

GENEVA



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A bustling financial and diplomatic center, Geneva boasts a thriving cultural scene and is also home to the luxury watch and jewelry industry. The city's proximity to the alps and its location on the shores of beautiful lake Geneva makes it a haven for outdoor enthusiasts. Geneva is a fantastic choice to live and study business.

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One of Europe's most picturesque cities, this lively and cosmopolitan destination is a magnet for students and professionals alike. Home to numerous international organizations, corporate giants, 300+ NGOs and 250+ missions, representations and delegations, Geneva offers the perfect combination of business and pleasure.

Known as "the city of 1001 delights", Geneva offers everything from theaters, art galleries and festivals, to world-class restaurants. Nestled between the Alps and Jura mountains, skiing, hiking and more are right on the doorstep.



Switzerland has been named the 3rd best country in Europe to study by [educations.com](#)



Geneva is home to 140+ multinational headquarters and large international organizations including the United Nations and the World Trade Organization.



Geneva is a leading global financial center and the capital of private banking. The headquarters of UBS and World Bank Group are in Geneva.



Global Innovation Index has named Switzerland the most innovative country in the world for 10 years running.

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Switzerland has the 2nd most competitive economy in Europe according to World Economic Forum's Global Competitiveness Index.



Switzerland is ranked 3rd best European country for startups by financial company Nimbelfins.



Switzerland has one of the highest average salaries in Europe according to [totally-money.com](#).



Geneva is famed for luxury and leads the world in luxury jewelry and watches.



Geneva is ranked 9th best city in the world for quality of living by Mercer.



Located between the Alps and Jura mountains, Geneva is close to some of the world's best ski slopes.



40% of the population are foreign nationals; it's an excellent place to make international connections and build a network.



Lake Geneva provides a plethora of opportunities for water sports including paddle boarding, kayaking and canoeing.

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