

Area

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Basel Business News

October 2006

Editorial

Basel booms

Dear Readers,

We are in the midst of an economic expansion. Everywhere you look in the Basel region there are signs of building and investment: the Novartis Campus, Actelion's new research center, Roche's new Biotechnikum, the expansion of the i-parc in Allschwil, the extension to the TechCenter in Reinach, the Science Park Basel, and the futuristic plans for Roche's new skyscraper.

For the past ten years, the Basel region has been the fastest growing area in Switzerland. All the indications point to this continuing in the next ten years. According to a recently published study, Switzerland is the most competitive country in the world – and Basel is the most dynamic region in Switzerland.

This remarkable success story is closely linked with the region's chemical and life sciences cluster. The crucial factor in this respect is that the success of the life sciences industry makes the region more attractive for all industries: not only for other life sciences firms, but for all companies interested in participating in and contributing to the dynamism of the Basel region.



Hans-Peter Wessels
CEO BaselArea

BaselArea Unlimited

International projects in and around the Basel region

Basel ETH Center for Systems Biology



In March 2006, Prof. Renato Paro was appointed Founding Director of the Center of Biosystems Science and Engineering in Basel and Professor of Biosystems at the ETH Zurich. The University Board has now appointed him as Professor of Systems Biology at the Faculty of Natural Sciences at the University of Basel. Prof. Paro is considered a leader in the field of epigenetics. The ETH Center is the core of SystemsX, an interdisciplinary research network open to new partners. The Center will occupy a newly renovated office building in the "Biopark Rosental" adjoining the Friedrich Miescher Institute and the research center of the Department of Clinical and Biological Sciences at the University of Basel.

Roche builds a new landmark in Basel



Roche will invest about CHF 550 million in its new headquarters. The Group hopes to create 450 new jobs by the time the building is completed in 2011. The new landmark of the Basel pharmaceutical company Roche will be a double spiral reminiscent of the double helix of human gene.

mondoBIOTECH chooses Basel as its headquarters



mondoBIOTECH, which moved from Ticino to Basel this spring, has signed an important deal with the US company Biogen Idec. Biogen Idec will develop the product Aviptadil to clinical maturity. Under the agreement, mondoBIOTECH receives an initial payment of USD 7.5 million. An IPO is the next milestone of Fabio Cavalli, CEO of mondoBIOTECH.

Tally Weijl transfers head office to Basel



Tally Weijl, a rapidly growing fashion company, has chosen Basel as its new headquarters. The Israeli-born designer Tally Weijl can be proud of her company's steady expansion. The initial boutique in Fribourg has grown into an international fashion chain with 225 shops in 14 countries; there are 60 outlets in Switzerland alone. The company employs 800 people, of whom 100 work at head office and 50 in the design studio in Paris. In addition, the company has a production center in Fez (Morocco) and a distribution center in Lörrach (Germany).



Foto Schweiz Tourismus - Christof Schürpf

Museum Tinguely

The Basel region is an excellent example of the economic importance of culture. On the one hand, culture needs support. It receives a great deal of this from the state, but also from private sources that have benefited from the region's flourishing economy. On the other hand, the economy is increasingly dependent on highly skilled men and women. These people in particular attach great importance to a high quality of life, and that includes excellent cultural possibilities and amenities.

In focus

Business and art – a liaison Baloise

The Basel region is the economic, scientific and cultural heart of a trinational metroregion with a population of about 900,000. The region's success story goes back to the 18th century; it is rewritten each day not only by global players such as Roche, Novartis, Ciba and Syngenta, but also by so-called hidden champions like Actelion, Speedel and Basilea.

Art as tradition

Basel also has a long tradition as an artistic center, one that is indirectly rooted in research. Already in 1661 the city acquired the art collection of Basilius Amerbach, a renowned scholar of jurisprudence. As a result, Basel acquired one of the first art collections anywhere in the world that was open to the public. These works formed the origin of Basel's famous art museum (Kunstmuseum), which since that time has gone from strength to strength and now includes among its exhibits numerous significant works of contemporary artists.

