

December 2007

BaselAreaNews

News from the Basel business area

www.baselarea.ch

Editorial

Global Village

Dear readers

Basel is one of the most successful business regions in the world, although the city's population barely numbers 200,000, with fewer than one million inhabitants in the catchment area. How is this possible?

One of the key factors is the city's strongly international orientation. Some two-thirds of all employees hired by the big companies in the region hail from countries other than Switzerland. This foreign workforce predominantly comprises highly qualified professionals from Europe, North America and Asia. These specialists and managers from around the globe make an important contribution to the economic prosperity of the Basel region.

Basel is a global village in which people from some 150 different countries live and work together. More than one third of all inhabitants of the Basel area were born outside Switzerland. Cosmopolitanism and tolerance enjoy a long tradition here: in this the triborder region where Switzerland meets Germany and France, multilingualism comes naturally and openness towards other cultures enjoys deep historical roots. Thus, in a world marked by ever-expanding economic globalization, the Basel area is very well positioned to continue its economic success story.



Hans-Peter Wessels
Chief Executive Officer, BaselArea



Shanghai: The Chinese metropolis and Basel have been named sister cities.

Cooperation projects between Basel and Shanghai

Basel and Shanghai to be sister cities

On November 19, 2007, Basel and Shanghai entered into a formal city partnership. This will serve as a platform for business projects, and in particular for cooperation in life sciences and finance, education, culture and location marketing. Among other events, a delegation from Shanghai is scheduled to take part in the BioSquare Conference in March 2008. www.basel.ch

Basel: Switzerland's main venue for the UEFA EURO 2008™ European Football Championship



In December it became clear which countries' national teams will be playing their group matches in the host city of Basel along with the Swiss national team. The countries are the Czech Republic, Turkey and Portugal. Basel's St. Jakob-Park stadium will be the site on June 7, 2008, of the championship's opening match, followed by two further group matches, two quarterfinals and one of the semifinal matches. www.euro08.basel.ch

Basel becomes Europe's most important center for life sciences



With 36,000 professionals employed in pharmaceutical, agricultural, biotech and medtech companies, the Basel region has developed into Europe's most significant cluster of life science industries. Its high annual growth rate of four percent since 2000 has been unmatched by any other major life sciences location in Europe or America. www.bakbasel.com

Succeeding in the Basel area

Nanosurf's nanomicroscope to look for life on Mars



In August, NASA launched its Phoenix Probe, opening a new chapter in the exploration of the planet Mars. On board the Phoenix is a Swiss-built nanomicroscope, specially constructed for the mission by Nanosurf AG in

Liestal. www.nanosurf.com

Tally Weijl growing at a breathtaking pace



The Swiss Venture Club awarded its 2007 Entrepreneur's Prize for northern Switzerland to the fashion chain Tally Weijl. It took just three years for the chain's number of stores to jump from some 100 to today's figure of over 400

stores in almost 30 countries. The company's headquarters in Basel is workplace for 130 employees, mostly young people. When the enterprise moved to Basel one and half years ago, the staff numbered just 70. www.tally-weijl.ch

Swiss firms count among the most innovative



According to a study conducted by the American technology consulting firm Booz Allen Hamilton, Swiss enterprises are among the most innovative businesses worldwide.

Twenty-six Swiss firms count among the 1,000 companies internationally that invest the most in research and development. Two of these – the Basel-based pharmaceutical concerns Novartis and Roche – are in the top 20.

Head of Actelion awarded prize



Actelion's CEO Jean-Paul Clozel was chosen for the "Swiss Entrepreneurs Of The Year 2007" award. The consulting firm Ernst & Young, explaining why it awarded the prize to Clozel, stated that as head of the biotech

company Actelion he demonstrated to the major industry players how to successfully establish and maintain a presence on the pharmaceutical market. www.actelion.ch

New trade fair for integrated energy solutions: Global Energy Basel



The Swiss Exhibition Group Messe Schweiz has launched Global Energy Basel, an industry congress and trade fair for integrated energy solutions to be held for the first time November 12–14, 2008.

www.globalenergybasel.ch

EuroAirport strengthens its position as center of excellence for aircraft interior finishing



Together with Hamburg and Dallas, Basel counts among the world's leading locations for fitting and finishing aircraft interiors. At the EuroAirport, the companies Jet Aviation, Amac and Air Service are investing some 100 million Swiss francs. A new cargo building is also planned. In the last two years, Jet Aviation has created 500 new jobs in the region and 200 more positions are planned for the near future. www.euroairport.ch

Winners of the "Nobel Prize for the Arts"



The Basel architects Herzog & de Meuron have been honored with this year's Praemium Imperiale for their life's work. The award is being compared to a "Nobel Prize for the Arts". The firm founded by Jacques Herzog and Pierre de Meuron has made architectural history, and is still doing so. They have managed their office in Basel since 1978, reinforced over the years with five younger partners, employing some 200 employees with branch offices in London, Munich and San Francisco.

