

# The Swiss business and innovation hub of the future

**#1**

European Cities and  
Regions of the Future  
2023 Award

by Financial Times, fDi Intelligence

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# Doing business, the Swiss way

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# More reasons for your success

Switzerland is the most innovative economy in the world in 2024 - for the 14th year in a row. The region is boosting Switzerland's innovative capabilities, largely due to its leadership in life sciences and other growing high-tech sectors that are densely represented in the area. The Basel Area is a future-oriented role model of the Swiss work ethic and spirit of openness.

Perhaps the most prominent reason for equating Swissness with reliability, business-friendliness and productivity is the efficiency of the Swiss government. The excellent system of education and state-of-the-art infrastructure add to this offering as well. Consequently, Switzerland ranks number 1 worldwide in stability (IMD Competitiveness Report 2022) and reaches first place in talent attractiveness (IMD World Talent Ranking Report 2023).

**The Basel Area is a shining example of world-wide appreciated Swiss virtues.**

# **An economic powerhouse with pro-business core values**

Switzerland and the Basel Area are both small in size, but big in terms of economic value and potential. When it comes to competitiveness and the ability to innovate, Switzerland has been one of the world's top business locations for years – and the Basel Area sets the benchmark. Strong economic growth is an ongoing trend in the Basel Area. The region boasts Switzerland's highest GDP.

Apart from a flat corporate income tax rate on a federal level, the Swiss cantons remain free to set their own rates. The Basel Area's corporate taxes are among the lowest in Switzerland and Europe, making the region very attractive as a business location. Local authorities are supportive in order to meet the demand for highly qualified experts and executives from abroad. Companies benefit from one of Europe's most liberal labor laws, while simultaneously being able to offer employees great benefits.

**Thanks to high stability, efficiency and competitive taxation, companies are certain to thrive in the Basel Area.**





# Switzerland's innovation hotspot

→ Get to know our thriving ecosystem

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# More to discover

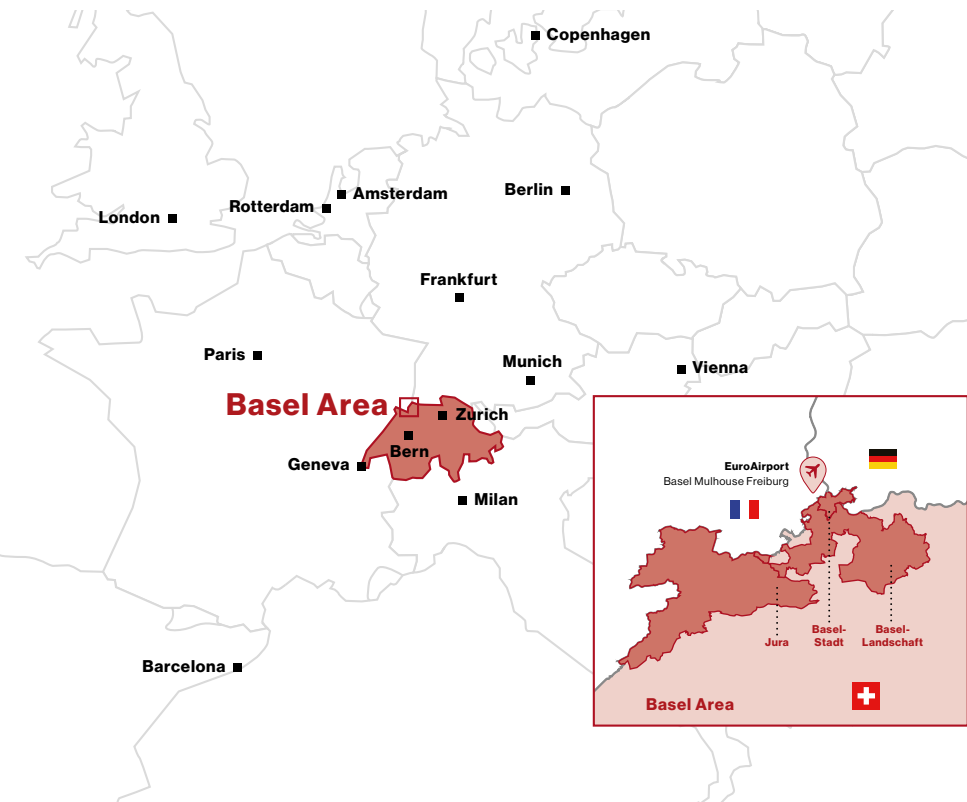
A future-oriented outlook with continuous transformation marks the Basel Area as Switzerland's innovation center. The region flourishes as a hub of ideas, research, culture and business acumen. Access to knowledge, highly qualified and international talent, and a supportive government have turned the Basel Area into Switzerland's leading innovation hub and the European leader in the life sciences. Particularly successful industries include the pharma industry, digital health, the medtech sector, the micro- and precision technology and mechanics industry, trade and ICT.

