



**BASEL  
AREA.  
SWISS**

**Annual report**  
2017







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## Steady development of the Basel-Jura region



Domenico Scala



Dr. Christof Klöpfer

The year 2017 began with a far-reaching event for Switzerland as a business centre: the Swiss electorate rejected the Corporate Tax Reform Act III. This contributed to a trend that had been discernible for several years, as another political uncertainty made the intense competition for inward investment even tougher. And this was after the “yes” vote to limit immigration had already caused some consternation.

Despite the difficult economic environment, the Basel region remains in good shape; interest in the benefits of the region as a business centre remains strong. Although BaselArea.swiss supported fewer settlements in 2017 than in 2016, inward investment figures were still comparable with previous years. The US and the German market in particular proved to be stable.

The activities of our *Connecting Innovators* and *Supporting Entrepreneurs* units have contributed to this. BaselArea.swiss is currently observing a noticeable increase in activity, especially with regard to startups. The demand for associated training, consulting and mentoring services has grown significantly. Even though not all of these aspiring entrepreneurs will manage to bring their projects to fruition, the cultural change towards a more entrepreneurial spirit in the region is to be welcomed.

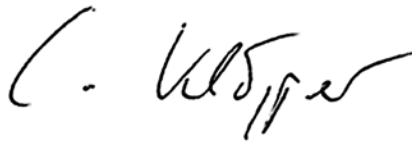
The successful launch of *BaseLaunch* shows that the Basel-Jura region has not yet fully exploited the potential of new ventures. More than 100 teams from all over the world submitted their projects in an attempt to gain one of the coveted places in the healthcare accelerator, established by BaselArea.swiss in close cooperation with industrial partners, sponsors and other institutions, including the cantons of Basel-Landschaft and Basel-Stadt. The high demand considerably exceeded our expectations.

For BaselArea.swiss, the success of *BaseLaunch* is critical for another reason: it shows that the strategy of bringing together the promotion of innovation and inward investment under one roof is working well. Thanks to the network of experts and mentors BaselArea.swiss has assembled and nurtured over the years, it has been able to establish a unique acceleration programme, whose first call for tenders attracted the interest of research teams with startup projects from all over Europe as well as from overseas. It is also gratifying to note that Roivant Sciences has joined the *BaseLaunch* circle of partners, as BaselArea.swiss helped this company relocate to the Basel-Jura region just last year. This is a further demonstration of the attractiveness of our local life sciences cluster.

In summary, the Basel-Jura economic region is bucking the difficult environment, and has put measures in place over the past few years to ensure that it develops its full potential. Nevertheless, one must be careful never to take these achievements for granted.



Domenico Scala  
President  
BaselArea.swiss



Dr. Christof Klöpfer  
CEO  
BaselArea.swiss

# Mission and goals

BaselArea.swiss is the organisation for promoting innovation and inward investment in the northwest cantons of Basel-Stadt, Basel-Landschaft and Jura. Its primary mission is to foster inward investment and innovation:

- promote the strengths of Northwestern Switzerland and market the region as a great place for business
- advise foreign companies on relocating their businesses here
- continually develop a dynamic innovation and startup ecosystem in the region
- maintain a network of decision-makers, innovators, experts and multipliers
- support company founders and researchers in their startup and innovation projects

With its specialisation, network and experience, BaselArea.swiss has gathered a wide range of expertise under one roof – with a particular emphasis on technological and industry expertise in life sciences, medtech, ICT, micro, nano & materials, and production technologies. Our organisation helps customers access the specialist knowledge available from this network. BaselArea.swiss currently employs 20 people and has a basic annual budget (excluding the *BaseLaunch* project) of around CHF 3.6 million for 2017, provided by the three cantons and by the State Secretariat for Economic Affairs (SECO). Since 2017, also a number of private companies and foundations have made substantial financial contributions to BaselArea.swiss' activities. Most of these private funds were used for the *BaseLaunch* programme (see page 18).

## Service portfolio

The service portfolio of BaselArea.swiss in 2017 was unchanged from the previous year. Our four core services are managed by the *International Markets & Promotion* and *Innovation & Entrepreneurship* departments.

- With *Invest in Basel Region*, BaselArea.swiss provides advice and support for clients throughout the whole process of establishing their business activities in the region. This service includes tailor-made support as well as assistance in decision-making related to the business expansion of our clients.
- Under *Connecting Innovators*, BaselArea.swiss makes use of individual consultations and a variety of specialist events to connect innovators and companies in key technology fields on matters related to technology, R&D and innovation.
- Under *Supporting Entrepreneurs*, BaselArea.swiss offers general assistance to newly founded companies in the region with the operational implementation of their venture. In addition, startups and expanding SMEs in the technology fields of life sciences, medtech, ICT, micro, nano & materials, and production technologies receive professional support in recruiting specialist staff and locating potential investors.
- Under *Accessing China*, BaselArea.swiss introduces companies from Northwestern Switzerland that are seeking to expand into China to a knowledgeable network that can provide accelerated access to the Chinese markets and to local business partners.

