

# BL Business

The business guide for the  
Basel-Landschaft region

2022

## The exclusive Business Report

The business location Basel-Landschaft has many advantages – in the report they are shown with facts and figures. In addition, a unique overview of the approximately 100 largest manufacturing companies in the Basel region. A diversity that impresses.

## Cantonal Finance Director Anton Lauber

The tax relief within the framework of Tax Bill 17, the patent box and the research and development deduction strengthen the business location and life sciences cluster in the Basel area in addition, says Anton Lauber, member of the Basel-Landschaft cantonal government.

## Vocational training as a central topic

Ursula Renold, professor of education systems at ETH Zurich, has spent many years studying vocational education and training in Switzerland. In an interview, she explains why the Swiss system is a successful model in an international comparison.



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Haus der Wirtschaft  
Hardstrasse 1  
CH-4133 Pratteln  
Tel. 061 927 64 64  
[info@kmu.org](mailto:info@kmu.org)

## **Overall concept**

Christoph Buser,  
Director Baseland Chamber of Commerce  
Sergio Marelli,  
Coordination Baselland Business  
Daniel Schaub,  
Project and Editorial Management

## **Editors**

Daniel Schaub [Management]  
Patrick Herr,  
Loris Vernarelli,  
Delia Pfirter,  
Lea Klingenberg,  
Reto Anklin

## **Short portraits companies**

### **Baselland Business**

Sergio Marelli, Daniel Schaub

## **Graphic concept, layout and prepress**

Fabienne Steiger

## **Proofreading**

Birgit Althaler

## **Translation**

Robert Conrad

## **Printing**

Swissprinters AG, Zofingen

## **Advertisements and paid content**

IWF AG, 4133 Pratteln, Switzerland  
[inserate@iwf.ch](mailto:inserate@iwf.ch)

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# The economic canton of Baselland has much to offer

*Christoph Buser,  
Director of the Baselland  
Chamber of Commerce*

Baselland Business – the name that of this magazine – has accompanied me very intensively over the past year. I was keen to get to know our companies in the canton even better and more closely. That's why we at the Baselland Chamber of Commerce formulated the ambitious goal of visiting the 100 largest manufacturing companies in person and seeking dialogues with the entrepreneurs. This impressive and enormously diverse journey through the Basel-Land business community has provided me with many valuable contacts, intensive exchanges, but also a few surprises, for which I am enormously grateful.

## **We have the power**

Although I already knew how our economic region is working through my many years at the helm of a business association, I was deeply impressed by how much heart and soul, precision, determination and innovation are put into the work of our companies, how products are created in our small canton that are unique in the world and are in demand all over our planet. And I

was able to gain the impression that we have the strength to equip ourselves for the challenges of the future.

## **We remain open**

The economy will face a lot in the coming years. We are in the midst of major transformation processes such as digitalization, energy generation, technology, communications and mobility. Many companies are already facing up to these challenges, others are feeling their way along, but we also have some catching up to do. In such a process, it is important that we equip ourselves in many areas. We must remain open to developments and changes, we must maintain our high level of vocational training, we must take care of our promising fields of work and production, and we must remain innovative, creative and courageous. We must not rest on our laurels, but take up global developments, tailor them to our circumstances and keep pace with them. We keep up

Baselbiet is a good place for business, a consolidated and attractive business location. And it is open to new companies, new technologies, new business fields. This openness is an important factor in global competition. In Miami, the

mayor himself has been successfully attracting tech companies for two years with the slogan "How can I help?" which is as simple as it is personal. We are challenged here to keep up in this area, which is currently experiencing very strong development.

The Baselland Economic Chamber can provide important impetus for the future in the areas of digitization and artificial intelligence, where we are still in the early stages in many places and need to move quickly, but also in corporate and vocational training, which has always been one of our hobbies and which we are currently realigning and expanding.

## **We take care**

The Corona pandemic recently demonstrated that our economy is capable of tackling this process. Our diverse structure has helped us to remain flexible, to adapt to new circumstances and to make the best of the tense situation. These qualities should characterize economic activity even outside times of crisis. We must provide the companies that want to build a successful future here in our region with the framework conditions they need to operate. We still dispose of enough exciting development sites for





**The economy will face a lot in the coming years. We are in the midst of major transformation processes such as digitalization, energy generation, technology, communications and mobility. Many companies are already facing up to these challenges, others are feeling their way along, but we also have some catching up to do.**

*Christoph Buser,  
Director of the Baselland Chamber of Commerce*

business in the Basel area – the rapid settlement of companies in the Bachgraben Allschwil area shows that the demand is there. We have to make sure that these companies feel comfortable here in the long term.

This begins with the modernity of the working environments, continues with an attractive tax environment, goal-oriented mobility solutions, and extends to the high standard of training for employees

and an inspiring environment with a strong housing market as well as diverse sports, cultural and leisure activities.

**We can be proud**

Our economic canton has a lot to offer. We would like to highlight this in this magazine. But of course, the next few pages are also about presenting the enormous diversity of Basel-Land's economy, highlighting important figures and developments in the Baselland Business Report, presenting typical and exciting products and letting clever minds have their say. You will be surprised too. And even though we know that development never ends: we can be justifiably proud of Baselland Business.



Baselland Business

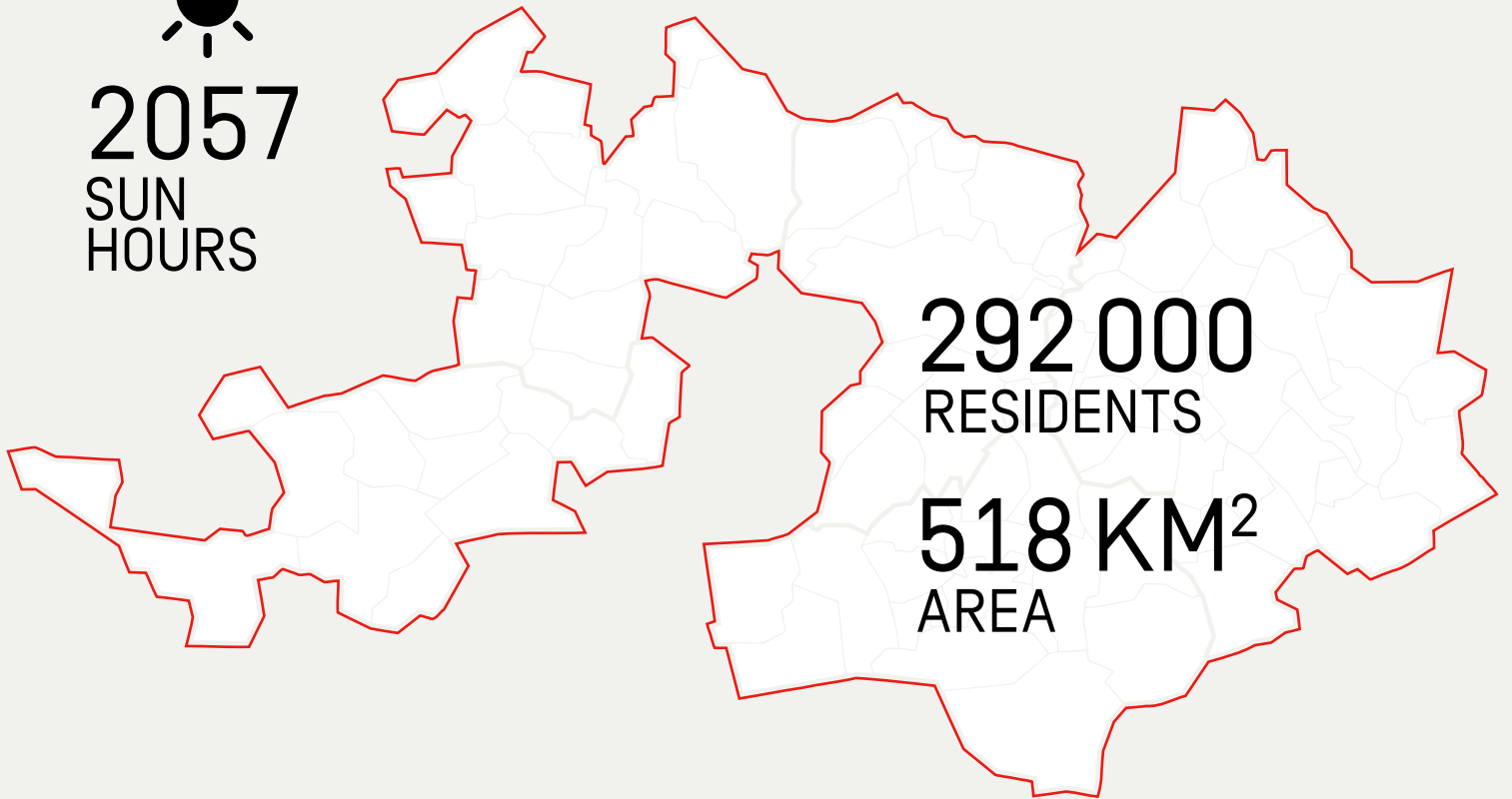
# REPORT 2021



# Facts & Figures



**2057**  
SUN  
HOURS



**150 800**  
EMPLOYED

**CHF 829.6 MIO.**  
TAX REVENUE

107 700  
Service



40 000  
Industry

3 100  
Agriculture

722 Mio.  
natural  
persons



107.6 Mio.  
legal persons

**19 700**  
ENTERPRISES

**CHF 73 550 GDP**  
PER RESIDENT

Industry mix by size:

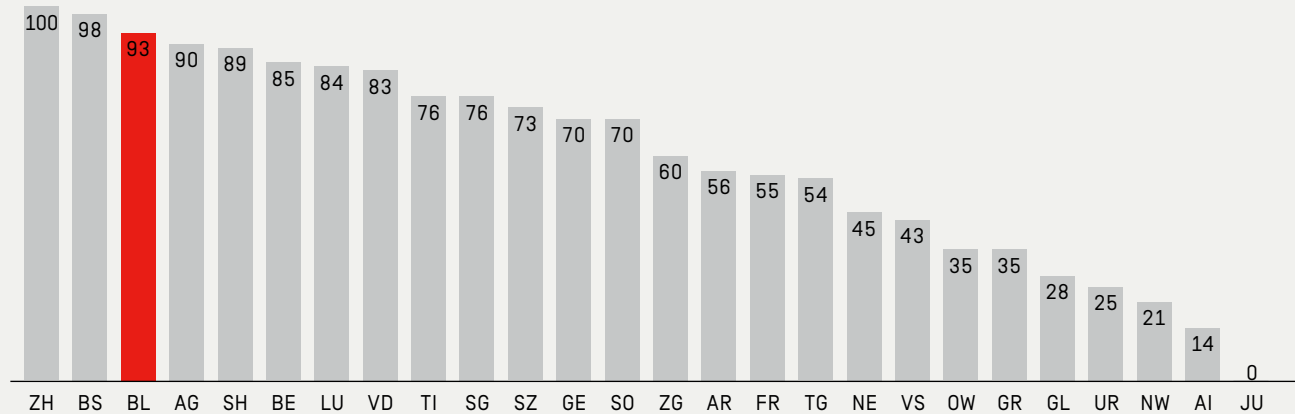
- Life sciences, health and social
- Construction
- Education and training
- Wholesale
- Chemicals & Pharmaceuticals

Source: Baselland in figures 2021

## Top 3 of Switzerland

The canton of Basel-Landschaft is one of the preferred business locations within Switzerland. This is underlined by the cantonal competitiveness indicator of the major bank UBS on the economic structure. The canton of Basel-Landschaft occupies the top position 3 among all cantons in Switzerland, behind Zurich and Basel-Stadt.

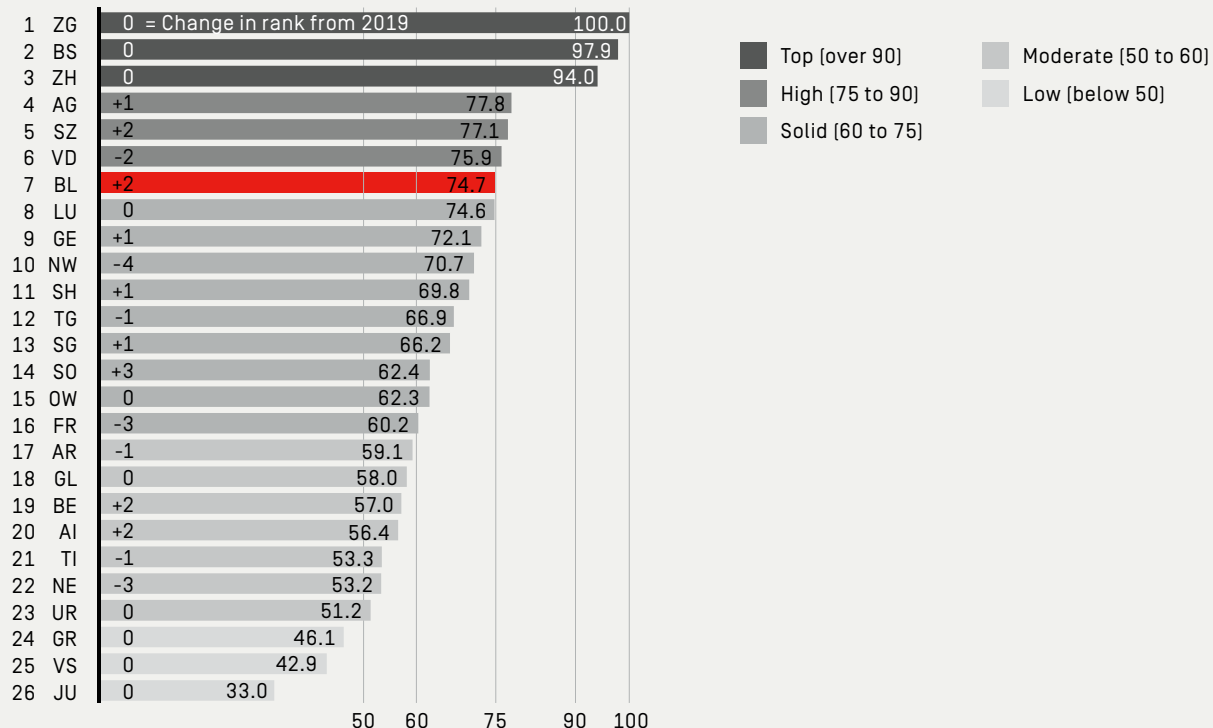
### Cantonal competitiveness indicator UBS on economic structure 2021



## Basel-Landschaft with a clear focus on growth

The cantonal competitiveness indicator of the major bank UBS places the canton of Basel-Landschaft in the national top group. Particularly noteworthy: Basel-Land gained two ranks in 2021 compared to 2019 and can therefore be identified as a clear growth region. At 74.7 percent, Basel-Land's competitiveness is to be classified as high.

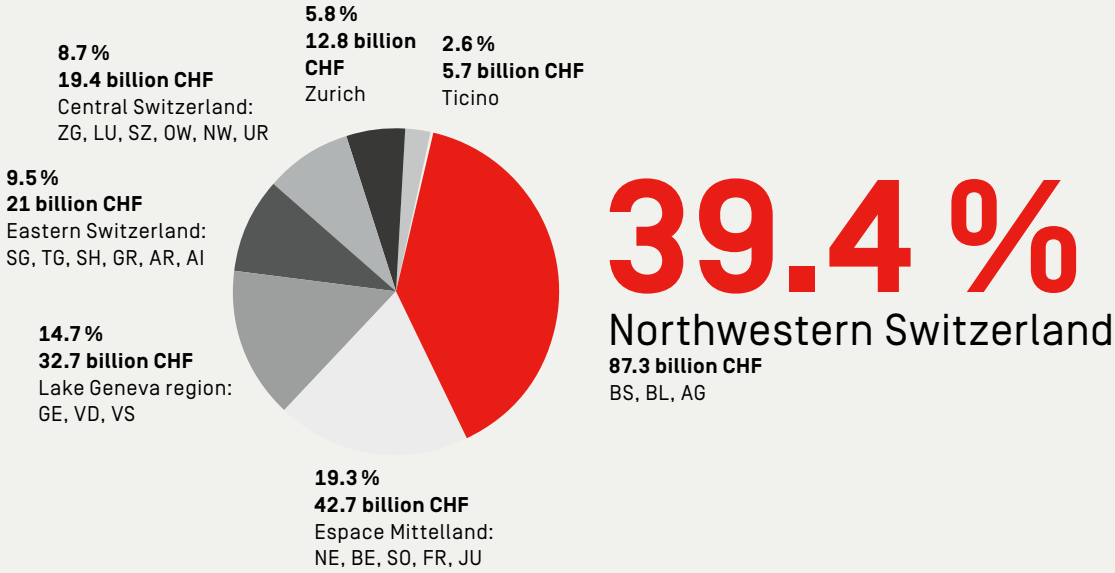
### Cantonal competitiveness indicator UBS on competitiveness 2021





## Part of the Swiss export locomotive

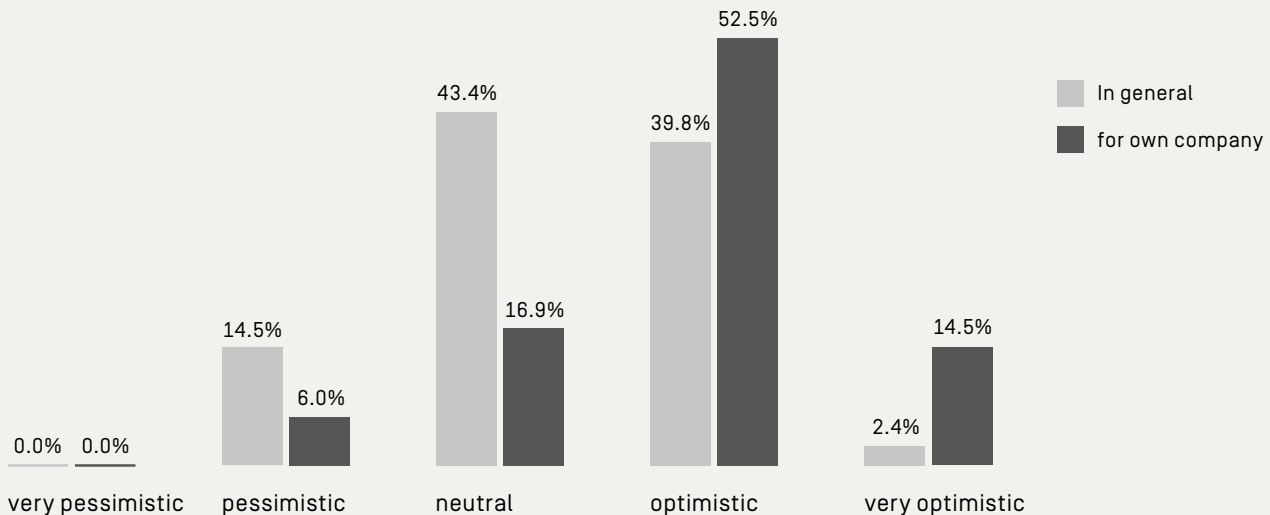
The economic region in the northwest of Switzerland is responsible for nearly 40 percent of Switzerland's economic export volume. In 2020, goods and services worth 87.3 billion Swiss francs were exported from the cantons of Basel-Stadt, Basel-Landschaft and Aargau, more than twice as much as Switzerland's second most competitive region [Espace Mittelland].



## At the sweet spot of the economic future

In an Enquiry conducted by Baselland Business among the 100 largest manufacturing companies in the canton, the economic prospects of Basel-Landschaft are viewed positively by the majority. In particular, as far as their own company is concerned, 67 percent are optimistic to very optimistic, with only just 6 percent expressing pessimism. This underscores the good business prospects of the companies located in the canton and the general economic situation.

### Assessment of the economic outlook of BL business companies



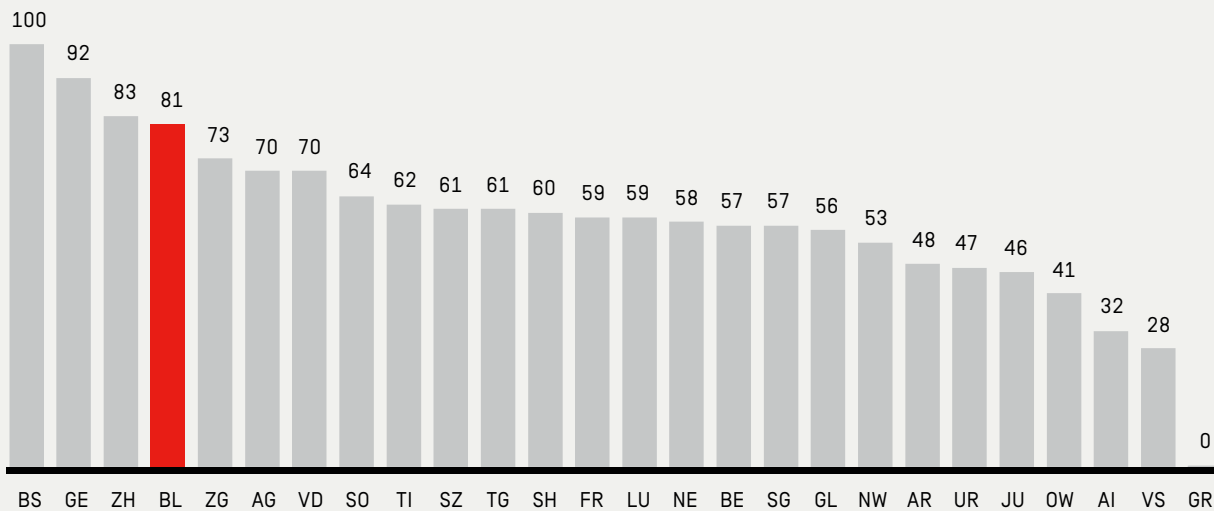
# Traffic and accessibility

## Excellent connections to all traffic and transport routes

The Canton of Basel-Landschaft is one of the best-connected areas in Switzerland in terms of transport. In close proximity to the border triangle of Germany, France and Switzerland and directly on the artery of European north-south freight traffic, its accessibility ranks among the four best cantons in Switzerland according to the UBS competitiveness indicator. Ideal are the connections to rail, road and water as well as to the two international airports EuroAirport Basel-Mulhouse-Freiburg and Zurich (more details on the topic of transport and accessibility on page 90).

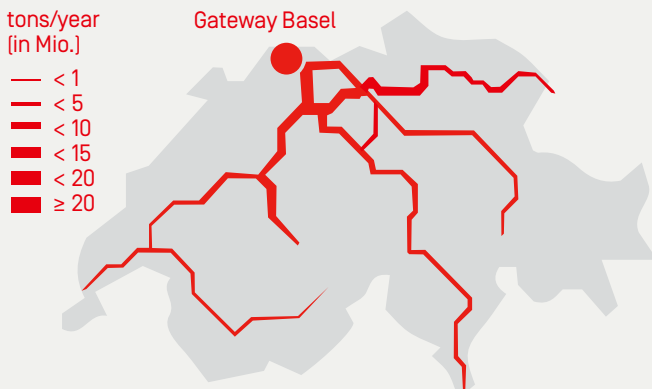
## UBS cantonal competitiveness indicator for accessibility 2021

Spectrum of cantons, standardized from 0 to 100



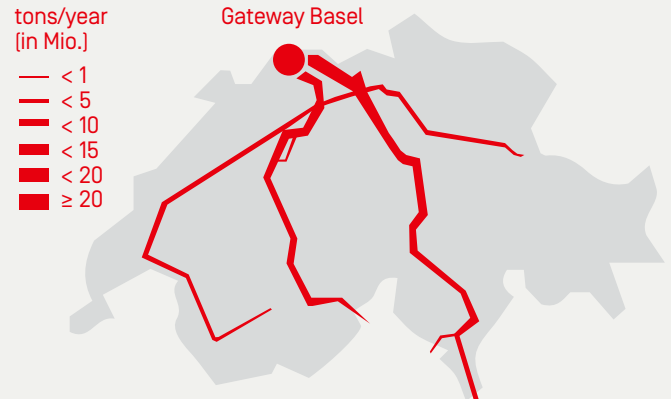
## Road capacity

The Basel region lies directly on the European freight corridor and offers one of the highest road densities in Switzerland.



