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site

THE PLACE TO BE



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CHAM

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STRONGER TOGETHER - NOW MORE THAN EVER.

Dear entrepreneur

The past few months have shown how important social contact and personal interaction is for all of us. Many things are not yet as they were in the past, and some things will still be different in the future.

Futurologist Matthias Horx says: "The crisis deconstructs culture, society and the economy and puts everything back together again. [...] From the production chains of the economy to the way of life in everyday situations and the significance of technology in society's vision system. Change suddenly appears everywhere".

In these challenging times, it is crucial to stand on solid ground and move forward. The Canton of Zug and the ZUGWEST economic region offers the perfect environment in which to work, live and do business: the best possible framework conditions for the economy, far-sighted development of infrastructures and the care and preservation of living spaces for all.

These are just some of the reasons that make ZUGWEST "the place to be" for companies like yours. In recent years, the sustained development of the ZUGWEST region has contributed a great deal to the prosperity and quality of life in this area. To ensure that this remains so, municipalities, the canton and the economy are jointly committed to taking further steps in order to continue building a sustainable future for ZUGWEST.

The following pages provide you with an overview of the most important development projects at your "site in the west". This is why the magazine is entitled "Westsite - the place to be". Once a year we would like to inform you about the progress of the projects and other exciting commitments in your economic region.

Sincerely

Association's board of the economic region of ZUGWEST



f. l. t. r.: Renate Huwyler, Mayor Hünenberg; Urs Kappeler, Representative economy; Peter Hausherr, Association President, Mayor Risch; Georges Helfenstein, Mayor Cham



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(only available in German)

MOBILITY HUB ROTKREUZ - TRAINSTATION OF THE FUTURE

The 2035 rail expansion phase and the realization of the Zimmerberg Base Tunnel II will greatly improve public transport services in the entire ZUGWEST region. This means that the Rotkreuz trainstation will become a crucial transport hub. Together with the community of Risch, SBB is now planning the redesign of the station area. By 2027, Rotkreuz station is to be modernized, expanded and developed as a mobility hub; an innovative railroad station of the future.

As a central traffic junction, the community of Risch has developed enormously in recent years and has become an important living and economic area. Now Risch will be the first community in Switzerland where SBB is building a station of the future with an integrated mobility hub. The future Rotkreuz trainstation is to be developed as a transport hub with innovative mobility concepts, optimized transfer possibilities and flexible services. The aim is to identify and integrate mobility, logistics and service needs throughout the entire community, thereby creating a holistic mobility solution. The station of the future will become the service center of the community, where innovative service models will be provided for companies and residents.



The current plan: an overview

The new station complex will be located between the current underpass and the new eastern pedestrian overpass. A high-rise building is to be erected on the Dorf-mattplatz. This new structure will be in harmony with the building of the Zug-Rotkreuz Campus of the Lucerne University of Applied Sciences and Arts (HSLU) on the opposite side of the tracks. Between the Dorf-matt center and the new train station development, a barrier-free bus station is being built, which will greatly enhance the transport experience for disabled travellers. On the first floor of the buildings, areas are planned for restaurants and stores or health and fitness facilities. Co-working offers for flexible use are also possible. SBB will also take the needs of the community into account when deciding how these spaces will be used. █



WITH THE DEVELOPMENT OF THE TRAIN-STATION THERE IS AN OPPORTUNITY TO CREATE A NEW CENTER OF IDENTITY AND TO FURTHER ENHANCE THE SPACE AS A PLACE FOR PEOPLE TO STAY AND MEET.

PETER HAUSHERR, MAYOR RISCH

Answered by Siglinde Pechlaner,
Project Manager SBB Real Estate



INNOVATIVE MOBILITY SOLUTIONS

What does SBB understand by a “railroad station of the future”?

Siglinde Pechlaner: SBB’s goal is to ensure that, wherever possible and appropriate, trainstations will in future not only be places of transfer and transit, but also places with a high quality of accommodation and service.

What does that mean exactly?

This means that, on the one hand, you can switch from the bicycle to the bus or from the train to the car or take advantage of mobility sharing offers. On the other hand, you can easily and efficiently do things such as shopping or picking up packages on your way.

Why did SBB choose Rotkreuz as the location for their pilot project?