## Facts and figures

The BaselArea.swiss network continued to grow substantially in the past financial year to include around 20,000 people as per December 2017. This extended network has improved the ability of BaselArea.swiss to bring together a highly diverse group of stakeholders in an ecosystem that is fully committed to the common goal of a successful Basel-Jura economic region.

### Settlements to the region: consolidation

In 2017, BaselArea.swiss helped 26 companies move to the region. The figure for 2016 was 36 and in 2015 23. The quality of the businesses relocating here remains high, and this is certainly reflected in the relatively high number of jobs created and planned by these companies. In 2017, these companies moving to the Basel-Jura region from abroad stated that they expected to create more than 500 new jobs over the next three to five years.

Most of the newly settled companies are from the life sciences and related industries. Eleven of the companies moved here from the USA, eight from Europe, and two from Asia. The Basel region also remains attractive for companies relocating from other parts of Switzerland, however, and five Swiss companies relocated their activities to the Basel-Jura region.

As part of its efforts to persuade companies of the benefits of doing business here, BaselArea.swiss organised 92 visits by companies considering settling in the Basel region. 170 meetings with companies were held abroad. These promotional activities resulted in 345 new customer projects. At the end of the year under review, BaselArea.swiss was actively involved in more than 700 projects.

*Accessing China* provided three individual consultations to Swiss companies interested in expanding their businesses into China. Additionally, one event with a total of 50 participants was held in China to promote inward investment in the Basel region. In a partnership with the Swiss-Chinese Chamber of Commerce, the University of Applied Sciences Northwestern Switzerland and Roche, BaselArea.swiss organised the second Swiss-Chinese Life Sciences Forum in Basel. More than 200 guests attended the event.

### Consulting and networking: growth and development

BaselArea.swiss supported over 60 companies in founding and structuring their business – 20 more than in the previous year. The increase is due in part to the fact that the startup support team had been consolidated within BaselArea.swiss, thereby improving the services available. The high number of technology startups, particularly in the field of life sciences, is most encouraging.

BaselArea.swiss conducted more than 170 individual consultations in 2017. These discussions centred around acquiring commercial partnerships in research, development and production and how to best set up a company. Activities aimed at promoting innovation and networking among companies and other stakeholders remained at a high level: BaselArea.swiss organised more than 100 events and held seminars and workshops in all three cantons. Over 5500 people participated in 40 *Innovation Events*, 6 workshops, 25 seminars and 7 *Technology Circles* as well as 4 other events. 30 seminars and workshops were organized together with partners.

With *DayOne* (see page 14) and *BaseLaunch* (see page 18), BaselArea.swiss launched two programmes that are expected to provide valuable economic stimuli for the region. Both of these initiatives are being supported by the private sector – not only with generous financial contributions but also with know-how and infrastructure.



Biotech & Digitisation Day with Federal Councillor Johann Schneider-Ammann

A particular highlight was the visit of Federal Councillor Johann Schneider-Ammann, who visited Basel on the occasion of the “Biotech and Digitisation Day” organised by BaselArea.swiss and digitalswitzerland to discuss the topic of digitalisation in the life sciences with technical experts and business leaders. In addition to the Head of the Federal Department of Economic Affairs, Education and Research (WBF), the event, held at Actelion Pharmaceuticals and at the Switzerland Innovation Park Basel Area in Allschwil (Canton Basel-Landschaft), attracted other prominent speakers and round table participants such as Severin Schwan, CEO of Roche, and Jean-Paul Clozel, the founder of Actelion and CEO of Idorsia.



Panel-discussion organized by BaselArea.swiss with Roivant Sciences

For newly established companies wishing to become part of the region’s economic and innovation community, the large BaselArea.swiss network, which includes all of the region’s major players, offers genuine added value. The benefits were particularly evident in a panel discussion on the future of biomed-

cal research, which was organised in collaboration with recent arrival in Basel, Roivant Sciences. The arguments and visions presented by Vivek Ramaswamy, founder of Roivant Sciences, Vas Narasimhan, who is now CEO of Novartis, and other top-class speakers made a lasting impression on the over 150 invited guests from the pharmaceutical and biotech industry.

### External communication: increased activity

The work undertaken by the BaselArea.swiss *Marketing & Communications* unit was focused on raising awareness of its own services and strengthening its network. In 2017, almost 70,000 visitors viewed the BaselArea.swiss website – some 15,000 more than in the previous year. This resulted in over 250,000 page impressions. More than 300 reports, articles, and interviews with experts and decision-makers appeared online via the company’s own communication channels. By the end of 2017, the electronic newsletter had been sent out ten times during the year and attracted over 17,000 subscribers.