## Rail freight

With its close-knit network of freight stations, the region offers a connecting system for combined transport with international connections.



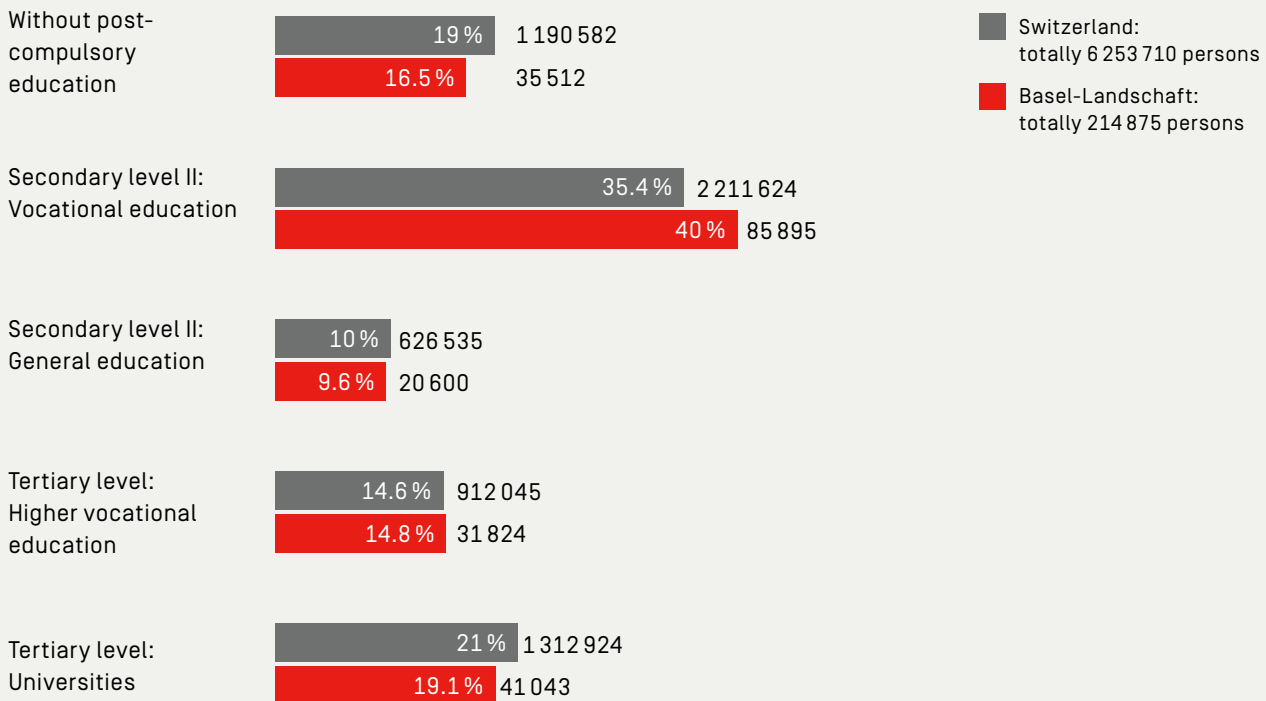
# Human capital and labor market

## Highly qualified specialists and vocational training focus

The canton of Basel-Landschaft is at the high level of Switzerland as a whole in terms of the quality of its education. Compared to the Swiss average, it has significantly fewer young people who do not start an education after compulsory schooling; at 19.1 percent, it is in line with the Swiss average at the tertiary level of higher education, but has higher rates of vocational education and training and higher vocational education and training. This is a decisive factor for the location.

### Highest level of education completed by canton, 2020

Permanent resident population aged 25 and over



*The percentages are rounded in each case*

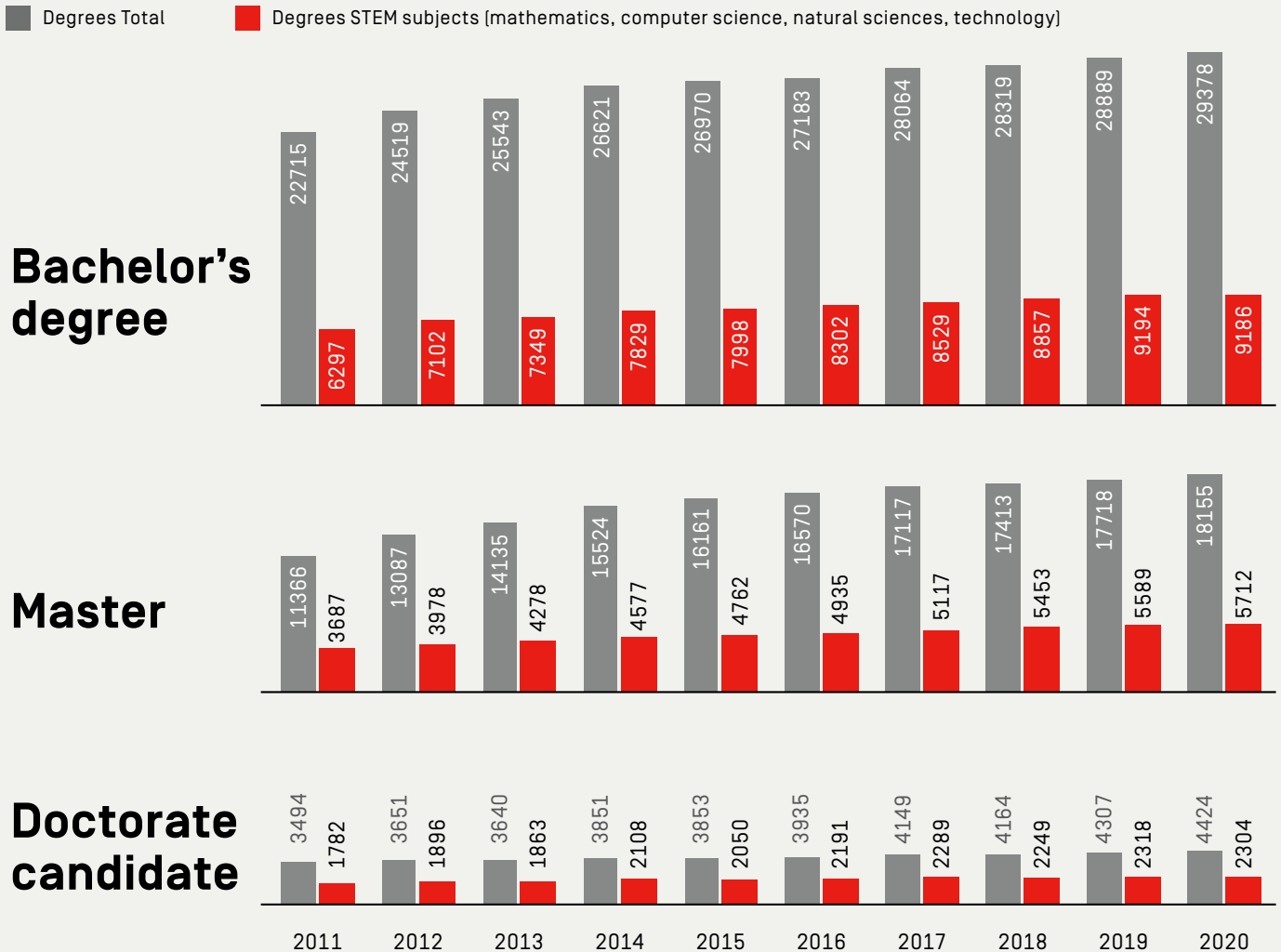
## Degrees 2020

	Bachelor	Master	Doctorate
Totally	29 378	18 165	4 424
MINT	9 186	5 712	2 304

### Future-proof top talents for tech, digitization, research and development

Degrees at university colleges and universities of applied sciences have increased steadily over the past decade, especially in the promising STEM subjects (mathematics, computer science, natural sciences, technology). These are indispensable factors for the innovative development of a business location in order to be optimally prepared for the challenges of the future.

### Degrees from universities and universities of applied sciences in Switzerland



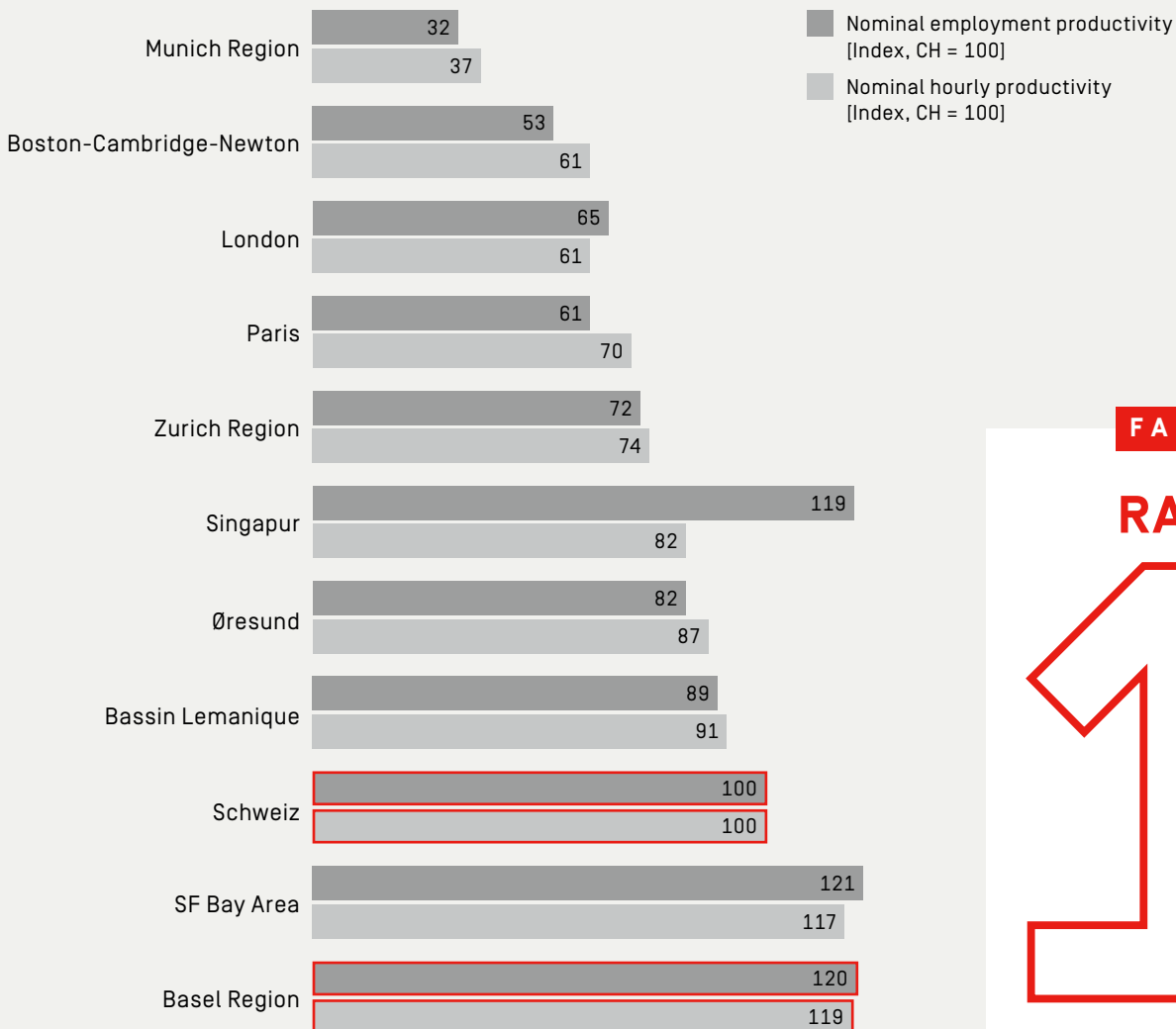


## Achieving the Goal with Performance: Productivity Region Basel-Landschaft

The Basel economic region is among the most productive in the world, rivaling the top regions of the San Francisco Bay Area and Singapore, and even beating the metropolitan areas of Zurich and Lake Geneva within Switzerland. The Basel region outperforms the Swiss index of 100 points by 20 points in terms of labor productivity and by 19 points in terms of nominal hourly productivity.

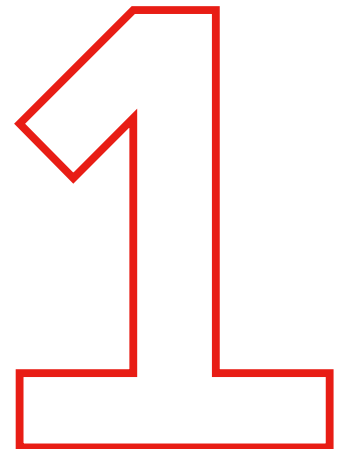
### Labor productivity, 2020

Nominal labor productivity in international comparison, 2020  
Adjusted for purchasing power, indexed: CH = 100



FACTS

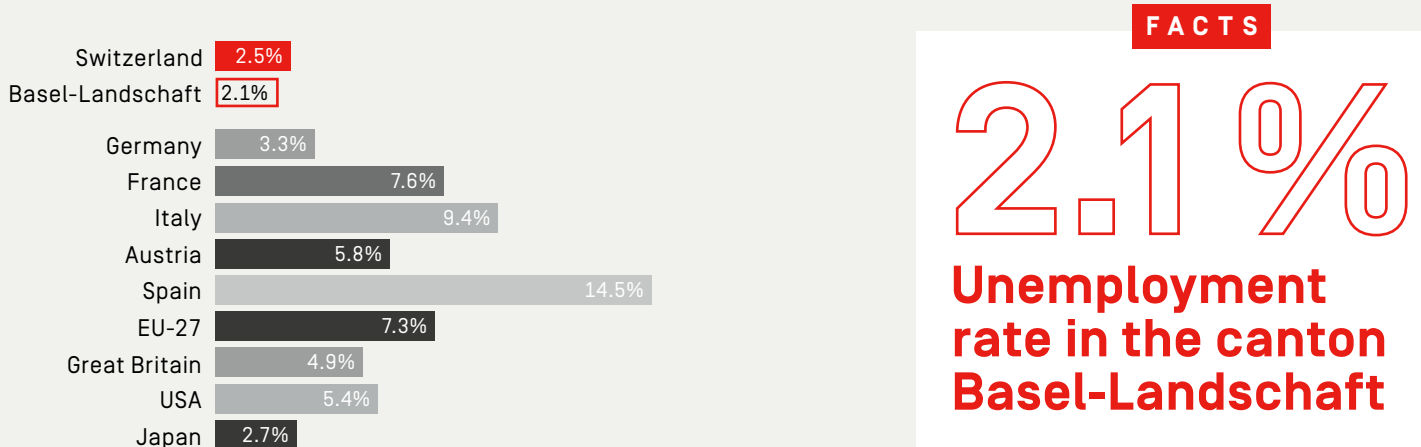
RANK



**The Basel region is at the forefront of international productivity comparisons**

## Low unemployment rate

The canton of Basel-Landschaft has one of the lowest unemployment rates in Europe and Switzerland. In 2021, the rate of unemployed people in Switzerland was only just 2.1 percent. This is also an unrivaled value in international comparison.

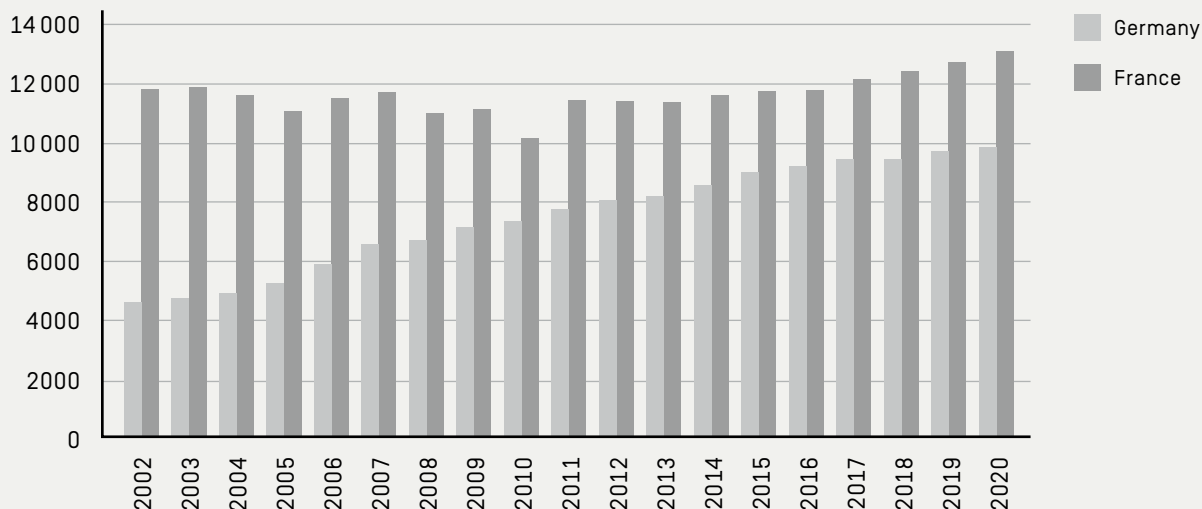


## Cross-border pool of skilled workers

As a three-countries region, the canton of Basel-Landschaft has a cross-border pool of labor and pool of labor and skilled workers from Germany, France and Switzerland.

### Foreign cross-border commuters by country of residence since 2002

Canton Basel-Landschaft



Source: Cross-border commuter statistics, Swiss Federal Statistical Office, Basel-Landschaft Statistical Office

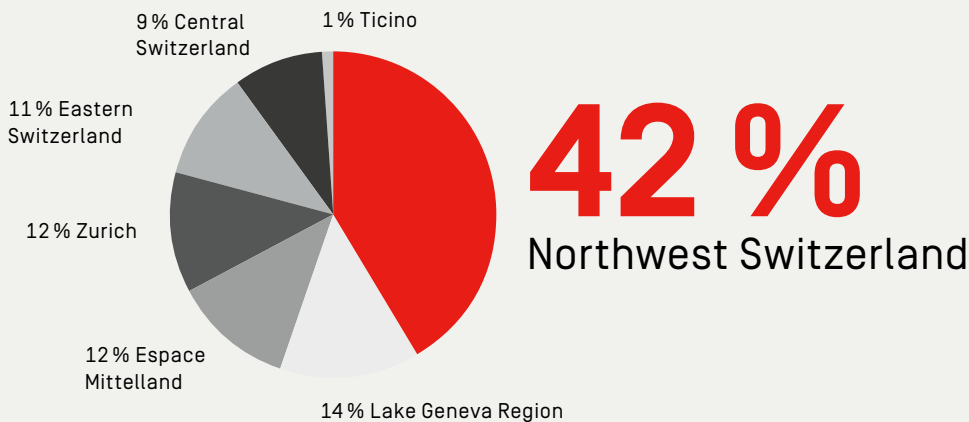
# Innovation environment

## Driving force for investments in research and development

Northwestern Switzerland is the leading national region in terms of investment in research and development. In 2019, it was responsible for 42 percent of the expenditures made in Switzerland. A total of 15.45 billion Swiss francs had been invested. In an international comparison, Switzerland ranks eighth in terms of private-sector spending on research and development in relation to gross domestic product – also a top figure. While EU countries spend an average of 1.4 percent of their GDP on research and development, the figure in Switzerland is 2.2 percent, according to the Federal Statistical Office.

### Intramuros R&D expenditure by region, 2019

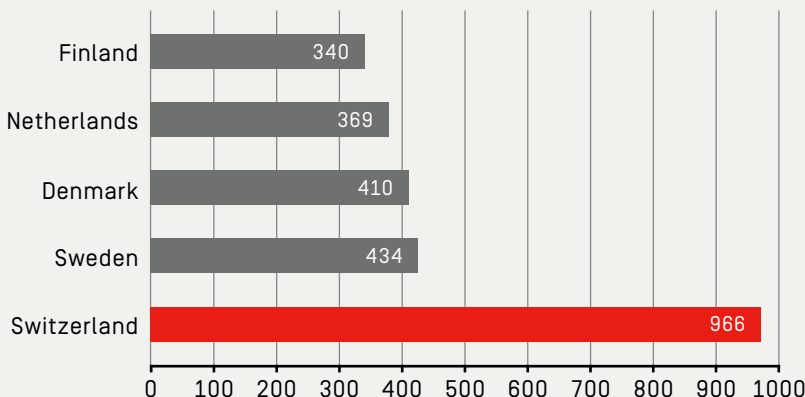
Total 15.454 billion Swiss francs at current prices



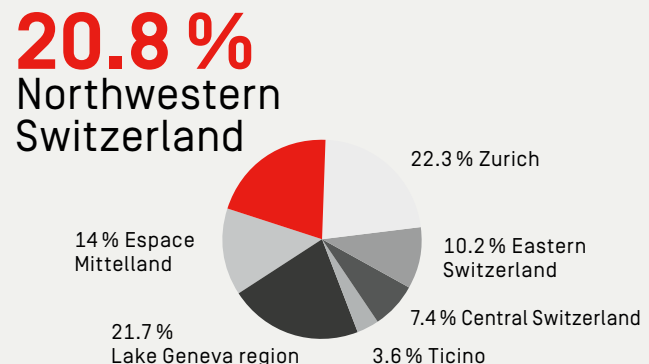
## Top position in patent applications

No country in the world applies for more patents in relation to its population than Switzerland. Within the country, the region of Northwestern Switzerland is one of the top regions with a share of over 20 percent. A clear indicator of the spirit of innovation in Switzerland as a business country and in the Basel region.

### European patent applications 2020



### Patent applications by region Switzerland



# Government and administrative environment

## Low government spending and attractive tax environment

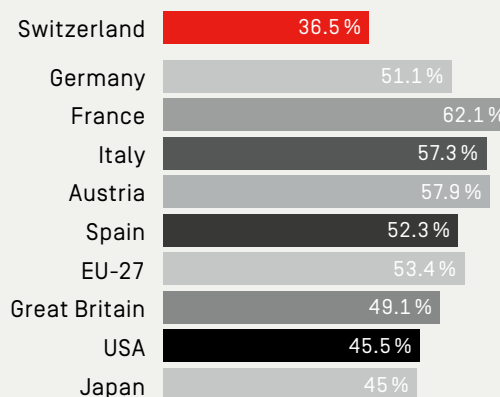
Compared with other countries, Switzerland has a uniquely low state ratio of just 36.5 percent. The chart below places the Basel-Jura region in a particularly advantageous segment in an international comparison, with low corporate-taxes and low income-taxes for the highly qualified.

