



Photo: Liechtenstein Marketing

Liechtenstein

A Gateway to European Markets

The picturesque alpine country plays an outsized role on the world stage, offering innovative business and investment opportunities.

The Principality of Liechtenstein is a prosperous, highly industrialized nation with enviable manufacturing and financial services sectors, and many of its businesses have grown to become global leaders in their fields. The country boasts one of the highest levels of GDP per capita in the world and is seen as an investment safe haven due to its steady economic growth and membership of major trade bodies such as the European Free Trade Association (EFTA),

European Economic Area (EEA), and World Trade Organization (WTO).

The United States is Liechtenstein's largest overseas trading partner, offering an export market worth over half a billion dollars annually. Exports include dental implants, precision instruments, and electronics, and Liechtenstein companies play a key role in the supply chain for a wide variety of US sectors, including construction, automotive, dentistry, and digital technology. "The US is an extremely important market for our economy and the most important export market overseas," said Deputy Prime Minister Sabine Monauni. "It's a huge market, and many of our companies are active there." Underscoring the scope of this economic relationship, nine Liechtenstein companies provide roughly 4,500 jobs in the US, significant for a nation of just 39,000. ■

VIEWPOINT



"The US is an extremely important market for our economy and the most important export market overseas."

SABINE MONAUNI
DEPUTY PRIME MINISTER

INTERVIEW



Dr. Daniel Risch is the current Prime Minister of Liechtenstein. He is a member of the Patriotic Union party.

Q: How do you want Liechtenstein to be perceived on the world stage?

I want Liechtenstein to be known as a modern, stable, reliable country in the middle of Europe with a long-lasting 300-year-old history.

Q: Bilateral ties between Liechtenstein and the United States have historically been strong. How important is this partnership today?

On a political and economic level, the US is a crucial partner for us in upholding the rule of law, ensuring prosperity and preserving peace. We need strong relationships and friends who stand with us in times of hardship – this is why we are trying to strengthen our relationships with countries like the US, Switzerland, and Germany.

Q: What are you doing to attract more US businesses to the country?

Because of our special situation of having access to the EEA and the Swiss market, we see interest by US companies in how they can enter Europe

through Liechtenstein. We have created favorable conditions in the country to allow people to start their businesses and have almost 5,000 active companies today. I am also proud of how open the government is to feedback. People can arrange a meeting with my office, or the Minister of Economic Affairs, to provide feedback and get answers. This kind of relationship might not be possible for bigger countries such as Italy and Spain.

"Our companies are full of innovative people with an entrepreneurial spirit."

Q: How do innovation and technology factor into Liechtenstein's growth strategy?

Liechtenstein is dependent on innovative products and services, and our companies are full of innovative people with an entrepreneurial spirit. Companies invest around 8.9 percent of GDP in research and development, which is significantly more than in comparable countries. Our low taxes also allow companies to have extra cash to invest and innovate.

Trade Meets Tourism

The idyllic principality seeks to create a harmony between leisure and business.

Liechtenstein is taking strides to diversify its brand image. While historically known for its finance and business sector, the country is expanding its allure, aiming to capture the hearts of tourists and entrepreneurs alike.

Liechtenstein Marketing (LM), the national promotional agency, stands at the forefront of this endeavor. The agency's objective, maintaining the country's robust financial reputation while enhancing its tourism appeal, ensures that Liechtenstein emerges as a multifaceted destination. "Our goal is for the country to be known globally as a tourism and business capital," said LM's Mathias Ulrich.



Photo: Liechtenstein Marketing

As global travel and business patterns evolve, Liechtenstein is poised to tap into new markets such as ecotourism, aided by its unique blend of natural beauty and focus on sustainability. The country's nexus of universities, low levels of bureaucracy, liberal economic policy, and a simple but fair tax system also ensure it will continue to attract the global business elite. ■

INTERVIEW



MATHIAS ULRICH,
MANAGING DIRECTOR,
LIECHTENSTEIN MARKETING

thanks to initiatives such as Technopark Liechtenstein.

"We want a deeper focus on ecotourism."

Q: How are you developing your tourism product?

We are innovating our tourism experience, especially around outdoor and family activities like skiing, hiking and biking. We want a deeper focus on ecotourism – initiatives like the Liechtenstein Trail have been popular with tourists because you can hike an entire country in only five days. At the same time, we are upgrading our urban experience to provide the best of both worlds, with a greater focus on arts and culture and our world-class museums.

Renowned as a business capital, Liechtenstein aims to merge commerce and tourism. LM's Mathias Ulrich shares his strategy for this dual growth.

Q: How do you want Liechtenstein to be perceived, both in the US and globally?

Stability and access to the Swiss and European markets. We are also the ideal place for tech companies and innovative start-ups



A bucket-list-worthy trip:

Across a Principality in 5 days

The Principality of Liechtenstein, Europe's fourth-smallest nation, squeezed between Switzerland and Austria, is a hidden gem. There's no better way to acquaint yourself with the Principality, rippled with mountains, straddling the Rhine, and dotted with castles, than by exploring the Liechtenstein Trail on foot or by e-bike. Embark on a thrilling adventure through 75 kilometers of stunning nature, captivating sights, majestic views, idyllic spots, and countless other treasures.

Are you ready for your adventure?

→ [liechtensteintrail.li](https://www.liechtensteintrail.li)

