

# Area News

[www.baselarea.ch](http://www.baselarea.ch)

News from the Basel business area

April 2007

## Editorial

### Basel area: An expat's view

Dear readers

Basel's status as a world-class pharmaceutical and biotechnology center has evolved due to a confluence of factors – a long tradition of academic and scientific excellence, a history of trading and commerce, a location at the crossroads of Europe and the development of a highly skilled local work force. Such a reputation has attracted scientific and business talent from all over the world.

But Basel area offers more than a fulfilling workplace. It shares many of the traits that put Switzerland at the top of international quality of life indices.

Basel combines international flair with small-town charm, with a rich cultural offering (theater, art and music) and numerous recreational opportunities all within easy reach. The Basel area is attractive to families; a safe city with a comfortable climate, excellent health care and schooling, high-quality housing and well-developed public transport. The historic city center, intriguing modern architecture and scenic local countryside invite exploration, while our location provides travel opportunities throughout Europe.

Most importantly for me, as a Canadian, it is a place where I can feel at home.



*Sheena Bethell*

Sheena Bethell  
Business Consultant, BaselArea

## Business news

### Succeeding in the Basel area

#### Solid 2006 financial year for Santhera



Santhera reported a successful year with substantial progress in 2006. The company is preparing its filing for approval of its first product in Europe, SNT-MC17 to treat Friedreich's ataxia.

Since last November the pharmaceutical company, which focuses in the treatment of rare neuromuscular diseases, has been listed on the Swiss Exchange SWX.

[www.santhera.com](http://www.santhera.com)

#### Science park for university spin-offs



[www.scienceparkbasel.ch](http://www.scienceparkbasel.ch)

Basel has adopted two measures to help university spin-offs, i.e. companies that emerge out of universities, to start up and find space. On the one hand the new "Science Park Basel" offers an incubator for university spin-offs. On the other hand such companies can apply for rental allowances from the Canton for three years.

#### Novartis No. 1



Novartis is the global leader in the pharmaceutical industry. This is the result of Fortune magazine's most recent survey of the "World's Most Admired Companies."

The results are based on a worldwide survey of more than 1,500 pharmaceutical industry executives and financial analysts. Nine criteria were used to appraise the companies, including innovative ability, quality of management, human resources management, quality of products and services, corporate social responsibility and financial health.

[www.novartis.com](http://www.novartis.com)

## Succeeding in the Basel area

### Nanosurf wins Swiss Technology Award 2007



At the 2007 Swiss Technology Award the Liestal company Nanosurf AG was awarded the exceptional prize of the Vontobel Foundation in the category "inventing the future." The firm developed an atomic force microscope that is extremely easy to use. Up to now, only a few highly trained specialists were able to handle such a sensitive microscope. Nanosurf, a spin-off company out of the University of Basel, was founded in 1997.

[www.nanosurf.ch](http://www.nanosurf.ch)

### thuba Ltd celebrates its 75th anniversary



In 2007, the thuba Group is celebrating its 75th anniversary. The family company is active in explosion proofing (switching and control units, instrumentation technology, electric heating, pipe and tank trace heating systems, hand and machine lamps, installation material and plant and equipment systems). Thanks to its active involvement in creating and updating ICE standards, thuba literally sets global standards. The internationally active company with headquarters in Allschwil, Baselland, has offices in Shanghai and Abu Dhabi and a joint-venture company in Kuala Lumpur.

[www.thuba.com](http://www.thuba.com)

### First approval for Speedel-developed drug



The first product in a new class of drugs to fight high blood pressure was recently approved by the US Food and Drug Administration. Tekturna® (aliskiren) was successfully developed by Speedel through Phase I and II clinical trials and was licensed back in 2002 by Novartis, who will market the product.

[www.speedel.com](http://www.speedel.com)

### Opening game of Euro 2008 Championship in Basel



The European football championship is the third-largest sports event in the world. The Basel area is proud to accommodate the largest sports event ever to take place in the two host countries, Switzerland and Austria.

Basel highlights include the opening game on 7 June 2008, two quarterfinals and one semifinal.