In order to promote BaselArea.swiss activities even more effectively in the future, a new events calendar was published. This printed overview of upcoming events and important dates is published in collaboration with selected partners and distributed in over 30 locations in the Basel-Jura region.

PR work by BaselArea.swiss resulted in more than 50 articles in electronic and printed media in 2017.



# Key figures 2017

## International Markets & Promotion

### New projects in 2017

Settlements from abroad	333
Relocations from Switzerland	9
Accessing China	3
<b>Total no. new projects</b>	<b>345</b>

### Projects at the end of 2017

<b>Total no. active projects</b>	<b>735</b>
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### Company settlements

Settlements from abroad	21
Relocations from Switzerland	5
<b>Total no. company settlements</b>	<b>26</b>

### Settlements by business sector

Life sciences (incl. chemical industry)	20
ICT	2
Consulting/services	2
Logistics	1
Others	1

### Settlements by country

USA	11
Germany	6
India	1
Israel	1
Japan	1
Turkey	1
Switzerland (relocations)	5

### Jobs (company settlements)

	Initially	In 3–5 years
Settlements from abroad	325	456
Relocations from Switzerland	34	126

## Innovation & Entrepreneurship

### New startup projects

Projects started in 2017	129
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### Startups by business sector

Life sciences	11
Consulting/services	11
Creative industries	7
ICT	6
Health	3
Education	2
Hotel/catering/tourism	2
Nanotechnology	1
Construction	1
Manufacturing industry	1
Others	18
<b>Total no. startups</b>	<b>63</b>

### Jobs (start-ups)

	Initially	In 3–5 years
	109	375

# Activities

## International markets & promotion: highlights

In 2017, the Basel-Jura region again succeeded in attracting an impressive number of settlements to the area. The figure is not as high as in 2016 but consistent at the same level as 2015 and the previous year. In terms of quality – measured in the number of jobs the new companies expect to create over the next few years – BaselArea.swiss was able to match the figures of 2016. Examples worth mentioning in this context are the establishment of US-based company Bio-Rad's European headquarters, the arrival of Japanese company Idemitsu, and the relocation of SpiroChem AG from Zurich. Despite increasingly tough competition both at home and abroad, BaselArea.swiss has been successful in expanding the pipeline of companies that have expressed an interest in the Basel region and is currently actively engaged in advising these firms. When foreign companies are looking to set up a subsidiary, uncertainties about the new operating environment can often delay the investment decision, and sometimes even cause it not to be made at all. It is therefore important to draw attention to the imminent corporate tax reform in Switzerland, tax reforms in the home countries of these foreign companies, and the continued lack of clarity about how the “mass immigration initiative” is to be implemented.

The international target markets of BaselArea.swiss continue to be the USA, Germany, India and China. France and Benelux are targeted directly by the Canton of Jura on behalf of BaselArea.swiss. BaselArea.swiss has been represented in China since 2017 and this culminated in the establishment of an office in the Fenglin Biomedical Center in Shanghai. This representative office in China will boost the efforts of the Basel region to market itself in China as a premier life sciences centre. The first event in the new premises took place in November. Under the title of “Shanghai Biotalk”, a panel of experts discussed strategies and challenges for Chinese biotech companies wishing to gain a foothold in the European market.

The USA is one of Switzerland's and the Basel region's most important FDI source countries. This is why BaselArea.swiss was once again present at one of the world's most prominent investor events in the healthcare sector: the JP Morgan Healthcare Conference in San Francisco. BaselArea.swiss made good use of the unique environment of this conference to organise its own annual

international event. “Designing the Future in Life Sciences: a Discussion about (Human) Capital & Innovation” was the title of this year's event, which witnessed a lively debate by a highly qualified panel.

In 2017, the exciting settlements of US companies in the Basel region over the past few years were marked by the presentation of the Tell Award to Roivant Sciences, a company which established its global headquarters in Basel in 2016 with the help of BaselArea.swiss. Since 2004, the Tell Award has been presented annually by Switzerland Global Enterprise to selected North American companies with a significant business presence in Switzerland.

During the 2017 financial year, BaselArea.swiss attended a number of partnering conferences and roadshows both in and outside Europe. These events provided a platform to BaselArea.swiss to promote the benefits of the Basel region as a leading life sciences centre to a targeted audience. The over 90 visits made by investors and company delegations to the Basel region, where they were welcomed and received customized advice by Basel Area.swiss, attest to the success of these international activities. BaselArea.swiss made the visits a very special experience for these company executives and (as would be expected in such a competitive environment) did its utmost to cater to every need of the company to make it a productive site visit.

