



**BASEL
AREA.
SWISS**

Annual report
2018



Editorial

Dear Reader,



Domenico Scala



Dr. Christof Klöpfer

Studies prove it: The Basel economic region has the greatest economic potential in Europe, its economy remains buoyant, areas are undergoing development, expats love living here – and the region is home to some of the world’s top biotech companies. As the agency responsible for promoting innovation and inward investment, we work hard to ensure that the good news keeps on coming. Rather than becoming overwhelmed by the many and varied transformations taking place in all the sectors of the economy, we focus on actively supporting business transformations. At the same time, we seek and secure ways and means to set ourselves apart from the strong competition of other Swiss business locations.

Here is one example: At the beginning of 2018, BaselArea.swiss took over the management of the Switzerland Innovation Park Basel Area. As a service provider that supports companies moving to and setting up in the area, for us it was an advantage to be able to incorporate an infrastructure offering in our portfolio. The merger was formally completed at the end of 2018 and, working alongside the park’s existing staff, we are delighted to provide the perfect environment for innovation. We are convinced that, as a result, we have added yet another string to our bow in the competition with Switzerland’s other regions.

Competition throughout Switzerland to attract international companies from abroad is fierce. The fact that the Basel economic region can hold its own as an attractive business location is borne out by the 33 businesses that relocated here in 2018, 19 of which operate in

the life sciences and the chemical industry and for which we have a strong reputation. At the same time, many industries – such as watchmaking and pharmaceuticals – are facing the challenges raised by digitalisation. This technological change is driven to a significant extent by startups, and we are keen to step up this important driving force for innovation. Startups have a vital role to play in the future success of the Basel economic region as a home for the healthcare industry.

Through its different initiatives, BaselArea.swiss provides startups with an ideal breeding ground, attractive financial incentives and a dynamic network. While we aim to support, accompany and integrate projects in the field of Therapeutic Innovation with our *BaseLaunch Accelerator*, with the *DayOne Accelerator*, successfully introduced in 2018, we are focusing on *Healthcare Innovation*. A new initiative that we have launched for the *Industrial Transformation* field is the *Industry 4.0 Challenge*, offering startups an attractive platform.

It is also gratifying to see how demand has increased for our individual consulting sessions for entrepreneurs and how the number of startups assisted has grown. The over 550 consulting sessions provided and more than 70 newly established startups supported by BaselArea.swiss say it all.

With our powerful network of over 18,000 people, our know-how and our personalised service, we will continue to ensure that the extraordinary potential of the Basel economic region is realised, thereby actively shaping its success in the future.

Handwritten signature of Domenico Scala in black ink.

Domenico Scala
President
BaselArea.swiss

Handwritten signature of Christof Klöpfer in black ink.

Christof Klöpfer
CEO
BaselArea.swiss

The year in figures

BaselArea.swiss can look back on an eventful and successful business year. This is apparent from the key figures, which are presented on the following pages.

9

Last year, companies came to the Basel region from nine different countries including the USA, China and Korea.
page 7

435

The newly settled companies are planning to create more than 430 new jobs in the next five years.
page 7

18,658

At the end of 2018, our network boasted 18,658 members.
page 3

33

In 2018, BaselArea.swiss helped 33 companies settle in the Basel region.
page 7

29 The number of people who work for BaselArea.swiss.
page 11

5,947 Nearly 6,000 guests came to our seminars, workshops and conferences in 2018.
page 10

72 In 2018, BaselArea.swiss supported the foundation of 72 companies.
page 10

3 BaselArea.swiss, the organisation for promoting inward investment and innovation represents the three cantons of Basel-Stadt, Basel-Landschaft and Jura.
page 13

556 In 2018, we ran 556 consulting sessions for founders, startups and companies.
page 10

Mission and goals

BaselArea.swiss is the organisation for promoting innovation and inward investment in the cantons of Basel-Stadt, Basel-Landschaft and Jura. Our core mission consists of:

- promoting the strengths of the Basel economic region abroad and marketing the region as a great place for business;
- advising foreign companies on relocating their businesses here;
- fostering and continually developing a dynamic innovation and startup ecosystem in the region;
- maintaining a network of innovators, experts and multipliers;
- supporting company founders and researchers in their startup and innovation projects;
- offering a modern infrastructure for businesses in the Switzerland Innovation Park Basel Area.