In recent years, Risch has grown, which has impacted on the area’s mobility needs. At the same time, with the realization of the Zimmerberg Base Tunnel II, the railroad services in Rotkreuz can be significantly expanded. In view of this, SBB has decided to introduce innovative mobility solutions and services for the population and companies in Rotkreuz.





Answered by Marco Hofer,
President Association Zukunft Bösch



COMMERCIAL AREA BÖSCH HÜNENBERG

SHAPING THE FUTURE

How can a commercial area be made more attractive and valuable for companies and their employees as well as for new companies? The association Zukunft Bösch shows possible ways.

On behalf of the Association of the Economic Region of ZUGWEST, in 2018 the company KEEAS Zurich developed a procedure model for the sustainable development of working areas. In the commercial area Bösch the model was applied for the first time. With the involvement of local companies and landowners, the Bösch development vision was created. In March 2019 the Zukunft Bösch association was founded and today has more than 50 members. We spoke with Marco Hofer, the association's president and one of 140 landowners, about the vision.

Futuristic towers with slides, ramps for trucks, self-driving buses – the vision is full of exciting ideas.

Are they realistic?

Marco Hofer: The ideas are not so unrealistic that one should not believe in them. In London there is a similar slide, ramps for trucks are well known in the industry, the self-driving bus is a pilot project of the SBB. The ideas arouse interest and initiate a change at Bösch.

A survey was conducted to determine the needs of the resident companies: What are the most important findings?

The resident companies need more space. For trade, it's very important that the buildings can be used on several floors. The street spaces are currently too narrow and parking is confusing. People want to look for solutions together and the motivation of the landowners is high; we're getting many positive reactions.

The land reserves are limited. How will you create space?

With compacted construction such as the three buildings with flexible boxes for SMEs. The locations for these buildings have been discussed with the landowners. A feasibility study is now to follow.

You presented the vision in June 2020.

What happens now?

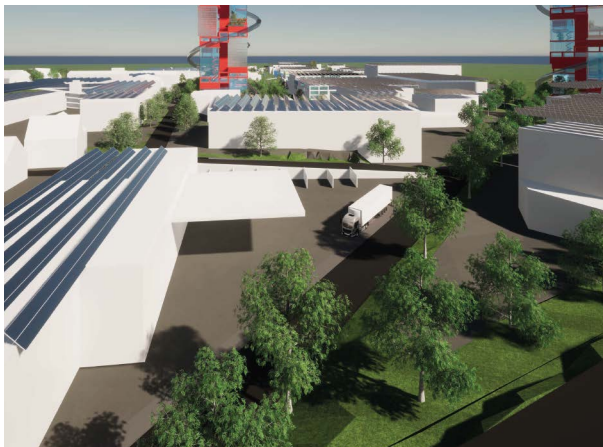
By the end of the year, the vision will be available in printed form and we will formulate our priorities. Then, together with the canton, the preparatory work for a development plan will begin. Together with all those involved, we want to create the conditions that will enable projects to emerge from visions. At the same time, we will intensify our activities in the Bösch area so that we become the most attractive and ecologically exemplary working area in Canton Zug.

SOMETHING'S COOKING AT BÖSCH

Energy-autonomous boxes stacked flexibly to form high rise buildings create attractive spaces for SME businesses and individual enterprises. The pedestrian ramps, which are provided instead of expensive staircases, should attract innovative companies. Trucks will also deliver to the upper floors via ramps, offering new opportunities for commercial enterprises. An energy and mobility hub will supply the working places with energy and create a wide range of mobility options such as e-bikes, car sharing and electric cars as well as a self-driving bus to Rotkreuz. Above-ground parking spaces are disappearing, so that free space can be created for upgrading the surrounding area.

A ring road will relieve the center so that meeting and recreation zones will be possible. In the direct vicinity of the International School, an education campus is being built that is to embody the future "A Smart City in the midst of Nature". An attractive natural belt for all rounds of the vision. It will be interesting to see what the future will look like.

You can learn more about Bösch's vision for the future at www.zukunftboesch.ch.