Representation and target markets






USA	
China	
Germany	
France	
India	

USA	11
Germany	6
India	1
Israel	1
Japan	1
Turkey	1
Switzerland (relocations)	5

Settlements

Total **26**

Sectors

 Life sciences (incl. chemical)	76,9%
 ICT	7,7%
 Consulting/services	7,7%
 Logistics	3,8%
 Other	3,8%

in 3-5 years

**582**

New jobs

Acquisition activities

New projects in 2017	345
Road shows & events	20
Participation in exhibitions and conferences	12
Visits by investors to the region	92
Visits to companies abroad	172

## Testimonials



**Dr. Thomas Fessard**  
CEO  
SpiroChem AG

Our relocation from Zurich to Basel in 2017 had a really positive impact on our organisation. The main advantage is the proximity to our Basel-based customers and peer companies. We can now easily visit our local clients or invite them for meetings in our offices. It adds a more human component to our relationship with them. We also realized that the life sciences network is very strong in the Basel region and we have been able to quickly establish links to key stakeholders, often through referrals from our clients. I am happy to say that our employees remained with us, as most of them were already living in the area and the others were happy to move to Basel. We have recruited several experienced chemists since we arrived, bringing the number of SpiroChem staff to close to 20. The talent pool in our sector is large in the Basel region, especially for chemists,

due to the concentration of chemical, biotech and pharma companies. The high quality of training of chemists in the Swiss educational system, as well as the proximity to Germany and France is also a plus. The unrestricted access to talents will allow us to continue on our accelerated growth path. The increasing demand for our products and services worldwide gives us great ambitions to become a leading partner for discovery chemistry R&D at a global level. We received excellent support in the relocation process from BaselArea.swiss. They guided us through the process and allowed us to be in direct contact with the right persons in the administration, which saved us a lot of time. We hope that by deepening our relations with companies in the region we can advance new projects and help to shape the Basel region's life sciences industry of the future.



**S. Corby Bright**  
Director of International Finance,  
Europe Nerium International  
Switzerland GmbH

Nerium International is a global relationship marketing company, headquartered in Texas USA, with age-defying products crafted from cutting-edge research and science. Founded in 2011, Nerium has shattered industry records for sales while developing a strong customer base in North American, Latin American and Asia-Pacific markets. With building the European headquarters in Basel, Nerium is now entering the European market. Leading the way in age-defying innovation, the proximity to a leading life sciences cluster will allow great opportunities

to foster synergies. Being so close to Germany enables us to efficiently develop our key markets. Further, we benefit from the large community of English speaking people in and around Basel. The talents we recruited were happy to relocate here. The city has a lot to offer: quality of living is high, commutes are short. The process of settling in Basel was not difficult at all – we were happy to count on the BaselArea.swiss team as well as the supportive people working at the government.





**Leo Kaabi**  
SVP and Managing Officer  
Bio-Rad GmbH

We decided on Basel after extensive research since the parameters looked very promising, and we greatly exceeded our expectations. Now that we have set up offices in the city, with the help of BaselArea.swiss, we are even more positively surprised by the advantages that the Basel region has to offer. The quality of life is outstanding. Our employees enjoy short commutes, great leisure options with first class museums and easy shopping. In addition, there is excellent public transport as well as an airport with European flights

that make the city highly accessible. That said, Bio-Rad also benefits from the broad pool of talent. Thanks to the lively life sciences ecosystem, we can choose from a strong pool of candidates within the region. The tri-national border area with Germany and France gives us even more access to talents with different backgrounds, languages and skills, and to be so close to peer companies is a strong argument for us, too. Needless to say, we expect to grow and strive in Basel in the coming years.



**Yusuke Hayata**  
President  
Idemitsu OLED Materials Europe AG

Idemitsu chose Basel as a strategic site in the area of electronic materials. Having an R&D location here allows us to access a world class resource pool to develop materials for OLED applications. The foundation for the company has been built by leveraging the existing pool of international researchers. We have plans to expand further this year. Persuading people from Europe and beyond to come and join Idemitsu in Basel has not been difficult so far. Basel has a high quality of life and offers our experts access to advanced technological projects and business opportunities. Our site in Basel – with Germany and France in such close proximity – is an ideal location to cooperate with Swiss as well as with European partners. Currently we

have people from nine different nationalities working in Basel, which is more cultural diverse than at any other Idemitsu site. Basel plays a significant role to enable the globalizing of our business line. The proximity to an airport is a considerable advantage as it enables Asian visitors to Europe to make short visits to Basel as part of their business schedule. We appreciated the flexibility and support from the Basel authorities who helped us to develop our business here. Basel offers a wide range of advantages for Japanese people: There is an existing Japanese network and it is easy to access the whole of Europe, which makes Basel the perfect base to explore Europe during weekends and holidays.

## Innovation & entrepreneurship: highlights

*Connecting Innovators* targets innovators from the region with the aim of strengthening networking and thereby supporting individual players and the economic region as a whole. It appeals to startup companies, major enterprises and SMEs as well as universities and research institutions. The *Supporting Entrepreneurs* unit prepares young entrepreneurs as they set about establishing their companies, supports them in the formation process and provides them with an environment that is ideally suited for the company's future development.