Air Berlin takes off in November



After EasyJet and Ryanair, yet another low-cost airline – Air Berlin – is incorporating EuroAirport Basel-Mulhouse into its routing network. Since November, the German-based airline has been flying from Basel to Palma de Mallorca, Nuremberg, the Egyptian holiday resort Hurgada on the Red Sea, and four destinations on the Canary Islands. www.airberlin.com

Straumann launches new product



The dental implant manufacturer Straumann is launching its newest-generation bone implant in the fourth quarter of this year. www.straumann.ch

BaselArea has a new Web site



Visit our new Web site. At www.baselarea.ch, you will find lots of interesting information on Basel as a business location. You can also find testimonials on the Web site by well-known people from the region presenting their personal views of our business region. www.baselarea.ch

Welcome

New in the Basel area



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

- **Naviswiss**

This recently founded enterprise develops and sells innovative products for the implant market. www.naviswiss.eu

- **Brillux Schweiz AG**

The leading German wholesaler specializing in paints and varnishes has opened its first Swiss branch location in Muttenz (Canton Basel-Landschaft). www.brillux.ch

- **Swissgenetix**

Swissgenetix develops and markets products for sampling of genetic material for testing purposes. www.swissgenetix.ch

- **The European Society for Nanomedicine (ESNAM)**

The European Society for Nanomedicine has opened its headquarters in Basel. www.esnam.org

- **Dr. Knoell Consult**

The German consulting firm has opened its Swiss branch office in the field of licensing and certification procedures in Basel. www.dr-knoell-consult.com

- **Gymboree Play & Music**

Gymboree Play & Music, a company originating from the US, offers play, music and art classes in Basel catering to children from 0 to 5 years of age. www.gymboree.ch

- **Kid's Camp**

The bilingual (German and English) daycare center Kid's Camp fosters the athletic and musical talents of small children. www.playintheusa.org

- **Opening of first Mammut Store in Basel**

Switzerland's first Mammut Store opened its doors in Basel on November 10. www.mammut.ch

- **Les Ptits Lutins**

The French-Swiss children's daycare center is open to all children from 2 months to Kindergarten age. www.ptitslutins.ch

- **Legacy Pharmaceuticals International**

Legacy Pharmaceuticals International is a new pharmaceutical company with approximately 190 employees based in Birsfelden (Canton Basel-Landschaft).

www.legacypharmaceuticals.com

- **Agility Logistics AG**

Agility Logistics AG, formally Natural AG, is a shipping logistics company operating worldwide with head office in Kuwait that has established its European headquarters in Basel.

www.agilitylogistics.com

- **Venn Life Sciences AG**

This Canadian enterprise is active in the field of health, research and marketing of medical substances, equipment and pharmaceutical products, and recently founded a branch location in Basel. www.vennlifesciences.com

- **Newron Pharmaceuticals S.p.A.**

This biopharmaceutical company focuses on innovative therapies for treating diseases of the central nervous system. The firm opened a clinical development center in Basel in September 2007. www.newron.com

- **Synosia Therapeutics**

Synosia Therapeutics AG is a Californian biotech company dedicated to developing new therapies for diseases of the central nervous system. www.synosia.com

- **Losinger**

The construction firm Losinger, part of the French Bouygues concern, has opened a branch location in Basel. Losinger thereby strengthens its activities in the field of project development and as a general and turnkey contractor in the region. www.losinger.ch

- **Design Miami/ Basel**

One of the world's leading design exhibitions has been taking place in Basel since 2006. The exhibition group Messe Schweiz and Design Miami/ have founded a joint-venture company to run the annual Design Miami/ Basel parallel to Art Basel. www.designmiami.com



Amanda Gett, Australia



Michael Sailer, Germany



Joya Horsley, England

In focus

Basel business region – where talents from around the world feel at home

The Basel business region is on course for continued success. With the area's pharmaceutical, agricultural, biotech and medtech industries alone employing some 36,000 professionals, Basel has clearly risen to become Europe's number 1 life sciences location. Other globally oriented industries strongly represented in Basel such as shipping logistics and finance are also experiencing dynamic growth. This is why our city, as a business location, is more dependent than ever on talents from around the world. People of some 150 different nationalities make up one third of the population. They make a substantial contribution to the economic success of Basel. We asked eight foreign nationals from seven different countries how they like living and working in the Basel area.