I AM IMPRESSED AND VERY PLEASED WITH THE VISION DEVELOPED BY ZUKUNFT BÖSCH. NOW IT IS IMPORTANT THAT WE WORK TOGETHER, STEP BY STEP, TO REALIZE THE PROJECT

RENATE HUWYLER,
MAYOR HÜNENBERG



A. BYPASS CHAM-HÜNENBERG (BCH)



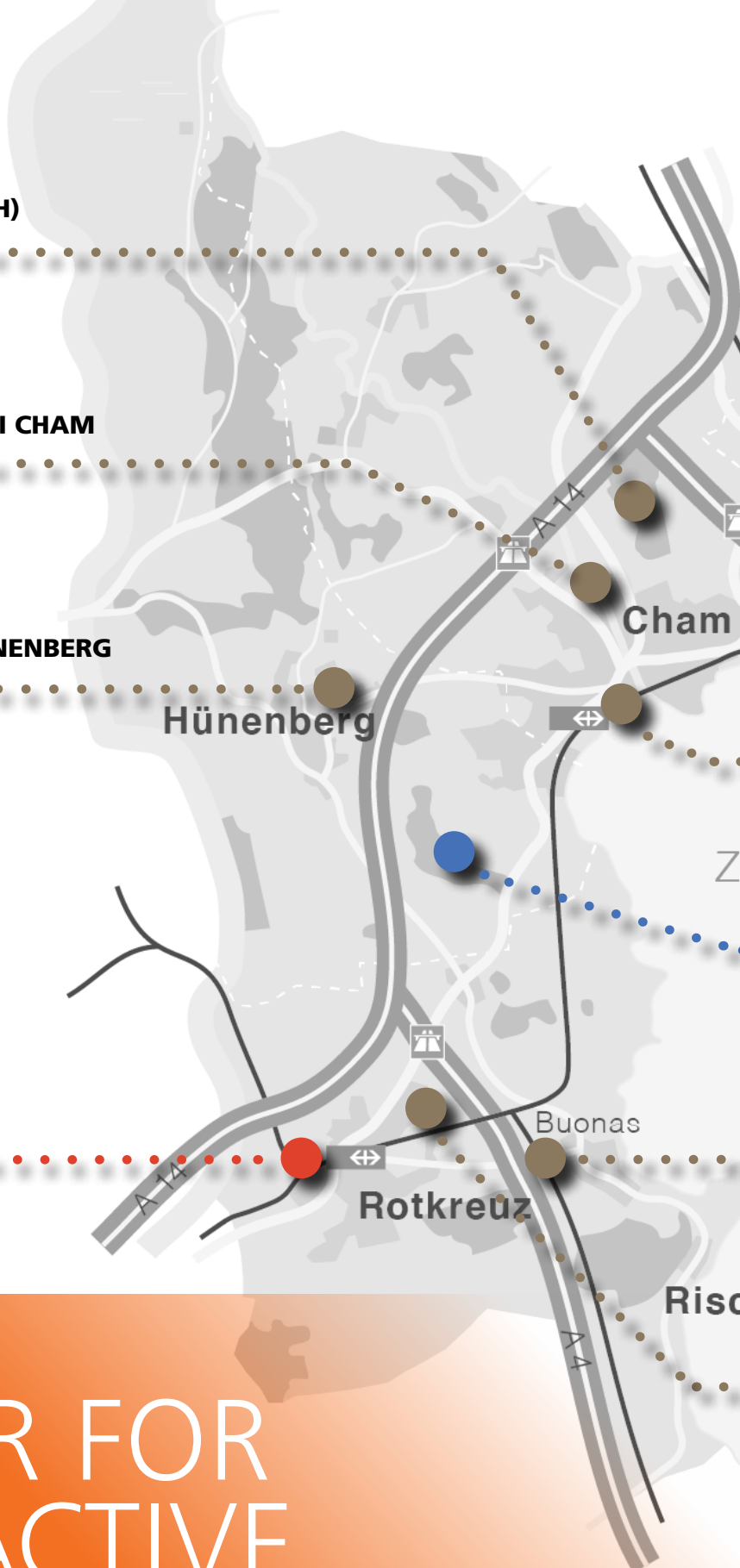
B. OVERALL DEVELOPMENT PAPIERI CHAM



C. WORKING AREA MOOSMATT HÜNENBERG

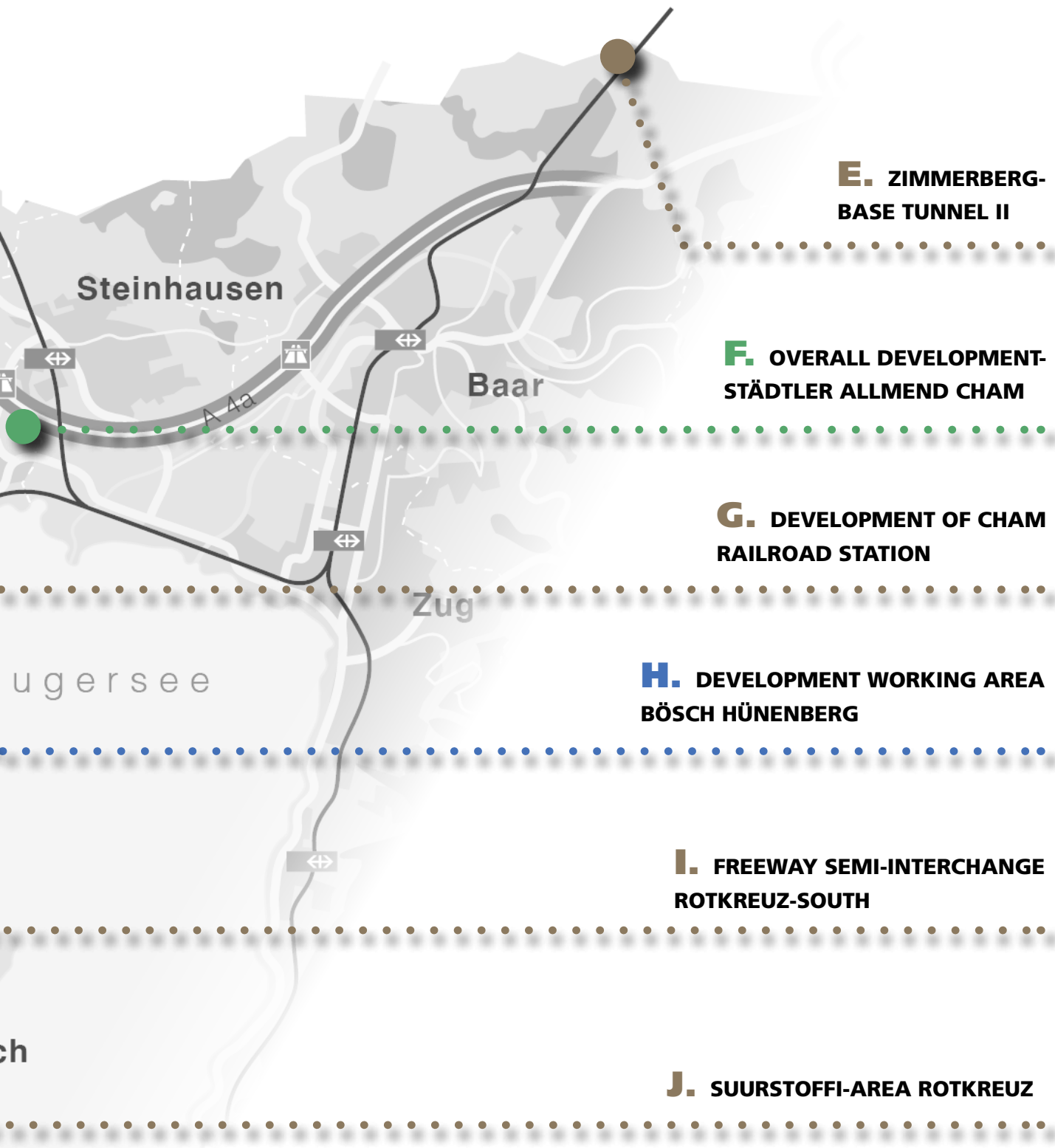


**D. MOBILITY AND SERVICE CENTER
RAILROAD STATION ROTKREUZ**



DEVELOPMENT PROJECTS

TOGETHER FOR AN ATTRACTIVE LOCATION



E. ZIMMERBERG-BASE TUNNEL II

F. OVERALL DEVELOPMENT-STÄDTLER ALLMEND CHAM

G. DEVELOPMENT OF CHAM RAILROAD STATION

H. DEVELOPMENT WORKING AREA BÖSCH HÜNENBERG

I. FREEWAY SEMI-INTERCHANGE ROTKREUZ-SOUTH

J. SUURSTOFFI-AREA ROTKREUZ

K. NEW CANTONAL SCHOOL IN ZUG

The municipalities of Cham, Hünenberg and Risch are jointly promoting the idea of a cantonal school in the region of ZUGWEST. The possible locations are in Cham and Risch.