[www.euro08.basel.ch](http://www.euro08.basel.ch)

### Basel – Paris by TGV in just 3 hours, 30 minutes



With the introduction of the new high-speed TGV-East train on 10 June the travel time from Basel to Paris will be cut by 1.5 hours to just 3 hours 30 minutes. There will be four direct trains daily in each direction.

### Basel is the European champion in energy efficiency



In March, Basel was one of 13 European municipalities to receive the European Energy Award Gold in recognition of measures taken to improve energy efficiency and the use of renewable energies. The city also won points

for its extensive and frequent public transport system. The city received further praise for its energy conservation and renewable energy funding program financed through an extra charge on electricity bills.

[www.european-energy-award.org](http://www.european-energy-award.org)

### Money for 4-Antibody AG



4-Antibody AG with headquarters in Basel is a dynamic biotechnology spin-off out of the University of Basel that specializes in the field of therapeutic antibodies.

In January 2007 Advent Venture Partners (UK), Life Science Partners and BioMedinvest announced that they were investing CHF 17 million in Basel-based 4-Antibody AG. 4-Antibody's activities are focused on improving existing antibodies and discovering new human antibodies.

[www.4-antibody.com](http://www.4-antibody.com)

Welcome

## New in the Basel area

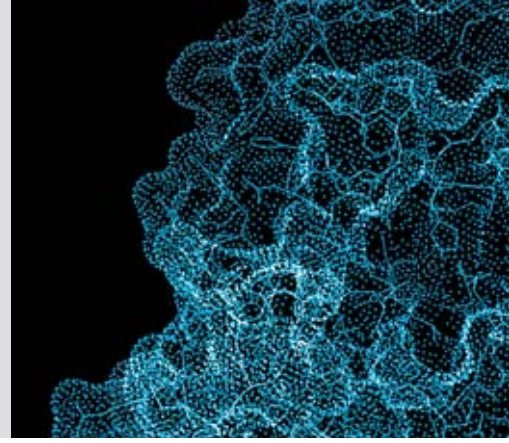
Some of the new companies that have settled in the Basel area:



The new company Meteoblue offers customized weather forecasts

- **Aravis Venture Associates**  
Aravis, a venture capital organization specialized in providing biotechnology companies with seed and early-stage financing, moved its head office to Muttenz.  
[www.aravis.ch](http://www.aravis.ch)
- **Meteoblue**  
Meteoblue, a university spin-off, offers customer-specific weather forecasts.  
[www.meteoblue.ch](http://www.meteoblue.ch)
- **Mark Andy**  
Mark Andy Europe expands its Advanced Technology Center in Reinach, Baselland. The US company builds, sells and distributes products and solutions for the printing industry.  
[www.markandy.com](http://www.markandy.com)
- **Shogoo Pharmaceuticals**  
The Japanese pharmaceutical company is expanding its research and development activities at its Basel location.  
[www.shogoopharma.com](http://www.shogoopharma.com)
- **Ceres International**  
Ceres International, a German company, is active in human resources development and coaching with the focus on intercultural communication.
- **Werner Wilhelm AG**  
Wilhelm AG, a Wilhelm Group company, offers a full spectrum of consulting services in personnel management.  
[www.wilhelm-gruppe.ch](http://www.wilhelm-gruppe.ch)
- **Sentovision GmbH**  
Sentovision is a German publisher with additional production interests in advertising, sound, film and television.  
[www.sentovision.com](http://www.sentovision.com)
- **Divi's Laboratories Europe AG**  
Divi's Laboratories, an Indian company, sells and trades active ingredients for nutraceuticals, foods and pharmaceutical products throughout Europe from its base in Basel.  
[www.divislabs.com](http://www.divislabs.com)
- **Dr. Reddy's Laboratories**  
Dr. Reddy's Laboratories, an Indian pharmaceutical company, has opened a representative office in Basel.  
[www.drreddys.com](http://www.drreddys.com)
- **PharmaSens AG**  
Located in Biel-Benken, Baselland, the company is active in the field of research, development, manufacturing and marketing of diagnostic, therapeutic, pharmaceutical and organic products.
- **Keramitech GmbH**  
Keramitech is a ceramic coating technology company with exclusive access to a ceramic coating research and production company in Moldova.  
[www.keramitech.com](http://www.keramitech.com)
- **Circomed**  
Founded in Basel in December 2006, the company specializes in medicines for the prevention and treatment of cardiovascular diseases.  
[www.circomed.com](http://www.circomed.com)
- **Inotech Biotechnologies Ltd.**  
At its new corporate headquarters in Basel, this biotechnology company has invested in cutting-edge plant and equipment for biopharmaceutical manufacturing.  
[www.inotech.ch](http://www.inotech.ch)