- **Dr. Amanda Gett, Australian, Communication Manager, Roche**

I came to Basel two years ago. I knew Switzerland already, as I had already lived for three years in Ticino. I really like Basel a lot. The Swiss actually have the reputation of being somewhat reserved, but I've experienced exactly the opposite. The people here are very friendly and helpful. The city is exceedingly international and has a large expat community – so you meet people quickly and easily. My German is only good enough to order in restaurants, but I can get by splendidly with English. One of my favorite restaurants is the Hasenburg in Basel's Old Town. The atmosphere is really unique, and they have the best Rösti (hash browned potatoes) with mushrooms in town. The restaurant guests all sit together at long tables, and complete strangers sitting next to each other will often strike up conversations.

I especially like the big events held throughout the year like the many music festivals, the Fasnacht (carnival) celebration just before Lent, Switzerland's Bundesfeier, or National Day, and the Christmas market.

Basel may be smaller than other international cities, but it has lots of charm and a certain something you might call a soul. I am very proud to live in Basel.

- **Michael Sailer, German, Project Manager, Tivona AG**

Actually, love was what brought me to Basel. It was three years ago in Berlin when I first met my girlfriend, who comes from Basel, and one year ago we moved to Basel. The city has a very international character, due to a considerable degree to its location that borders both Germany and France.

Just like in Berlin, there is an enormous variety of international restaurants, which we enjoy very much. I like cities that are rich in history, can be grasped as an assessable whole and have a clear center to them. Basel offers all of these characteristics. We live near the Rhine River, which flows right through the heart of the city and offers considerable opportunity for rest and relaxation as well as recreation. Cities sited on water have a southern flair about them, and I like that.

- **Joya Horsley, British, Project Manager and Editor, Trimedia Communications Schweiz AG**

I came to Basel two and a half years ago thanks to my husband's job. I am exceptionally happy living here. It is so easy to organize everything. The public transportation system functions perfectly and you can get to wherever you want to quickly and easily.

Basel is a very pretty city. With my interest in art, the city offers plentiful opportunities to satisfy my curiosity: The Fondation Beyeler or the Kunstmuseum Basel regularly present wonderful exhibitions.

My husband plays rugby at the Basel Rugby Club, and his teammates come from countries all over the world. That is the nice thing about living here in Basel: It is very international. I, myself, play field hockey twice a week. Training is held in German, which is good practice for my German language skills. Now we are looking forward to winter, as we want to go skiing quite often on weekends. It only takes one or two hours to get to one of the many ski areas. Yes, we are very happy living here.



Reem Bazzoui, USA



O'Patrick Wilson, Ireland



Miyuki Tomioka, Japan

- **Reem Bazzoui, American, Business Process Analyst and Controller, Syngenta**

It was 8 years ago that I came to Basel. For me, as an international person – my father is Iraqi, my mother German, and I grew up in the United States – Basel is ideal. It is almost astounding, just how open and friendly the people here are – even towards foreigners. In my experience, the people are down to earth and hardworking. Throughout the entire year, there are fantastic events that everyone appreciates and takes part in wholeheartedly. I often go out eating with my friends, visit museums or go to cultural events. The city offers an unbelievable variety of things to experience. If I go anywhere alone in the evenings I am not at all afraid. I feel safe here. One aspect that contributes to the quality of life is the good public transportation system, which is reliable and frees me from having to use my car.

In summer, I enjoy swimming in the Rhine, which flows right through the city center. People then stroll along the riverbank promenade in their bathing suits – what a wonderfully urbane culture!

I have indeed been asked several times whether I wouldn't like to live and work again somewhere else. Every time I answer no – I love living here, and feel very much at home here.

- **O'Patrick Wilson, Irish, Managing Partner of O public relations GmbH**

I came to Basel six years ago together with my wife, who is American. Three years ago, I started my own public relations agency. Switzerland is the eighth country in which I have lived. It is simply fantastic here. Nowhere else is it so easy to live and work. Everything functions. Although about the same thing can be said of Tokyo, where I have also lived, the population of Switzerland is much lower. Rome, where I grew up, is indeed a wonderful city, but nothing works there.

Switzerland is ideal for families because the level of safety and security is higher here than in any other country I know. My youngest child walks alone to Kindergarten. Where otherwise is that still possible?

The quality of life is so high here that we cannot imagine any better place for us and our children. We hope to live here for a long time.