POWER FOR MORE LOCATION QUALITY

A. BYPASS CHAM-HÜNENBERG (BCH)

The Cham-Hünenberg bypass is an indispensable part of cantonal traffic planning. It relieves the burden of through traffic, enhances living and economic areas and improves mobility for all road users. The route runs parallel to the A4 freeway, so land consumption will be minimal.

[MORE INFORMATION](#)

B. OVERALL DEVELOPMENT PAPIERI CHAM

On the 12 hectare site of the former paper factory in Cham, a new, attractive neighborhood will be developed. In the future, more than 2000 people will live here and around 1000 Jobs will be created. The first stages are already under construction, the realization will be a period of 15 to 20 years.

[MORE INFORMATION](#)

C. WORKING AREA MOOSMATT HÜNENBERG

In addition to the Bösch working area, the Hünenberg municipal council also wants to develop and upgrade the Moosmatt working area at the north-eastern entrance to the village. It has provided various measures for this in its several-year goals. However, the development of the Moosmatt working area is only in the beginning phase.

D. MOBILITY AND SERVICE CENTER RAILROAD STATION ROTKREUZ

The 2035 rail expansion step will greatly improve public transport services in Rotkreuz and the entire region. SBB therefore intends to develop the future Rotkreuz station as a mobility hub with innovative mobility concepts, optimized transfer connections and combination services. This will make Rotkreuz one of the first communities in which SBB is tackling a concept for a "trainstation of the future".

[MORE INFORMATION](#)

E. ZIMMERBERG-BASE TUNNEL II

The Zimmerberg Base Tunnel II brings the economic areas of Zurich and Zug/Lucerne/Central Switzerland closer together. It allows better, faster and more connections on the route Lucerne-Rotkreuz-Zug-Zurich. The Federal Council has included the project as a central project in the catalog of measures for the 2035 rail expansion phase. By the end of 2020, SBB will prepare a feasibility study on behalf of the Federal Office of Transport in order to have a reliable planning basis for the project.

[MORE INFORMATION](#)

F. OVERALL DEVELOPMENT STÄDTLER ALLMEND CHAM

The Städtler Allmend area is an industrial park in a prominent location between the Alpenblick junction and the Zugerland shopping center. A new, lively work and shopping location for the population is to be created in the southern Hinterberg area.

[MORE INFORMATION](#)

G. DEVELOPMENT OF CHAM RAILROAD STATION

An expansion of the platform facilities in Cham at the trainstation is planned. This is necessary to enable a regional stop. There is also a need to adapt the public facilities. In addition, a platform for disabled access is to be built.

H. DEVELOPMENT WORKING AREA BÖSCH HÜNENBERG

The Association of the economic region of ZUGWEST has commissioned a study using the example of the Bösch-Rothus work area in Hünenberg to show how existing work areas can be upgraded and developed. On the initiative of the municipal council, the Zukunft Bösch association was formed, which has developed a courageous vision: the working area Bösch should develop into a leading location for innovative SMEs in the service, commercial and industrial sectors.

[MORE INFORMATION](#)

I. FREEWAY SEMI-INTERCHANGE ROTKREUZ-SOUTH

With a semi-interchange to the A4 at Buonaserstrasse and a bypass at the Forren roundabout, the existing Rotkreuz connection and the Chamerstrasse and Holzhäusernstrasse are to be relieved. Essential thereby are the suitable accompanying measures.

[MORE INFORMATION](#)

J. SUURSTOFFI-AREAL ROTKREUZ

Since 2010, the Suurstoffi site near Rotkreuz station has developed into a traffic-free neighborhood for living, working, education, research and leisure. Many well-known companies have settled here in the meantime. In the final stage Suurstoffi offers space for about 1500 residents, about 2000 students and over 2500 jobs.

[MORE INFORMATION](#)

Find all informations here:

zugwest.com/wirtschaftsregion/westsite



Answered by Georges Helfenstein,
Mayor Cham

NETWORK STÄDTLER ALLMEND

A PIONEERING COOPERATION

The Städtler Allmend site, which covers around 300,000 square meters, is two-thirds on Chamer and one-third on Steinhauser ground. Together with the Department of Economic Affairs and investors of Zug, the two communities have founded a network group. We asked Georges Helfenstein, the mayor of Cham to tell us more.

What is the goal of the network group Städtler Allmend?

