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Basel's knowledge hubs

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Leading the way



Novartis campus



The Basel region is the most successful business area in Europe and home to one of the oldest universities. Leading in the life sciences, it is HQ to many innovative companies and has an excellent infrastructure for international events, as Sally Trelford discovers

The Basel area is a very compact and thriving economic region, boasting a remarkable cluster of innovative and research-based companies. It also boasts one of the oldest universities in the world and its fair share of Nobel laureates. Research is conducted at the top ranked University of Basel and research institutes as well as in industry research departments. The University of Basel is preparing for the future with an ambitious building programme including a spectacular new Biozentrum due to open in 2017.

The leading industry in Basel is the life sciences industry and the city is home to the headquarters of world-famous life science and chemical companies such as Novartis, Roche, Lonza, Clariant and Syngenta. This cluster is unrivalled globally with companies working in a competitive environment to the highest technical, scientific and economic standards. Motivated and well-qualified life sciences employees form an international and multilingual group in the region active in all areas of life sciences activity, including research and development, manufacturing, regulatory affairs and commercial fields.

Both Novartis and Roche are investing heavily in their campus sites, employing world-famous architects to provide state-of-the-art buildings and facilities for their highly-qualified staff.

The Basel Network of Excellence in Life Sciences unites around 200 research groups from renowned research institutes from across the world. Common strategies and goals are defined at regular meetings. With the BioValley Association, the Basel region also has the largest networking organisation in the field of life sciences. The approximately 350 members come from the trinational area of Germany, France and Switzerland.

Cover: Roche, headquartered in Basel, is investing 3 billion Swiss francs (around 2.8 billion euros) in modern research infrastructure, attractive workplaces and sustainable site development until 2022

Situated on the Rhine River and the borders of France and Germany, the Basel area has become an economic centre specialising in research and development, technology and manufacturing. Basel's success is not only based on the life sciences, however. The watch industry, banking, insurance and logistics, art, design and architecture all play an important part and are closely linked with the local economy.

The annual Baselworld trade fair has turned Basel into one of the most significant commercial centres for the watch and jewellery business while Art Basel has established itself as the world-leading trade fair for contemporary art. Basel architects – at the fore of which are Herzog & de Meuron – enjoy international acclaim.

Switzerland's most important exhibition site and one of the leading destinations in Europe, Basel is centrally located at the point where Switzerland, France and Germany all meet. This city on the Rhine is a key international transport hub with an airport close to the city, a Rhine port, two central stations, a well-developed public transport network and a modern road system.

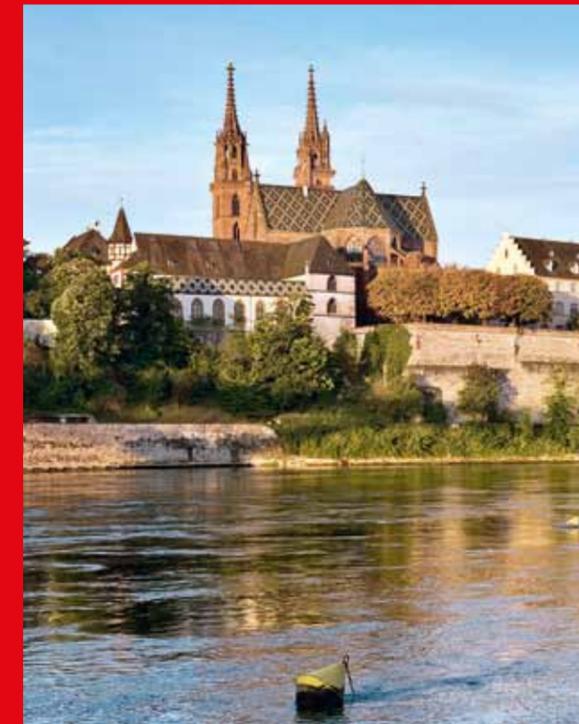
It is also a beautiful, well-tended historic city, which is clean and safe. It offers a modern convention centre, wide selection of hotels, restaurants and bars, shopping and a strong cultural offering including 40 museums.

The city has also been recognised as one of the most liveable places on the 'blue planet'. A study by HR consultancy firm ECA international places the city at fifth place for quality of life – having assessed 254 locations worldwide. Criteria include climate, personal security, integration prospects, political stability, infrastructure, the housing market and leisure facilities.

Nanotechnology in Basel

Basel is also a focal point for the growing area of nanotechnology. The region is not only the hub of public nanotechnology research and education in Switzerland and host to industry-based research activity, but also the place where nanotechnology is turning into concrete products.

Nanotechnology is a science that deals with objects the size of a few nanometres. In the context of nanoscale science, 'nano' denotes one thousand millionth or one billionth of a unit. As a unit of length, one nanometre is a billionth of a metre or one millionth of a millimetre. The main building blocks of matter, such as molecules and atoms, are nanoscale structures so the ability to see, measure, understand and work with particles of this size is important in many different disciplines.



