

## Swiss lose out to Irish in jobs bonanza

swissinfo, Tue, 24 January 2006

**The world's biggest biotech company, Amgen, (choose) \_\_\_\_\_ an Irish location for its new production plant, dashing hopes of 1,100 jobs coming to Switzerland.**

A greenfield site not far from the Swiss capital (be) \_\_\_\_\_ in the running for the SFr1.55 billion investment, despite protests from environmentalists.

Amgen, with headquarters in California, (look for) \_\_\_\_\_ a manufacturing base for some time and Ireland won out over competition from Switzerland and Singapore to secure the facility.

The authorities in Galmiz, western Switzerland, (be) \_\_\_\_\_ keen to attract the factory and the jobs that (come) \_\_\_\_\_ with it.

The news that Switzerland (lose out) \_\_\_\_\_ (be) \_\_\_\_\_ confirmed by a company statement and news conference in Cork, Ireland.

"The company (consider) \_\_\_\_\_ several attractive sites in other countries, but (choose) \_\_\_\_\_ Ireland due to its thriving biotechnology community, infrastructure to support biologics manufacturing and attractive business climate," Fabrizio Bonanni of Amgen (say) \_\_\_\_\_ in Tuesday's statement.

But Amgen's Swiss plans (spark) \_\_\_\_\_ outrage among environmentalists who (be) \_\_\_\_\_ incensed that

farming land might be used for such a centre.

Up to 2,000 people (take) \_\_\_\_\_ part in a demonstration near the village of Galmiz in March. They (accuse) \_\_\_\_\_ the authorities of violating town and country planning regulations and destroying the natural habitat of the region.

The protest (come) \_\_\_\_\_ after the Fribourg cantonal authorities reclassified 55 hectares of farmland as an industrial zone, in an effort to persuade Amgen to build its production plant there.

The Swiss environmental protection foundation (express) \_\_\_\_\_ relief that the production facility (go) \_\_\_\_\_ to Fribourg.

Amgen, which (have) \_\_\_\_\_ its international headquarters in Zug, Switzerland, (select) \_\_\_\_\_ a 150-acre site at Carrigtwohill in east Cork and (expect) \_\_\_\_\_ to begin operating in 2009. The job total (expect) \_\_\_\_\_ to reach 1,100 by 2010.

Although Ireland's corporate tax rate (be) \_\_\_\_\_ higher than in other European countries, pharmaceutical companies (benefit) \_\_\_\_\_ from a special rate of 12.5 per cent. Revenues from patents developed or improved in Ireland (be) \_\_\_\_\_ tax free.

Commenting on the Amgen decision, Stephane Garelli of the Lausanne-based International Institute for Management Development

(IMD) (tell) \_\_\_\_\_ swissinfo that Ireland (make) \_\_\_\_\_ a concerted effort to attract Amgen.

"They (have) \_\_\_\_\_ an uncomplicated process for facilitating such a move. Amgen (be) \_\_\_\_\_ probably put off by the weight of opposition to their development plans in canton Fribourg and by the complexity of investing in Switzerland," Garelli said.

However, Switzerland (also be) \_\_\_\_\_ active in encouraging multi-national companies to locate in the country.

Last November, parliament (approve) \_\_\_\_\_ a credit of SFr9.8 million for the next two years to encourage foreign investment in Switzerland.

Location Switzerland (set up) \_\_\_\_\_ in 1996 to assist foreign companies interested in setting up operations in the country.

The organisation's key selling points (be) \_\_\_\_\_ Switzerland's central location in Europe, its highly qualified workforce and low corporate taxes. Its support (include) \_\_\_\_\_ providing advice on land acquisition, and work and residency permits.

[...]

## Swiss lose out to Irish in jobs bonanza

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**The world's biggest biotech company, Amgen, has chosen an Irish location for its new production plant, dashing hopes of 1,100 jobs coming to Switzerland.**

A greenfield site not far from the Swiss capital was in the running for the SFr 1.55 billion investment, despite protests from environmentalists.

Amgen, with headquarters in California, has been looking for a manufacturing base for some time and Ireland won out over competition from Switzerland and Singapore to secure the facility.

The authorities in Galmiz, western Switzerland, were keen to attract the factory and the jobs that would come with it.

The news that Switzerland had lost out was confirmed by a company statement and news conference in Cork, Ireland.

"The company considered several attractive sites in other countries, but chose Ireland due to its thriving biotechnology community, infrastructure to support biologics manufacturing and attractive business climate," Fabrizio Bonanni of Amgen said in Tuesday's statement.