### FACTS

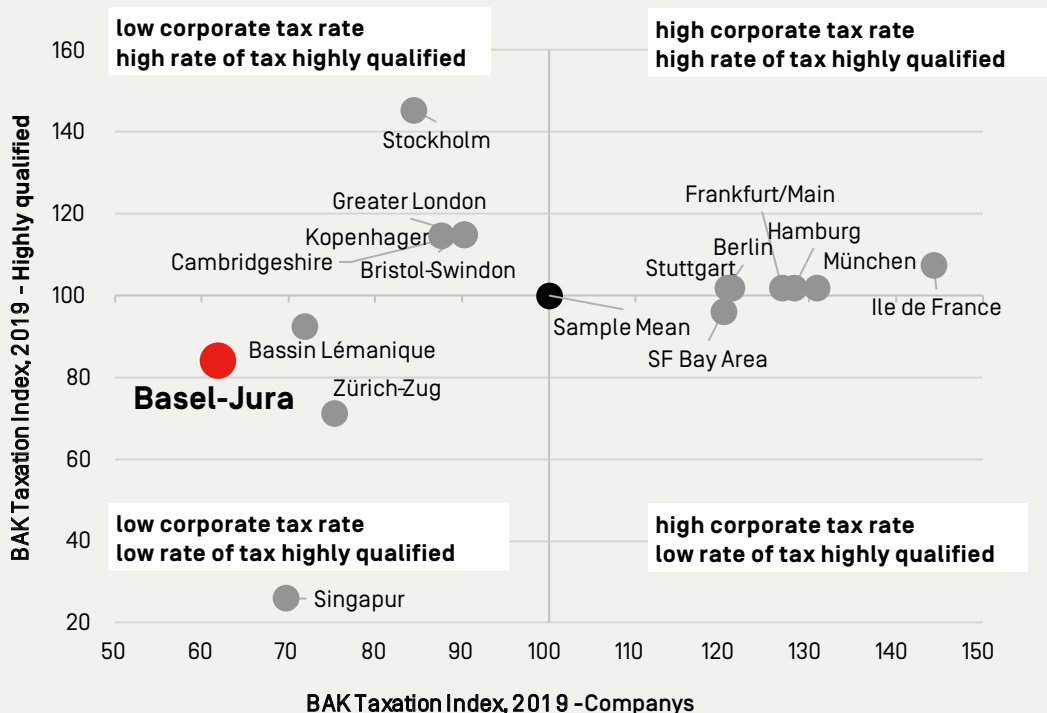
Compared to other countries, Switzerland has a uniquely low state quota of only

36.5%

### Comparison of government spending in 2021/22



### Taxation of companies and the highly qualified, 2019

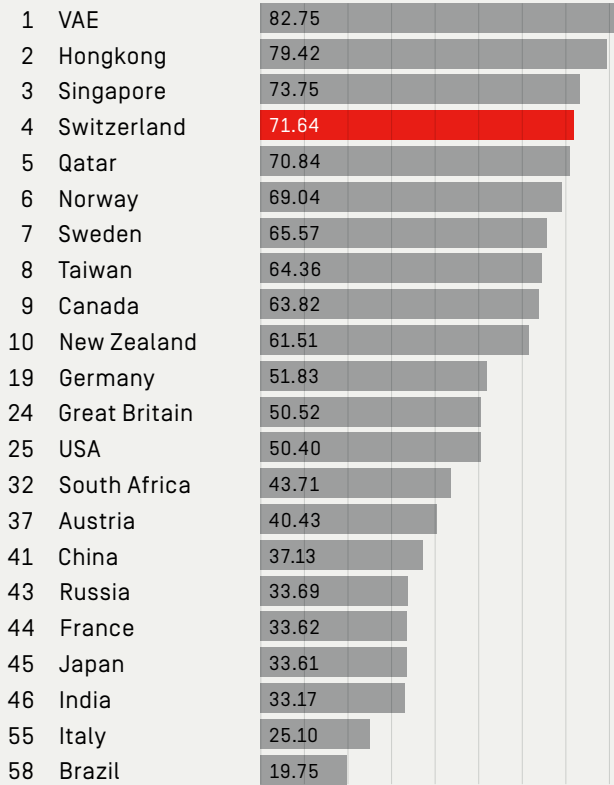




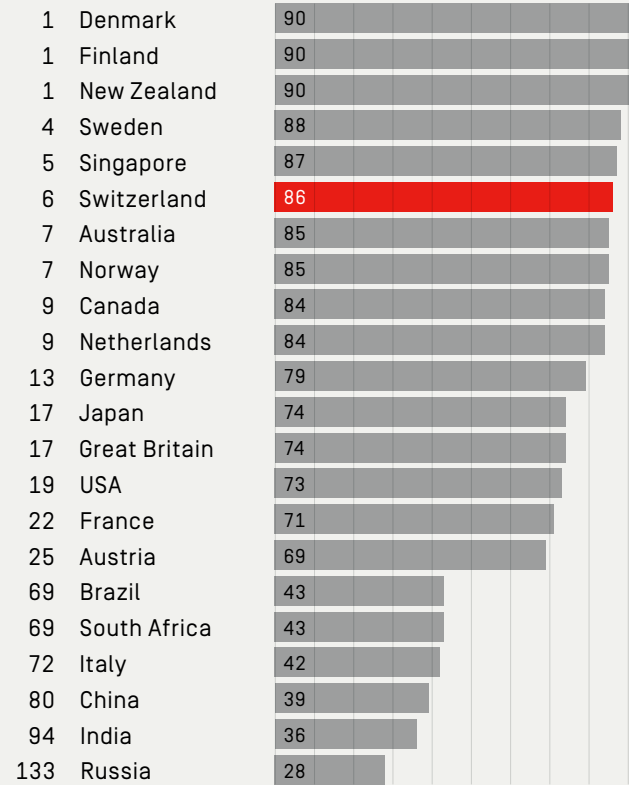
## Exemplary efficiency and integrity

Switzerland has one of the most efficient administrations in the world and ranks first in Europe and fourth in the world. Europe, and ranks 4th worldwide. The Corruption Index, which ranks Switzerland 6th in the world, is a further indication of the good framework conditions and legal certainty in Switzerland. legal certainty in Switzerland.

### Administrative efficiency:



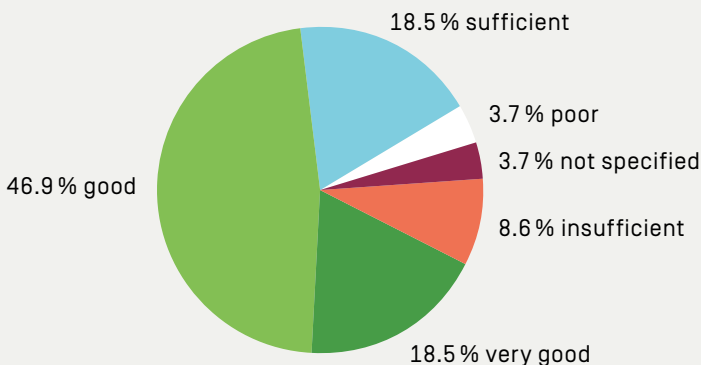
### Corruption index:



## Good solution orientation of offices in the canton of Basel-Landschaft

According to an Enquiry by Baselland Business, the vast majority of the 100 largest manufacturing companies in the Canton of Basel-Landschaft consider the solution orientation of the cantonal administration to be good or very good (65.4 percent). Only 3.7 percent rate it as poor.

### Result from the survey of BL business companies, 2021



FACTS

# 46.9%

# GOOD

# “Highest quality is a must”

**With around 1500 employees and annual sales of over 400 million Swiss francs, Bachem in Bubendorf is one of the most important and innovative companies in the canton of Basel-Landschaft. CEO Thomas Meier, with Bachem since 1993 and at the operational top management since 2020, in an interview.**

*Interview:  
Daniel Schaub*

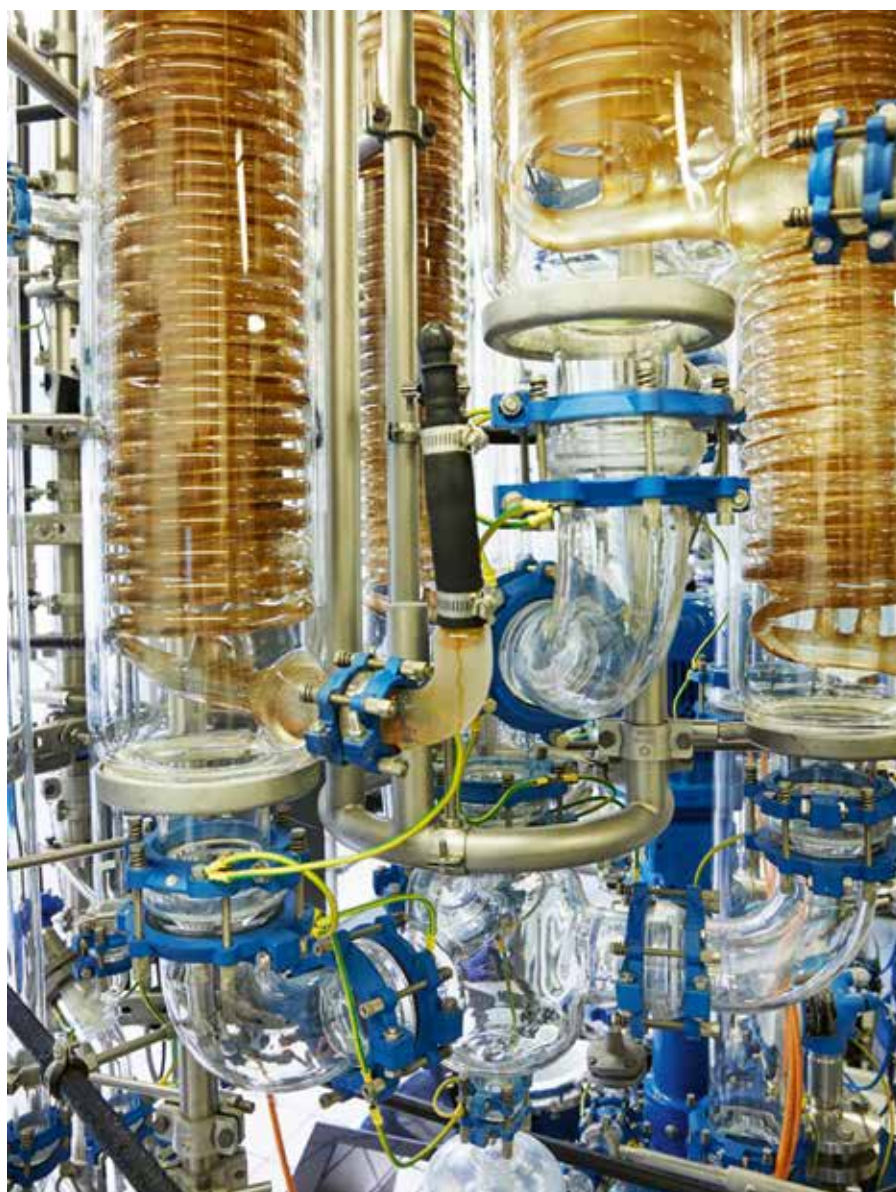
**Mr. Meier, Bachem celebrated its 50th anniversary in 2021. The story sounds like a fairy tale – from a one-man operation, rented in a carpenter’s workshop, to a world-leading center of excellence for the production of complex active pharmaceutical ingredients, as you recently called the company. How was such a development possible?**

Thomas Meier: Of course, the first thing to mention here is the entrepreneurial skill of our founder Peter Grogg. He had the foresight to see that there would be a growing need for the production of peptides, which are complex molecules that are increasingly in demand in the pharmaceutical industry. Bachem has always been characterized by a high level of specialization and product quality. Added to this are a strong team spirit and a long-term mindset. You also see this half century as a mission for the next 50

years of Bachem. Where do you want to take the journey?

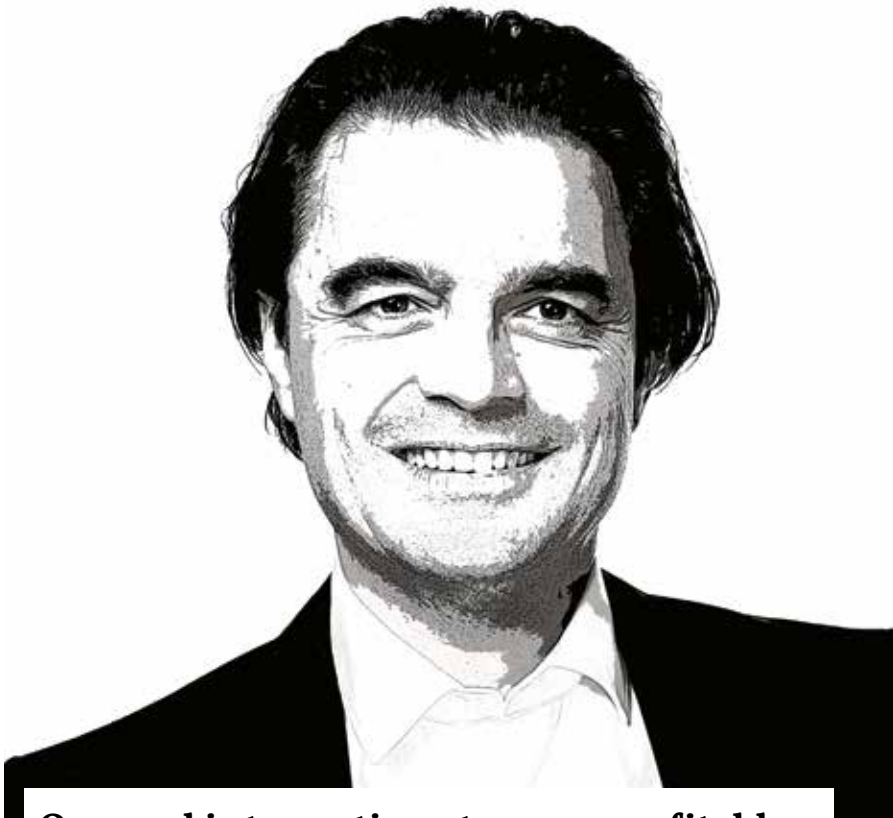
For the next ten years at least, we have a clear roadmap. In addition to peptides, we now also have oligonu-

cleotides in our portfolio, both of which are in great demand, and there are many development projects in the pharmaceutical industry that are based on such molecules. If



## About the person

Thomas Meier was born in Schaffhausen in 1968. He completed an apprenticeship as a chemical laboratory technician at the ETH in Zurich, followed by studies to become a graduate chemist FH at the University of Applied Sciences Winterthur. In 1993, he joined Bachem as group leader for active ingredients. From 2001 to 2004, Thomas Meier led the peptide team at Peninsula Laboratories in San Carlos, California. After returning to Switzerland, he managed Bachem's solid-phase peptide production in Bubendorf. In 2013, he took over the overall management of production at the Bubendorf site and became Chief Operations Officer [COO] Europe in August 2017, responsible for all production sites in Switzerland, Germany and the UK. Thomas Meier has a part-time degree in industrial engineering STV and completed the Advanced Management Program at INSEAD Business School in Fontainebleau/Paris. In 2019, he became a member of the Executive Committee as Chief Operations Officer [COO], replacing Thomas Früh as CEO as of January 1, 2020.



**Our goal is to continue to grow profitably. We will certainly be larger as a company in five years' time, but we will still maintain our successful corporate culture ambitions.**

everything goes well, we can double sales in the next five years.

**Bachem has invested around 150 million Swiss francs in the past five years and plans to invest further in expansion over the next five years. These sound like very ambitious goals.**

The largest and most modern building for the production of peptides and oligonucleotides worldwide is currently being constructed at the main site in Bubendorf. After the ground-breaking ceremony last November, commissioning is planned for 2024.

The new building will significantly expand our capacity in Bubendorf and is important for achieving our growth targets. At the same time, we have embarked on a search for another site in Switzerland as we expect further long-term growth. The new site is expected to be operational by the end of the decade. The land reserves in Bubendorf will then be exhausted.

**The laying of the foundation stone last November coincided with Future Day, when the company invites young people to join them. No coincidence, is it?**

We hadn't planned it so explicitly, but of course it's a nice sign. We thrive on getting people excited about what can be achieved with chemistry. To do that, we always need new talent.

**In this context, how do you rate the vocational training on offer in the region?**

Northwestern Switzerland is a genuine life sciences cluster, which also includes vocational training. Vocational training plays a very important role at Bachem; we often hire our apprentices directly.



**In many places, people complain about the shortage of skilled workers. A problem that also concerns Bachem, after all, the company is hiring at least another 150 people in the coming years?**

Competition for skilled workers is an issue for all companies. So far, we have always been able to recruit successfully. Our growth offers prospects – you can help shape the working environment here very directly, and our employees appreciate that very much.

**Bachem employs a total of over 1,500 people at its various sites, two-thirds of them in Bubendorf. The corporate culture is considered one of Bachem's strengths. What are the primary characteristics of this?**

We have a strong team spirit and support each other when it comes to overcoming challenges. We are proud to be a world market leader in our niches, but we never are arrogant.

**As you continue to grow, how important will it be to maintain your self-imposed quality standards at a high level?**

That is essential. High quality standards have always been part of our culture at Bachem. Our products are mostly used in medicines, so high quality is a must.

**When we talk about peptides and oligonucleotides, the majority of the population has little idea of what they mean. How do you explain to your family and friends in a quite simple way**

## **2021**

Bachem increased its sales to over half a billion Swiss francs for the first time in 2021. The Bubendorf-based company increased its group sales by over 25 percent year-on-year to 503.2 million Swiss francs. Net profit increased from 78.1 million Swiss francs in 2020 to 114.7 million Swiss francs. Total investments of 130.7 million were made and 166 new jobs were created, the majority of them in Switzerland. Bachem expects sales to increase by an average of 15 percent per year over the 5-year period 2022-2026.



**what Bachem does and manufactures?**

We produce active ingredients, which are components of medicines that benefit millions of patients worldwide.

**For the past two years, the whole world has been talking almost exclusively about the coronavirus. To what extent has the pandemic affected Bachem?**

The Bachem team coped very well with the pandemic. Our employees continued to work in production under very strict hygiene conditions, and elsewhere we quickly expanded home office options. In Vionnaz, we also expanded production at short notice for a commonly used anesthetic. In business terms, however, Corona has been a zero-sum game for us.

**Bachem wants to remain highly innovative and visionary. Where are the possible areas of development for your company here?**

Our business thrives on the fact that we are always striving to improve.





By 2024, the world's most modern building for the production of peptides and oligonucleotides will be built in Bubendorf.

In addition to expanding our mainstay oligonucleotides, new production processes and automation are becoming increasingly important.

**How do you generally rate Switzerland as a place to work and the business location in the canton of Basel-Landschaft from your needs?**

Switzerland offers important framework conditions: Stability, a high level of education, an overall business-friendly policy. However, these advantages cannot be taken for granted; they have to be nurtured. The canton of Basel-Landschaft is well positioned as part of the Life Science Cluster Northwestern Switzerland and with the strong ties in the border triangle.

**Finally, an outlook – where do you see Bachem in five or ten years?**

Our goal is to continue to grow profitably. We will certainly be larger as a company in five years' time, but we will still maintain our successful corporate culture ambitions.

# Integrating customer expertise into corporate strategy

**How do companies in the region master the challenges in the current transformation process of the global economy?**

**The University of Basel, in collaboration with the Baselland Chamber of Commerce and the strategy consultancy Prof. Bruhn & Partner AG, surveyed regional companies on the topics of transformation, strategy and customer centricity.**

*Delia Pfirter*

The economy in the canton of Basel-Landschaft is undergoing a transformation across all sectors. Transformation is omnipresent and no company can avoid it. But how do companies respond to the new challenges in the areas of digitization, shortage of skilled workers, market changes or generational change? Moreover, the question arises as to how they integrate these into their strategic orientation.

The University of Basel, in collaboration with the Baselland Chamber of Commerce and Prof. Bruhn & Partner AG, has conducted a study on these topics and has also investigated whether and how companies incorporate customer needs into their future strategy. For

this purpose, Professor Manfred Bruhn and Dr. Mareike Ahlers prepared a broad-based enquiry in which 300 companies in Basel-Landschaft participated. Overall, the sample can be considered as representative of the industries in the economic region of Northwestern Switzerland.

## **Optimistic despite challenges**

Three quarters of the company representatives surveyed see their own industry facing changes in the near future, some of them very significant. Prof. Manfred Bruhn puts it in concrete terms: "At the strategic level, the changes mainly concern the areas of digitization, increasing customer satisfaction and innovative capability." In general, the majority of companies are optimistic about the future, even though the challenges are considered to be great.

"What stood out is that the biggest challenges in implementing strategic changes are primarily resources and a clear understanding of customer needs," says Mareike Ahlers, managing partner at Prof. Bruhn & Partner. And what are the drivers of these changes? The study brought to light that changes are mainly driven by global trends, market pressures and local constraints on entrepreneurial action.

## **Customer expertise not used in a targeted way enough**

Understanding customers and their needs plays a central role in companies' transformation strategies. "Customer orientation is the comprehensive identification and analysis of individual customer expectations and their internal and external implementation," explains Ahlers. For the majority of the companies surveyed, customer expertise relates primarily to classic customer satisfaction metrics. This is mainly collected qualitatively and via internal sources.

Some companies do state that they place the customer at the center of their activities. However, the possibilities for using customer expertise for corporate management are far from being exhausted. There is still a lot of potential here for SMEs in the region, even though this is an important success factor. Ahlers emphasizes: "Everyone is currently talking about transformation and change. From our experience, however, this is only successful if the customer perspective is also included in strategy development." In one-third of companies, customer expertise is not systematically processed, even though it would actually be available and, for example, customers are often discussed across departments. The



Professor Manfred Bruhn and his team prepared the transformation study. PHOTO: PLÜSS

knowledge is used in various ways, but less than half use it for corporate strategy.

Based on the results of the study, a series of workshops and information events on the topics of transformation and customer needs will be

developed and offered to interested companies with the Baselland Chamber of Commerce. “The results of the study are now to be worked with. The goal is for this to result in concrete benefits for companies from the region,” says Bruhn.

## About the person

Manfred Bruhn [72] is a member of the Faculty of Economics at the University of Basel and held the Chair of Marketing and Corporate Management for many years. He is also the founder and partner of Prof. Bruhn & Partner AG on Basel's Heuberg. Bruhn has published numerous papers on strategic corporate manage-

ment, marketing management, customer relationship management, consumer behavior, communication policy, services marketing, non-profit marketing, integrated communication, relationship marketing and brand policy.

[www.bruhnpartner.com](http://www.bruhnpartner.com)



# Basel-Land precision for the whole world

**Technology with the highest precision – that is what the Tenniker company REGO-FIX offers. Nothing has been lost of the innovative spirit of its former founder Fritz Weber. Today, the company is the world market leader for high-precision tool clamping systems.**

*Daniel Schaub*

“We are fire and flame for precision” – this is the guiding principle of the Tenniker company REGO-FIX, which has established itself as the market leader for holistic and innovative tool clamping systems and now sells its patented products in 54 countries. What this means in figures is explained by Richard Weber, CEO since 2009, with a clear statement: “We guarantee a total runout of the tools with an accuracy of three thousandths of a millimeter.” However, the triangle in the REGO-FIX company logo stands not only for passion in precision, but also for excellence and innovation.