The Basel Area is home to experienced leaders and innovators in the most advanced groundbreaking technologies across industries. Unsurprisingly, the Basel Area ranks as Switzerland's most innovative area (UBS Cantonal Competitiveness Indicator). It hosts five of the 12 Swiss companies with the most registered patents and a full 46% of Switzerland's investment in research happens here.

**As the Swiss business and innovation hub, the Basel Area is your gateway to Europe's largest markets.**

# Unique location bordering Germany and France

The Basel Area consists of the three cantons Basel-Stadt, Basel-Landschaft and Jura, and is home to about 560,000 people. The center of the region is the city of Basel, a thriving international business hub with its cosmopolitan lifestyle. Bordering the city of Basel, the canton of Basel-Landschaft is home to many life sciences, logistics and consumer goods companies. The business world of the French-speaking canton of Jura is made up of small and medium-sized companies. Highly specialized suppliers produce premium and high-precision components and machines for the world's watchmaking and medtech industries.







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# More opportunities for growth

With biotech, healthcare, pharma, medtech, healthtech, chemistry and agricultural sciences, together with complementary technologies such as nanosciences and bioinformatics – the Basel Area has one of the highest concentrations of businesses in the life sciences industry and many promising startups.

The entire life sciences value chain is represented here and you will find two of the largest European markets right on your doorstep. There are 14 leading universities located within a one-hour drive radius, as well as numerous world-renowned research institutes with over 1,000 research groups, such as:

- **Swiss Tropical and Public Health Institute**
- **Friedrich Miescher Institute for Biomedical Research**
- **Biozentrum of the University of Basel**
- **Department of Biosystems Science and Engineering, ETH Zürich**
- **FHNW School of Life Sciences**
- **Department of Biomedical Engineering, University of Basel**
- **Swiss Center for Electronics and Microtechnology (CSEM)**

**Home to over 700 life sciences companies.**

# Nexus of digital disruption in healthcare

At the intersection of data and technology, digitalization is transforming healthcare and pharma. The Basel Area, with its very high density of successful global giants, blue-chip multinationals, dynamic startups and prolific incubators, is accelerating the digital evolution in life sciences.

Building on its strong foundations in the life sciences industries, the Basel Area is leading the way toward personalized healthcare. More and more newly established companies are focusing on healthcare technologies, including innovative solutions in personalized medicine and the digitalization of the health and pharma industries, which makes the Basel Area the location where the future of innovation in healthcare and life sciences is taking place.

**«Straumann benefits significantly from the Basel Area as a global center for healthcare, science, technology and education, and its dense cluster of world-leading healthcare companies, teaching hospitals and academia.»**

**Mark Hill**, Corporate Communication, Straumann





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ATELIER 2



# More access to top talents

The European market is multilingual and so is the Basel Area: around 64,000 people commute from France and Germany to the Basel Area every day and most people speak more than two languages. The highly qualified international workforce, from startups to Fortune 500 companies and globally successful enterprises, impresses with diversified skill sets. In terms of human capital, the region ranks number 1 in Switzerland (UBS Cantonal Competitiveness Indicator).

Thanks to an outstanding network of top 100 universities, research institutes and innovative companies, the Basel Area offers a well-trained international talent pool. This direct access to top talent makes the region an ideal location for global, European and Swiss headquarters.

**«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 the Basel Area.»**

**Vincent Mayer**, Director, BeiGene Switzerland GmbH



# Switzerland's most affordable metropolitan area

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# More potential to reach your goals

The Basel Area is the most affordable metropolitan area in Switzerland and stands out with the lowest corporate income tax of all major Swiss business centers. The cost of office space in the Basel Area is significantly lower than in Zurich or Geneva. Social contribution costs are levied on the federal level and are much lower than in most other European countries. These factors make Switzerland and in particular the Basel Area one of the most productive locations worldwide – and in the life sciences industry, the Basel Area has Switzerland's highest productivity.