Innovation Lounge "Le Tout Connecté" about interconnectedness

*Connecting Innovators* and *Supporting Entrepreneurs* are based on the same idea: fostering synergies by actively communicating the innovations that are taking place in the region. Theme-based events provide company founders and innovators with platforms for networking and opportunities to get in touch with BaselArea.swiss. At specialist seminars and workshops, BaselArea.swiss delivers a wide array of relevant information that participants would otherwise have to tediously collect themselves. This is one of the main reasons why these events have proven to be so popular with the participants. Not only that, but participants also get the opportunity to collaborate "hands-on" on specific problems with other entrepreneurs. The individual support services provided by *Connect & Advisory* and *New Venture Assessment* are aimed at founders and innovators who are already working on realising quite specific projects.

## Technological innovations

BaselArea.swiss focuses on five technology fields: life sciences, medtech, information and communications technology (ICT), micro, nano & materials, and production technologies. There are also particular opportunities in digitalization and in the interfaces between ICT and technology fields. Here, the Basel-Jura region's life sciences credentials give it a strong competitive advantage in fields such as precision medicine, personalised healthcare systems and digital health. New fields of application and markets are expected to emerge. Similar developments between ICT and production technologies, also known as Industry 4.0, are expected. BaselArea.swiss believes that these interdisciplinary interfaces are strategically important for the Basel-Jura region. This is why BaselArea.swiss is already involved in a wide range of activities related to these topics and is working on projects that will help the region emerge stronger from these technological developments.

### Precision Medicine, Industry 4.0 and the future of chemistry

BaselArea.swiss has set itself the task of positioning the Basel-Jura region as Europe's leading centre for precision medicine. In 2017, *DayOne* workshops were held on topics such as "Blockchain for Genome Data Management" and "Ethics of Data in a World of Personalised Health". 20 innovation projects from startups, SMEs and research institutions were presented and



Panel at the DayOne Conference: "Designing the Future of Health"

discussed with experts at the annual *DayOne* conference, held under the banner of “Designing the Future of Health”. The continued development of the *DayOne* initiative and other activities in the fields of precision medicine, personalised medicine and digital health will be one of the priorities of BaselArea.swiss in 2018.



Workshop at the DayOne Conference: “Designing the Future of Health”

The topic of Industry 4.0, and particularly its effect on the rural parts of the Basel-Jura region, is of special interest to BaselArea.swiss. BaselArea.swiss has therefore organised an *Technology Circle*, a series of seminars with a relatively fixed group of participants – in addition to theme-based events. In 2018, Basel Area.swiss intends to further develop the topic of Industry 4.0 as part of an Interreg project with partners from neighbouring countries. Finally, BaselArea.swiss launched a development process in which it plans to collaborate with representatives of chemical companies and research chemists in order to analyse the growth path that an innovative chemical industry in the Basel-Jura region should take.

### Events, seminars and workshops

In 2017, BaselArea.swiss and its network reached around 20,000 people. Over 5500 people participated in over 100 events. BaselArea.swiss organized 40 *Innovation Events*, 6 workshops, 25 seminars and 7 *Technology Circles* as well as 4 other events. 30 seminars and workshops were organized together with partners. The percentage of satisfied event visitors remained high,

at 94 percent. Around 4000 people attended some 50 events, seminars and workshops on innovation and technology. Around 650 people attended the more than 30 seminars and workshops organised by the *Supporting Entrepreneurs* team. The remaining 750 participants attended *Accessing China* and *BaseLaunch* events. Furthermore, new formats such as the “BaselHack” hackathon, organised by BaselArea.swiss, as a founding partner of the association of the same name, together with Baloise, Adobe and Bluesky, were tested.

### Individual support and business startups

The value of the 171 one-on-one consultations (*Connect & Advisory*) and 10 structured mentoring workshops (*New Venture Assessments*) was evidenced by over 60 company foundations – 20 more than in the previous year. The growth in the fields of life sciences and ICT is encouraging.



Participant at “Wanted: Innovative Chemistry for Today, 2030 and Beyond”

## Testimonials



**Mathieu Gigandet**  
Director  
Initium CreaWatch

Initium is a startup based in the Canton of Jura. At Initium, we offer watchmaking courses and workshops, where our customers can create their own mechanical watch. Currently, we are expanding: we recently opened our second location in Geneva. Furthermore, we are trying to attract more international customers. For a small startup like us, it is a huge challenge to create awareness for our brand internationally. We decided to focus on the Chinese market first. BaselArea.swiss was very helpful in putting us in touch with another watchmaking company from the Canton of Jura. They already gained a

lot of experience in marketing their products to Chinese customers and they helped us with our market analysis. I have participated in several of the BaselArea.swiss events, both in the Canton of Jura and in the Canton of Basel-Stadt. Thanks to these events we were able to expand our network and gain insights in topics that are highly relevant to us. I recommend the support of BaselArea.swiss to other startups. Not only do you get access to a large network of fellow entrepreneurs, but also the exchanges with experts are extremely valuable for startups like Initium, and enable you to get an outside perspective of your company and your growth plans.