The family-owned company develops and manufactures exclusively in Switzerland and marks its products accordingly with “Swiss made”. “We are deliberately sticking to the production site in Switzerland in order to be able to guarantee our customers the precision and quality of the products on an ongoing basis,” says Richard Weber.



**“We guarantee a total runout of the tools with an accuracy of three thousandths of a millimeter.”**

## **From a one-man operation to market leader**

Today’s REGO-FIX has its roots in Reigoldswil, Basellandschaft, where founder Fritz Weber started in 1950 as a one-man business “Fritz Weber Feinmechanik und Werkzeugbau” (Fritz Weber Precision Mechanics and Toolmaking) and was the first to develop a flexible broom holder. With constant development, curiosity and determination, he invented the ER tool clamping system in 1972, which was declared an international industry standard (Din standard 6499) in 1993 after patent protection expired. Today, the ER system is still the most

widely used mold clamping system in the world.

From 1998 on, the company moved its administration and production to Tenniken, where the site has been continuously expanded ever since. The most modern production building was built after the 2009 crisis, when REGO-FIX experienced a massive drop in sales and reacted with a forward strategy. “We are not taking part in the crisis,” said the sons of the company founder, Andreas S. Weber, Stefan Weber and Richard Weber, who took over the operational business from their father in 2006. In 2012, the new building was put into operation, which allowed production processes to be optimized, standards to be raised further and more than twice the production and storage space to be concentrated in Tenniken. The building with green roof also set a sign for a sustainable economy. At REGO-FIX, every opportunity is taken to reduce energy or water consumption.





### **In the USA and China**

With the transformation into an incorporated, REGO-FIX became a worldwide known brand from 1980 on. In 1988, REGO-FIX TOOL Corp. was founded as a subsidiary in the USA, which is managed by Andreas Weber. Since 2007, REGO-FIX Precision Tools (Shanghai) Co. Ltd. has been active on the Chinese market.

In addition to the ER system, REGO-FIX has developed two other pioneering systems. 2002 saw the market launch of powRgrip® System, which has proven itself in the field of demanding high-speed milling and drilling, clamps without heat input and is defined by high vibration damping as well as simple and safe handling. The PGU 9500 model won a Red Dot Award for outstanding industrial design in 2015. This was followed in 2012 by the micRun® system, which guarantees maximum precision for micro applications.

Innovation and inventiveness are not just buzzwords at REGO-FIX, they have been lived for over seven decades. The company holds around 140 patents in over 140 countries. The precision products from Tenniken are established in the automotive industry, aerospace, medical technology, watch industry, telecommunications industry and in tool and mold making. The company's global network is one of the cornerstones of its success. In January 2022, REGO-FIX AG took over Gewitec from Kappelen in Bern into its group and was thus able to further expand its market position.

[www.rego-fix.com](http://www.rego-fix.com)



# Baselland and its exciting development areas

**The Basel region is in a comfortable situation: The economy is flourishing; job and population figures are developing positively. In addition to the internal development potential, large area developments are available in the canton of Basel-Landschaft for sustainable urban transformations. An overview of the largest area developments on cantonal territory.**

*Compilation:  
Loris Vernarelli*

## Salina Raurica



Salina Raurica is the name given to the approximately 60-hectare area between Augst in the east and the Prattler industrial area of Schweiz-

erhalle in the west. It borders the Rhine to the north and the highway to the south.

Salina Raurica is the largest cantonal development area and offers the best prerequisites for sustainable spatial development: high density and mix of uses, sustainable transport links, ecological upgrading. This is the only way to reduce landscape consumption and traffic growth.

In Salina Raurica, new apartments and jobs will be created in an attractive environment. Working, living, traffic, leisure time as well as ecological aspects and natural values can be planned and coordinated from the ground up. This allows to think together, to examine innovative approaches and to create offers that benefit everyone. A good coexistence of new and existing districts is created.

The development of Salina Raurica consists of several settlement and traffic planning projects. In the western part, in the direction of Schweizerhalle, the focus is on the settlement of industry and commerce; about a dozen companies have already settled here, and more will follow. In the eastern part, with its proximity to the “Pratteln Salina Raurica” suburban train stop, the emphasis is on housing and a lively mix of living and working.

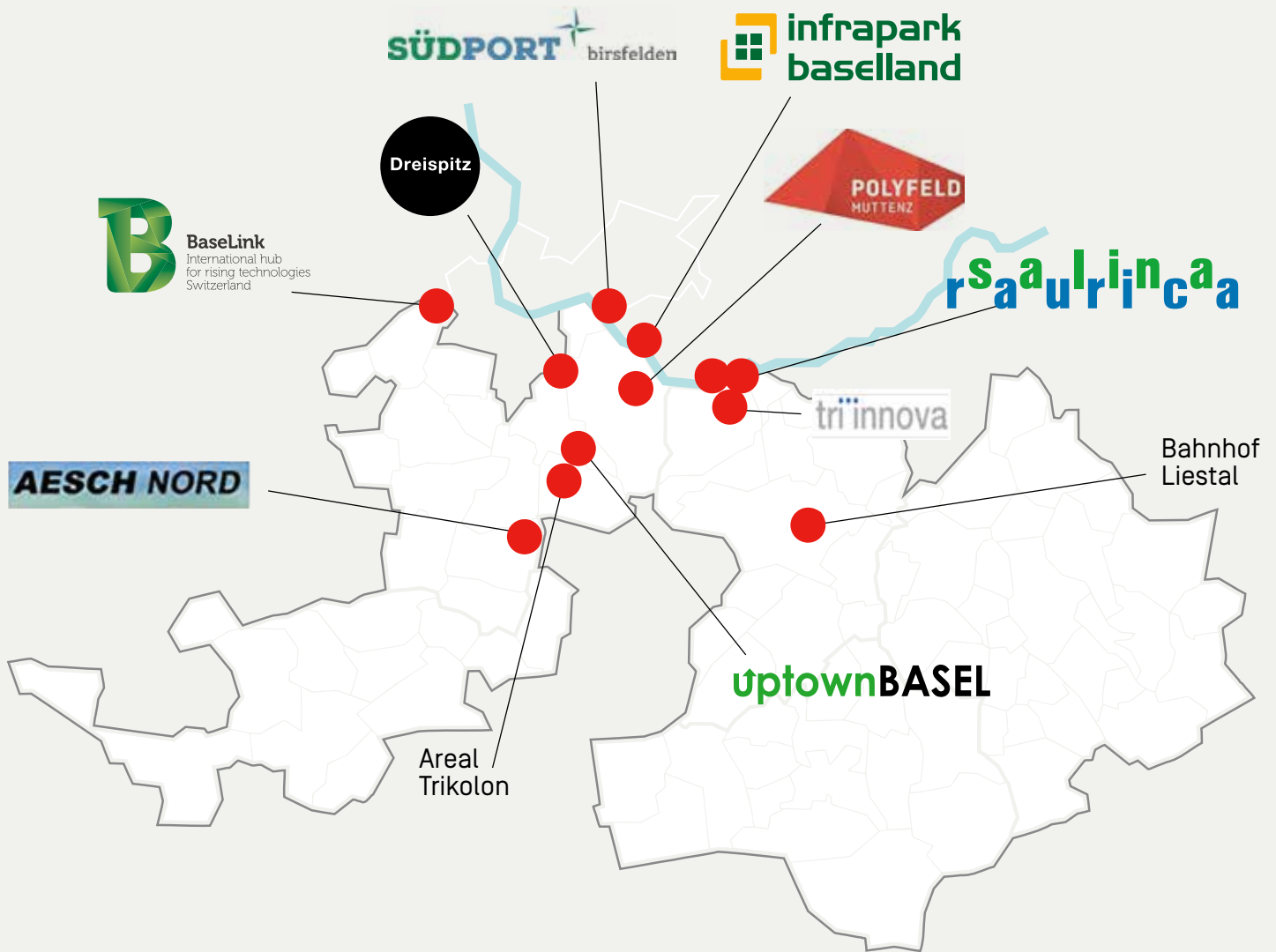
## uptownBasel



uptownBasel is an international competence center for Industry 4.0. A development and production site is being created on the Schorenareal in Arlesheim, where selected technology companies and other organizations will settle. The focus is on industrial production, health-care and logistics as well as the cross-sectional function of digitalization.

As a platform for networked companies, uptownBasel drives the cross-industry and cross-disciplinary transfer of knowledge and thus promotes the realization of latent ideas, namely in the areas of the Internet of Things, robotics, artificial intelligence, mobility of the future and agile working.

The Schorenareal combines several advantages. It is well developed and, in the immediate vicinity of the regional research centers, the optimal location for the future



## Strong development areas

In the canton of Basel-Landschaft - as of the end of 2020 - there are still just under 7.1 million square meters of developable land are still available, distributed relatively evenly among the five districts in the canton. There are both undeveloped development sites, commercial and retail space, storage, transshipment and production space, studio and office space, or areas for interim uses are available.

In the 1062 hectares of work zone areas, there are still just under 124 hectares [11.7 percent] that are undeveloped. Around 107 hectares [11.1 percent] of the total 963 hectares of zones for public buildings and facilities are currently still available. As of the end of 2020, the degree of overdevelopment of the building zones in the canton of Basel-Landschaft ranges, depending on type between 88.3 and 90.4 percent.



project. The competence center will consist of seven production halls and 35,000 square meters of office space. To this end, new halls will be built and existing buildings converted by 2025. Attractive services directly on the site (event hall, restaurant & catering, 24-hour store, etc.) or in the immediate vicinity will support the activities of the companies located there.

uptownBasel is to become a beacon project in the field of sustainability, among other things with the integrated use of waste heat from the planned data centers as well as a modern wood chip plant with waste wood for the energy supply of the entire site.

## **BaseLink**



In the center of the trinational border region Switzerland-France-Germany lies a site with great potential for a future-oriented working quarter. With its approximately 75,000 square meters, BaseLink will offer more than 10,000 new jobs in the future in the Bachgraben industrial park, which belongs to the municipality of Allschwil.

On BaseLink, the so-called “Switzerland Innovation Park Basel Area” is undoubtedly the most promising project. Biotech and med-tech companies as well as companies from the field of digital health will come together on 50,000 square meters of networked innovation

space. Herzog & de Meuron’s architecture actively promotes exchange and provides an attractive, state-of-the-art working environment for start-ups, scale-ups and established companies. While this campus is slowly filling up with content, i.e., companies, internationally active pharmaceutical companies such as Actelion or Skan have already established themselves in Bachgraben. This dynamic testifies to ideal framework conditions that promote the emergence of an outstanding life science cluster.

What makes BaseLink an attractive location is its favorable geographical position. The site is accessible by both public and private transport. Access to the highway, the EuroAirport Basel-Mulhouse-Freiburg and the Basel stations of the Schweizerische Bundesbahnen (SBB), the Société Nationale des chemins de fer français (SNCF) and the Deutsche Bundesbahn (DB) are in the immediate vicinity and easily accessible.

## **Polyfeld Muttentz**



The site is developing as envisaged in the 2011 “Polyfeld Muttentz” master plan: Away from a center for heavy industry and toward a center of attraction for knowledge- and service-based businesses, an attractive university, business and residential location, and a new urban district where education, research and innovative business

inspire and cross-fertilize each other.

The master plan anticipates a doubling of the number of residents, jobs and students in the district in the medium term. Sustainable traffic, environmental and energy concepts are to ensure that the quarter gains in quality of life despite the higher density of people.

Covering a total area of 34 hectares, Polyfeld in Muttentz stretches between the train station, Birsfelderstrasse, the railroad line and Gründenstrasse. In the course of the many new projects, the quarter will experience further upgrades in the coming decades and will become even more important for the canton of Basel-Landschaft, also thanks to the excellent public connections.

Thanks to the projects already realized (Criminal Justice Center, Racecourse Center, “Qube Muttentz” commercial building), the start for Polyfeld Muttentz has been successful and the transformation of the district has been heralded. And soon, new projects such as the BusinessCity Polyfeld, the campus of the University of Applied Sciences Northwestern Switzerland FHNW or two large residential projects will be added.

## Hardstrasse Pratteln



After acquiring the land in 2017, the investor Bricks AG, together with various partners, began to develop the over 12,000-square-meter site on Hardstrasse in Pratteln between the SBB train station and the A2/A3 highway junction with the specially founded Trinova Park AG. The goal: the realization of a radiant business quarter for innovative companies, which will increase the representativeness and attractiveness of the entire area.

The first building of Trinova Park is the “House of Business”, which will be completed in 2021. The openly designed building with inviting first floors, an associated open space area and modern working environments on the upper floors will enable the companies rented in to work creatively, collaboratively and flexibly. Additional services such as conference and meeting rooms as well as versatile reception and secretarial services around the working environment round off the offer.

Trinova Park AG decided to engage VBS Verband-Services AG for the occupancy of the public building zones and the provision of office services. With VBS and its parent organization, the Baselland Chamber of Commerce, simultaneously renting space in the first building of the development area, it was also decided to let this building become the new “House of Business” and thus the new center and roof of

the Basel-Land SME economy with numerous companies, associations and service providers.

Trinova Park AG plans to further develop the area in the coming years.

## Bredella



At the railroad station, the municipality of Pratteln has the opportunity to gradually convert a well-developed industrial site. The former company site of Buss AG and Rohrbogen AG is to be transformed into a modern urban quarter with mixed residential and service uses. Under the name “Pratteln Mitte”, a completely new urban quarter with center and meeting qualities is to be created here in the coming decades.

The transformation of the industrial area into a modern urban district will redefine the site. It is to become a symbol for a new understanding of living and working in the Basel area and for the recapture of privatized industrial sites by and for broad sections of the population and modern service providers.

The focus of the commercially usable areas is on small and medium-sized service companies and commercial enterprises. Here, they are offered the opportunity to optimally present themselves in a quarter with an attractive working environment in a well-developed location. Bredella is easily and stress-free accessible from the city of Basel as well as from the Upper Basel region.

The various uses will not be rigidly defined. Much is open, much should remain open and should also be able to change over time. Even if there are currently clear ideas about the distribution of uses, it should remain possible to design or place uses differently. The new district should also be able to meet future requirements and thus remain lively and adaptable.

## TechCenter Reinach



The perfect location for life science, pharmaceuticals, research and development, laboratory, engineering, services and office – that is the TechCenter Reinach. The flexible space available for long-term leases and the direct public transport connection make the site in the Kägen industrial area the perfect location for companies.

The TechCenter Reinach offers more than 25,000 square meters of usable space on up to six floors. All areas, including contiguous areas between 300 and 4,000 square meters, are rented to Core & Shell, so the expansion is implemented exactly as the tenant wishes. A major advantage of the TechCenter is the staff parking garage.

# A candy goes around the world

**Ricola is the Swiss herbal candy par excellence. The company produces around 60 different specialties. All products are manufactured in Laufen.**

*Delia Pfirter*

Everyone in Baselbiet is probably familiar with the shiny gold-en-brown candy in its yellow wrapper. But the candy is not only known in the canton of Basel-Land; the company exports the popular herbal specialties to more than 45 countries in Europe, Asia and America. The headquarters of the Ricola Group AG is located in Laufen and has remained a family business, where today the fourth generation of the Richterich family is already active.

## **35,000 sweets per minute**

The traditional company was founded in 1930 by Emil Richterich at his native place Laufen as a confectionery. The first name of the business – Richterich & Co. Laufen – later formed the template for the now world-famous brand Ricola.

And who invented it?

In 1940, Emil Richterich mixed the secret recipe for today's famous herbal sugar for the first time. Word

quickly spread that the classic candy was beneficial for throat and voice. The recipe consisting of 13 herbs has remained virtually unchanged to this day and is contained in all candies.

Thomas Meier, CEO of the Ricola Group AG, emphasizes: "Every Ricola product contains tradition, innovation and progress at the same

time. We have the highest quality standards and combine them with sustainable thinking and action".

The Ricola company remains true to its line without stopping in the past. Today, the company produces 7 billion candies per year, which corresponds to a remarkable 35,000 candies per minute. For this purpose, 1400 tons of fresh herbs are processed. These are grown in five regions in Switzerland, including Valais and Central

Switzerland. The farmers under contract to Ricola use natural methods to grow the herbs, and do not use pesticides or artificial fertilizers at all.

All herbs are grown in Swiss mountain areas according to Bio Suisse standards. Since fresh herbs are very sensitive, processing must be fast: From the cultivation of the herbs to the finished candy, so all manufacturing steps take place in Switzerland.

## **The herbal center made of Laufental clay**

In the modern herbal center in Laufen, various herbs from the mountain regions are processed. The building project, completed in 2014, was realized by architects Herzog & de Meuron.

"With this center, the individual production steps of herb processing,



# 7

**billion candies  
per year**

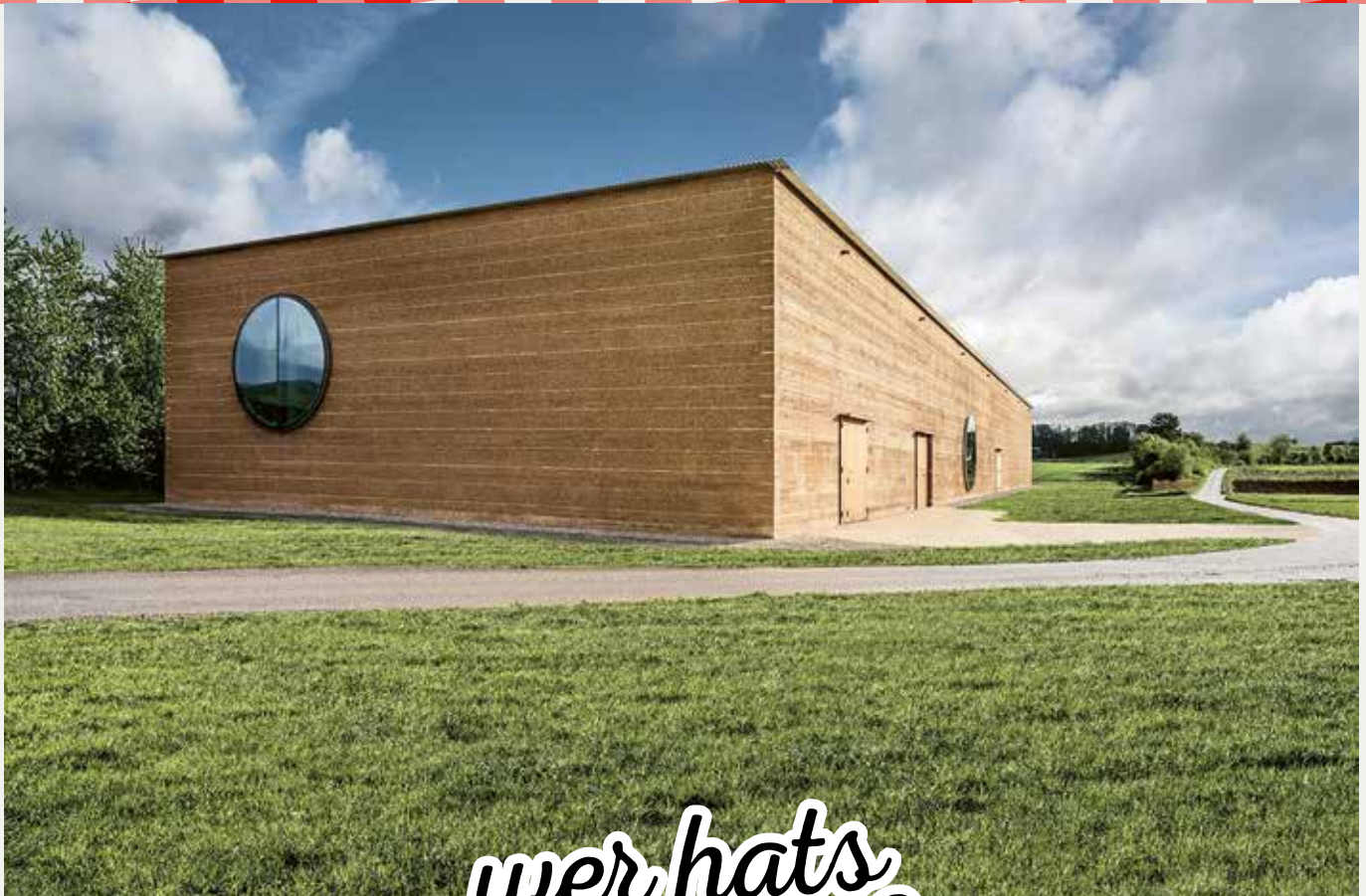
# 35 000

**candies per  
minute**

# 1400

**tons of fresh  
herbs are  
processed**





*wer hats erfunden?*



In Ricola's herb center in Laufen, a building designed by Herzog & de Meuron, all herbs are dried, cleaned, cut, stored and mixed (top picture). The processing of the herbs in the herbal center is carried out according to the latest findings (picture below left). Elderberry blossoms, among other things, are used for the traditional herbal mixture (bottom right).

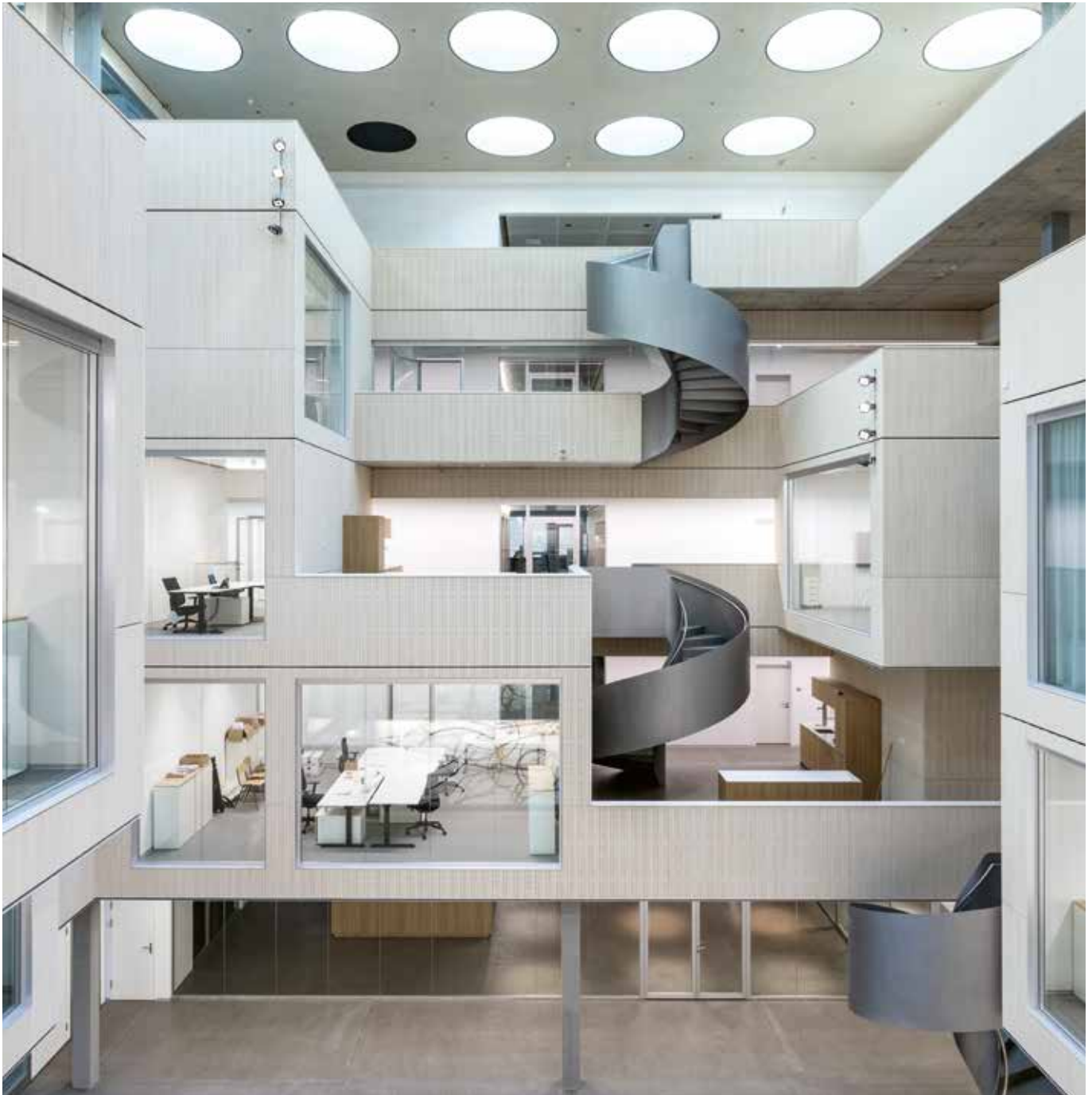
which had previously been carried out at different locations, could be centralized in a single building," explains Felix Richterich, Chairman of the Board of Directors of the Ricola Group AG. For the company, it was clear that herb processing should take place on home soil in

Laufen. Felix Richterich emphasizes: "As a family business, we have strong roots in the region. All Ricola sweets are produced here in Laufen". Regionality was also taken into account in the materials used for the construction of the herbal center. Clay and earth from the Laufen

Valley were used for the exterior facade. The complete material comes from a radius of eight to ten kilometers around the site. In this way, the company wants to emphasize traditional values and sustainable construction methods.