- **Miyuki Tomioka, Japanese, Director of Shogoo Pharmaceuticals AG**

I have been living in Basel for a year. I don't speak German fluently, but this wasn't a major issue fortunately. I find people here are very tolerant and interested in other cultures. Things I appreciate are the public transport, the health service and renting apartments, which are all so reliable and well organized.

The work-life balance is generally good. In Japan people tend to spend a lot of energy and time for work and have limited vacations. This seems better here.

The city of Basel is small, but offers a large choice of cultural and sporting activities. Now and then I go to watch an FC Basel football match. I also enjoy sports, hiking and walking. Thanks to the beautiful nature and atmosphere in the Basel area, taking a walk makes me feel refreshed and comfortable.

- **Maureen Reinertsen, American, architect and partner of a relocation office**

I have been living in Basel for 17 years. I learned German when my 17-year-old son was attending the public school system here. At the beginning I was skeptical regarding the local school system, but in the meantime I have become enthusiastically convinced of its quality. Educational and training opportunities such as apprenticeships do not exist in the United States.

The city is small and compact, while at the same time the quantity and variety of high-quality cultural institutions and events is truly unique. Sports are also important to me: I play tennis, go riding in nearby Alsace (in France), and belong to a gym. In winter, I can be on the ski slopes within two hours from here.



Maureen Reinertsen, USA



Nitin Somani, India

Ten years ago I was one of the founding creators of Centrepont, an organization serving the English-speaking community in the Basel area. At that time, we started out with 25 members. Today, there are some 1,000 members from over 36 different nations. I like the international atmosphere very much.

For me, Basel is a kind of black box. You have to discover what's inside, you have to dig at the surface a little bit. But then you start finding little treasures everywhere you look – simply wonderful.

• **Dr. Nitin Somani, Indian, Director for Life Sciences, Redbridge Capital Limited**

I came to Basel two years ago. Since then I have joined an international investment firm that established a new branch location in Basel. The support and cooperation provided by BaselArea and the Basel city government was very helpful and simple. I have lived in India, Hong Kong and New York,

but nowhere else do people work as efficiently as they do here. For our work, Basel is probably the best place in the world.

I still speak German in rather broken fashion, but Basel is so international that you can get by fabulously with English. The citizens of Basel are very tolerant towards different cultures.

On weekends, I usually fly with EasyJet to some other city in Europe. In one to two hours, you can be in Barcelona, London, Nice or Berlin for less than 100 Swiss francs.

In summer, when it stays light late into the evening, I like to go swimming in the Rhine River. I also like bicycling in the Black Forest (in Germany) or along the French canal joining the Rhine to the Rhône.

Spotlight

• **Strong innovation and networking**

According to an assessment of business locations determined by the World Economic Forum (WEF), Switzerland ranks number 1 in Europe. Globally, only the United States place ahead of Switzerland, and that just barely. For a country of its small geographic size, Switzerland invests an impressive amount in research and development. In addition, the close cooperation with companies ensures that the results of basic research flow into product development. Furthermore, the country's high competitive abilities owe much to its excellent infrastructure and flexible labor market.

• **Attractive for foreign management executives**

According to a study conducted by the executive search firm Guido Schilling & Partner, around 40% of the management executives employed in Switzerland come from foreign countries. The study looked at the 100 largest Swiss enterprises. Among these foreign executives, Germans, representing 30%, make up the largest portion. They are followed by the Americans and French, each with 10%.

• **The highest growth potential in Switzerland**

Companies in strongly competitive industries and with high market potential promise their business locations favorable growth rates over the long term. An analysis conducted by UBS in the first quarter of 2007 revealed that the Basel region is home to the industry mix with the most promising future prospects in all of Switzerland.

• **Low taxes and little bureaucracy**

According to the PricewaterhouseCoopers study entitled "Paying Taxes 2008 – The Global Picture", Switzerland is excellently positioned internationally. With a total tax rate of 29.1 percent, Switzerland is the second most economical location in Europe, and only 0.2 of a percentage point higher than Ireland. Moreover, the number of hours required to ensure compliance with taxation regulations is low in Switzerland. Luxembourg is the only country in Europe where it takes less time than in Switzerland to complete tax-related formalities.

Interview

Hans Peter Gehmacher

Senior Vice President Europe Fossil GmbH, Basel



FOSSIL Group's European headquarters



Hans Peter Gehmacher

Next to Swatch, FOSSIL is the second largest watch-making company in the world. The Texan company currently generates 40% of its global watch sales in Europe. In recent years, FOSSIL has seen annual growth of between 9% and 40%. Mr. Gehmacher, how do you explain this success?