**Grow with the Basel Area's  
winning combination of  
geographical, logistical and  
financial advantages.**

# Pocket-size metropolis, perfectly connected

Centrally located in the heart of Europe, the Basel Area is Switzerland's most accessible location (UBS Cantonal Competitiveness Indicator). Bordering Germany and France, two of the largest European markets are right on your doorstep to quickly and efficiently expand business. Multiple daily direct flights and high-speed train connections from Basel to all major European destinations move people and goods easily. Within the region, attractive premises for laboratories, offices and production sites can be found within very short distances. You can bike to work or your next event or even walk from one meeting on one end of town, to one in another part of the city.

- **International EuroAirport Basel Mulhouse Freiburg:**  
15 minutes from the city center
- **Rail and road:** direct train connection to Paris as well as to many other main cities, and easy transcontinental transport of goods
- **Rhine ports:** direct access to Rotterdam, Antwerp and the sea

**«The attractive business environment and exemplary cooperation with the authorities convinced us to make the move. We wanted to be close to a city with good links to the railway network and an airport.»**

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





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global spirit**

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# More quality of life

The Basel Area is a melting pot of cultures. Where else can you have breakfast in Germany, lunch in France and dinner in Switzerland? Discover Basel's well-preserved historical center with its architectural jewels and the cosmopolitan cultural lifestyle. In summer, many locals swim during lunch break, relax at the pop-up bars along the Rhine or hike in the unique Jura landscape on weekends. With the highest concentration of museums in Europe, art can be found everywhere all year round. That's why Basel is known as Switzerland's 'capital of culture'.

Away from the more urbanised areas, the landscapes of the Jura and Basel-Landschaft cantons have a rural character and are dotted with small towns and villages. The Basel Area is an attractive location for nature lovers or families to set up home and enjoy the natural beauty of the countryside. Furthermore, in less than two hours, you can be in the Swiss Alps, the Black Forest, the Alsace wine region or one of Europe's capitals.

**The 'capital of culture'  
with its vibrant life along  
the Rhine awaits you.**

# High-quality education and a welcoming culture

Basel is among the top 10 cities to live in the world and is popular with expats. Over 40,000 expats call the region their home and people from 160 different countries have settled in the Basel Area. Proximity to France and Germany has given the Basel Area a taste for all things international and a tradition of welcoming visitors from abroad.

Benefit from a thriving community. The Basel Area offers numerous and well-established support organizations for expats and their families as well as suitable and excellent educational facilities:

- **International schools for all grades (kindergarten, primary school, secondary school) with different languages (English, French, Italian, Japanese, Chinese)**
- **Public schools with English curricula**
- **Possibility of graduating with an International Baccalaureate**
- **Short distances and safe public transport so children can go to school by themselves**



# Facts



**700+**

life sciences companies



**33'000+**

life sciences professionals



museums in  
walking distance



cantons and  
country borders



**160+**

nationalities



**11,000+**

ICT talents



**We help you unlock  
your business potential  
in the Basel Area**

**→ Let us jointly enhance your success**

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# About Basel Area Business & Innovation

Basel Area Business & Innovation is the investment and innovation promotion agency representing the cantons of Basel-Landschaft, Basel-Stadt and Jura. We are your connection to professional resources and help you find business success in the Basel Area. We assist international companies with setting up or expanding business operations in northwestern Switzerland and connect firms to the dynamic cluster of leading companies, top universities and world-class research centers. We also support startups and founders of innovative ventures and drive specialized initiatives and accelerators. Within our vibrant ecosystem, we build a community of innovators, thought leaders, experts and stakeholders.

**Free of charge services are available to companies evaluating the region as a business location and to founders of innovative ventures.**



# Benefit from our team, network and knowledge

Our in-house team includes associates in the Basel Area, as well as representatives in China, France, Korea, the USA and Germany. We have a large network of industry experts across a number of fields including technology, real estate, new venture creation, funding, relocation and more.

## Let us support you.

- **Opportunity analysis**
- **Location search**
- **Business set-up**
- **Ecosystem and network access**
- **Soft landing package**
- **Events, seminars and workshops**
- **Catalyst projects**
- **Startup acceleration and incubation**
- **Collaborative workspaces**



# Contact

**Reach out and  
discover how  
we can help you.**

**→ Learn more about the Basel Area**

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