Four specific examples

# Modern working environments







**Four insights into the future of work Today's modern working environments place much more innovative and broad-based demands on building developers. Using four successful examples from recent years in the canton of Basel-Landschaft, we present successful concepts.**

*Daniel Schaub*

## **Selmoni Gruppe, Münchenstein**

Although it has an almost 100-year history in the city of Basel, Selmoni certainly has a historical connection to the Baselland region. Its "founder" was a young Ticinese electrician named Ernst Selmoni, who came from his home in Sissach in 1920 to join the then Hans Hurter company on Aeschenplatz. In 1934 Selmoni became a partner – in 1936, after the death of his business partner, he took over the company and gave it his own name. The company developed magnificently, moving into new premises in St. Alban-Vorstadt in 1963. Due to the constant growth and the distribution over seven different properties,

the expansion options there were finally exhausted. Since the end of 2020, the Selmoni Group has been at home in the Baselland region, where the approximately 600 employees have found a new home in a modern new building on the Aliothstrasse in Münchenstein.

Selmoni has been using BIM in its planning processes since 2014 and is constantly striving for further innovations to make its work processes more efficient. For the new headquarters, a digital twin of the building was created using BIM tools – including all parts of the building, building services elements and materials. In the actual construction, the use of the first BIM-capable drilling robot resulted in a nationwide premiere. Selmoni was thus able to underline – virtually on its own object – that the company is a technological leader in the field of digitalization with BIM planning, smart home and other tools.

In two years, an office building with workshop, warehouse and parking garage with two basement floors and six upper floors with an enclosed atrium from the 1st to the 5th floor was thus created on a total area of 21,000 m<sup>2</sup>. The staff restaurant with its spacious, sunny terrace offers a fantastic view of the nearby Birs river landscape, which at the same time provides an ideal recre-

ation area to linger and recharge your batteries after a turbulent day at work. The use of the in-house fitness center is one of the additional services for employees.

"By moving all the business units together, we are moving closer together in the new building. The spontaneous exchange among each other is better ensured by the proximity. The new office space is optimally tailored to the different team sizes. Space has been created in central "project areas" for ideas and creativity within the team. There are also various retreats for concentrated work. The atrium in the new company building forms a central meeting center that is an absolute architectural highlight," says Rainer Keller, CEO of the Selmoni Group.

## **Stöcklin Logistik AG, Laufen**

The new Stöcklin Technology Center was occupied in mid-2020 on Wahlenstrasse in Laufen. New manufacturing buildings, an office building and a high-bay warehouse for pallets and containers were built on a total area of 35,000 square meters. Urs Grütter, Chairman and Delegate of the Board of Directors of Stöcklin Logistik AG, speaks of a milestone and a simultaneous cultural change in connection with the new company headquarters: "Short distances, open offices, direct communication, state-of-the-art technology, efficient logistics, our own staff restaurant with roof terrace, beautiful surroundings and a good ambience should help all employees in the company to get closer, feel comfortable and master the challenges of the future together."

Stöcklin Logistik AG is a leading general contractor and manufacturer in the field of intralogistics – from high-bay warehouses to



startups can interact with established companies from the life sciences and biotech cluster. The new building is designed to create an open culture of innovation and an inspiring environment for gaining scientific knowledge and successfully developing new products and processes. Moderated platforms and meeting points for the health and life sciences industry will create a unique ecosystem in the Basel region.

The ALBA Haus is a design by the renowned Swiss architects Herzog & de Meuron. JP DL has many years of experience in client representation and project development and provided the strategic basis for the building program, which has been further developed in recent years in collaboration with Herzog & de Meuron.

The new workspaces are designed to foster creative ideas and ambition through functional architecture. Flexible workstations and CoSpace are complemented by individual and open space offices. ALBA Haus allows for flexible space adjustments to help resident companies grow. An important unique selling point is the public-oriented

warehouse management software and industrial trucks. In total, Stöcklin Logistik AG in Laufen now disposes of 5000 square meters of office space as well as over 10,000 square meters of production space with a largely completely new machine park. Here, the latest technologies – keyword Industry 4.0 – have been brought together with the inclusion of state-of-the-art robotics technology.

With largely in-house developments and production, the company offers conveying and storage systems for a wide range of load carriers and industrial trucks that are in demand worldwide. In addition to many projects abroad, Stöcklin Logistik AG, which is one of the top 10 in its sector in Europe, also implements numerous systems in Switzerland. Founded in 1934, Stöcklin Logistik AG today employs over 500 people worldwide. In Laufen, 360 people are employed and 16 apprentices are trained.

possible by one of the largest and most important life sciences hubs in Europe: the BaseLink site in Allschwil is located at a pioneering site in the border region of Switzerland, Germany and France. In an inspiring environment, new interfaces are being created here between internationally renowned research institutes and over 700 health and life sciences companies that have their headquarters in the Basel area.

The ALBA Haus – a new hub for entrepreneurship and innovation – is a prominent part of the site, covering more than 14,000 square meters. Here, emerging talents and

## **ALBA Haus, Allschwil**

For companies in the biotech and life sciences industries, it is enormously important to exchange ideas with partners and to exploit new synergies. This networking is made





use on the first floor: Here in the ALBA Marketplace, there are a variety of services for employees and guests, such as gastronomic offerings, a pharmacy with walk-in practice, a daycare center and a bike store. In addition, BLKB offers a future-oriented orientation of the financial business for resident companies. The generous parkland in front of the entrance creates a quiet zone for creative exchange and new encounters.

Closing loops is sensible and good. It is more challenging to open closed circles and let new things flow in – the basis for progress, innovation and sustainability. The ALBA Haus was designed and built from the ground up with this in mind, because a biotope of cultures and visions is to be created here. The ALBA Haus community is characterized by diversity, ambition and competence – a unique pulsating network for established companies and ambitious newcomers. So far, comparable innovation clusters exist only in Singapore and Boston.

It is not only in terms of the circular economy that the ALBA Haus sets new standards: the digital-first approach allows for fully digital operation. This means that the entire building can be controlled via a single app. For this reason, the ALBA Haus is literally the “lighthouse” from BaseLink in Allschwil. With a construction height of 40 meters, it is twice as high as all the other buildings on the BaseLink. Over the next few months, the Switzerland Innovation Park, the Swiss Tropical Institute, the pharmaceutical company Basilea Pharmaceutica, the Department of Biomedical Engineering and the Innovation Office of the University of Basel will all move into the 75,000 square meter building. When completed, up to 12,000 employees are expected to work at BaseLink.



## Haus der Wirtschaft, Pratteln

Anyone entering the Haus der Wirtschaft in Pratteln imagines themselves in a spacious hotel lobby. The entrance area with front desk, the BOOST eat & drink restaurant with modern and healthy business cuisine, the spacious auditorium, a fitness center and the open view to the second floor with the conference and event center appears open, inviting and combines the essential services for the companies and institutions leased on the upper floors. Archroma and CABB have been tenants here since December 2021, and SBS AG as well as the Chamber of Commerce and numerous associations and institutions have already moved in as tenants when the building went into operation at the beginning of 2021.

The Haus der Wirtschaft was developed by a group of investors around Bricks AG and will have a sister building in the neighborhood in the near future. The motto of the house: Innovation. Business. Services. Anyone entering this new working world almost feels as if they are on vacation – or at least: Welcome home at work. But of course, the primary focus here is on work, however in an environment that feels good and leads to good results. Open spaces, retreats for quiet, but also for communicative exchange

moments, inspire and offer a strong platform for innovative, creative and modern work.

The Haus der Wirtschaft was developed after the land acquisition in 2017 by the investor Bricks AG in partnership with Fontana Landscape Architects and the space and location development specialists Wüest Partner. It is part of the more than 12,000 m<sup>2</sup> site on Hardstrasse in Pratteln, which is occupied by the specially founded Trinova Park AG.

Architecture, basic construction and interior design were realized cooperatively by Züst Gübeli Gambetti (Z2G), Zurich; SBS AG, Pratteln, and Complex Bau AG. The main building with first floor and five additional floors is approximately 70 meters long and 50 meters wide, covering a total area of 7420 square meters. The vehicle parking garage offers space for 200 vehicles on two basement levels. This is a decisive location factor for accessibility in a busy building with a dense event calendar and an attractive conference and event center, in addition to the immediate proximity to the SBB train station and the nearby A2/A3 and A22 highway connections. The HDW Garden, the Outdoor Impulse Lounge and the Inspiration Terrace offer attractive outdoor facilities during the warm season.

Innovation Program



# Swiss Innovation Challenge

**The Swiss Innovation Challenge is an innovation promotion program with a competition. A jury of experts selects 25 finalists from more than 100 innovation projects in three elimination rounds. The three first-place winners are honored at the Award-Winning Ceremony.**





## Previous SIC winners

### **2021**

CondenZero

Specimen grips that hold at low temperatures.

[www.condenzero.com](http://www.condenzero.com)

### **2020**

AgroSustain

Biological protective coating for crops prolongs freshness.

[www.agrosustain.com](http://www.agrosustain.com)

### **2019**

Tolremo Therapeutics

Drug against drug resistance in cancer therapies.

[www.tolremo.com](http://www.tolremo.com)

### **2018**

skAD Labs

Engineering development software combines design and simulation.

[www.skadlabs.com](http://www.skadlabs.com)

### **2017**

Topadur Pharma AG

Drugs that accelerate wound healing and prevent scars.

[www.topadur.com](http://www.topadur.com)

### **2016**

GOLD S INC.

Revolutionary brace for the correction of misaligned teeth.

### **2015**

Apex Sports LLC

Rubber for enduro, freeride and downhill tire treads for mountain bikes.

[www.onza-tires.com](http://www.onza-tires.com)

The Swiss Innovation Challenge (SIC) was launched on Business Day 2014 by the Baselland Chamber of Commerce, the FHNW and the BLKB. In the eight editions since then, the innovation promotion competition has made a name for itself and has become an indispensable part of the innovation scene.

### **Innovation promotion**

The special feature of the Swiss Innovation Challenge is that it is an innovation promotion program with competition. From more than 100 innovation projects, 25 finalists and one winner ("Award Winner") are chosen in three elimination rounds ("Pitches").

The participants of the competition are SMEs and start-ups from all over Switzerland. In addition to the Award, participants can win special prizes in the fields of "Life Sciences" and "Construction". The competition lasts eight months. During this time, participants can attend free,

user-oriented seminars. In addition, participants have access to mentoring and coaching programs, where they are supported and encouraged with practical knowledge. In addition to these benefits, participants and their innovation projects benefit from networking events and various publicity measures.

Due to the cancellation of the Business Day, the award ceremony will take place in a special setting at the Haus der Wirtschaft in Pratteln.

The candidates of the Swiss Innovation Challenge go through a support program lasting several months, which is divided into three phases. At the end of each phase, they have to give a presentation (pitch) to a selected jury of experts. The field of participants is halved after each pitch.

### **Procedure**

The three best projects are awarded at the end of November. In addition to an artistically designed trophy,

the winning project receives prize money of CHF 20,000. Second and third place each receive 5,000 Swiss francs.

### Coaching and mentoring

The coaching and mentoring programs have proven to be particularly attractive for Swiss Innovation Challenge participants. These are available to participants free of charge, and they can continue to use the seminars even if they drop out of the competition.

Coaching is a central element of individual support in the Swiss Innovation Challenge. The subject of coaching can be the business plan, functional aspects such as marketing, financing, production, innova-

tion or internationalization processes, as well as motivational and behavioral aspects. Field-tested leaders with a wealth of experience are available to mentor the participants of the Swiss Innovation Challenge.

### Successful project

Since its launch in 2014 and first execution in 2015, the Swiss Innovation Challenge has supported more than 700 projects, contributed to the creation of more than 1,500 jobs, and awarded more than CHF 400,000 in prize money and support services.



## Conditions

Applications to participate are possible on the Swiss Innovation Challenge website [QR code below right].

- Companies or institutions that are established and those that are new to the market are eligible.
- The company or participant is planning an innovation in the near future or has taken an innovative step within the past two calendar years.
- The project can be submitted in German or English.

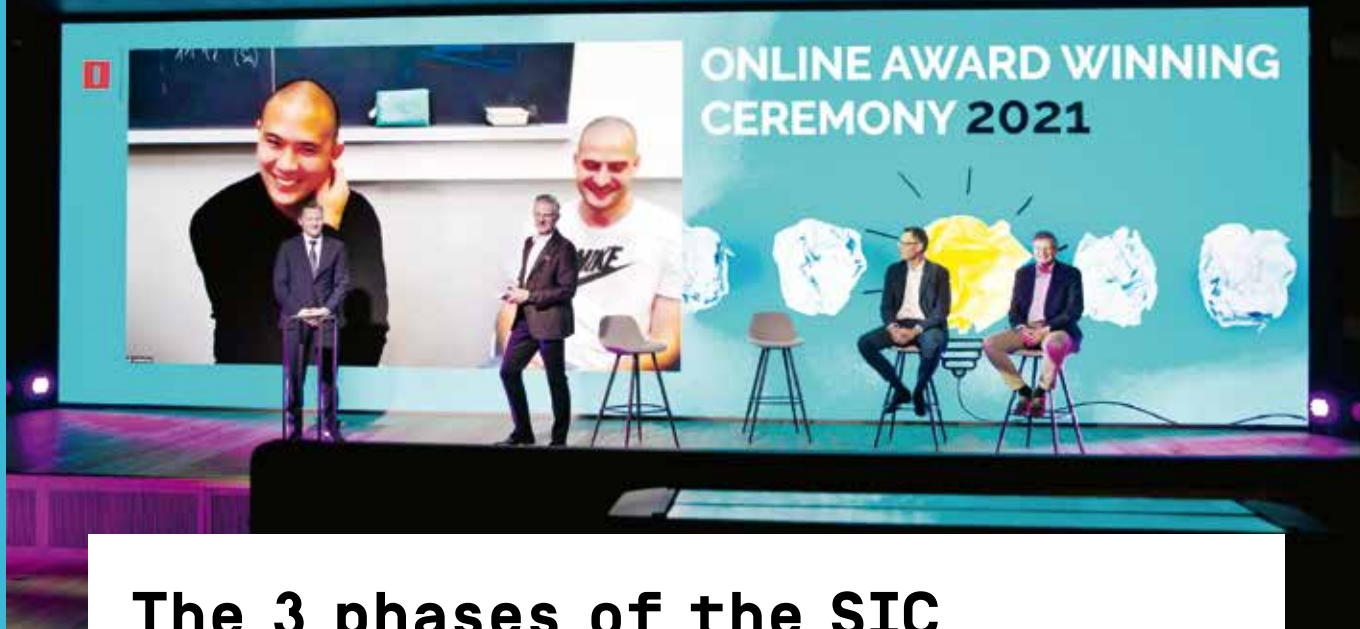
Swiss Innovation Challenge  
House of Business  
Hardstrasse 1  
4133 Pratteln

061 927 64 64 | sic@hdw.ch



[www.swissinnovationchallenge.ch/bewerbung](http://www.swissinnovationchallenge.ch/bewerbung)





## The 3 phases of the SIC

The Swiss Innovation Challenge starts every year with the kick-off event. After that, the competition is divided into three phases:

### **Phase 1 – Sharpening the business idea and creating a short presentation.**

The first phase of the Swiss Innovation Challenge involves sharpening the business idea and preparing a short presentation within three months. The prerequisite for admission to the first selection presentation, the first pitch, is the formulation of one's own innovation idea on two A4 pages. The first pitch lasts three minutes. After that, the jury decides which participants belong to that half of the field of participants that will make it to the next phase.

### **Phase 2 – Translating the business idea into a business plan**

The second phase of the Swiss Innovation Challenge lasts another three months. During this time, the business idea is fleshed out, a business plan is drawn up and the presentation is expanded. A prerequisite for admission to the second selection presentation, the second pitch, is the formulation of a professional business plan based on the innovation concept. This business plan should comprise 15 to 30 pages. The second pitch lasts five minutes. As in Phase 1, the jury again divides the field of participants. Only half make it to Phase 3.

### **Phase 3 – Implementation plan and preparation of a final presentation**

In the third phase of the Swiss Innovation Challenge, the business plan is refined and the presentation finalized. A prerequisite for admission to the third selection presentation, the final pitch, is an implementation plan. A core element of the sales documentation is a video pitch that presents the innovation idea as well as possible. The third pitch lasts seven minutes. After that, the jury will determine the winners of the Swiss Innovation Challenge and the two special prizes. The winners will be announced at the Award-Winning-Ceremony. In addition to practical experience, networking in the business community, sparring and contacts with potential funders, the Swiss Innovation Challenge also offers prizes for participants. The winner receives CHF 20,000 and the runners-up CHF 5,000 each.



# HDW gets a sister building

**The site at Hardstrasse 1 in Pratteln is one of the innovative economic development areas in the canton of Basel-Landschaft. Following the construction of the fully occupied Haus der Wirtschaft (HDW), which opened at the end of 2020, investor Bricks Group AG is now planning the new House of Innovation & Technology (HIT) next door.**

Since its foundation in 2010, Bricks AG has steadily expanded its activities and is now present with branches in Basel, Bern, Geneva, Lausanne and Zurich. Thanks to

customer proximity and short decision-making paths, which are used responsibly, the company has been able to realize interesting and important projects in recent years. Bricks meets the growing complexity in the construction environment with comprehensive know-how and efficient networking.

After acquiring the land in 2017, the investor Bricks AG developed the over 12,000-square-meter site on Hardstrasse in Pratteln in partnership with Zuest Gübeli Gambetti Architekten and with spatial and site development specialists Wüest Partner. The goal communicated from the beginning

was the realization of a radiant business quarter for innovative companies that would enhance the representativeness and attractiveness of the entire area.

Open buildings with inviting first floors, an associated open space area with an eye-catching building volume and modern working environments on the upper floors are to enable the companies leased in to work creatively, collaboratively and flexibly. With the Baselland Chamber of Commerce, IWF AG and other associations, an initial anchor tenant has been secured, and in 2021 further strong companies will move into the Haus der Wirtschaft (HDW) with SBS AG, Archroma and CABB.

## **Second building in planning**

“The HDW concept has proven itself in the market in an impressive way. It is a success story that calls for a continuation,” says Philippe Druel, director of the Basel branch of Bricks AG. That’s why the investor is currently planning a second building that will dispose of even more space. The “House of Innovation & Technology” (HIT) is planned for 17,000 square meters, the centerpiece of which will be a two-story event hall with space for around 1,200 people, offering a unique atmosphere thanks to its height of almost nine meters. On three floors, each with a total of 2,500 square meters, rentable business space,



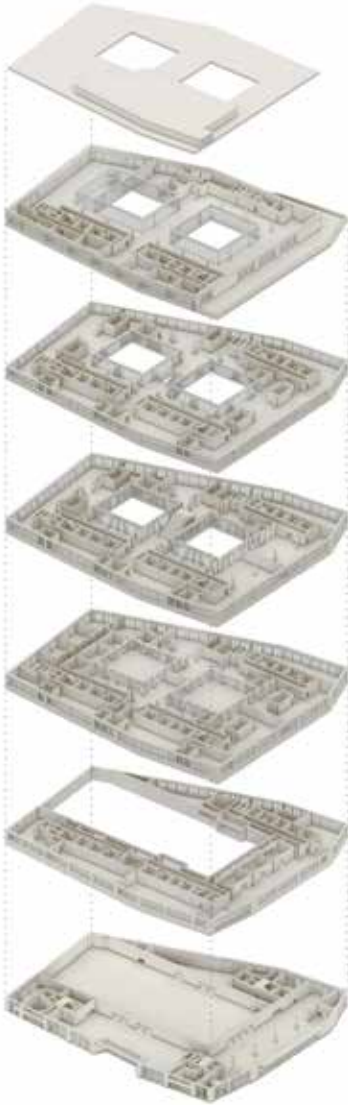
This is what the new House of Innovation & Technology in Pratteln will look like. VISUALIZATION: ZG2

# HIT

“House of Innovation & Technology”

17 000  
square meter area

1200  
people can be seated  
in the two-story  
event hall.



Rental space in all variations is available on three of the five floors in the HIT. VISUALIZATION: SBS AG



Views into the Roof Top Restaurant and one of the furnished CEO Suites. VISUALIZATION: SBS AG

eight CEO suites and six CEO offices and team offices are planned, and on the top floor a roof-top restaurant in steakhouse style with an atrium, club lounge and outdoor terrace offering a unique view of the surrounding area.

Furnished with a lounge, workstation and meeting area, the CEO Suites with bathroom and 40 to 50 square meters of space are ideal for entrepreneurs who want to gain a foothold in the Northwestern Switzerland region and occupy a prestigious office in a unique business environment.

The rental space complements the already fully occupied Haus der

Wirtschaft. As there, different variations and splittings are available, with maximum flexibility and multifunctionality. With a room height of 3.50 meters, the planning offers a flexible layout in many combinations and an innovative approach. Community services such as front desk, office services, fitness center and gastronomic services are available to the leased companies. The tenant structure of the “HIT” will focus on innovation, digital and technology. The corresponding building application is currently underway, occupation of the new premises is expected by the end of 2024/beginning of 2025. “Bricks AG





The impressive event hall offers 1200 seats and disposes of various VIP lounges on the 1st floor. VISUALIZATION: SBS AG

is proud to be able to implement this forward-looking project in Pratteln together with its partners over the next few years at a high-quality level and thus contribute to the high-quality development of the area,” says Druel.