### Protest

But Amgen's Swiss plans sparked outrage among environmentalists who were incensed that farming land might be used for such a centre.

Up to 2,000 people took part in a demonstration near the village of Galmiz in March. They accused the authorities of violating town and country planning regulations and destroying the natural habitat of the region.

The protest came after the Fribourg cantonal authorities reclassified 55 hectares of farmland as an industrial zone, in an effort to persuade Amgen to build its production plant there.

The Swiss environmental protection foundation expressed relief that the production facility was not going to Fribourg.

Amgen, which has its international headquarters in Zug, Switzerland, has selected a 150-acre site at Carrigtwohill in east Cork and expects to begin operating in 2009. The job total is expected to reach 1,100 by 2010.

Although Ireland's corporate tax rate is higher than in other European countries, pharmaceutical companies benefit from a special rate of 12.5 per cent. Revenues from patents developed or improved in Ireland are tax free.

### Inward investment

Commenting on the Amgen decision, Stephane Garelli of the Lausanne-based International Institute for Management Development (IMD) told swissinfo that Ireland had made a concerted effort to attract Amgen.

"They have an uncomplicated process for facilitating such a move. Amgen were probably put off by the weight of opposition to their development plans in canton Fribourg and by the complexity of investing in Switzerland," Garelli said.

However, Switzerland has also been active in encouraging multinational companies to locate in the country.

Last November, parliament approved a credit of SFr9.8 million for the next two years to encourage foreign investment in Switzerland.

Location Switzerland was set up in 1996 to assist foreign companies interested in setting up operations in the country.

The organisation's key selling points are Switzerland's central location in Europe, its highly qualified workforce and low corporate taxes. Its support includes providing advice on land acquisition, and work and residency permits.

The credit is limited until 2008 when the government is expected to restructure the various state-controlled organisations promoting Switzerland abroad and place them all under one roof.

## What's in the text:

1. According to the text, why did Amgen choose Ireland?

- due to [Ireland's] thriving biotechnology community
- [due to its] infrastructure to support biologics manufacturing
- [due to its] attractive business climate
- pharmaceutical companies benefit from a special [corporate tax] rate of 12.5 per cent
- Revenues from patents developed or improved in Ireland are tax free
- Ireland had made a concerted effort to attract Amgen
- [Ireland has] an uncomplicated process for facilitating such a move

2. What has Switzerland been doing to attract international companies?

- Last November, parliament approved a credit of SFr.9.8 million [...] to encourage foreign investment in Switzerland
- [An organisation called] Location Switzerland was set up in 1996 to assist foreign companies interested in setting up operations in the country

## The way you can put it:

1. According to the text, why did Amgen choose Ireland?

Amgen decided in favour of Ireland ...

... **due to (the fact that) ...**

... **because (of the fact that) ...**

... **on account of (the fact that)...**

... **since / as ...**

... there are a lot of other successful biotechnology companies / firms located / situated in the same place.

**Therefore ...**

**Consequently ...**

**As a result (of that) ...**

... all the necessary infrastructure is already available / already exists.

**Furthermore ...**

**Moreover ...**

**In addition to that ...**

... the general business condition / the overall situation is very interesting / appealing to a biotech company as Amgen.

Pharmaceutical (Biotech) companies / firms take advantage of / profit from unusual / particular / specific tax rates.

The money earned from the developments made in Ireland is free of tax / tax free / excluded from taxes / free of any charges.

The Irish authorities tried very hard / took pains / took a lot of trouble to make Amgen settle down / establish / take up residence in Ireland.

Ireland has a very easy / simple method to make companies settle down in their country. In other words, there are hardly any obstacles which make a move to Ireland difficult / complicate the move to Ireland.

2. What has Switzerland been doing to attract international companies?

The Swiss parliament has agreed on / accepted / promised a large sum of money to be spent on activities to attract foreign investment / foreign companies / to promote Switzerland abroad.

A new organisation called "Location Switzerland" was founded / established / built up. Its purpose is to help foreign companies especially ...

... **with regard / respect to ...**

... **regarding / respecting ...**

... **concerning ...**

... **in terms of ...**

... land acquisition and ...

... how to buy land and how to get permits for workers and visas.

## Further useful vocabulary

to decide in favour of sth/sb

to decide against sth/sb

to decide on sth

to make up one's mind  
decision (*n.*)

decisive (*adj.*)

to play a decisive role