Georges Helfenstein: our goal is to work together to promote the sustainable development of the Städtler Allmend, to further increase its attractiveness and to market the advantages of the location in a focused approach.

What are the tasks of such a network group?

An important task is to share information with the residents and resident companies. Not only does this concern investor construction projects but also municipal and cantonal investment in both personal and public transport infrastructure. When it comes to making decisions regarding traffic, we will depend on the interest and support of road users.

What do you mean? A new mobility behavior in the companies?

Companies can contribute with various measures. These include the promotion of an alternative mode of transport through e-bike stations, car sharing or flexible working hours and forms of work. Together we can create lighthouse projects in this respect as well.

The area has developed rapidly in the last few years.

What does the future hold?

Yes, the two projects "Helix" and "Rigiblick" have changed the atmosphere in the neighborhood. Well-known companies have settled here and created jobs. The next development step is now imminent in the Hinterberg South section. |



OUR GOAL IS TO WORK TOGETHER TO PROMOTE THE SUSTAINABLE DEVELOPMENT OF THE STÄDTLER ALLMEND, TO FURTHER INCREASE ITS ATTRACTIVENESS AND TO MARKET THE ADVANTAGES OF THE LOCATION IN A FOCUSED APPROACH.

HINTERBERG SOUTH

AN ESTABLISHED WORKING AREA BECOMES EVEN MORE ATTRACTIVE



On the most southern part of the Städtler Allmend, a new, vibrant work and shopping location is to be created. The winning project from the project competition, which was run by the Coop Cooperative and Heinz Häusler AG, as landowners, provides for an innovative urban solution with attractive buildings and well-designed outdoor spaces.

Hinterberg South - urban development Upgrading for the whole area

As an upgrade for the whole area, Coop is planning a multipurpose site featuring: Coop Bau & Hobby, Livique, a supermarket, a gym, a restaurant and a gas station. In addition, three new office buildings of Heinz Häusler AG will characterize the southern entrance gate of the Städtler Allmend. They offer flexible, space for companies with different needs. The actual heart of the area is a square with public use such as a restaurant, a café, a bakery or possibly even a hotel. In the coming years, a variety of rooms will be created here for meetings, shopping and leisure. |





A FREE RIDE THANKS TO HOME OFFICE

Challenging times are always a fertile ground for fresh ideas. During the weeks of the lockdown, companies rushed to try out online meetings and webinars, working from home was the order of the day - and in many places it all worked surprisingly well. That's the positive thing about the crisis: it showed how steep the learning curve of companies can be.

Another positive effect: daily traffic jams reports didn't happen and costly business trips inland and abroad were cancelled and replaced by video call. It worked and, dare we say, the elimination of traffic congestion and travel stress, less noise and exhaust fumes and clear skies free of airplane contrails also had a positive effect on our psychological well-being.

HOW DO YOU SEE THIS? YOUR OPINION INTERESTS US. TAKE PART IN THE ONLINE SURVEY. (ONLY AVAILABLE IN GERMAN)

zugwest.com/wirtschaftsregion/westsite

ASSOCIATION OF THE ECONOMIC REGION OF ZUGWEST

PUBLIC PRIVATE PARTNER- SHIP WITH POWER OF ATTRACTION

The municipalities of Cham, Hünenberg and Risch are concentrating their forces on the ZUGWEST Economic Region and working together to develop the area's economic profile.

In the economic region of ZUGWEST, a quarter of all jobs are located in the Canton of Zug. More than 4,000 companies from the fields of trade, services, commerce, research/development, finance and production have their headquarters here and offer good career opportunities to more than 28,000 employees (as of 2018).

As the second largest economic organization in the Canton of Zug, ZUGWEST is making greater use of cooperation with other regional and cantonal institutions. In the association, business, politics and administration groups are committed to the ongoing improvement of the general conditions for everyone in the region.



ZUGWEST.

Members: **760** People, **450** Companies

Association President: Peter Hausherr,
Mayor Risch

Milestones:

2009 Cham, Hünenberg und Risch found the Association of the economic region of ZUGWEST

2013 Nomination for the Award of the Swiss Association for Location management (SVSM)

2019 The association celebrates its tenth anniversary in the Lorzensaal

Vision: ZUGWEST develops an established **national reputation** as an **attractive** place to both **live** and do **business**.

YOUR CONTACT FOR ECONOMIC QUESTIONS IN THE REGION



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