**Alain Veuve**  
Founder  
Parashift AG

Parashift AG provides machine-learning based software products for the financial industry. I approached BaselArea.swiss to find potential investors for my startups and over the past years, I attended several BaselArea.swiss events and also contributed to its various initiatives. BaselArea.swiss helped me to expand and strengthen my network of business partners. I particularly benefited from the individual consulting that BaselArea.swiss provides about funding op-

portunities for young companies in the Basel region. Entrepreneurs who are thinking about starting a company, or are developing their business strategies or are expanding their company to Switzerland should consider Basel as a home base and get in touch with BaselArea.swiss. The organisation's knowledgeable team is able to help you in the most direct and spot-on way, and find the right answers and contacts for you and your business.





**Dr. Mathieu Munsch**  
Chief Executive Officer  
Qnami

BaselArea.swiss has a very strong regional network and commits to promote young startups from the region. We attended several of their events in the Basel region which covered a broad spectrum of themes and were structured in a way to deliver precise and elaborate messages. We got valuable information on European funding instruments from the perspectives of the many different actors at such an event, particularly from startups that already went through the whole process. Furthermore, our BaselArea.swiss contact Ralf Dümpelmann is really enthusiastic and helpful. Qnami's technology is quite complicated, yet Ralf always encouraged us to approach new people and explain our

business venture on different occasions. We introduced our project at the event "Innovation Landscape Micro & Nano" last year at Endress+Hauser and presented more technical aspects of it during the Technology Circle "NanoPolymers & Structures" at Nanosurf. These occasions helped us to build a network and to consolidate partnerships. I believe that also other startups can strongly benefit from the personalized support and from the events that BaselArea.swiss offers. For Qnami, this year is all about launching our product, the first quantum sensor on the market. We will soon open a round of seed funding.



**Peter Groenen**  
Head Translational Science  
Idorsia

The high density of companies, universities and hospitals in the Basel region is comparable to other major life sciences hubs in the world. For companies like Idorsia it is essential to have a close-knit and well-functioning life sciences network at hand. It presents us with opportunities to build relationships with the local business and research community. As one of the early members of *Day-One* – the Swiss innovation hub for precision

medicine launched by BaselArea.swiss – we took part in many networking and think-tank initiatives, which enabled us to expand our network in areas of high relevance to Idorsia. Being part of this community is very stimulating and as a local company we like to see that we can increase such innovative activities in the region also for other life sciences companies. We have already profited by establishing many new relationships.

## BaseLaunch

*BaseLaunch* is a BaselArea.swiss programme aimed at supporting startup projects in the life sciences sector. It attracted a great deal of attention in 2017, as it is the only one of its kind that can claim the involvement of several large pharmaceutical companies as healthcare partners. *BaseLaunch* healthcare partners are Johnson & Johnson Innovation, the Novartis Venture Fund, Pfizer, Roche and Roivant Sciences. Roivant Sciences is a biotech company originally based in the US which, with the support of BaselArea.swiss, relocated its headquarters to Basel in 2016. In addition to the above healthcare partners, other partners participating financially in the programme are the cantons of Basel-Landschaft, Basel-Stadt and Jura, Innosuisse (formerly the Commission for Technology and Innovation CTI of the Swiss Confederation), the Gebert Rütli Stiftung, KPMG, and Vossius & Partner. *BaseLaunch* is the first BaselArea.swiss programme to receive substantial private funding.



Great interest in the BaseLaunch launch event

*BaseLaunch* provides 15 months of support for healthcare startup projects in the form of personalized advice, funding and free access to fully equipped laboratories and offices. The infrastructure is provided by the Switzerland Innovation Park Basel Area in Allschwil; specialists from *BaseLaunch* healthcare partners provide industry knowledge and market know-how. The 15-month programme is divided into two phases. In the first three months of the initial accelerator phase, approximately ten startup projects receive intensive support to develop their business and research plans as far as possible and to take care of the basics of setting up their companies. During the second