The State Secretariat for Economic Affairs (SECO) and the three participating cantons provide the annual budget of five million francs. In addition, private companies and foundations support initiatives such as *BaseLaunch* and *DayOne* with substantial financial contributions.



Through different platforms such as the event “Le tout connecté” in Delémont, BaselArea.swiss brings innovators, experts and multipliers together.

Services

In 2018, BaselArea.swiss continued to build on its service portfolio. Our services are managed by the *International Markets & Business Affairs* and *Innovation & Entrepreneurship* departments.

The *International Markets & Business Affairs* business unit identifies and approaches potential clients and provides advice and support throughout the whole process of establishing their business in the region. This service includes tailor-made support as well as assistance in decision-making related to the business expansion of our clients. In addition, BaselArea.swiss accelerates the access to the Chinese market for companies that are seeking to expand into China.



BaselArea.swiss and Roivant Sciences, a firm that settled in Basel in 2016, hosted the second Annual Symposium.

The *Innovation & Entrepreneurship* business unit promotes the development of startups as well as industry transformation. It also continues to develop the region’s innovative ecosystem and advises businesses of various sizes at every stage of development. There are specific initiatives that focus on the areas of *Therapeutic Innovation (BaseLaunch)*, *Healthcare (DayOne)* and *Industry Transformation (Industry 4.0 Challenge)*. The *Innovation & Entrepreneurship* team also provides targeted support to foreign companies establishing their business here.

The Switzerland Innovation Park Basel Area, which is managed by BaselArea.swiss, offers companies office and laboratory space, providing the perfect infrastructure to accommodate strategic activities such as acceleration, incubation, mentoring and events.



The Plug&Play Lab at the Switzerland Innovation Park Basel Area is available to *BaseLaunch* startups and other firms.

International Markets & Business Affairs

In 2018, BaselArea.swiss helped 33 companies move to the Basel region – seven more than in the previous year. This led to the creation of 139 new jobs, with a further 296 planned for the coming years. These figures remain stable year on year. Key examples of businesses that have established their headquarters in the Basel region include Skyhawk Therapeutics from the USA and a German business group that manufactures batteries. Another noteworthy new arrival is a company from China: the Beijing-based global pharmaceutical company BeiGene opened its regional headquarters in Basel. With a worldwide workforce of over 1,300, BeiGene is one of China’s leading biotech companies. This very gratifying settlement clearly shows that our representation in China, established in 2017, is bringing results. It means that contact can first be made personally in the region and then further intensified from Basel. In 2018, new representatives were appointed by BaselArea.swiss in India and the USA.

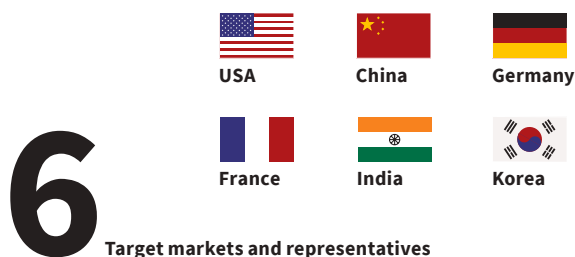
Personalised customer support

Company relocations from around Europe maintained a similar level to previous years: 16 of the 33 companies moved here from Europe, with nine of them coming from Germany. In addition, BaselArea.swiss supported six Swiss businesses looking for a new home. For example, Zoetis, the world-leading manufacturer of veterinary drugs, moved its Swiss subsidiary from Zurich to Delémont, and the startup MachIQ moved to Basel from Lausanne. 19 of the 33 companies that have moved here operate in the life sciences and in the chemical industry.