#### **Top traffic accessibility**

A total of 400 parking spaces in the parking garage linked to the HDW parking facility guarantee stress- and congestion-free travel and parking conditions – hybrid or fully electric vehicles can be charged at 70 e-loading stations. The Hardstrasse 1 site is located in the immediate vicinity of the SBB Pratteln train

station. The regional rail lines S1 and S3, which will be expanded to up to six stops per hour in the coming years, provide hassle-free access to the city of Basel within minutes and offer connections to all long-distance routes to major Swiss cities and to the airports of Zurich and Basel. The local public transport network is refined with streetcar line 14 and various bus connections. The excellent transport connections of the Hardstrasse site are a key argument for employees.

[www.bricks.ch](http://www.bricks.ch)

# The diversity of companies

**Baselland Business – that's around 100 major manufacturing companies operating in the canton of Basel-Landschaft. The focus is deliberately on the manufacturing companies, which form the backbone of the economy with goal-oriented and innovative work.**

*Sergio Marelli*

Producing companies form the basis for the prosperity of other economic sectors and are the foundation of Basel-Land's high level of prosperity. As part of Baselland Business, the Baselland Chamber of Commerce has set itself the task of underlining the economic importance of these companies and raising their profile in society.

For about a year, these companies have been visited and their pulse has been felt. Diverse company-relevant topics have been discussed and viewpoints have been sought. These include areas such as digitalization, mobility, skilled labor, etc. However, the question of the concerns and challenges of the companies with regard to the framework conditions and location factors that can be actively influenced by the cantonal players was also central. Three topics were taken up as examples.

Public authority culture: Direct channels, constructive solution

finding, prompt processing, pragmatism – these are some of the qualities of a cooperative and efficient public authority culture. These qualities have been practiced in Baselland for decades and set the canton apart from other locations in a pleasant way. This culture of authority costs nothing, but has enormous benefits for the economy and society as a whole.

**The economic outlook of one's own company is generally assessed better than general economic development – a hard-earned position and a sign of strength.**

Accessibility: Short distances for employees and the transport of goods are a decisive locational advantage of the Canton of Basel-Landschaft. In order to keep the distances short in terms of time as well, corresponding infrastructure capacities are essential. The increase in mobility – with whatever drive technology or energy source – is a fact, and the necessary infrastructure adjustments will not tolerate polemics or postponement. Upcoming mobility projects must be

discussed in an unbiased manner, planned with circumspection and foresight, and implemented without delay.

Vocational training: Precision, diligence, quality awareness, reliability, adherence to deadlines, innovation, flexibility – values that stand for "Made in Baselland". It is only with these values that local companies succeed in compensating for production costs, which tend to be higher, and asserting internationally. And these values also stand for the DNA of vocational training – the fundament of producing companies.

In terms of international competition, these three areas are unique selling points. During the company visits, it was noted that the economic outlook of one's own company is generally rated better than the general economic development – a hard-earned position and a sign of strength. To ensure that this remains the case, it is important for all players to maintain their own agility and tackle future challenges with foresight. A look at the diversity of companies in the Basel region on the following pages gives cause for optimism.

# WHO IS WHO

## A brief portrait of the BL Business companies

### Laufental and Birstal



#### **Acino Pharma AG**

Acino is a Swiss pharmaceutical company headquartered in Zurich, producing high-quality medicines for affordable healthcare for patients around the world. Acino has a high brand value in the region and is synonymous with high quality products manufactured to international standards at our production sites in Liesberg and Aesch.

[www.acino.swiss](http://www.acino.swiss)



#### **Aluminium-Laufen AG**

Aluminium-Laufen AG Liesberg employs around 280 people and is one of the leading companies in the Swiss aluminum industry. It offers a complete service for ready-to-assemble aluminum profiles and cast semi-finished products. Thanks to its many years of experience, the company is familiar with various sectors and supports its customers from the initial idea to the ready-to-install aluminum part.

[www.aluminium-laufen.ch](http://www.aluminium-laufen.ch)



#### **BWT AQUA AG**

BWT AQUA AG in Aesch develops, produces and markets water technologies that offer people a better quality of life and provide industry with economically and ecologically sensible ways of treating water. The treatment systems transform calciferous water into silky-smooth BWT pearl water. Tap water is refined by water dispensers,

and in the pharmaceutical and biotech sectors, customers worldwide are supplied with systems produced in Aesch.

[www.bwt.com](http://www.bwt.com)



#### **Felix Transport AG**

Felix Transport AG has been one of the most important forwarding companies in the region for 70 years. Since 2006, the company, formerly domiciled in Zwingen, has been operating from the transshipment terminal in Arlesheim. The fleet includes 67 trucks, all equipped with a modern telematics system. Quality, punctuality and reliability are part of Felix Transport AG's performance standard in a dynamic industry.

[www.felixtransport.ch](http://www.felixtransport.ch)



#### **ISBA AG**

ISBA AG, based in Zwingen, is a leading Swiss manufacturer of skylights such as skylight domes, flat roof windows or glass skylights. As a family business with around 50 employees, customers throughout Switzerland are supported with technical advice, individual quotations, in-house production, scheduled deliveries and installation, and professional maintenance of SHEV systems.

[www.isba.ch](http://www.isba.ch)



#### **Jeka AG**

The finest chocolates, fresh meat in the butcher's store, crispy food at the take-away buffet: what store wants an off-the-peg suit? Jeka AG in Arlesheim stands for millimeter-precise custom work in store fitting and catering equipment. Every piece of furniture in the manufactory is made to measure without compromise – and precisely matched to each other. 100% Swiss quality: so that you can see the freshness.

[www.jeka.ch](http://www.jeka.ch)



#### **Jenzer Fleisch + Feinkost**

The family business with around 80 employees is run by Christoph and Barbara Jenzer in the fourth generation. Since 1898, the Jenzer family has been practicing the butcher's trade with a lot of joy and power, which they are also happy to pass on to their nine apprentices. Production takes place in the meat workshop, in the gold sausage kitchen and in the catering kitchen, all of which are located in Arlesheim. The guiding principle is Jenzer NATURA quality: since 1995, the meat has come from animals raised in a particularly species-appropriate manner for the best meat quality.

[www.goldwurst.ch](http://www.goldwurst.ch)



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## Jost Transport AG

Jost Transport AG, based in Aesch, has five locations, over 120 employees, four subsidiaries and more than 50 vehicles. The strengths in the area of removals focus on industry, commerce, private individuals and warehouse logistics. In the area of waste disposal services and recycling management, three recycling yards are operated and commercial and private customers are served with dumpers and crane trucks.

[www.jost-transport.ch](http://www.jost-transport.ch)



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## Keramik Laufen AG

LAUFEN is an internationally leading Swiss company with a long tradition in bathroom equipment and high-quality fittings. The Laufen site is home to the headquarters, a modern production plant for sanitary ceramics and fittings, and the Laufen Forum showroom. All products and services stand for quality, innovation and design in bathrooms, public facilities and kitchens.

[www.laufen.ch](http://www.laufen.ch)

**LAUFEN**

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## Ricola AG

Ricola is one of the most innovative candy manufacturers in the world. The family-owned company from Laufen exports over 60 different herbal specialties to more than 50 countries in Europe, Asia and America. All products are manufactured in Switzerland. Ricola contributes to the well-being of consumers around the world with the best of Swiss herbs.

[www.ricola.ch](http://www.ricola.ch)

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## Rofra Holding AG

The Rofra Group, a family-owned company based in Aesch, stands for first-class, high-quality services in the business areas of conversion and renovation, new construction, civil engineering, construction management and real estate. With around

200 employees, tradition is preserved, innovation is practiced and future-oriented.

[www.rofrabaut.ch](http://www.rofrabaut.ch)



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## SOTAX AG

The SOTAX Group, with subsidiaries at 14 locations in Europe, North America and Asia, is a leading global manufacturer of testing equipment for quality control in the pharmaceutical industry. At its headquarters in Aesch, the company, which was founded in 1973 in Allschwil, develops and produces complete solutions that are used both in research and in the production of pharmaceuticals to carry out automated test procedures.

[www.sotax.com](http://www.sotax.com)



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## Stamm Bau AG

For over 178 years, the Stamm Bau AG in Arlesheim has stood for the highest quality, strong service and reliability. Regardless of the size of properties or projects, the company offers "everything from a single source" with twelve trades under one roof. The company offers a complete range of services in the fields of construction, renovation and refurbishment – from the concept phase to project management and maintenance.

[www.stamm-bau.ch](http://www.stamm-bau.ch)

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## Stöcklin Logistik AG

With innovative solutions in the field of intralogistics systems, associated software of the latest generation and industrial trucks of the highest quality, Stöcklin Logistik AG convinces customers and suppliers worldwide and has been able to establish numerous long-term partnerships as a result. Fast and flexible action to meet international customer needs is a particular strength. This innovative strength is also reflected in the new

building of the company headquarters in Laufen, which sets an example for more sustainability in production and logistics with the latest technologies.

[www.stoeklin.com](http://www.stoeklin.com)

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## Trapo Küng AG

With its high-quality lifting platforms, loading bridges and gates, Trapo is the Swiss specialist for loading technology and for elevators. In 1951, Josef Küng founded the company in Basel. In 1964, a production site was opened in Zwingen, where the company headquarters have been located since 2013. The company has been delivering Swiss quality for over 70 years, from development, technical processing, manufacturing to installation and maintenance of its equipment.

[www.trapo.ch](http://www.trapo.ch)

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## Weleda AG

Weleda AG Arlesheim is a stock corporation under Swiss law with headquarters in Arlesheim and a branch office in Schwäbisch Gmünd (Germany). In addition, the international Weleda Group consists of 25 companies worldwide and employs over 2500 people. Weleda products are available in over 50 countries. Weleda is the world's leading manufacturer of certified natural cosmetics and anthroposophical medicines.

[www.weleda.ch](http://www.weleda.ch)

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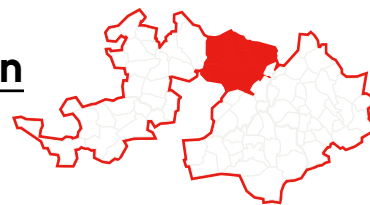
## Würth AG

Würth AG supplies craftsmen in all sectors with quality products and coordinated system solutions for the workshop, warehouse and on the road. The versatile product range comprises over 150,000 articles. Proven since 1945 and already at home in Switzerland since 1962, Würth AG offers tailor-made solutions with the aim of making everyday life easier for its partners. Würth AG, headquartered in Arlesheim, is a company of the globally active Würth Group.

[www.wuerth-ag.ch](http://www.wuerth-ag.ch)



## Central Baselbiet Region



### Chemspeed Technologies AG

As a worldwide market leader with over 20 years of experience and a global footprint, Chemspeed's solutions accelerate the developments of the future. Its mission is to enable tomorrow's innovations and sustainability by, among other things, automating research and development. By the way, Chemspeed has various open and exciting positions.

[www.chemspeed.com](http://www.chemspeed.com)



### Danfoss

Danfoss develops technologies that enable the world to do more with less. The company meets the need for infrastructure, food supply, energy efficiency and climate-friendly solutions. Its products and services are used in refrigeration, air conditioning, heating, speed control and mobile hydraulics, and Danfoss is also active in the fields of renewable energy and district heating infrastructure. Today, Danfoss is a global market leader in its industries, employing some 28,000 people and serving customers in around 100 countries.

[www.danfoss.com](http://www.danfoss.com)



### Debrunner Acifer

Debrunner Acifer AG was founded in 1755 and is now part of the Debrunner Koenig Group, which is active throughout Switzerland. With locations in Frenkendorf and Birsfelden, the company is firmly anchored in the region. The competent B2B trading partner and service provider operates in the market with the business units "Steel & Metals" and "Technical Products". Debrunner Acifer covers products and services for the construction, industrial and commercial sectors.

[www.dkg.ch](http://www.dkg.ch)

### Debrunner Acifer

### Glatt Maschinen- und Apparatebau AG

Glatt Maschinen- und Apparatebau AG is the market leader in drum coating technology and has been a strong partner for decades. The company offers pharmaceutical solutions from laboratory to production scale. For its customers, the company develops and manufactures individual equipment for the production of solid pharmaceutical products such as tablets and capsules.

[www.glatt.com](http://www.glatt.com)



### IKEA

IKEA also stands out for innovation in retailing at its Basel-Landschaft location in Pratteln. With a lot of warmth, the team makes it possible for many to have a beautiful, functional, affordable and sustainable home. Around 30 of the 270 employees have been with the company since it opened in 2000. A balanced percentage of women in leadership

positions reflects the Diversity & Inclusion culture. In the last four years, 21 refugees have completed a pre-apprenticeship or apprenticeship at IKEA Pratteln.

[www.ikea.com/ch/de/stores/pratteln](http://www.ikea.com/ch/de/stores/pratteln)



### Kestenholtz Automobil AG

For 70 years, the Kestenholtz Group has been a family-owned company with a long tradition of Mercedes-Benz. The owner-managed car dealership is an authorized Mercedes-Benz partner for passenger cars, vans, commercial vehicles, buses and used cars, as well as for service, with over 700 employees in twelve operations in northwestern Switzerland and Südbaden [Germany]. The Classics & Sportscars Center in Pratteln offers sales, restoration, purchasing and museum services under one roof.

[www.kestenholzgruppe.ch](http://www.kestenholzgruppe.ch)

### Mercedes-Benz



### Konapharma AG

The strengths of Konapharma AG in Pratteln include the development and production of pharmaceuticals [solid dosage forms] up to primary and secondary packaging. Core competencies are blistering under special conditions, e.g., inhalation products, processing of anesthetics as well as clinical trial samples. The company is certified by Swissmedic, the Swiss Agency for Therapeutic Products, and audited by the FDA and the Brazilian, Turkish and Russian authorities.

[www.konapharma.ch](http://www.konapharma.ch)





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## Läckerli Huus AG

The Laeckerli-Huus, which has been in existence since 1904, is an owner-managed company run by Miriam Baumann-Blocher with 150 employees and located in the new building in Frenkendorf that was occupied in 2014. The original Basel Läckerli, cream candies, gelée, chocolate wafers, Flûtes de Bâle, pralines, truffles and other chocolate specialties produced in-house are sold throughout Switzerland in eleven stores, pop-up stores and in retail and mail-order outlets.

[www.laeckerli-huus.ch](http://www.laeckerli-huus.ch)



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## Marquis AG Kanalservice

Marquis AG Kanalservice is a traditional, over 60-year-old family business from northwestern Switzerland, which has developed over the years into the leading provider in the field of sewer services. Whether sewer cleaning, digital sewer TV, maintenance concepts for property management, 24-hour emergency service or trenchless sewer rehabilitation – Marquis AG offers all sewer services from a single source.

[www.marquis.ch](http://www.marquis.ch)



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## Nanosurf AG

Nanosurf is a leading manufacturer of atomic force microscopes. These microscopes show a resolution 100 to 1000 times better than optical microscopes and are indispensable for research in the fields of nanotechnology, material sciences and life sciences as well as for industrial quality assurance. Nanosurf sells its AFMs, developed and manufactured in Liestal, worldwide, and has its own subsidiaries in Germany, the UK, the USA, Canada, India and Singapore.

[www.nanosurf.com](http://www.nanosurf.com)



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## Psychiatrie Baselland

Psychiatrie Baselland offers comprehensive outpatient, day-care and inpatient therapies for children and adolescents as well as adults. It supports impaired people with care, accommodation and work integration and runs the work psychiatric competence center WorkMed. PBL employs more than 1100 people, including over 200 trainees, and sees over 12,000 patients per year.

[www.pbl.ch](http://www.pbl.ch)



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## Santhera Pharmaceuticals

Santhera Pharmaceuticals (SIX: SANN) is a Swiss specialty pharmaceutical company focused on the development and commercialization of innovative drugs for rare neuromuscular and pulmonary diseases with high unmet medical need. In addition to its headquarters in Pratteln, Switzerland, Santhera has access to the North American market through its US subsidiary.

[www.santhera.com](http://www.santhera.com)



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## Sunstar Swiss Hotel Collection

From trend-setting alpine chalets and romantic Italianità to cool base camps for nature lovers and sports enthusiasts: Sunstar Hotels are more versatile than ever! The Swiss vacation hotel group was founded back in 1969 in Liestal and operates vacation hotels in the 4-star segment in Switzerland and in the Italian Piedmont. The opening of a new hotel in Pontresina is planned for 2023.

[sunstar.ch](http://sunstar.ch)



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## Surer Kipper Transport AG

Surer Kipper Transport AG in Pratteln is active in the field of bulk logistics, dumpster service, recycling and disposal of mineral building materials and waste of all kinds. With around 110 employees, Surer Kipper Transport AG is one of the leading logistics partners for the construction sector, for industry, for trade and for private households with disposal needs.

[www.surerkippertransportag.ch](http://www.surerkippertransportag.ch)



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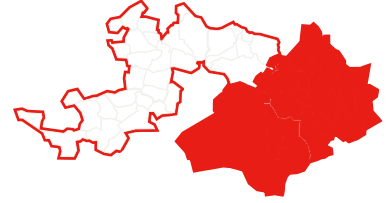
## Swiss Terminal AG

Swissterminal is an integrated logistics company headquartered in Frenkendorf, offering container terminal, intermodal container transport, container trading, warehousing and port operation services in Switzerland and France. Founded in 1972, the company is celebrating its 50th anniversary this year, combining its long-standing values with the expertise of its partner DP World, which holds 44 percent of the shares, since 2020.

[www.swissterminal.com](http://www.swissterminal.com)



## Upper Baselbiet Region



### Aquasant Messtechnik AG

“We create solutions” – this is how Aquasant Messtechnik AG in Bubendorf describes its expertise in customer-specific measurement solutions in the areas of interface, level and limit value in the pharmaceutical and chemical industries. The second-generation family-run SME will celebrate its 40th anniversary in 2022. The company's goal is to develop measuring systems with high customer benefits. Plants are efficiently put into operation by “plug&progress”.

[www.aquasant.com](http://www.aquasant.com)



### Arpe AG

Founded in 1986, Arpe AG is a leading partner in sewer maintenance and a Swiss pioneer in the field of trenchless sewer rehabilitation. With innovative techniques and methods, modern machines and materials as well as many years of know-how, Arpe AG guarantees professional project support from the initial idea to installation and beyond. Processes as well as services are certified.

[www.arpe.ch](http://www.arpe.ch)



### Bachem Holding AG

Bachem is an innovative supplier to the global pharmaceutical and biotech industry with headquarters in Bubendorf and sites worldwide. Bachem develops and manufactures peptides and oligonucleotides, complex molecules

used as active ingredients in drugs. With over 50 years of experience, Bachem is an industry leader in its expertise.

[www.bachem.com](http://www.bachem.com)



### Bächler Feintech AG

The core competence of Bächler Feintech AG in Hölstein lies in the areas of lathing and milling, complete machining and surface treatment, as well as the development of precision mechanical products and precision parts, medical instruments, implants, tools and components. The company, which today belongs to the Klingel Medical Metal Group at a glance: 238 employees, 171 CNC-controlled machines, 12,000 m2 production area.

[www.baechlerfeintech.ch](http://www.baechlerfeintech.ch)



### Berlac AG

Berlac AG, with its more than 90 employees at sites in Sissach, Hong Kong and Shenzhen, has specialized in the development of sophisticated special coatings, effects and printing inks for products of globally renowned brand manufacturers for almost a century. With high-end niche solutions for the automotive, medical technology and lifestyle industries, Berlac has become synonymous with top quality and is one of the leading companies in this sector.

[www.berlac.com](http://www.berlac.com)



### Carbogen Amcis AG

CARBOGEN AMCIS is a leading service company in the field of product and process development through to commercial production of active ingredients for the pharmaceutical and bio-pharmaceutical industries with Swiss sites in Bubendorf, Aarau, Hunzenschwil and Vionnaz as well as in France, the UK, China and the Netherlands.

[www.carbogen-amcis.com](http://www.carbogen-amcis.com)



### Delipet AG

Delipet was founded in 1994 with the aim of producing high-quality meat snacks for dogs and cats. Since then, Delipet's range of products – Premium Petfood since 1994 – has constantly evolved and is marketed under the name “DeliBest”. In recent years, Delipet has been able to steadily expand its position both nationally and internationally and has established itself from a supplier of chew products to a full-range manufacturer.

[www.delipet.com](http://www.delipet.com)



### Dero Feinmechanik AG

DERO is an expert in grinding, turning and milling. In addition to the production of individual precision parts, the assembly of complete assemblies including procurement and management of all purchased parts, performance of q-controls, warehousing and shipping to home & abroad – and this top motivated and ISO 9001:2015 certified.

Quality and precision have top priority thanks to a state-of-the-art machinery and a qualified and motivated team.

[www.dero.ch](http://www.dero.ch)

**DERO**  
PRÄZISIONSTECHNIK

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## Eduard Fussinger AG

Turning and centerless grinding, in through and plunge-cutting processes of high-precision axes and shafts, are the core processes of Eduard Fussinger AG. The company also offers services in the areas of hardening, straightening, knurling, polishing and embossing polishing. Continuous process optimization, consistent quality thinking and many years of know-how guarantee customers flexible services and high-quality products.

[www.fussinger.ch](http://www.fussinger.ch)



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## Fertigungs-Center Zumbrunn AG

Complete manufacturing under one roof – from design to delivery. This is what Fertigungs-Center Zumbrunn AG in Thürnen has been offering since 1994. The well-founded experience in the areas of consulting, development and design is applied to the areas of sheet metal processing and component manufacturing. The fully automated laser cutting systems of the latest generation, coupled with the large vertical range of manufacture, enable a high degree of flexibility.

[www.zumbrunn-ag.ch](http://www.zumbrunn-ag.ch)



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## Georg Fischer JRG AG

Georg Fischer JRG AG is the building services competence center of GF Piping Systems. The company specializes in plastic piping systems and high-quality fittings for the safe and sustainable transport of drinking water – with consulting expertise and services in all project phases. More than 300 of the approximately 7000 GF Piping Systems employees worldwide work at the Sissach site.

[www.gfps.com](http://www.gfps.com)

**+GF+ JRG**

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## GYSIN AG

Gysin AG has been manufacturing high-precision gearwheels, planetary gears and worm gears for drive technology for 70 years. Around 50 employees work at the Itingen site and are trained as EFZ polytechnicians. The company's global customers come from the fields of medical technology, automation and robotics, optics, the semiconductor industry, the oil and gas industry, aerospace, and engine and machine construction. As an experienced gearing partner, Gysin AG supports its customers in the design and construction of customized gears and gearboxes in the module range from 0.2 to 2.5 mm. The proven precision planetary and worm gear program is available in four quality grades.

[www.gysin.com](http://www.gysin.com)

**GYSIN**  
ZÄHNRÄDER UND GETRIEBE

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## Konsolen AG

Konsolen AG is a metal and sheet metal processing production company. The company has been supplying integrated fastening and support systems as well as sophisticated special solutions for over 60 years. As a certified welding specialist with its own flat/tube laser, Konsolen AG is an agile and high-quality competence center. Competent contact persons accompany their customers on request from the concept phase to the finished product.