Basel Cathedral overlooks the Rhine



Taking a stroll through this compact city

In brief

- Life sciences companies in the Basel region generate a worldwide turnover in excess of 100 billion EUR annually
- The high hourly productivity makes the Basel region the most successful life sciences location in the world
- There are more than 900 companies in the region involved in the life sciences – among them are the headquarters of two of the ten largest pharmaceutical companies in the world, Roche and Novartis
- In the last few years, more than 150 young life sciences companies have been founded in the Basel region
- Around every tenth person in the region is directly or indirectly involved in the life sciences industry, a total of around 36,000 people and increasing every year
- Some 10,000 scientists and 5,000 professors, researchers and PhD students work in life disciplines in the Basel area and between them invest more than 1,5 billion EUR in research and development a year.



The centre of



Congress Center Basel

The Congress Center Basel is Switzerland's largest convention centre and now has a stunning new architect-designed complex to offer for events

Basel is Switzerland's prime location for exhibitions and conferences. Among its internationally famous events are the eye-wateringly large and glamorous Baselworld the world's biggest and most important show for the watch and jewellery industry, and Art|Basel, the world's premier international art show for modern and contemporary works. The venue belongs to the MCH Group, which operates three exhibition centres in the country together with its own leading international companies engaged in event management, event technology and stand construction.

New complex by Herzog & de Meuron

The Congress Center Basel is located in the heart of the city, directly alongside Basel Exhibition Center and a short walk from many hotels. Transfer to the old town takes 15 minutes on foot (or five minutes by tram).

A striking new hall complex, designed by internationally-acclaimed local architects Herzog & de Meuron, was inaugurated in 2013 and is directly linked to the Congress Center Basel. It combines optimum functionality with outstanding architectural style. The Congress Center Basel's facilities now benefit from a multi-functional Event Hall on the ground floor of the new building. With a pillar-free surface of some 3,300 sqm, plus 1,500 sqm in the foyer, the Event Hall can accommodate events for up to 3,000 participants, with banquets possible for up to 2,000.

In addition, 11 modular rooms have been opened and can be used individually or in combination with each other to accommodate events from 10 to 1,000 people. The new rooms

- bringing the total number at the Congress Center Basel up to 25 - are located on the ground floor, where they are directly accessible from the main entrance. They open up spectacular possibilities such as a plenary event for more than 5,000 participants together with sufficient space for concurrent breakout sessions in immediate proximity.

The Congress Center Basel is also constantly investing and the Montreal Auditorium has recently been fully renovated and equipped with the very latest technology. The largest room currently, the San Francisco, has also been updated and had a new high-grade audio and lighting system installed.

Experienced assistance from submission of a proposal

The Congress Center Basel is committed to 'knowledge and innovation', which includes providing support for its clients in the planning and development of their events. And it starts with the submission of a proposal to host a conference.

As an experienced and professional conference venue, the Congress Center Basel provides support for initiators wishing to hold an international conference in Basel, assisting with dossiers on the project and the venue and with presentations for the relevant association or committee. It can also help source partner companies, if required, hotel accommodation and the accompanying programme in different price categories. With links to the various chambers, associations and scientific institutions, the Congress Center Basel is able to support official applications to host congresses. Site inspections can also be organised.

knowledge and innovation

Facts and figures

A footbridge links the Congress Center Basel directly to the trade fair grounds, which cover an area of 14.1 hectares. Few other locations in Europe can meet the growing demand for congress facilities directly linked to trade-fair grounds, the ideal setting for combined events: congresses accompanied by trade exhibitions, trade fairs accompanied by congresses and seminars.

- Congress Center Basel**
 - 25 congress and conference rooms
 - Largest hall seats up to 5,000 people
- Musical Theater Basel**
 - 1,500 seats
- Messe Basel**
 - 5 halls with a gross area of 141,000 sqm
 - 1,200 parking spaces in the venue's own multi-storey car park



Messe Basel

Part of the MCH Group

The Congress Center Basel is part of the dynamic MCH Group, a leading international live-marketing company group. It offers its customers a unique services network spanning the entire exhibition and event market. The group operates three modern exhibition, congress and event infrastructures in Basel, Zurich and Lausanne, which ideally complement each other in terms of exhibition space and geographic catchment area. As a customer of the Congress Center Basel, you benefit from this experience and efficient networking capability.



For further information www.congress.ch • www.mch-group.com



Baselworld

OSCE Ministerial Council in Basel

The world was focused on Basel in December 2014 when it played host to the 21st OSCE Ministerial Council at Messe Basel. Delegations from the 57 OSCE (Organization for Security and Co-operation in Europe) member states, some 2,000 participants, travelled to the Swiss city.

Held in the Congress Center at Messe Basel while Switzerland was chair of the OSCE, under the auspices of the Federal Department of Foreign Affairs (FDFA), the city proved itself ideal for this type of large event and took charge of security.

The Plenary Hall, where the foreign ministers met to discuss the agenda, was installed in the Event Hall on the ground floor of the new hall complex designed by Herzog & de Meuron in the Basel Exhibition Centre. The modern and compact environment at Messe Basel was able to provide the 80 meeting rooms that were required, the Media Center for more than 200 accredited press representatives and at-seat catering for 1,200 people.