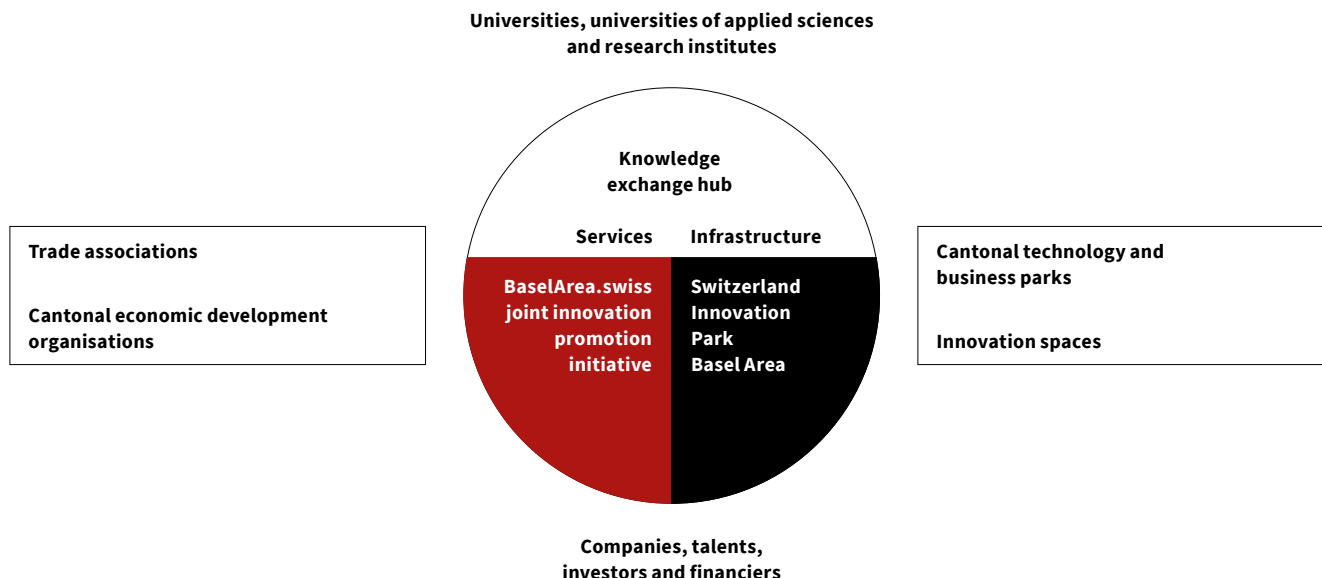
twelve-month accelerator phase, a smaller number of startup projects is selected and given access to non-dilutive funding, expertise, and infrastructure. *BaseLaunch* also supplies these startup companies with important industry contacts. All startups accepted for the second phase must relocate to one of the three participating cantons. The objective is to ensure that by this time the projects are sufficiently developed to allow them to progress to financing rounds with venture investors. The second phase therefore offers the startups sufficient time to carry out essential experiments, generate data, negotiate with investors and, if necessary, supplement their teams.



At the kick-off of BaseLaunch with the startup projects

The *BaseLaunch* programme was launched in 2017. The international interest and the quality of the applications received exceeded expectations. Approximately 600 research groups in relevant disciplines in Switzerland, Germany and France were contacted and over 100 applications from startup projects in more than 30 countries were received. 13 projects were approved for the first accelerator phase and 11 projects managed to complete this phase. Four startup companies were awarded funds to support them through the second accelerator phase; two others were provided with laboratory facilities. The search for new projects has already begun.

# Organisation and cooperations



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

## Cooperation with partners from the regional innovation system Basel-Jura

BaselArea.swiss occupies a special position within the Basel-Jura regional innovation system defined by SECO. 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 and, together with Switzerland Innovation Park Basel Area, as a hub for the exchange of knowledge between educational institutions and businesses. In the Canton of Jura, BaselArea.swiss also works closely with Creapole, the technology and innovation promotion agency for the Jura region. Staff from Creapole are responsible for the field of medtech technology and support the event management and communication activities of BaselArea.swiss in the Canton of Jura. BaselArea.swiss is closely involved with the cantons of Basel-Stadt and Basel-Landschaft on their publicly funded inward investment grants and maintains a large number of partnerships with associations, technology and startup centres, universities and private companies.

## Funding body

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

## Partner

Business parc Reinach  
Business Park Laufental & Thierstein  
Campus Industrie 4.0  
Creapole  
CSEM  
Franco-German-Swiss Conference of the Upper Rhine  
digitalswitzerland  
University of Applied Sciences Northwestern Switzerland  
Gebert Rûf Stiftung  
Basel Chamber of Commerce  
IFJ  
Innosuisse  
Startup Academy  
Stiftung Finanzplatz Basel  
Switzerland Global Enterprise  
Switzerland Innovation Park Basel Area  
Technologiepark Basel  
University of Basel