[www.konsolen.ch](http://www.konsolen.ch)

**SK** Konsolen AG

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## Lamello AG

The traditional Swiss family business was founded more than 50 years ago and is a leading manufacturer of precision connection systems. The system solutions are continuously supplemented by new, practical and surprisingly simple components. In the process, commercial and industrial customers benefit from the wide range of design options, practical functionality and optimized process costs.

[www.lamello.ch](http://www.lamello.ch)



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## Mineralquelle Eptingen

Since 1899, Mineralquelle (mineral water source) Eptingen has been supplying first-class mineral water from one of Europe's deepest springs in the Jura mountains of Basel-Landschaft. Now in its fourth generation, the company is run as a family business and attaches great importance to high purity and naturalness. In addition to the Eptinger mineral water with its particularly high calcium and magnesium content, the Cristallo and Pepita brands are well known. The popular Eptinger glass bottle shows that the traditional brand has managed to present itself in a modern and fresh way.

[www.eptinger.ch](http://www.eptinger.ch)

**Eptinger**<sup>+</sup>

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## Oris SA

Oris is an independent Swiss watch manufacturer founded in 1904 in Hölstein. Today, the company is one of the world's renowned names in mechanical watchmaking, delivering highly functional, stylish and sustainably produced watches. Oris promotes the use of recycled materials and supports environmental and humanitarian organizations around the world. In 2021, Oris was

certified as climate neutral. Above all, Oris' credo is "Go your own way".

[www.oris.ch](http://www.oris.ch)



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## Rauscher & Stoecklin AG

With almost one hundred years of experience, Rauscher & Stoecklin AG in Sissach is the reliable partner for high-quality electrotechnical products and systems for power distribution. The product portfolio includes transformers, switches, high-current connectors, building junction boxes and switchgear. With high-quality electrotechnical products and sustainable, innovative solutions, R & S is firmly anchored in Switzerland.

[www.the-rsgroup.com](http://www.the-rsgroup.com)



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## REGO-FIX AG

REGO-FIX, based in Tenniken Baselland, has been producing and selling high-precision tool clamping systems as an internationally active family company with over 280 employees for over 70 years. Sales partners in 50 countries and subsidiaries in the USA, China, Japan, Brazil and Southeast Asia ensure the distribution. The products are successfully used in the automotive, aerospace, mold making, mechanical engineering, medical technology, telecommunications and watchmaking industries.

[www.rego-fix.com](http://www.rego-fix.com)



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## Renata SA

Renata SA is a leading global manufacturer and supplier of primary and secondary micro-batteries and battery solutions. The company specialized in button cells in the 1970s and initially focused on the wristwatch industry. Today, Renata develops and manufactures innovative, affordable and technically advanced products for both wristwatches and industrial applications. The company is part of the Swatch Group.

[www.renata.com](http://www.renata.com)



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## RERO AG

Founded in 1882, RERO AG in Waldenburg is one of the largest surface finishers in Switzerland. Its product range includes electroplating, anodizing and electropolishing. Its customers include well-known companies in the electronics, mechanical engineering and medical technology sectors. The RERO AG is still family-owned and is now managed by the fifth generation.

[www.rero-ag.ch](http://www.rero-ag.ch)



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## Ronda AG

Ronda was founded in 1946 by William Mosset in the Waldenburg Valley; today its headquarters are in Lausen. Technologically and qualitatively superior quartz movements as well as mechanical movements are manufactured in Switzerland and Asia. Ronda's timepieces tick in well-known brand watches worldwide. Continuing independence is strategically essential for the Swiss family-owned company.

[www.ronda.ch](http://www.ronda.ch)



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## Rytz AG

Rytz AG is an internationally active company specializing in steel structures and building envelopes as well as architecturally sophisticated constructions made of glass and metal. Systems developed for specific objects form the basis for geometrically sophisticated facades. The Rytz AG, domiciled in Zunzgen, covers a full range of services from engineering to installation.

[www.rytz.ch](http://www.rytz.ch)



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## Tiba AG

Founded in 1848, Tiba soon became known throughout Switzerland for its wood stove. Today, the focus is additionally on steel kitchens, renewable heating systems and stoves. In 2016, Tiba AG acquired Tonwerk Lausen AG, manufacturer of the famous Tonwerk storage stoves. Headquartered in Liestal and managed by Lukas Bühler, the family-owned company now employs around 100 employees with branches in Sion and Magadino.

[www.tiba.ch](http://www.tiba.ch)



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## Tozzo Gruppe

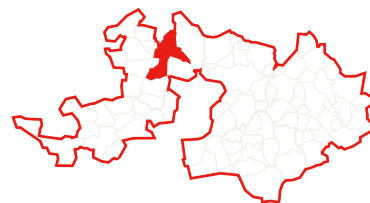
Tozzo Group is a holding company domiciled in Bubendorf consisting of seven independent companies and five holdings with locations in Switzerland, Alsace (France) and Südbaden (Germany). It stands for innovation, flexibility, reliability and speed. As the leading regional provider of construction services in northwestern Switzerland, it serves customers from the public sector, industry and the private sector in civil engineering and road construction projects of all kinds.

[www.tozzo.ch](http://www.tozzo.ch)





## Reinach and Münchenstein



### AG für Fruchthandel safruits

AG für Fruchthandel has been in existence since 1932. In 2008, it moved into its new building in Münchenstein, which offers 6000 square meters of working space. From there, it supplies the regional catering industry and wholesalers and distributors throughout Switzerland. Long-standing business relationships, social working conditions for around 100 employees and professional services are the hallmarks of the company, which in addition to fruit and vegetables also offers milk and egg products, nuts, frozen and convenience products and other foodstuffs. Another site is located in Allschwil, where the ready-to-cook products are manufactured.

[www.safruits.com](http://www.safruits.com)

**AG FÜR FRUCHTHANDEL safruits**

### Alfred Imhof AG

As a market leader for the planning, realization and maintenance of electro-mechanical and electronic drive systems, Alfred Imhof AG, headquartered in Münchenstein, is mastering the requirements of the future together with its customers. With a comprehensive and first-class range of products and services, customers' products and plants achieve high reliability and availability throughout their entire life cycle with the support of Imhof systems. Alfred Imhof AG moves Switzerland!

[www.imhof-sew.ch](http://www.imhof-sew.ch)



### allpack group ag

The allpack group ag in Reinach is a leading packaging service provider that develops and produces pharmaceutical and medical technology packaging solutions according to GMP specifications. The company's strengths lie in its agility, reliability and quality awareness. The allpack group counts global players, SMEs and small biotech and medtech start-ups among its customers.

[www.allpack.ch](http://www.allpack.ch)



### Birkhäuser+GBC AG

As part of the SCHELLING Group, Birkhäuser+GBC AG in Reinach produces the most sophisticated products, including those for the daily needs of the pharmaceutical and food industries, such as folding cartons, displays, labels, pouches and package inserts, as well as printed matter for marketing and corporate communications. It offers its customers everything from a single source – the one-stop store for print solutions and packaging.

[www.birki.ch](http://www.birki.ch)



### Habasit International AG

Habasit is a leading supplier of conveyor belts, timing belts and drive belts. With more than 3,500 employees worldwide, the family-owned company uses its expertise and broad product portfolio to improve the quality, reliability, productivity and sustainability of its custom-

ers' industrial processes in over 70 countries. The Reinach site employs around 300 people and invests over CHF 5 million annually in technical innovations.

[www.habasit.com](http://www.habasit.com)



### Haecky Import AG

As a family business, Haecky Import AG has been ensuring efficient distribution of international branded food and beverage products in Switzerland since 1916. A wide range of exquisite products, tailored marketing measures, a dynamic distribution concept and efficient logistics make the company a powerful hub between the brand world, retailers and consumers. Haecky brings pleasure.

[www.haeky.ch](http://www.haeky.ch)



### Knauf AG

Knauf AG is a subsidiary of the family-owned Knauf company and operates as a sales organization in Switzerland with around 130 employees at its headquarters in Reinach. The parent company, Knauf Gips KG, is located in Iphofen, Bavaria, and has become the world's leading manufacturer of building materials and construction systems. In addition to the products of the group of companies, Knauf AG also offers a high-quality complementary range. Branded products from various trading partners complement the range. In line with the "everything from a single source" philosophy, a wide range of

products from different sectors are offered, such as timber construction, lightweight steel construction, fiber wood wool panels, doors and glazing. Knauf AG settled in the Kägen industrial area in Reinach around 20 years ago and still feels at home at the site today.

[www.knauf.ch](http://www.knauf.ch)



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## Müller AG Verpackungen

Müller Verpackungen- quality leader in the production of industrial packaging made of thin sheet, stainless steel and kraft liner – manufactures UN-approved hazardous goods packaging for liquid and solid goods in Münchenstein. Customer solutions include bung, combi and lidded drums in various designs and sizes up to 250 liters, as well as special solutions such as salvage drums.

[www.mueller-group.com/packaging](http://www.mueller-group.com/packaging)



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## Selmoni Gruppe

As an electrical building services company, Selmoni has been active in the Basel area and throughout north-western Switzerland for almost 90 years. From planning and electrical installation to maintenance and servicing, the Selmoni Group offers all-round support. Thanks to the rapidly advancing digitalization and automation, drilling robots, BIM and HoloLens are already part of the everyday work of the approximately 600 employees. Both corporate and private customers benefit from this.

[www.selmoni.ch](http://www.selmoni.ch)



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## Siemens Smart Infrastructure

Siemens Smart Infrastructure (SI) intelligently connects energy systems, buildings and industries to improve the way we live and work by making us more efficient and sustainable. SI offers customers a comprehensive, end-to-end portfolio from a single source – with products, systems, solutions and services from the point of generation to the use of energy.

[www.new.siemens.com/ch](http://www.new.siemens.com/ch)



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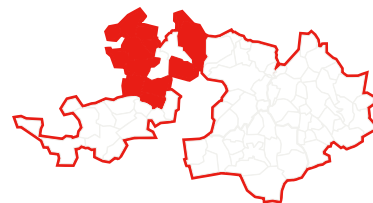
## TopPharm

The TopPharm Pharmacies and Drugstores Cooperative is the largest independent pharmacy grouping in German-speaking Switzerland, with around 120 independent pharmacies and a total of 1,800 employees. TopPharm pharmacies focus on providing their customers with holistic, personal and competent health advice. The office in Münchenstein with around 50 employees is responsible for the operational management of the TopPharm cooperative.

[www.toppharm.ch](http://www.toppharm.ch)



## Lower Baselbiet Region



### Abbott

Abbott is a global healthcare leader that helps people live more vital and healthy at all stages of life. Our portfolio of life-changing technologies spans the spectrum of healthcare, with leading businesses and products in diagnostics, medical devices, nutrition and branded generic medicines. Our 113,000 employees serve people in more than 160 countries. In Switzerland Abbott employs more than 600 people at locations dedicated to Cardiovascular, Diagnostics, Diabetes-Care, Neuromodulation and Nutrition at Baar (ZG) and Zurich, as well as at its global headquarters for Established Pharmaceuticals in Allschwil (BL).

[www.abbott.com](http://www.abbott.com)



### Adolf Kühner AG

Kühner shaker, founded in 1949 in Basel, Switzerland, is a science-first shaker manufacturer renowned worldwide for our uncompromising shakers, incubator shakers, and orbitally shaken bioreactors complying with GMP regulations. From bench top shakers to large scale industrial shaking machines, we offer machines of the highest quality used in biotechnological/pharmaceutical research, process development, and production.

[www.kuhner.com](http://www.kuhner.com)



### Agrano AG

Agrano has been the innovative Swiss manufacturer and specialist for the bakery and dessert kitchen for over 75

years. The high degree of convenience of the baking, dessert or ice cream mixes guarantees not only a wide variety in the dessert kitchen, but also the simplest preparation, sure success and satisfied guests. In addition to the wide range of semi-finished products, business customers will also find frozen baked goods in the assortment.

[www.agrano.ch](http://www.agrano.ch)



### alltech Installation AG

Alltech Installation AG was founded in 1997 and is active in the fields of sanitary installations, heating, industrial and refrigeration systems as well as energy systems. Certified with the "Top Lehrbetrieb Gebäudetechnik" [top teaching company in building engineering] label, the company has made a name for itself as a versatile and exciting training company. Alltech Installation AG now has around 200 employees and is one of the leading companies in northwestern Switzerland.

[www.alltech.ch](http://www.alltech.ch)



### Coop Mineraloel AG

Coop Mineraloel AG is a dynamic and successful company of the Coop Group. As a leading Swiss company in the mineral oil, service station and convenience sector, it operates and continuously expands the network of Coop service stations and Coop Pronto stores with over 320 locations in Switzerland. Coop Mineraloel AG is also active in the procurement and sale of mineral oil products.

[www.coop-mineraloel.ch](http://www.coop-mineraloel.ch)



### Clariant

Clariant is a focused, sustainable and innovative specialty chemicals company based in Muttenez. Guided by our Purpose 'Greater chemistry – between people and planet', we address key challenges of our time: energy efficiency, renewable raw materials, emission-free mobility and the conservation of finite resources. Clariant reports in the three business units Care Chemicals, Natural Resources and Catalysis.

[www.clariant.com](http://www.clariant.com)



### Delica AG

Delica develops and produces – among other things at its site in Birsfeld harbor – high-quality luxury products in the areas of chocolate, snacks, cooking products and coffee. As a proven specialist for needs-oriented concepts, Delica supplies customers in Switzerland and around the world with indulgence specialties for the whole day. It produces numerous own brands for Migros and for well-known major groups in Switzerland and abroad.

[www.delica.com](http://www.delica.com)



### Estrella AG

Thanks to its understanding of quality, Estrella AG in Ettingen has developed into the most reliable and thus highly valued supplier and know-how carrier for steel-enameled apparatus, columns and piping systems in over 75 years of company history for the chemical and pharmaceutical industries.

[www.estrella.ch](http://www.estrella.ch)



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## Florin AG

Florin AG is the largest producer of edible oils, fats and margarines in Switzerland. The range of services covers all production steps from the extraction of raw materials and pressing in the company's own oil mill to the production and distribution of the first-class end products. Florin stands for quality – which is why Florin AG uses sustainable raw materials from traditional cultivation and deliberately avoids genetically modified starting materials. At the headquarters of the third-generation family business in Muttenz, a total of 140 employees are working in the oil mill, refinery, margarine and fat production, the filling plant, as well as in quality assurance, technology, administration and distribution.

[www.florin-ag.ch](http://www.florin-ag.ch)



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## Gerber-Vogt AG

The Gerber-Vogt AG is an independent family business based in Allschwil. The range of services includes the development, planning, manufacture and installation of windows and facades in wood, aluminum and steel, as well as mailbox and parcel box systems in aluminum. The company's actions are geared towards long-term, successful corporate development. A sustainable quality and environmental policy in all aspects is a guiding principle.

[www.gerber-vogt.ch](http://www.gerber-vogt.ch)



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## GETEC PARK.SWISS AG

GETEC Switzerland is developing GETEC-PARK.SWISS in Schweizerhalle into a smart regional hub for life sciences and from here implements sustainable energy solutions in the contracting model for real estate and industrial customers throughout Switzerland.

GETEC Switzerland is a partner for climate-friendly and efficient infrastructure and energy-as-a-service solutions "made in Baselland".

[www.getec-park.swiss](http://www.getec-park.swiss)



**GETEC**

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## Idorsia Pharmaceuticals Ltd.

Headquartered in Switzerland – a biotech-hub of Europe – Idorsia is a high-potential biopharmaceutical company, specialized in the discovery, development and commercialization of innovative small molecules, with the aim of transforming the horizon of therapeutic options. The company has an experienced team of over 1000 highly qualified professionals, a full R&D pipeline, state-of-the-art facilities, and a strong balance sheet – the ideal constellation to bringing R&D efforts to business success.

[www.idorsia.com](http://www.idorsia.com)



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## Infors AG

Infors HT is a manufacturer of incubation shakers and bioreactors for laboratories worldwide. Since 1965, its products have been used in companies in the pharmaceutical, biotech and food industries, helping researchers around the world to carry out and optimize bioprocesses. In order to identify trends at an early stage, the Bottmingen-based company always keeps its finger on the pulse and sees its customers as its most important partners.

[www.infors-ht.com](http://www.infors-ht.com)



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## Integra Metering AG

Based in Therwil, INTEGRA Metering has been developing and producing high-quality water and heat energy meters for utilities, municipal utilities, property management companies and building operators around the world since 1928. The products and services contribute to the careful use of energy and water. Today, the company focuses knowledge and expertise on developing forward-looking IoT solutions for smart metering and smart cities.

[www.integra.ch](http://www.integra.ch)



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## Johnson & Johnson

At Johnson & Johnson, we are committed to supporting people throughout their lives and pursuing a holistic approach to care: from prevention to diagnostics and therapy. With more than 5,700 employees, J&J is one of the largest U.S. employers in Switzerland and operates in the areas of Consumer Health Care, MedTech and Pharmaceuticals – also in Allschwil, Baselland.

[www.jnj.ch](http://www.jnj.ch)



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## Körber Pharma Packaging Materials AG

Körber Pharma Packaging Materials AG develops and produces packaging solutions for the pharmaceutical industry. In addition to standard and special folding cartons, it also offers system solutions and services. These include, for example, the erection of folding cartons or delivery in the shortest possible time: Supply on demand. Production facilities are located in Allschwil, Ejpvovice (Czech Republic), Camden (USA) and San Juan (Puerto Rico).

[www.koerber-pharma.com](http://www.koerber-pharma.com)





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## SKAN AG

SKAN is the global market and technology leader for isolators, cleanroom equipment and decontamination processes for the aseptic production of active biopharmaceutical ingredients. Its core competence is the development and design of process isolators for the aseptic filling of biopharmaceutical products. The company also offers its customers process support, services and consumables.

[www.skan.com](http://www.skan.com)

**skan**

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## Spectros AG

Spectros AG is a manufacturer of optical systems for medical technology, laser material processing, image processing and metrology. As an OEM supplier, the company supplies internationally renowned companies with complex optical assemblies. As a member of the Haag-Streit Group, Spectros AG manufactures optical/mechanical components as well as complete medical instruments for the entire group.

[www.spectros.ch](http://www.spectros.ch)

**HS HAAG-STREIT  
SPECTROS**

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## Valora Management AG

Valora operates some 2700 sales outlets at high-frequency locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The food convenience provider includes formats such as kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec and Caffè Spettacolo, as well as a world-leading production facility for pretzel pastries. With a good 15,000 employees in its network, the MuttENZ-based, listed group generated external sales of CHF 2.2 billion in 2021.

[www.valora.com](http://www.valora.com)


**valora**

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## Viollier AG

As an innovative Swiss family business, Viollier has been committed to improving prevention, diagnosis and therapy since 1953. The laboratory medical offering includes more than 2500 analyses, of which more than 1000 are performed in 24/7 operation. With around 800 employees, Viollier is present at more than 30 other locations in Switzerland in addition to the laboratory center in Allschwil.

[www.viollier.ch](http://www.viollier.ch)

 **VIOLLIER**

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## Vitra International AG

Vitra is a Swiss furniture manufacturer that develops innovative products and concepts for living and working spaces as well as public areas. The family-owned company fosters lasting relationships with customers, employees and designers and stands for longevity, sustainable growth and the power of good design. The Vitra Campus with its award-winning architecture, museum and Oudolf Garden is part of Vitra.

[www.vitra.com](http://www.vitra.com)

**vitra.**

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## Weber AG

The MuttENZ-based family business WEBER AG Gleis- und Tiefbau – founded in 1946 by Jakob Weber – builds track and rail switch systems, carries out cable laying work and offers professional maintenance of track and switch systems. Factual expertises and competent customer advice are guaranteed. On WEBER's tracks, you can travel comfortably and safely!

[www.gleisbau.ch](http://www.gleisbau.ch)

**WAG**  
WEBER AG  
GLEISBAU.CH

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## Woertz AG

The nearly 100-year-old family-owned company is a leading manufacturer of innovative electrical installation technology for cabling, cable management, e-mobility and building automation. With the invention of the flat cable and the quick-connect sockets, Woertz sets new standards for installation systems in terms of speed, flexibility and safety – and all this in a resource-saving and cost-efficient way.

[www.woertz.ch](http://www.woertz.ch)

**woertz** 

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## Willy A. Bachofen AG

The WAB-GROUP is the specialist for wet grinding and dry mixing technology. For over 60 years, the MuttENZ-based company has been setting standards in quality and innovation in the world of mixing and grinding. The target industries are coatings, pigments, agrochemicals and life sciences, including applications in pharmaceuticals, cosmetics and food technology. Founded in 1933, the group of companies has continuously evolved into a technology company with sales and service locations around the world.

[www.wab-group.ch](http://www.wab-group.ch)

**WAB**

# “Basel-Landschaft is well positioned”

**The tax landscape for companies in the canton of Basel-Landschaft has improved significantly with Tax Bill 17. The patent box has also been very well welcomed. The cantonal finance director, Cantonal Councilor Dr. Anton Lauber, gives a positive assessment in an interview.**

*Interview by Daniel Schaub*

**Mr. Lauber, how would you assess the tax environment for companies in the canton of Basel-Landschaft in general?**

I think the tax environment for companies is good. With Tax Bill 17, we have been able to significantly reduce the profit tax rate. By 2025, the effective profit tax rate across all taxes will fall to 13.45 percent. The tax relief within the scope of the patent box and the research and development deduction additionally strengthen our business location and life sciences cluster. From a corporate tax perspective, the canton of Basel-Landschaft is well positioned in national and international comparison. I am somewhat concerned about the very high income and wealth taxation for high earners and wealthy individuals in Basel-Landschaft. Here, we look bad in an inter-cantonal and regional comparison and occupy the last places. This also affects entrepreneurs



**“The canton of Basel-Landschaft has a very attractive corporate tax burden by international standards and a moderate one by national standards.”**

and well-paid professionals. The government council has recognized the need for action and proposes a first step to improve the situation with the wealth tax reform I.

**The Tax Bill 17 that you mentioned was clearly approved by Basel-Land voters in November 2019. What changes have you now seen in the first steps of**

### **implementation in the area of corporate taxation?**

Feedback from various companies shows that Tax Bill 17 has largely met the expectations of Basel-Landschaft's business community. The new measures seem to meet the needs of the economy. Various companies are using the patent box and many are claiming the additional research and development deduction. From the point of view of state finances, too, the shortfalls forecast at the time are not likely to be exceeded. With cautious optimism, I even expect the revenue shortfall to be lower. Since the implementation of Tax Bill 17, the canton of Basel-Landschaft has once again been noticed in the tax landscape. I am pleased to note that a wide variety of companies are showing interest in settling in the canton of Basel-Landschaft and that exciting settlements have already been made.

**“I am pleased to note that a wide variety of companies are showing interest in settling in the canton of Basel-Landschaft and that exciting settlements have already been made.”**

### **Are there any changes in the original roadmap of phased reductions into 2025 due to the impact of the Corona pandemic on state finances?**

The Corona pandemic represents a major challenge for the state budget. The Baselbiet region had already done its homework before the pandemic and put its financial budget on a solid base. This founda-

tion also enables the cushioning of an unforeseeable development. The government council is sticking to the roadmap approved by the electorate. The profit tax rate will be reduced to 13.45 percent effective January 1, 2025.