A great deal of interest was shown by companies in locating their businesses in the Basel region in 2018, with over 400 consulting sessions being held by BaselArea.swiss in Switzerland and abroad and 69 visits organised for investors and business delegations. Through its service portfolio, BaselArea.swiss is able to differentiate itself from the competition: the contacts provided, the content of the discussions and special programmes are tailored to the customer’s individual requirements in a bid to convince businesses that the Basel region is the right location for them. The feedback received confirms that BaselArea.swiss is right to continue focusing on the quality of a personalised service.

Strategic appearances

BaselArea.swiss uses roadshows, trade fairs and partnering conferences in Europe and around the world as platforms for promoting the advantages of the Basel economic area abroad. To kick off the year, BaselArea.swiss organised a panel of industry-leading speakers at one of the world’s foremost healthcare events, the J.P. Morgan Healthcare Conference in San Francisco. The panel experts discussed the topic “What’s next in Biotech and Pharma?”, talking about the digitalisation of the life sciences and the positioning of Basel as a location for the healthcare industry of the future. In June, more than 150 guests accepted an invitation to attend the Annual Symposium at Congress Center Basel hosted by Roivant Sciences and BaselArea.swiss at which Vivek Ramaswamy, CEO of Roivant, and Vas Narasimhan, CEO of Novartis, discussed the innovation culture. In the autumn, the Swiss Chinese Life Sciences Forum took place on the Novartis Campus in Basel and was also well attended. In addition, BaselArea.swiss and KPMG hosted two events in China.



The economic environment

As in the previous year, the prevailing political and economic situation has been somewhat challenging: the US tax reform contributed to a reduction in the level of US investment in Switzerland. BaselArea.swiss expects the corporate tax reforms introduced in Basel-Stadt in February 2019 to have positive effects on the economic region of Basel in 2019.



Testimonials

Roy Chikballapur cofounded MachIQ in 2016. MachIQ offers software for machine builders to deliver smart, IoT-based remote services. Their customers benefit from prescriptive maintenance that results in higher machine availability and better performance.



Roy Chikballapur, CEO MachIQ

“The BaselArea.swiss team supported us in relocating from the Canton of Vaud to Basel-Stadt. We chose Basel primarily because the city is at the heart of the mechanical engineering industry and offers very good accessibility. Once here we applied for the *Industry 4.0 Challenge* that BaselArea.swiss organized – and were selected as finalists. We benefitted not only from the exposure to key industrial players in the region but also met interesting startups to partner with.”

“We participated in the *BaseLaunch Accelerator*, which was tremendously useful in developing the business and scientific aspects of a biotech startup and in connecting us to key experts. The process was challenging. It prepared us for discussions with investors, which we concluded successfully. Further, I found advisors associated with BaselArea.swiss to be of very high caliber.”



Andreas Katopodis, CEO Anaveon

Anaveon focuses on the development of next generation IL-2-based therapeutic antibodies for tumour immunotherapy in melanoma, kidney carcinoma and lung cancer. The biotech is based in Bottmingen.



Danuta Cichocka, CEO Resistell

Resistell provides the diagnostic tool that will enable physicians to choose the most efficient antibiotic for the patient. The startup wants to contribute to better treatments and to prevent the spread of antimicrobial resistance.

“BaselArea.swiss continuously supported Resistell on its way to the market by providing access to its expert network through which we were able to make valuable contacts. We were able to present Resistell at the right events, which allowed us to promote our company towards high level participants. We selected Basel for our headquarters because of its ecosystem, as well as all the support programmes available in the region.”

“We chose Basel for our new corporate headquarters to transform the culture of the company from here and make Rhodia Acetow more international. The BaselArea.swiss team did a great job finding a wonderful location and supported us with the administrative part of the transition.”

Rhodia Acetow has been a pioneer in cellulose acetate tow since 1912. The company serves the tobacco industry and develops innovative applications and processes to define the future of cellulose acetate. Rhodia Acetow was acquired by Blackstone in 2017.