Switzerland is one of the most successful exporting countries in the world. Numerous Swiss companies – from multinationals to SMEs – are phenomenally successful in the world market. Thanks to innovative products and high quality, they trump their international competitors. But why is it that Swiss companies are more innovative and produce better quality than their competitors?



## In focus

# Key to success: Cutting-edge research

### High propensity to invest

A study<sup>1</sup> published by the British Department of Trade and Industry (DTI) in October 2006 pinpoints the reasons for the success of the Swiss export business: Swiss firms' investment in research and development (R&D) is far above average. The study compared the 1250 largest companies in the world. The Swiss rank 6th worldwide, a position that is disproportionately high compared to the country's gross domestic product.

### Basel area an anchor

Within Switzerland the leading region is the Basel area. According to the British study, Novartis and Roche, two Basel pharmaceutical companies, alone account for about 60% of all Swiss corporate investment in R&D. Include the other companies active in the life sciences, chemistry, medical technology, mechanical and instruments engineering, process engineering, precision engineering, etc., and firms in the Basel area are responsible for well over two-thirds of all R&D conducted by Swiss companies.

### Concentrated innovative power

An excellent scientific environment is one of the crucial factors making for the concentration of innovation in the Basel area. Worldwide there are approx. 10,000 universities. Five of the 100 best research universities in the world<sup>2</sup> – which corresponds to the top percentile – are in Basel or at most an hour away. These include the University of Basel, the University of Freiburg (D), the ETH Zurich, the leading university in continental Europe, the University of Zurich and the Université Louis Pasteur in Strasbourg (F).

### University of Basel: Top 10 in Europe

According to the Shanghai Ranking<sup>2</sup>, the University of Basel is one of the Top 10 in Europe in the life sciences, a field of particular importance for the regional economy. The quality of teaching and research is part of an academic tradition that goes back centuries. Founded in 1460, the University of Basel is the oldest university in Switzerland. Even in its early days, the city attracted a large number of outstanding scholars. One example is Paracelsus, a physician and alchemist, who revolutionized the treatment of wounds in the first half of the sixteenth century and did pioneering work in the use of chemicals in medicine. Around 1543, Andreas Vesalius at the University of Basel became the first person to dissect a human skeleton for scientific purposes, and in 1602 Felix Platter compiled the first classification of physical disorders. And this year we celebrate the 300th anniversary of the birth of the Basel mathematician Leonhard Euler, considered the father of modern mathematical analysis.



Leonhard Euler, originally from Basel – 2007 is the 300th anniversary of his birth.



### Pioneering discoveries

It almost goes without saying that a whole series of pioneering discoveries in modern biology and medicine are also closely associated with the Basel area. By 1869 in Basel, for example, Friedrich Miescher had isolated and described the genetic substance DNA, although at the time its essential biological function was still unknown. In 1978, Werner Arber, later rector of the University of Basel, was awarded the Nobel Prize for physiology for his discovery of restriction enzymes. This permitted targeted modifications of DNA, which opened the way to modern biology. In 1975, Georges Köhler and César Milstein succeeded in producing monoclonal antibodies in Basel, a scientific breakthrough for which they received the Nobel Prize. But that's not all: today, numerous innovative drugs are based on monoclonal antibodies that in the meantime have become one of the sales mainstays of the biotechnology industry.

### Betting on new fields

The strength of industry in the Basel area – in particular the life sciences – is based on the forward-looking development of new fields of research and early and successful investment in new technologies. The same can be said of the universities and independent research institutions. Research fields that currently exhibit exceptionally strong growth in the Basel area include the nanosciences and systems biology.

