

## information

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### **DESTINATION GENEVA - THE INTERNATIONAL CITY ON A HUMAN SCALE**

Be it for a stroll in its charming Old Town cobbled streets, a tasting tour of the finest chocolate, wines or cheese boutiques or a refreshing trip in the surrounding snow-capped mountains, Geneva has it all for both leisure and business visitors.

The city is ideally situated in the very heart of Europe, on the shores of Lake Geneva (Lac Lemman), one of the largest lakes on the continent with its star attraction being a 140 meters 'Jet D'eau' rising into the sky. Geneva is home to 200,000 inhabitants, 32 international organizations, 121 NGOs, and only became part of Switzerland in 1815. The International Committee of the Red Cross was founded in the city in 1863 and in 1919, Geneva was chosen as the headquarters of the League of Nations, which later contributed to the UN establishing their European headquarters in the city.

Exclusive fashion and jewellery brands, as well as master chocolatiers and prestigious watch manufacturers, are all trademarks of the city's luxury shopping universe. The famous Rue du Rhône hosts more than 80 luxury boutiques for all tastes.

Geneva is also renowned for its cultural, entertainment, sports and gastronomic activities, with the world-famous Geneva Festival taking place during two weeks in the summer and ending with its spectacular one-hour lakeside musical firework.

'Did you know' the following about the city:

- Geneva is one of the best air-connected destinations with more than 100 direct daily flights landing at Cointrin International airport.
- It is among the top three cities in the world in terms of quality of life
- It is one of Europe's greenest cities with more than 60% of the canton being a protected area
- The birthplace of finest watchmaking is symbolised by a giant Flower Clock with 7'000 seasonal flowers

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- Over 930 multinational companies are based in the Geneva region
- Geneva has the highest number of award-winning restaurants in Switzerland and is the third largest wine-producing canton
- The Fête de l'Escalade, the city's very own celebration dating back to 1602, features Europe's largest historical procession

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