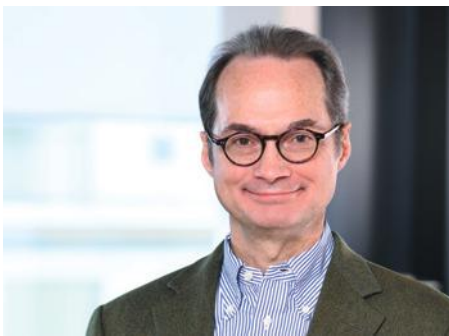
Philippe Rosier, CEO Rhodia Acetow

“We were selected as one of the finalists for the *DayOne Accelerator* and gained a lot from it. BaselArea.swiss offers us attentive and tailor-made support. Previously, wherever possible we made use of any help available to new businesses. The programme is fantastic and the network really benefits us. Thanks to all these services we have been able to get our startup off the ground.”

Advancience develops software solutions that enable data from computer games to be collected and evaluated more effectively for use in applied psychology. The company is a University of Basel spin-off.



Christian Vogler, CEO Advancience



Vincent Mayer,
Director, BeiGene Switzerland GmbH

BeiGene is a global commercial-stage biopharmaceutical company with a global team of over 1,300 employees. The company has offices in China, in the USA and in Europe in Basel, Switzerland.

“Our new presence in Basel marks another milestone for BeiGene on its way to becoming a leading global bio-pharma company. Access to a large and highly skilled talent pool, a business-friendly environment and close proximity to the European market convinced us to establish operations in Basel. BaselArea.swiss supported us along the way. From here, we will manage our European clinical trial operations and prepare for the potential launch of our drug candidates outside of Asia.”

“As a member of the jury for the *Industry 4.0 Challenge*, I was able to learn about innovative projects from the region. In addition, I really value the mix of participants from industry and research organisations in the BaselArea.swiss Industry 4.0 working groups. Thanks to Basel Area.swiss, I benefit from exchanges with other companies that enable us to come up with new solutions together. Because together we are definitely stronger.”



Cyrille Monnin, CEO Productec

Since 1988, Productec has specialised in CAM and MES software for all types of CNC-programmable machinery. The company is located in Rossemaison, in the canton of Jura.

Zoetis is an internationally active animal health company that has been firmly rooted in Switzerland for several decades. Worldwide, the company employs a workforce of around 9,000 and in 2017 posted a turnover of 5.3 billion dollars.



Laurent Monnerat,
Zoetis Senior Vice-President for Germany,
Central and Eastern Europe

“Following the Pfizer spin-off and Zoetis’s IPO, we evaluated the Basel region as a possible new location, as it is one of the most important centres for life sciences and has an extraordinary talent pool. The attractive business environment and exemplary cooperation with BaselArea.swiss and the cantonal authorities convinced us to make the move to Delémont. Our employees came with us, and we’ve been able to recruit additional skilled staff very easily.”

Innovation & Entrepreneurship

In 2018, BaselArea.swiss paved the way for the foundation of 72 companies, which is slightly more than in the previous year. In addition to the life sciences, the ICT sector also played an important part in this. The number of consulting and mentoring sessions delivered by the *Innovation & Entrepreneurship* business unit increased from 171 to 556. Feedback from the supported startups shows that with this offering, BaselArea.swiss is spot on in its efforts to satisfy customer requirements.

The first DayOne Healthcare Accelerator

Therapeutic Innovation, Healthcare Innovation, and Industrial Transformation: over the last year, the *Innovation & Entrepreneurship* business unit focused on these industry sectors. The goal remained to foster collaborations between different players and provide impetus for and assistance with changes designed to strengthen the Basel economic region. By focusing on these areas, BaselArea.swiss was able to develop new targeted initiatives.



Panel at the *DayOne Conference*: “Shaping the Future of Health”.