FOSSIL, with its own brands FOSSIL, Zodiac and Michele Watches as well as the license brands Burberry, Emporio Armani, Diesel, Michael Kors, DKNY and Adidas, struck the nerve of the times. The core brand FOSSIL is becoming the leader in various European watch and jewelry markets and is being broadly expanded as an accessories brand. Our entire European product portfolio (watches, jewelry, leather accessories and sunglasses), but jewelry in particular, is showing above-average growth rates.

How do you see the further development of FOSSIL Europe?

We anticipate continued high growth and are looking to strengthen our core brand FOSSIL. Shoes are going to be added to our existing product portfolio of watches, jewelry, leathersgoods and sunglasses. We have made it our goal to increase recognition of FOSSIL as an accessory brand. We will therefore open more FOSSIL flagship stores in prime locations across Europe in order to bring the brand closer to customers. In addition, with the help of our core and license brands, we will focus on expanding the jewelry market.

FOSSIL Group Europe was established in 2006. Why did you decide to base your European headquarters in Basel?

Basel offers a number of advantages. The strategically important location at the triborder meeting point of Switzerland, Germany and France helps support cross-border cooperation and coordination with our subsidiaries. The international accessibility helps to promote recruitment of a multilingual, highly qualified workforce that perceives Basel to be an attractive place to work and live. Added to this is the fact that Switzerland is the center and hub of the European watch market. The city of Basel reinforces this unique position with its annual watch and jewelry trade fair, which enjoys an excellent reputation worldwide. Our physical proximity to the trade fair center offers us the unique opportunity of receiving our clients during Baselworld at our European headquarters and presenting our newest products to them on-site.

“The international accessibility helps to promote recruitment of a multilingual, highly qualified workforce that perceives Basel to be an attractive place to work and live.”

How do you rate the economic region in international terms?

Basel has an excellent infrastructure, economically friendly framework conditions and international environment, all of which is very impressive. Add to this a cosmopolitan culture and quality of life that meets even the highest demands. In international terms there are not many cities that cover all these areas like Basel does.

You are from Germany and have been living for three years now in the Basel region. In terms of your private life, how do you like it here?

I am very happy living here in this culturally rich city. As an avid athlete, I am constantly discovering wonderful local beauty spots while cycling around the Basel region. The scenery in Switzerland reminds me often of Bavaria. In this respect, Switzerland and Bavaria have a lot in common.

Agenda

Where to meet us

Seminars

- **Setting up companies in Switzerland**
January 23, 2008: Baden-Baden, Germany.
February 19, 2008: Düsseldorf, Germany.
May 2008: Amsterdam, the Netherlands.
May 29–30, 2008: Heiligendamm, Germany.
- **Swiss Seminar on Medicinal Technology**
March 3, 2008: Paris, France

Trade fairs, exhibitions and conferences

- **Bio-Connexion**
February 7, 2008: Paris, France
www.bio-connexion.com
- **Nanotech 2008**
February 13–15, 2008: Tokyo, Japan
www.ics-inc.co.jp/nanotech/en
- **MedTech Investing Europe**
February 14–15, 2008: Lausanne, Switzerland
www.campdenconferences.com
- **BioSquare 2008**
March 12–14, 2008: Basel, Switzerland
www.biosquare.com
- **Baselworld**
April 3–10, 2008: Basel, Switzerland
www.baselworld.com
- **1st European Conference in Clinical Nanomedicine**
May 19–20, 2008: Basel, Switzerland
www.esnam.org
- **Art Basel**
June 4–8, 2008: Basel, Switzerland
www.artbasel.com
- **Bio 2008**
June 17–20, 2008: San Diego, California, USA
www.bio2008.org

Events

- **Art & Business: Basel in Hamburg**
April 25, 2008: Hamburg, Germany
- **UEFA EURO 2008™**
June 7, 2008, opening match: Switzerland vs. Czech Republic
June 11, 2008, Switzerland vs. Turkey
June 15, 2008, Switzerland vs. Portugal
June 19, 2008, quarterfinal match
June 21, 2008, quarterfinal match
June 25, 2008, semifinal match
www.euro08.basel.ch

For further information and registration or appointments:
info@baselarea.ch, tel. +41 61 295 50 00



BioSquare 2008

Leading biotech partnering event in Europe

Representatives from over 800 biotech companies based in more than 30 countries are expected to attend BioSquare 2008 to be held March 12–14 at the Congress Center Basel. This conference, with some 1,300 participants, is one of the most important partnering platforms for the biotech industry in Europe. BaselArea, acting as a host sponsor, is helping to prepare and stage the event.

www.biosquare.com

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 Basel-Landschaft, we will assist you free of charge, whenever and wherever you like.

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