**Domenico Scala**



**Samuel Hess**



**Adrian Bult**



**Martin Frey**



**Thomas Kübler**



**Arnaud Maître**



**Philippe Marmy**



**Ahmed Muderris**



**Dieter Regnat**



**Carole Woertz**

## Staff

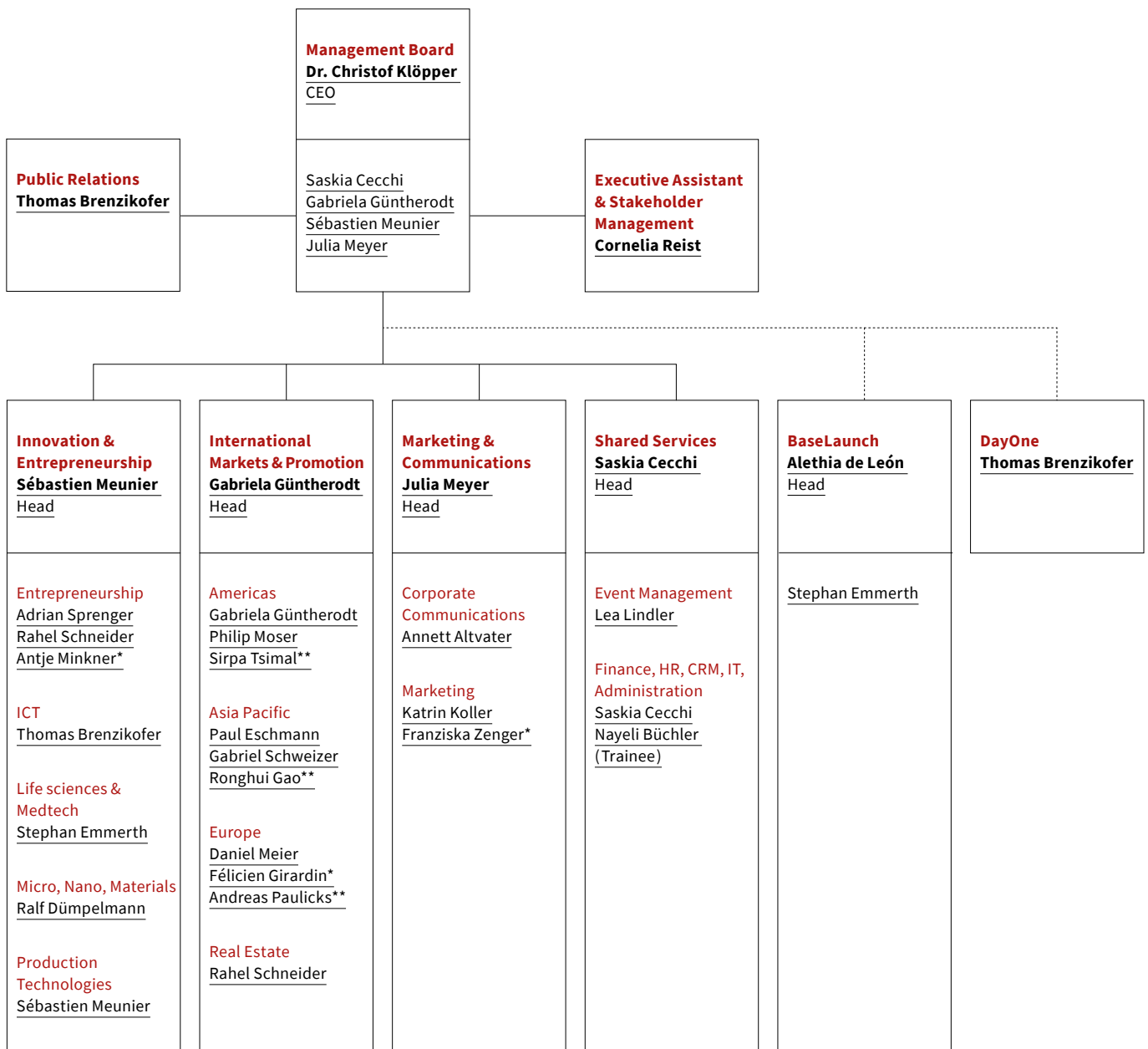
In December 2017, the BaselArea.swiss executive board comprised the following members:

- **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**, Managing Director Headquarters EMEA Fossil Group, 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
- **Ahmet Muderris**, CEO Composites Busch
- **Dieter Regnat**, Country Head Switzerland Clariant, Managing Director Infrapark Baselland
- **Carole Woertz**, Managing Director and Chairman of the Board, Woertz AG

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 comprises Saskia Cecchi (Head Shared Services), Gabriela Güntherodt (Head International Markets & Promotion), Sébastien Meunier (Head Innovation & Entrepreneurship) and Julia Meyer (Head Marketing & Communications).



## Organisational chart



\* External Team

\*\* Market Representatives

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© BaselArea.swiss, Dufourstrasse 11, 4010 Basel, Switzerland

Project management: Julia Meyer

Editorial team: Annett Altvater, Thomas Brenzikofer, Gabriela Güntherodt, Christof Klöpfer, Julia Meyer

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