Within the sector *Healthcare Innovation*, the *DayOne* initiative aims to establish Basel as a world-leading location for innovation in healthcare by creating synergies between personalised medicine, digital healthcare and precision medicine. By committing to a funding agreement for the next four years, the canton of Basel-Stadt has further emphasized its support. In addition, the team behind the initiative has grown and has also honed its profile more precisely. Nearly 60 innovators submitted projects focused on children’s health to the first *DayOne Accelerator*. Fifteen applicants were given the opportunity to present their ideas to the more than 350 participants at the now well-established *DayOne Conference*. The jury selected three winning projects. In addition, BaselArea.swiss opened the new *DayOne Lab* in the Switzerland Innovation Park Basel Area branch at Technologiepark Basel, where more than 15 healthcare industry innovation workshops were held in 2018.

Targeted support

The second round of the *BaseLaunch Accelerator* shaped the industry sector *Therapeutic Innovation*. In September, ten projects started phase I of the accelerator. *BaseLaunch* accelerates the development of promising startups, supports them financially and actively connects them with the Basel region’s dynamic life sciences ecosystem. In addition to receiving individual consulting, these startups are provided with office and laboratory space at the Switzerland Innovation Park Basel Area in Allschwil. Since it started in 2017, *BaseLaunch* has supported 20 startups.

In the *Industrial Transformation* sector, BaselArea.swiss launched the first *Industry 4.0 Challenge*, which specifically supports businesses in the region. The three finalists were given the opportunity to present their digital production technology solutions at a major international trade fair, connect with other businesses and to network with customers. The challenge’s early success was buoyed by an Interreg project begun in 2017 that promotes and coordinates cooperation with the focus on Industry 4.0 in the border region of France, Germany and Switzerland.

With 97 seminars, workshops, conferences and events in 2018, BaselArea.swiss and its partners gave nearly 6,000 participants a platform for networking, generating new ideas and strengthening the regional economic ecosystem. This activity has been boosted by the BaselArea.swiss “Connecting Innovators” mobile app, which was launched at the beginning of the year, making it even easier for users to network with other participants at events. Another new project in the pipeline is the construction of the Jura branch of the Switzerland Innovation Park Basel Area in Delémont, which is due to be officially opened in 2019.



Three startups were selected for the *DayOne Accelerator*, including Aurteen from Canada.

Organisation and cooperations

Staff

As at January 2019, BaselArea.swiss and Switzerland Innovation Park Basel Area AG employed 29 people. In December 2018, the executive board comprised the following members:



Domenico Scala

President of the Executive Board, Chairman of the Board of Oettinger Davidoff AG and Basilea Pharmaceutica AG



Samuel Hess

Head of Economic Affairs, Office of Economy and Labour Basel-Stadt



Adrian Bult

President of the BKB Bank Council



Martin Frey

Executive Vice President of EMEA, Fossil Group Europe, Inc.



Thomas Kübler

Head of Economic Development Baselland



Arnaud Maître

Managing Director and Chairman of the Board of Louis Bélet SA



Philippe Marmy

Deputy Head of the Office of Economic Affairs and Labour, Ingénieur-Economiste at the Bureau du développement économique of Canton Jura