The close relationship between Messe Basel and the City of Basel helped ensure that everything ran smoothly. They also worked closely together during the application process for the event.

Need to know

This compact, attractive city at the heart of Europe offers everything you need for a successful international association event



Explore Basel's medieval Old Town



Museum Tinguely

Access

The bi-national EuroAirport Basel-Mulhouse-Freiburg is just 15 minutes from the city by taxi or 20 minutes via the impressively efficient local transport, which is free for all visitors staying overnight in the city. (In fact all hotel guests receive a mobility ticket that entitles them to free use of the trams and buses throughout the city for the duration of their stay.) Scheduled flights link to more than 90 destinations. Another option is to fly via Zurich Airport, the biggest international hub in Switzerland, offering flights from all major European airports and more than 200 international destinations. Transfer time via a direct train from Zurich Airport to Basel is around 75 minutes.

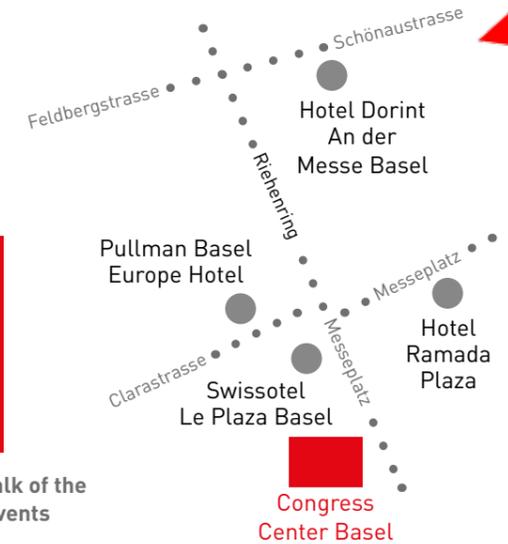
Explore the city and surroundings

With the convention centre and main hotels located in the centre of the city, it is easy for delegates to get out and about to explore. From a walk through the streets of the medieval old town, a cruise on the Rhine, a hearty meal at one of the traditional restaurants or a local beer at a bar, delegates will find it easy to get out and about. This is a compact city that is ideal for a stroll. And it is not just the elegant patrician houses of the Baroque period that will catch your eye. There are many contemporary buildings to admire designed by world-renowned architects including Herzog & de Meuron, Mario Botta, Renzo Piano and Frank O Gehry that are excellent examples of the innovative, modern heart of this traditional city. This university city is also very proud of the culture on offer with more than 40 museums to choose from together with theatres and festivals. And if your delegates have time, they can travel along the famous wine route in Alsace, take a guided tour of Colmar or explore the fairytale scenery of the Black Forest, all on Basel's doorstep.

Special venues

There are many interesting and attractive venues available for welcome receptions, gala dinners, lunches and other special occasions. From the striking City Hall, by invitation, to the intriguing Museum Tinguely, which can cater for banquets up to 100 and receptions for 150, there are plenty to choose from. The Restaurant Safran Zunft is everything you could wish from a traditional Swiss venue and the food is excellent. It can cater for up to 500 in its largest room. The Volkshaus Basel can accommodate up to 1,200 and offers smaller rooms as well. Both of these are located in the heart of the city. The convention bureau can provide a list of other options covering all manner of styles and tastes.

Where to stay



These four excellent properties are all within a five-minute walk of the Congress Center Basel and are experienced at hosting large events



Swissotel Le Plaza Basel

- 238 rooms and suites
- Number of meeting rooms: 10
- Largest capacity theatre-style: 214

This elegant property has a walkway linking it to the Congress Center Basel, which makes it ideal for overflow meeting space or as the headquarters hotel of an event. It is the largest business hotel in the area and pharma codex compliant.



Pullman Basel Europe Hotel

- 141 rooms
- Number of meeting rooms: 6
- Largest capacity theatre-style: 200

Completely refurbished a year ago, this is a stylish, modern hotel a very short walk from the Congress Center Basel. Its meeting rooms are flexible and offer natural daylight and there is a green terrace, ideal for breaks. Its restaurant Les Quatre Saisons is famous for the quality of its cuisine and its team is happy to cater for events.



Hotel Dorint An der Messe Basel

- 171 rooms and suites
- Number of meeting rooms: 4
- Largest capacity theatre-style: 80

Currently offering 80 refurbished bedrooms, most of the bedrooms will have been updated by the end of this year. By the end of 2016, all bedrooms and meeting rooms will have been upgraded in this property just a short walk around the corner from the Congress Center Basel.



Hotel Ramada Plaza

- 224 rooms and suites
- Number of meeting rooms: 9
- Largest capacity theatre-style: 430

This landmark building is one of the tallest in the city and boasts spectacular views, particularly from the Sky Lounge on the 30th floor, over the city and the Congress Center Basel, which is next door. It has a dedicated conference area spreading over 1,000 sqm and offers natural daylight in all its seminar rooms.