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Google Schweiz

Media Update@Google Schweiz, 9. March 2011

In the annual Media Update@Google Schweiz, we inform you about the most important developments in the research center in Zurich.

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PRESS RELEASE, Zürich, 9. March 2011

### **Google invests in Switzerland**

**Google will rent an additional building in Zürich and create space for 300 additional employees. In today's press conference Google will also explain what Google is developing in Zürich, Switzerland, its biggest research location outside the U.S. In addition, Google emphasizes the importance of the Internet for the Swiss Economy.**

Google is growing. In 2010 the Internet company has hired more than 4'500 new employees worldwide, a figure which Google intends to top in 2011, as announced in its official blog in January. In the EMEA (Europe, Middle East, Africa) area, the company will create 1'000 new positions. Google will explain the impact of this development for Switzerland in today's Media Update@Google Schweiz. The exact number of positions created in Switzerland has not been determined yet. Yet it is certain that the Zürich location will experience substantial growth. Nelson Mattos, Vice President EMEA Product & Engineering: "Zürich is the biggest development location outside the U.S. Switzerland is playing a key role for Google research and product innovation."

### **Google rents additional building**

In 2004 Google Schweiz (Switzerland) started operations with a staff of two at the Limmatquai in Zürich. In March 2008 Google moved to the Hürlimann site. In the past three years it doubled its staff there from 300 to more than 700 today. In order to cope with current developments, Google has recently built an annex to for the exiting building. Because this is still not sufficient, Google will rent an additional building at Brandschenkestrasse 100 starting July 2011. Through this rental at the Hürlimann site Google is creating space for 300 additional employees in Zürich.

### **Development engine Zürich**

Besides being situated in the heart of Europe, offering high quality of living and outstanding infrastructure, key reasons for betting on location Zürich also include specifically technical advantages such as the high level of education and the proximity to world-class universities such as the ETH Zürich and the EPF Lausanne. IT specialists at Google Schweiz are developing locally embedded solutions for the entire world. Some of the development activities in Zürich are:

- Google Search and Google Ads: Efforts are dedicated to the improvement of search infrastructure, to Google Shopping and to the quality of text ads, among others.
- Google Apps: Developers are concentrating on functions of Gmail and Google Calendar, among others.
- Geo Services: Various elements of Google Maps are developed at the location Zürich.
- YouTube: Zürich developers work on new technologies in order to render the platform even more attractive for users, content providers and advertisers.

### **Potential for Swiss companies**

A further indicator for the importance of location Zürich was the appointment of Patrick Warnking as Country Manager in January. Warnking, who will be addressing the press today for the first time in his new role, emphasizes the growing interdependence between the Internet and the economy –

especially in Switzerland. He is seeing a significant difference between web users' presence making shopping decisions in the web, and the presence and advertisement activities of Swiss companies in the Internet. Switzerland is an Internet nation: Nearly 75% of the population are using the internet on a daily basis or several times per week (Swiss Federal Statistic Office, 2010). "Swiss web users love the internet. This potential isn't entirely realized by companies," explains Warnking in his presentation.

### **Global Growth**

The importance of the web is growing, and so is Google. 2011 is to witness global job creation like never before in the company's history. For this, Google is looking for great minds: it hires only the best and brightest professionals to find solutions in taking on the biggest challenges of contemporary computer science. When Google announced its growth plans in January the company received 75'000 applications from all over the world in a week.

### **Growth: Figures and further links:**

- Official Blog post regarding growth 2011:  
<http://googleblog.blogspot.com/2011/01/help-wanted-google-hiring-in-2011.html>
- Google EMEA (Europe, Middle East, Africa):
  - Growth projections: 1000 new positions
- Google Schweiz (location Zürich)
  - March 2011: 700 employees from 60 countries
  - -Growth plan 2011: space creation for 300 additional positions
- Google Schweiz as employer: <http://www.google.ch/jobs/>

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About Google / contacts (please see original German press release)