Ahmed Muderris

CEO of Composites Busch SA

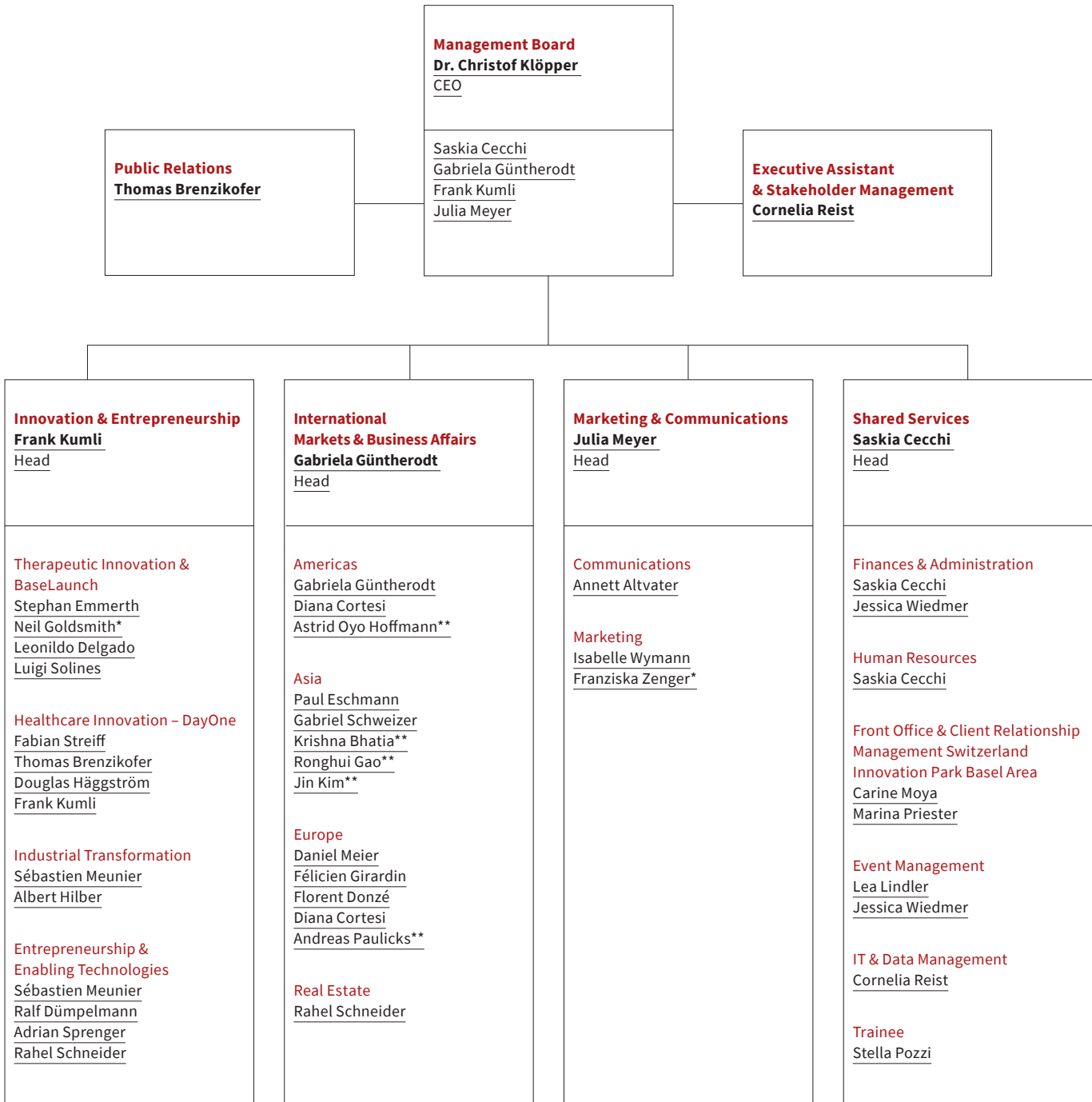


Dieter Regnat

Managing Director of Infrapark Baselland

Whilst most members of the executive board are business representatives, the cantons are the only members of the general assembly and therefore the organisation's highest decision-making body. Dr. Christof Klöpffer is CEO of BaselArea.swiss. The management board of BaselArea.swiss comprises Saskia Cecchi (Head *Shared Services*), Gabriela Güntherodt (Head of *International Markets & Business Affairs*), Frank Kumli (Head of *Innovation & Entrepreneurship*) and Julia Meyer (Head of *Marketing & Communications*).