### Extensive network in a small space

Besides the University of Basel, other institutions such as the Friedrich Miescher Institute and the Swiss Tropical Institute contribute to Basel's attraction as an extremely dynamic and diverse research center. In 2006, the region gained not just one but two new institutions: the University of Applied Sciences

Northwestern Switzerland opened the new School of Life Sciences in Muttenz, and the ETH Zurich founded the Center for Biosystems Science and Engineering in Basel, the first time in its 150-year history that the institution has a department outside of Zurich. The dense concentration of public and private research institutions in the Basel area form a network characterized by myriad formal and informal forms of contact and cooperation. This is the secret for the success of the Basel area.

<sup>1</sup> 2006 – The top 800 UK and 1,250 global companies by R&D investment, Department of Trade and Industry, London

<sup>2</sup> "Academic Ranking of World Universities (ARWU)" of the Institute of Higher Education, Shanghai Jiao Tong University (IHE-SJTU), see <http://ed.sjtu.edu.cn/ranking.htm>



## Interview

### Prof. Jutta Heim

Chief Scientific Officer

Basilea Pharmaceutica AG, Basel



Jutta Heim, Chief Scientific Officer, is a German citizen and holds a PhD in biology from the University of Tübingen. Jutta Heim is also a professor in Biotechnology at the University of Basel and serves as the Chairman of the Board of Basilea Pharmaceutica China Ltd.

She has over 25 years of experience of research and drug discovery in Switzerland and the United States.

**1. First, congratulations: Basilea has recently successfully completed two clinical studies and a third is still in the pipeline. What do you regard as the most important factors behind this success?**

The huge experience and professionalism of the clinical development team and sufficient finance, as well as the high quality of the active substances used in the development, which meet the urgent medical needs. And not least – in the case of ceftobiprole – the partnership with Cilag / Johnson & Johnson, a pharmaceutical company successful in the hospital market for antibiotics against infections.

**2. Where do you go from here?**

The plan is to submit the applications for approval to market both ceftobiprole, a novel broad-spectrum antibiotic that is effective against multiresistant bacteria, and alitretonin, a treatment for a specific form of hand dermatitis, in the second half of the year. In the event of positive decisions, both new drugs could be put on the market in 2008. Basilea has decided to exercise its right of "copromotion" and, in key countries, will market ceftobiprole in conjunction with Johnson & Johnson. To this end, Basilea is currently building up its own sales organization.

**3. Basilea is an international company that employs 120 people in Basel and about 80 in Shanghai. Does the collaboration between Basel and China function well?**

In China, Basilea has built up a technically advanced center for organic chemistry north of Shanghai, which has already received several awards for standards of quality, safety and innovation. The center is the chemistry resource of Basilea, which manufactures most of the research compounds.

For our Chinese employees it is a very attractive proposition to work in an international company, and we receive far more job applications than the available positions for chemists. The cooperation with the chemists in Basel is supported by frequent video conferences, electronic laboratory journals and access to IT databases in Basel. This knowledge sharing leads to the formation of virtual project teams for which location becomes almost a minor consideration. We continue to support communication through ongoing English courses for our Chinese employees and through routine job rotations lasting several weeks.

**4. In your view what are the strengths of Basel as a business center?**

The integration of academic and industrial research and the availability of scientists and future employees with excellent education and training.

**5. If you had one wish, what would you wish for Basel as a business center?**

Further joint projects between the universities and the private sector and success for the novel drugs based on research and development in Basel.

## Spotlight

### Switzerland: A first-class international location



According to a survey of students, Switzerland is the most popular country in the world

#### Switzerland: Excellent international networking

According to the 2006 A.T. Kearney/Foreign Policy Magazine Globalization Index™, Switzerland is the second-most international country in the world. The Globalization Index measures and evaluates the level of a country's international connections and activities. Compared with the 2005 study, Switzerland was able to improve its ranking by one position.

All in all, the list ranks **62 countries**. The evaluation criteria comprise 12 variables in four main areas: economic activities, social integration in the globalization process, technological networking and political engagement.

#### The most international countries in the world

1. Singapore
2. **Switzerland**
3. USA
4. Ireland
5. Denmark
6. Canada
7. Netherlands
8. Australia
9. Austria
10. Sweden

#### Switzerland: Most popular country among students

According to Cash, a business newspaper, a survey of students in **60 countries** with 828 respondents showed that Switzerland is the students' country of choice for studies. And the quality of education is only one of the reasons. Lifestyle and hospitality are the decisive factors in choosing a place to study abroad. The inhabitants of Switzerland have a reputation for friendliness and trustworthiness. As the respondents also attached importance to a beautiful environment and a high standard of living, Switzerland was also able to earn top marks in this respect.

