

# HOW INNOVATIVE COMPANIES ARE SUPPORTED IN BASEL

BASEL  
AREA.  
SWISS

12.12.2016, SSSL Workshop “Intelligent efficient solid-state lighting”

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# STRUCTURE

- **Why innovation promotion and economic support**
- **Structure and functions of BaselArea.swiss**
- **What is in it for you**

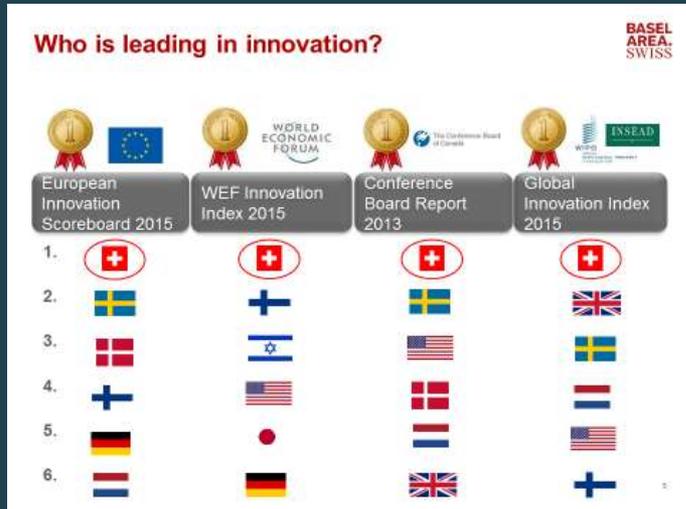
An aerial night view of Basel, Switzerland, showing the city lights and the Rhine river. A large, stylized sunburst graphic composed of white and blue rectangular bars is overlaid on the right side of the image. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

**BASEL  
AREA.  
SWISS**

**A Great Business Location.**  
**We talk about it!**

# Switzerland is innovation global leader

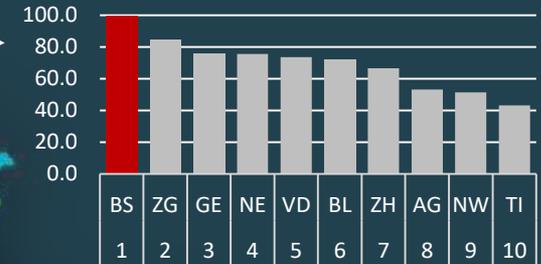
... and Basel is innovation hub in Switzerland



BASEL



## Innovation Index



BS = Canton Basel-Stadt

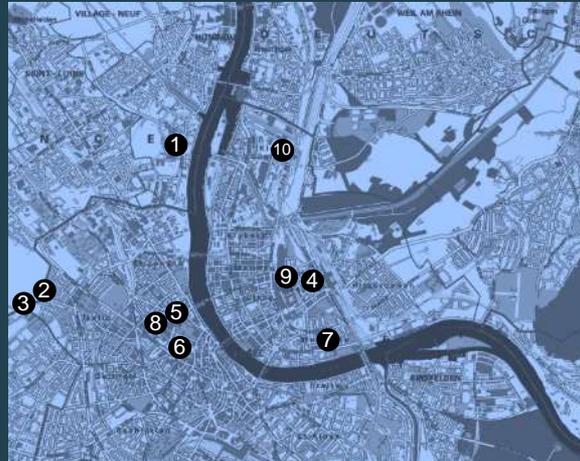
Source: UBS Kantonaler Wettbewerbsindikator 2014

# The Future is bright...

Over \$7 billion will be invested in infrastructure



1 Novartis Campus



Region of Basel



10 Tech Parks



2 Swiss Innovation Park Basel Area



9 Friedrich Miescher Institute



3 Actelion



5 University of Basel



4 Syngenta



6 University Hospital Basel



8 ETH Zurich in Basel



7 Roche Campus

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- I. Promote the strengths of the Basel region as a center for innovation and business.
- II. Support entrepreneurs and companies in the implementation of their innovation and business projects.
- III. Help foreign companies to establish their business in the Basel region and to connect with peers in their industries.

FUNDING SUPPORT:  
CANTONS & FEDERAL  
AUTHORITIES

**SERVICES**

**CHANNELS**

**BASEL  
AREA.  
SWISS**

**INNOVATION AND ECONOMIC  
PROMOTION**

**PROJECTS**

ESTABLISHMENT  
DEVELOPMENT  
EXPANSION

**NETWORK**

INFORMATION  
EXCHANGE  
CONNECTION

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**INVEST IN  
BASEL REGION**

**CONNECTING  
INNOVATORS**

**SUPPORTING  
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**ACCESSING  
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**BASEL  
AREA.  
SWISS**  
  
INNOVATION AND ECONOMIC  
PROMOTION



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## Connecting Innovators

### «Production Technologies» and «Micro, Nano & Materials»

#### Some Events

- Technology Circle Printed & Organic Electronics, 16.12.2016
  - Periodic meetings, common exhibition at LOPEC
- Technology Circle NanoPolymers & Structures
  - Periodic meetings about materials, surfaces and even (bio-)sensing
- Event: Innovation Landscape Micro & Nano, 25.01.2017
  - @Endress+Hauser

## Supporting Entrepreneurs

- Formalized process, checklists
- Seminars and network events
- Advice by successful entrepreneur
- Find investment money



# ABOUT US WEBSITE & CHANNELS

**BASEL  
AREA.  
SWISS**

The screenshot shows the website interface for Basel Area Swiss. At the top left, the logo 'BASEL AREA. SWISS' is displayed. The main header features a light trail on a road at night. Below the image, the text reads: 'Nr. 1 in innovativen Industrien' and 'Die Schweiz gilt gemäss verschiedener Studien als innovativstes Land der Welt. Zugang zu Wissen, qualifizierte Mitarbeitende aus al... >>>>'. A navigation bar contains four buttons: 'INVEST IN BASEL REGION', 'CONNECTING INNOVATORS', 'SUPPORTING ENTREPRENEURS', and 'ACCESSING CHINA'. Below this is a section titled 'OUR CHANNELS: EVENTS | REPORTS' with two report cards: 'REPORT BASELAREA.SWISS' (Neuer CEO beim Switzerland Innovation Park, Basel Area, 17.10.2016) and 'REPORT MEDTECH' (Wir befinden uns im Jahrhundert der Biologie und der Biologie für...). On the right side, there are three buttons: 'ÜBER BASELAREA.SWISS', 'NEHMEN SIE MIT UNS KONTAKT AUF', and 'FOLLOW US'. At the bottom right, there is a search bar labeled 'SUCHE'.

**Many thanks**  
**See you in Basel!**