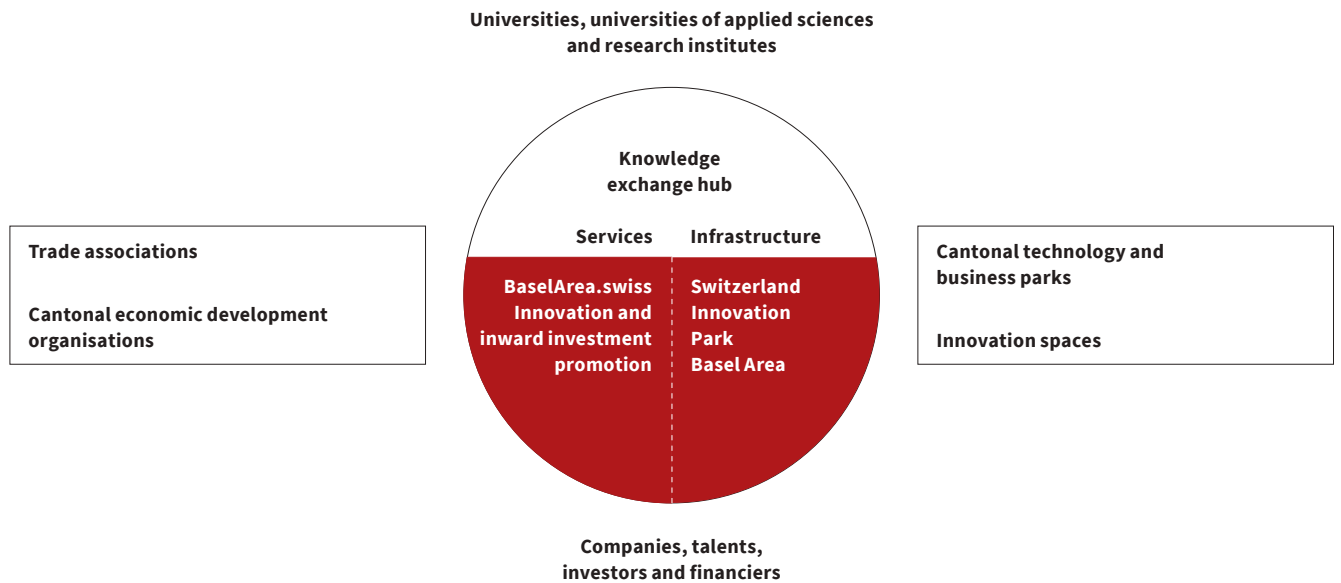
Organisational chart



* External Team

** Market Representatives

Status as at January 1, 2019



Regional innovation system of the Basel-Jura region, source: NRP-Umsetzungsprogramm 2016–2019

Cooperation with partners

As a central, publicly funded organisation for the promotion of innovation and inward investment, BaselArea.swiss serves its customers as a provider of essential innovation services in the Basel economic region and as a hub for the exchange of knowledge between educational institutions and businesses. In 2018, BaselArea.swiss and the Switzerland Innovation Park Basel Area started to work more closely together and since 2019 BaselArea.swiss is responsible for managing the innovation park. In the canton of Jura, BaselArea.swiss also collaborates with Creapole, the innovation promotion agency in the Jura. In addition, BaselArea.swiss works closely together with the publicly funded economic promotion agencies of Basel-Stadt, Basel-Landschaft and Jura and maintains a large number of partnerships with associations, technology and startup centres, universities and private companies.

Funding bodies

New Regional Policy (NRP)
 State Secretariat for Economic Affairs (SECO)
 Canton Basel-Landschaft
 Canton Basel-Stadt
 Canton Jura

Partners

Business parc
 Business Park Laufental & Thierstein
 Campus Industrie 4.0
 Creapole
 CSEM Centre Suisse d'Electronique et de Microtechnique SA
 Franco-German-Swiss Conference of the Upper Rhine
 Digitalswitzerland
 University of Applied Sciences Northwestern Switzerland
 Finanzplatz BS
 Gerbert RUF Stiftung
 Basel Chamber of Commerce
 IFJ Institut für Jungunternehmen AG
 Impact Hub Basel
 Innosuisse
 Startup Academy
 Switzerland Global Enterprise
 Technologiepark Basel
 University of Basel

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