#### Favorite countries to study in

1. **Switzerland**
2. USA
3. UK
4. Germany
5. Japan
6. France

Source: FDMM/S. Knobel

#### Switzerland: World leader in taxes and charges

Unlike most surveys, a recent study of a total of 175 countries not only compared tax rates on corporate profits, but also highlighted the number of levies and charges and the overall tax burden that companies had to pay in the countries investigated.

The analysis by PricewaterhouseCoopers and the World Bank took into account all relevant factors in a tax system, such as efficiency, transparency and simplicity of the regulatory framework, in addition to the tax burden. Switzerland is one of the small group of global leaders and fares considerably better than all the major industrialized nations.

#### The most attractive tax systems worldwide

1. Maldives
2. Ireland
3. Oman
4. United Arab Emirates
5. Hong Kong
6. Saudi Arabia
7. **Switzerland**
8. Singapore
9. St. Lucia
10. New Zealand

## Agenda

### Where to meet us

- **Seminars on "Setting up companies in Switzerland"**  
In cooperation with LOCATION Switzerland.  
Information and registration via BaselArea, [info@baselarea.ch](mailto:info@baselarea.ch), Tel. +41 61 295 50 00  
**3 May 2007**, Manchester, UK  
**10 May 2007**, Amsterdam, NL  
**12 June 2007**, Ghent, BE  
**26 September 2007**, Mainz, DE  
**25 October 2007**, Berlin, DE
- **Basel in Hamburg**  
**4/5 May 2007**, Hamburg, DE
- **Bio 2007**  
**6–9 May 2007**, Boston, US  
[www.bio.org](http://www.bio.org)
- **BioExpo Japan**  
**20–22 June 2007**, Tokyo, JP  
[www.bio-expo.jp/bio/english/](http://www.bio-expo.jp/bio/english/)
- **BioDevice Partnering**  
**12–13 June 2007**, Zurich  
[www.ebdgroup.com/biodevice](http://www.ebdgroup.com/biodevice)
- **Financing Biotechnology in Switzerland**  
Seminar presented by LOCATION Switzerland  
**5 June 2007**, Paris, FR
- **Nanotechnology**  
Seminar presented by LOCATION Switzerland  
**12 and 13 September 2007**, Lyon, FR
- **Bio Japan**  
**19–21 September 2007**, Yokohama, JP  
[expo.nikkeibp.co.jp/biojapan/](http://expo.nikkeibp.co.jp/biojapan/)
- **Ilmac**  
**25–28 September 2007**, Basel, CH  
[www.ilmac.ch](http://www.ilmac.ch)
- **BioContact**  
**3–5 October 2007**, Quebec City, CA  
[www.biocontact.qc.ca](http://www.biocontact.qc.ca)
- **Expo Real**  
**8–10 October 2007**, Berlin, DE  
[www.exporeal.de](http://www.exporeal.de)



Hiroaki Kitano spoke on the subject of "Mathematics in biological research" at a meeting sponsored by BaselArea at the Basel Convention Center on 13–14 March 2007. The Japanese scientist is one of the pioneers of systems biology. The event was held to honor Basel mathematician Leonhard Euler (1707–1783), whose 300th birthday falls in 2007.  
[www.usgeb2007.ch](http://www.usgeb2007.ch)

### Are you interested in the Basel area?

If you would also like to do business in the Basel area, we'll be happy to help. BaselArea will offer you advice and support to ensure your company gets off to a good start. As the official contact point for the cantons Basel-Stadt and Baselland, we will assist you free of charge, whenever and wherever you like.

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#### Publishing details

Publisher	BaselArea, Aeschenvorstadt 36, 4010 Basel, <a href="http://www.baselarea.ch">www.baselarea.ch</a> , tel. +41 61 295 50 00 For changes of address or orders for additional copies of the newsletter: <a href="mailto:info@baselarea.ch">info@baselarea.ch</a>
Editorial staff	Sabine Schenker, Hans-Peter Wessels
Layout	Continue AG

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