The year 1919 marks a milestone in the region's art life: Basel became the first canton in Switzerland to create a special fund to buy works of art. It is also the Swiss canton with the highest spending per capita on culture; the local population takes a vital interest in its city's cultural traditions. Where else would a referendum on the purchase of modern art pass? It happened in Basel-Stadt in 1967, when the electorate voted to acquire two valuable Picasso paintings for eight million Swiss francs. Part of the purchase was funded by donations from the inhabitants and part out of the cantonal budget. This so pleased Picasso, who was still alive at the time, that he spontaneously donated another four artworks to the city of Basel. The referendum was necessary because the aforementioned fund did not have the money to buy such valuable works.

In Basel, however, appreciation of the arts is not left entirely to the public sector. A growing number of private initiatives actively support art. Over the years, generous patrons in the

Basel region have set up well-endowed private foundations. They have financed internationally famous museums such as the Tinguely Museum designed by Mario Botta, the Fondation Beyeler by Renzo Piano and the Schaulager by Herzog & de Meuron.

Architectural Basel

The names of these three prestigious architectural offices highlight the fact that the Basel region is a gold mine for lovers of architecture. You can hardly step outside without coming across some fascinating building. And new ones are constantly being added. For instance, Zaha Hadid, an Iraqi-born London-based star architect, has submitted imposing designs for a building to house new concert halls in the heart of the city.

By enhancing their properties in the region, the pharmaceutical companies Novartis and Roche also intend to make significant contributions to the architecture of the city. They use architecture not only to provide optimal working environments, but by placing notable accents are also actively involved in Basel's urban development. The Novartis Campus currently under construction, with completion planned for 2008, is intended not only as a place of knowledge, but also as an esthetically attractive environment for workers and visitors alike. Hence, it is no surprise to learn that Forum 3, the already completed office building, was designed by Diener & Diener, an internationally acclaimed architectural office based in Basel.



Fondation Beyeler



House of Spectacle

In record time, Roche has erected an ultramodern Biotechnikum that is not only one of the most advanced in the world, but also captivatingly beautiful. Furthermore, at its headquarters in Basel Roche is planning to build a huge, futuristically elegant office block to house 2,400 employees and a new research and development building. Both of these projects, involving a total investment of about CHF 800 million, will be designed by Herzog & de Meuron, a world-famous Basel architectural office.

Theater and music

The inhabitants of the Basel region also attach great importance to theater and music. This year is the centenary of the birth of Paul Sacher, a well-known conductor and generous patron of the city and a leader member of the Swiss music scene. His wealth, which gave him enormous opportunities to promote musical talent and creativity, was rooted in his family connections with Roche.

Another example of a public-private partnership is the new theater building in Basel, which, thanks to the generous support of a group of female sponsors known as "Ladies First," opened in January 2003.

Cultural program without borders

Today, with more than 150 museums, which can be visited with a trinational one-for-all museum pass, 25 theaters and stages, two of the largest trade fairs in the world for art (Art) and for watches and jewelry (Basel World), more than 50 galleries and an extensive and varied cultural program, the trinational Basel region can rightly brand itself as a European cultural metropolis. Art Basel has not only written cultural, but also economic history, and become a real export hit. The offshoot Art Basel Miami Beach has now become the biggest fair for contemporary art on the American continent.

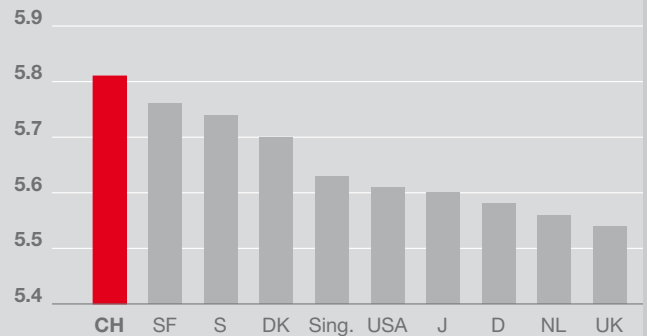
The close connection between culture and business is without a doubt one of the secret factors behind the success of the Basel region.

