurich

DOLDER GRAND

Blending business with leisure and an exquisite preservation of history, the Dolder Grand leaves a luxurious impression with elevated views across the lakeside town – 175 opulent rooms and suites cater to every need – with access to an indulgent 4,000 square metre spa, abundant recreational facilities and historical and contemporary event spaces embellished with artworks by the likes of Salvador Dali, Joan Miro and Keith Haring. thedoldergrand.com/en

WHERE TO DINE

Home to the most Michelin Stars in Europe, Zurich is no stranger to international attention for food and wine, from the intimate setting of Shin (sushishin.ch), a traditional Omakase restaurant, to the bustle of Haus Hiltl (hiltl.ch/en) steeped in a cult-like following. Grounded in a relationship of trust, Shin honours the tradition of Omakase. Promising no two



meals ever quite the same, chef Masami Okamoto informs his modus-operandi with the traditional Japanese cuisine “Kaiseki”, multiple international restaurants and years as a private chef for Japanese ambassadors in Jakarta, Indonesia.

Showcasing 125 years of dedicated vegetarian culinary fitness, Haus Hiltl remains a window through time as the world’s first vegetarian restaurant established in 1898. Situated on the fringe of Bahnhofstrasse, Zurich’s most exclusive shopping avenue, Hiltl’s institutional status is now operated by the fourth

generation of the Hiltl family highlighting the power of passion through culinary innovation.

Bolstered by the city’s commitment to sustainability many restaurants articulate traditional European culinary skills with complementary vegetarian/vegan menus. Inviting guests to experience a five- or seven-course menu with the intrigue of an open kitchen, Elmira’s truly personal style serves exquisite dishes by the chef themselves. elmira.zuerich

Pictured: Zurich’s historic city centre is beautiful all year

Celebrated as a restaurant worth the excursion, Dolder Grand’s The Restaurant has been awarded 19 GaultMillau points and two Michelin stars. Led by Heiko Neider, one of Switzerland’s most decorated chefs, The Restaurant promises an unforgettable evening. thedoldergrand.com/the-restaurant

WHAT TO DO

More than the heart of Swiss banking, Zurich’s breathtaking beauty takes on a new enchantment each season. From summertime soirees to Christmas magic a picturesque lakeside setting sets the tone for an inspired business trip. Home to Switzerland’s highest ranked start-up ecosystem, all corners of the city host innovative co-working environments like Impact Hub in the rapidly evolving Viadukt region, a centuries-old industrial landscape given a new lease of life. The historical town is also the birthplace of an internationally renowned rich and chocolatey discovery. Lindt headquarters offer moreish chocolate and insight into the master craftsmen of a business endeavour 178 years old. But its Confiserie Sprüngli that tells the story of the very beginning of Switzerland’s chocolatier history, famed as the father of Lindt and creator of the Luxemburgerli. Zurich’s festive season promises magic unlike any other. A winter itinerary is not complete without a visit to the Opern-Haus where the Philharmonia Zurich brings the foyer to life with a musical advent calendar performed each evening. Immersed in a spellbinding architectural landmark the building hosts beautiful ballets, orchestral ensembles and theatrical performances. zuerich.com ■

