

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 26 (1999)  
**Heft:** 4-5

**Artikel:** In the canton of Zug, cosmopolitanism and rustic traditionalism go hand in hand : international flair in the heart of Switzerland  
**Autor:** Arnold, Alexandra  
**DOI:** <https://doi.org/10.5169/seals-907017>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 01.05.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

In the canton of Zug, cosmopolitanism and rustic traditionalism go hand in hand

# International flair in the heart of Switzerland



(Photo: Guido Baseglia)

**Next year Zug is to host the Congress of the Swiss Abroad. Switzerland's smallest full-canton is not only rich in natural beauty, but is also an important financial centre.**

The name "Zug" first appears in a 12th-century document from the All Saints Monastery in Schaffhausen. The Middle High German word "Zuge" used to refer to a region with extensive fishing grounds. Over the next

Alexandra Arnold\*

few centuries the lake of Zug also dictated the region's development. The opening of the Gotthard in particular gave rise to busy traffic in goods from Küsnacht across the lake to the small town of Zug, providing the impetus for a flourishing merchant trade and crafts industry, boosted by princely revenues from transport levies and tolls. As early as 700 years ago Zug was an important transit point on Europe's North-South trading route.

## Major global trading centre

Despite the relatively early onset of industrialisation, the canton of Zug's finances were no bed of roses. In 1947, just after World War II the authorities took a bold step to rectify this un-

fortunate situation by revising the canton of Zug fiscal law and massively reducing taxes. The impact of this new fiscal strategy became evident from 1960, when the number of companies moving to Zug rose dramatically.

Since then Zug has gone from strength to strength and is now one of the world's largest trading centres. Around 18 000 companies currently have their registered domicile in the canton. The strong growth in companies and jobs was accompanied by a sharp rise in the population, with the number of residents doubling between 1950 and 1990.

## Lively society

The juxtaposition of local and international is a dominant feature of the can-

### Visit Switzerland with "Swiss Ping Pong"

The "Swiss Ping Pong" scheme offers Swiss Abroad the possibility of getting to know Switzerland better by living with a host family. This encounter scheme was created in 1991 under the title "Visit Switzerland - see the world", and is one of the few projects that have lasted beyond the 700-year anniversary of the Confederation. For 1999 the Canton of Zug took over patronage of "Swiss Ping Pong". Further information and registrations for the year 2000 in Zug: Stapferhaus, Schloss, CH-5600 Lenzburg, Tel +41 62 891 57 51, Fax +41 62 892 07 57  
AA

ton of Zug. Citizens of over 90 nations are resident here. Glass facades and office blocks rub shoulders with romantic, well-preserved half-timbered houses and picturesque alleys. Zug has many customs and traditions which date back to the last century or even earlier and are celebrated on special dates. In addition to its customs it also boasts a rich store of myths. Lenten Carnival is a time for processions and masked revels, with entertainment and atmosphere provided by the "Guggenmusigen" (travelling musicians) whose reputation extends well beyond cantonal boundaries.

Despite the many construction projects, the rustic nature of the region has been kept intact. Idyllic landscapes offer a very high quality of life. Hiking paths through the romantic gorges of the Lorze and Sihl, grottos with the greatest variety of stalactite caves in Switzerland, and the unique moraine landscapes of Menzingen make for interesting excursions.

## Conference of the Swiss Abroad 2000

The canton is eagerly looking forward to welcoming Swiss Abroad to Zug next year. After all, many of its own citizens have emigrated. One such was Baar missionary Martin Schmid, who left the canton in the 17th century and whose life's work can still be admired to this day in South America. Talented among other things in architecture, he built wonderful churches in Chaco, Bolivia. ■

\*The author works at the Trade and Industry Contact Office in the Canton of Zug Economic Directorate.