Spotlight

Switzerland is the world's most competitive nation

The latest Global Competitiveness Report rates Switzerland as the most competitive nation in the world. For the first time, Switzerland has come top in the annual report published by the World Economic Forum (WEF), followed by Finland and Sweden. The USA, last year's leader, has dropped to sixth place. According to the WEF, crucial factors for Switzerland's rating are "efficient markets, quality of its institutions and its stable, business-friendly environment." According to the assessment of Augusto Lopez-Claros, chief economist and head of the Global Competitiveness Network at the World Economic Forum, Switzerland had hardly any weak points.

The most competitive countries in the world



Source: WEF, www.weforum.org

The study, which interviewed 11,000 business leaders in 125 countries, was carried out in collaboration with leading research institutes and business organizations. It examines a broad range of factors that influence business climate and play a key role in consistent economic growth, such as the macroeconomic environment, corporate performance, infrastructure and the quality of public institutions, education and training, technology and innovative sophistication, and the health system.

The results of the Global Competitiveness Report also reflect the economic development of the Basel region. The total volume of investments currently planned or being prepared or implemented amounts to more than CHF 1.5 billion. This illustrates that in the future, too, the Basel region will remain Switzerland's most dynamic economic area.

Agenda

BaselArea events

- **Investor seminars: “Starting a company in Switzerland”**
in cooperation with LOCATION Switzerland,
information and registration at info@baselarea.ch
October 18, 2006, Cologne, Germany
November 2, 2006, Frankfurt, Germany
November 23, 2006, Munich, Germany
November 30, 2006, Berlin, Germany
- **5th BioValley Life Sciences Week**
October 16–20, 2006, Basel, Switzerland
www.biovalley.com/events
- **EXPO REAL 2006**
9th International Commercial Property Exposition
October 23–25, 2006, Munich, Germany
www.exporeal.de
- **Indo-European API Forum**
November 13–14, 2006, Basel, Switzerland
www.lifesciences.ch
- **Medica 2006**
November 15–18, 2006, Düsseldorf, Germany
www.medica.de
- **3rd Basel Miami CEO Forum**
December 4–6, 2006, Miami Beach, USA
www.baselarea.ch
- **Art | Basel | Miami Beach**
December 7–10, 2006, Miami Beach, USA
www.artbasel.com
- **BioSquare 2007**
March 12–14, 2007, Lyon, France
www.biosquare.com
- **BIO 2007**
May 6–9, 2007, Boston, USA
www.bio.org/events/2007

Last word

Bernhard Mendes Bürgi

Director of the Kunstmuseum Basel



Dr. Bernhard Mendes Bürgi is director of the public art collections of the city of Basel, the Kunstmuseum and the Museum für Gegenwartskunst. Prior to this, Bernhard Mendes Bürgi was director of the Kunsthalle Zurich for 11 years. He studied art history, history of architecture and German literature, and completed his Ph.D. at the University of Bern.

1.

The firms Novartis and Roche are employing only star architects for their Basel building projects. In your view, is this playing to the crowd or a sensible step?

Today, the major companies are the most important source of building contracts, and I think it extremely commendable that their ideal is architecture of the highest quality. Unfortunately, this has not always been the case.

2.

How do you explain the high density of artistic and cultural institutions in Basel?

The old humanistic tradition, which has anchored the importance of art and culture in the consciousness of the inhabitants of Basel for centuries.

3.

Do you see any differences between art created in circumstances of impoverishment and art created in a prosperous environment?

No, good art is good and can be created under any conditions.

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