### **This would be lower than the recently internationally discussed minimum tax rate of 15 percent...**

The minimum tax rate of 15 percent imposed by the OECD for companies with a turnover of more than 750 million euros will also be introduced in the Baselbiet region. With this minimum taxation, low tax rates are likely to lose importance as a location advantage for multinational companies. Location factors such as political stability, legal certainty, quality of service, high standard of education, rapid access to authorities, etc. will increasingly come to the fore. Here, Switzerland and especially the canton of Basel-Landschaft are still very well positioned. Nevertheless, we will also have to take measures in Basel-Landschaft in order to maintain and further strengthen our attractiveness as a location at a high level.

### **How do you see the general situation of the canton's finances in the Basel area after the enormous special efforts surrounding the pandemic?**

The cantonal government and council, together with the federal government, took various measures to counter the pandemic and its consequences quickly and without complications. These measures and also the downwardly corrected forecasts for tax revenues have placed a heavy burden on the financial budget. However, thanks to the good financial statements in the years 2017 to 2019, we have sufficient financial room for maneuver to cope with the crisis. The canton

must continue to handle its financial resources carefully and with a sense of proportion due to the persistently difficult framework conditions. This is the only way to maintain and create room for maneuver for new projects. The reduction of net debt and the strengthening of equity remain the overriding financial policy goals of the government council. It is still important to make clever and targeted use of the financial reserves built up in the good economic years and to maintain and expand them in the medium term.

**“The Swiss economy has proven to be very resilient during the Corona pandemic. I am very pleased about that.”**

### **How do you assess the situation of companies in the region after two years of the pandemic? After all, the canton of Basel-Landschaft and the federal government have so far been able to provide around CHF 100 million in hardship aid in the Baselbiet region.**

The Swiss economy has proven to be very resilient during the Corona pandemic. I am very pleased about that. The reasons for this are the strong diversification of the economy and the moderate restrictions imposed by international comparison as part of the Corona protection measures. For example, economic output in Switzerland did fall by 2.5 percent in 2020 – but by much less than in most other economies. By mid-2021, economic output in Switzerland was already back at its pre-crisis level.

This robustness is even more evident in the Basel-Landschaft

economy. Thus, the regional economy was significantly less affected by short-time working than the Swiss average. The cantonal economic performance was above average in a national comparison. With the cantonal emergency aid, hardship assistance and support services in the cultural and sports sectors, it was possible to provide particularly hard-hit companies with effective, rapid and unbureaucratic support in coping with the uncovered costs that arose. For example, the number of bankruptcies in 2020 also declined despite the pandemic.

**Are there also pandemic-related tax losses in the corporate sector to complain about in the past two years?**

Corporate results have always been strongly influenced by the course of the economy and are correspondingly volatile. This is also true for the past two years. Certain companies were extremely successful during the Corona pandemic and generated high profits. Others, on the other hand, were severely affected by the crisis. All in all, I do not expect a slump in corporate tax revenues in fiscal years 2020 and 2021.

**You mentioned it earlier: Tax Bill 17 also introduced a so-called patent box, which taxes income from patented products such as medicines, etc. at a lower rate. How is this instrument being used by companies and has the hoped-for strengthening of research and development materialized?**

Both the patent box and the additional research and development deduction promote innovation. I note that both instruments are being used by the Basel-Landschaft economy. Currently, various innovative companies are making large investments at their locations in the canton of Basel-Landschaft. This



**“Currently, various innovative companies are making large investments at their locations in the canton of Basel-Landschaft. This confirms to me that our economy is investing sustainably in research and development.”**

confirms to me that our economy is investing sustainably in research and development. This can also be backed up with figures. Due to the high concentration of important companies, the unique dynamism and innovative power of both private and university research, and the high level of identification and commitment of the entire region, the Basel economic region is now a globally leading and profitable life sciences location. In terms of research and development spending (14 percent of regional GDP), the number of life sciences patents (170 per million inhabitants) and nomi-

nal hourly productivity (400 US dollars), our economic region ranks first worldwide in the life sciences sector.

**What significant tax advantages do you see for companies that want to locate in the canton of Basel-Landschaft in a national and international comparison?**

The canton of Basel-Landschaft has a very attractive corporate tax burden by international standards and a moderate one by national standards. With Tax Bill 17, we are significantly increasing this attractiveness. However, the tax burden is only one of many aspects in the choice of location. I am convinced that the Baselbiet region is also very well positioned in other areas in addition to its attractive tax environment. I am thinking, for example, of the well-trained specialists on the labor market, the central location in Europe with excellent connections to all modes of transport, the high quality of living and living conditions, the proximity to various excellent educational institutions and the uncomplicated access to the authorities. All this can be seen and is appreciated.



«DURCH DIE STATIONÄRE THERAPIE  
IN DER PSYCHIATRIE BASELLAND HABE  
ICH VERSTEHEN GELERNT, WAS  
MIT MIR PASSIERT IST. UND DIESES  
VERSTEHEN HAT MIR GEHOLFEN.»

Patient der Erwachsenenpsychiatrie



Gerät Ihr Leben aus der Bahn?  
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# International excellence at the schools

**The Baselbiet region is home to many people who have moved here from abroad. In addition to the quality of life, the region's good international schools are a good reason to settle here.**

*Patrick Herr*

The Basel region has a very good international economic network and, as a result, many professionals and their families move here from abroad. For them, the question arises as to which school their children should attend. In the canton of Basel-Landschaft, parents are free to send their child to a state school or to a private school approved by the canton. A corresponding list of these schools is available from the canton ("Approved private schools in the canton of Basel-Landschaft in the area of compulsory elementary school", Office for Elementary Schools, Liestal). Important to know: The costs for the private school are borne by the legal guardians.

In addition to the (very good) state schools, there is also a large selection of excellent international schools in the region and in the canton of Basel-Landschaft. The International School of Basel (ISB) is something like the flagship in the Basel area. It has three locations with

a comprehensive and renowned school offering.

The International School of the Basel Region AG (ISBR AG) is a non-profit company registered under Swiss law that offers the three broadly recognized International Baccalaureate (IB) programs to students aged 3-19 at three different locations. The school's mission statement is: "We all want to learn more; We all do it in different ways; We all have fun learning; We all help." According to the school's quality standards, this mission statement is the foundation for everything that happens at ISB. To



Superstar Kobe Bryant went to school at the International School Basel for a short time and also played basketball there.

PHOTO: WIKIMEDIA

achieve this, accreditation and licensing agencies are regularly invited to ISB to ensure that the appropriate and rigorous standards set by the organizations are met.

The history of ISB began back in 1979, when it was founded by American Janet Galli, who recognized the need for English-language schools among people living abroad – and did something about it. The first day of school began with 15 students. But the number of students subsequently grew rapidly, and the school at times rented space at 13 locations in the Basel region. In 1999, the school became a non-profit corporation, the International School of the Basel Region AG. In 2002, the Reinach Campus (now the Senior School) – the first of the three current ISB locations – opened. Only five years later, the campus in Aesch (Junior School) was opened. Since 2012, the ISB has also included the Fiechten Campus (Middle School), also in Reinach.

Since its founding, ISB has grown exponentially and today teaches more than 1300 students from around 60 nations, including many Swiss nationals. The school also has an excellent network for its alumni. Probably the most famous student of ISB was basketball player Kobe Bryant. The LA Lakers superstar lived in Mulhouse (F) as a 13-year-old in 1991, where his father, a



The International School Basel (ISB) disposes of three locations in the canton of Basel-Landschaft (here the ISB in Reinach on Fleischbachstrasse). PHOTO: PATRICK HERR

professional basketball player, was under contract. The young Kobe commuted daily for about 2 months from Alsace to Bottmingen, where the ISB had rented a school building at that time. And he also played on the ISB basketball team, with which he won the Swiss-International Schools Tournament. As a top scorer, as the ISB remembered in an obituary after Bryant's tragic accidental death.

Another international school in the region is Academia. It is one of the largest education providers in Switzerland and employs more than 1200 teachers and specialists at over 20 locations. Academia runs three different day schools in the Basel region in different languages: German, bilingual and English. Last August, over 260 students started the 2021/22 school year here – a record number of students. In the Basel region, this school is present in Reinach, with the German-language

Academia Primar & Sek, which teaches according to the requirements of the Canton of Basel-Landschaft and the curriculum 21 at the secondary, 10th grade and primary (currently 5th and 6th grade) levels. Additional services include tutoring and integration courses for children, adolescents and adults. In Basel, one finds the Bilingual School, where instruction is given in German and English from kindergarten to the end of secondary school, the English-language Gymnasium, and an individual study program for adults and adolescents leading to the international baccalaureate.

For French speaking students there is the Ecole Française de Bâle. It was founded as early as 1884 and is the only school in northwestern Switzerland officially recognized by the "Agence de l'Enseignement Français à l'Etranger". It is also under the supervision of the Education Department of Basel-Stadt and the

Académie de Strasbourg (school supervisory authority of the Départements Bas-Rhin and Haut-Rhin). There is a crèche, kindergarten and elementary school. Secondary, French-language schools are in the immediate vicinity, primarily in Alsace.

Those who move to Basel from abroad not only find a high quality of life, but also have many opportunities to provide their children with an appropriate and high-quality education that is internationally recognized. This is another plus for a prosperous region that has already become a pleasant stopover or even home for many thousands of expats.



# The most important educational institutions in the Basel-Landschaft region

## University of Basel

Founded in 1460, the University of Basel is the oldest university in Switzerland and is considered the birthplace of European humanism. Ten Nobel Prize winners are associated with it. The seven faculties are spread over the entire urban area of Basel and the direct agglomeration. The University of Basel is supported by the two half-cantons of Basel-Stadt and Basel-Landschaft. In 2021, around 13,000 people studied or did their doctorate in Basel, more than half of them women.

[www.unibas.ch](http://www.unibas.ch)

## Campus Education Health

The Spengler Park in Münchenstein, the site of the education campus for health professions is currently being modernized and led into the future. After the temporary period in Basel's Klybeck-Area, the campus in Münchenstein will be reoccupied in 2023.

## Vocational training center Baselland (BBZ)

The Baselland Vocational Training Center for industrial professions is currently divided between the two locations, Liestal and Muttenz. By 2027, a new building will be constructed at the Gründenstrasse site in Muttenz at a cost of CHF 150 million.

[www.bbzb.ch](http://www.bbzb.ch)

## University of Applied Sciences Northwestern Switzerland (FHNW)

The FHNW with its nine universities is one of the leading universities of Switzerland. In 2019, the new campus was occupied in direct proximity to the Muttenz train station. The FHNW comprises, among others, the universities for business, life sciences, engineering, Architecture, Construction and Geomatics.

[www.fhnw.ch](http://www.fhnw.ch)

## Schools kvBL

The commercial professions are taught in the canton of Basel-Landschaft at three locations in Liestal, Muttenz and Reinach. 200 teachers teach around 2000 students per year. kvBL also includes the Wirtschaftsmittelschule (WMS) [school of economics] and the Zentrum für Brückenangebote (ZBA) [Center for Bridge Courses].

[www.kvbl.ch](http://www.kvbl.ch)



## International School Basel (ISB)

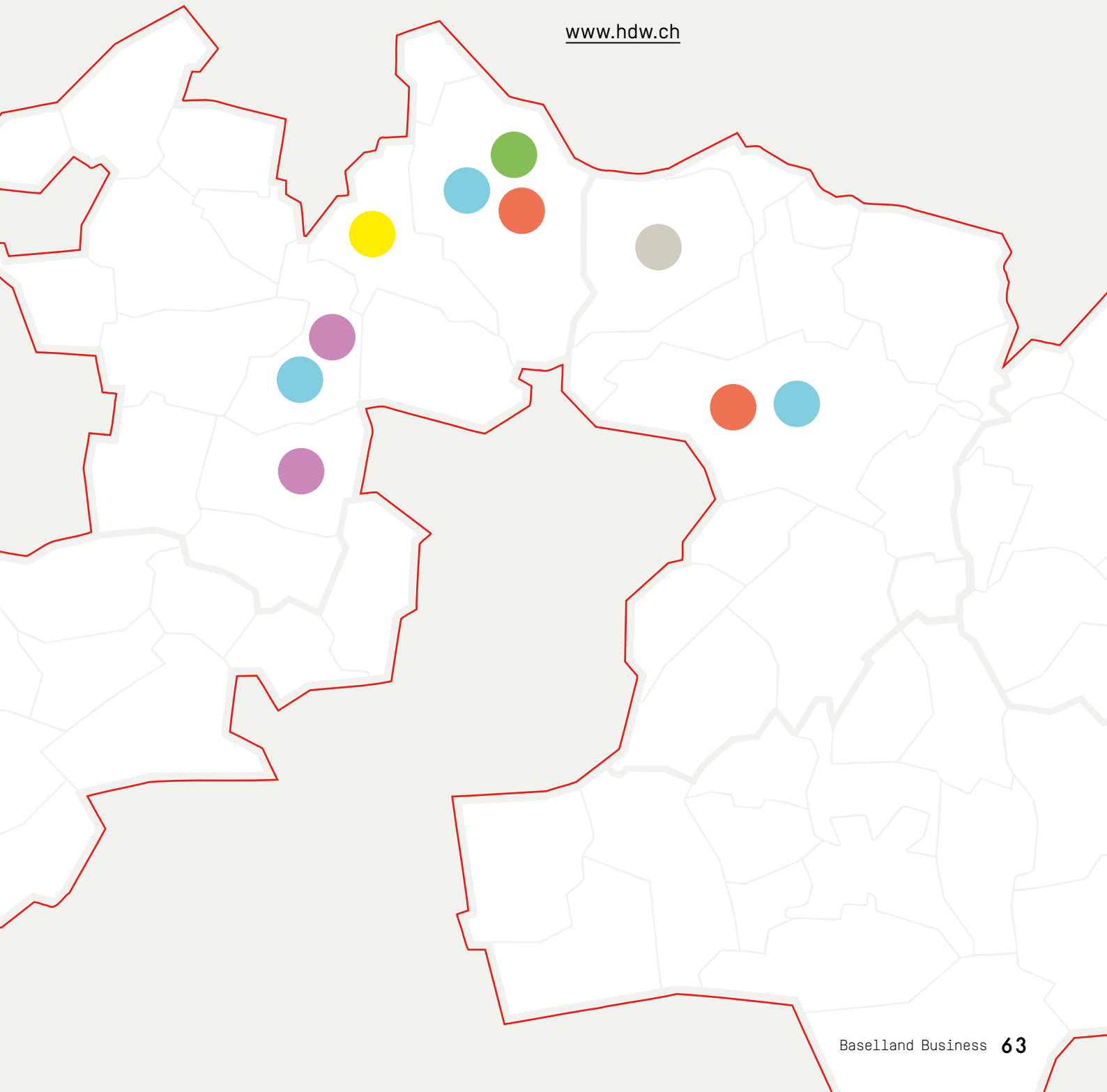
The English-language International School Basel for 3- to 19-year-old students is strongly established at its two locations in Reinach and Aesch.

[www.isbasel.ch](http://www.isbasel.ch)

## Education in the House of Business (HDW)

The threads of the regional SME economy come together in this new building in Pratteln. In cooperation with the University of Basel, the FHNW and the Unternehmerschule Baselland (Baselland school of entrepreneurs), the house is establishing itself as an education provider in the field of education and training for entrepreneurs and executives.

[www.hdw.ch](http://www.hdw.ch)



# A vital cluster: Life Sciences

**The region of Northwestern Switzerland forms a world-leading cluster of the life sciences industry. More than 100 years of history show the industry's ability to change and adapt, which continues today, attracting more and more smaller, agile and innovative companies to the region.**

*Daniel Schaub*

The life sciences industry in Switzerland is responsible for over 50 percent of economic exports. In the Basel region, it is the leading industry – with over 32,000 employees in around 800 different companies. With annual sales of around 25 billion Swiss francs, the region's life sciences industry contributes more than a third of the total economic value added. It is not without reason that Dr. Felix Reiff, CEO of Bayer Consumer Care AG until June 2021, concluded: "Basel is the life sciences capital of Europe. The internationality of the region with its solid economic growth, excellent education system and high quality of life are key success factors of the location."

The life sciences cluster in the Basel region is one of the leading concentrations of this industry worldwide. This is no coincidence. Production of dyes began as early as the mid-19th century, and pharma-

ceutical and chemical production were added later. With Ciba, Geigy and Sandoz – today's Novartis – and Hoffmann-La Roche – today's Roche – two global giants of the industry have developed from this, with deep roots and a long tradition.

## **Symbioses in a confined space**

There are several success factors for the industry. One of them is the unique concentration of companies in this field compared to the size of the region, as researcher Thomas

## **What exactly is Life Sciences?**

The term life sciences is easy to say – but what exactly does it mean? Generally speaking, life sciences always have to do with living organisms, their structures and their preservation. From human medicine and biology to the study of chemical processes in the molecular field, life sciences have very different fields of work. In economic terms, the life sciences umbrella encompasses chemical and pharmaceutical companies as well as companies in the fields of medical technology, agricultural technology, biotechnology and nanotechnology. This includes – especially in the Basel region – the entire research, development and education sector in these fields.

Vogel notes in his 200-page doctoral thesis in 2018. He conducted a comprehensive survey of 766 life sciences firms in the region and, for the first time, mapped the life sciences cluster in the so-called Geographic Information System (GIS) spatially and also by industry and company structure. Geographically, the companies are most concentrated in Basel-Stadt and Basel-Landschaft. The most important sector is the pharmaceutical industry, followed by medical technology and biotechnology. The evaluations clearly showed that the region is a research-intensive location.

And this is the even more important success factor for the life sciences industry in the region. The symbiosis between cutting-edge research and companies is nowhere as close and historically intertwined as in the Basel region (see also chart). In terms of knowledge transfer, Switzerland ranks among the best in the world – only Israel is rated higher, followed by the USA, Scandinavian countries or Germany.

With the former Tropical Institute, Swiss TPH – recently domiciled in the Bachgraben development area in Allschwil, where many life sciences companies have also settled in recent decades – the University Hospital, the Biozentrum, the Life Sciences Campus of the FHNW in Muttensz and many other institutions, the required specialists and



## Some milestones on the way to today's life sciences industry

- 1886** Foundation of the chemical company Sandoz
- 1890** First pharmaceutical preparations by Droguerie Bohny, Hollinger und Cie.
- 1896** Takeover of the drugstore by Fritz Hoffmann, Hoffmann-La Roche [today: Roche]
- 1909** Foundation of Vereinigte Schweizerische Rheinsalinen AG [United Swiss Salt Works]
- 1917** Acid factory Schweizerhalle founded
- 1970** Merger of Ciba and Geigy to Ciba-Geigy
- 1995** Creation of Clariant Specialty Chemicals as a spin-off from Sandoz
- 1996** Merger of Ciba-Geigy and Sandoz to Novartis
- 1997** Actelion founded in the Bachgraben area of Allschwil
- 2000** Creation of the seed and crop protection manufacturer Syngenta
- 2005** Settlement of Bayer in Basel
- 2017** Acquisition of Actelion by Johnson&Johnson
- 2020** Settlement of the biotech company Moderna in Basel

research personnel are trained, recruited and integrated into the economic cycle. Again and again, spin-offs emerge from these institutions, which link into the value chain of the life sciences industry, develop new innovations and thus ensure a constant transformation and modernization of the industry.

### **Research and education environment crucial**

The 2020 report of the industry association Interpharma confirms these impressions: "The success of the Basel region as a location is based on favorable framework conditions. In addition, the presence of top-class colleges and universities such as the University of Basel and the offshoot of the Swiss Federal

Institute of Technology Zurich (ETH) plays an important role. Last but not least, the proximity to Germany and France, to Basel-Mulhouse-Freiburg International Airport and to the Swiss Rhine ports should be emphasized."

In addition to the general conditions, innovative people are also needed who can significantly shape an industry. Among them was Oreste Ghisalba from Kleinbasel, who made great contributions to biotechnology, earned his doctorate as a professor, taught at the University of Basel and ETH Zurich, and at the same time remained true to applied research. He later became program director of the Swiss National Science Foundation's priority program in biotechnology

and succeeded in spurring the transfer of knowledge to industry. Ghisalba also accompanied biotech-net and its successor consortium NTN Swiss Biotech. In Professor Daniel Gyax, former head of the Life Sciences Campus at the FHNW,

he had an equally influential companion who remains an important trainer of potential start-up founders today.

### Mergers and splits

The 1990s were a milestone in the development of the industry. Until then, people in the Basel region usually spoke exclusively of “chemistry”. The term life sciences developed only after the separation of the chemical and pharmaceutical industries, which was accentuated

by the major merger of Ciba-Geigy and Sandoz into Novartis in 1996. Specialty or agrochemical specialists such as Clariant or Syngenta emerged. In addition, new companies such as the biotech company Actelion (since 2017 under the umbrella of Johnson & Johnson) or Basilea (spun off from Roche in 2000) emerged.

The reorganization of the economic landscape had a highly positive effect. Within just 15 years, the number of employees in life sciences

companies doubled. And even if the development has not continued at the same rapid pace in the past decade, around 6,000 new jobs have been created.

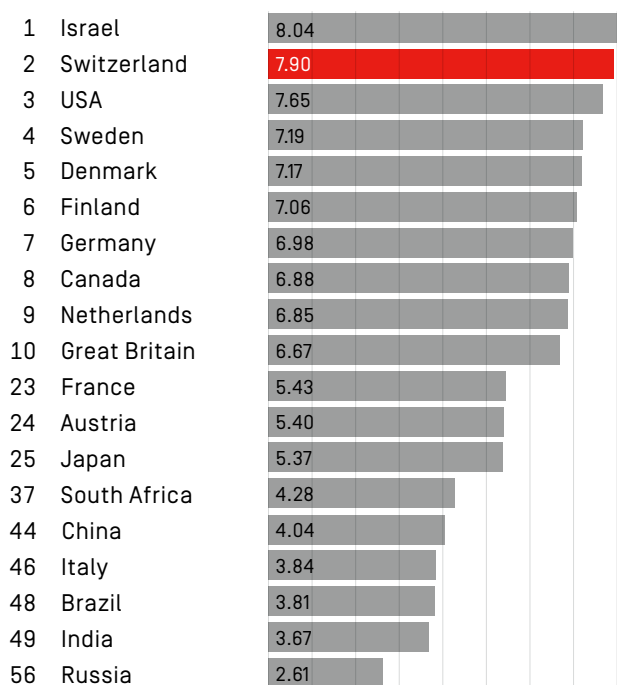
### More agile market

Christof Klöpfer, managing director of Basel Area Business & Innovation, also believes that the industrial transformation of the past 30 years is fundamental to the positive development of the life sciences cluster. Smaller, agile biotechnology

## Successful symbiosis between cutting-edge research and companies

Due to the close proximity of the economic canton of Basel-Landschaft to the University of Applied Sciences of Northwestern Switzerland and the University of Basel, there is a uniquely close connection between companies and their needs for specialists and the training and research institutions. Since 1999, some 60 spin-offs have emerged from the University of Basel, such as Nanosurf AG with over 50 employees or Santhera Pharmaceuticals AG in Pratteln with over 90 employees. Examples of successful products from the research collaboration are the anatomical crutch Ulnar Pro or Artidis®, a cancer diagnosis using atomic force microscopy [AFM].

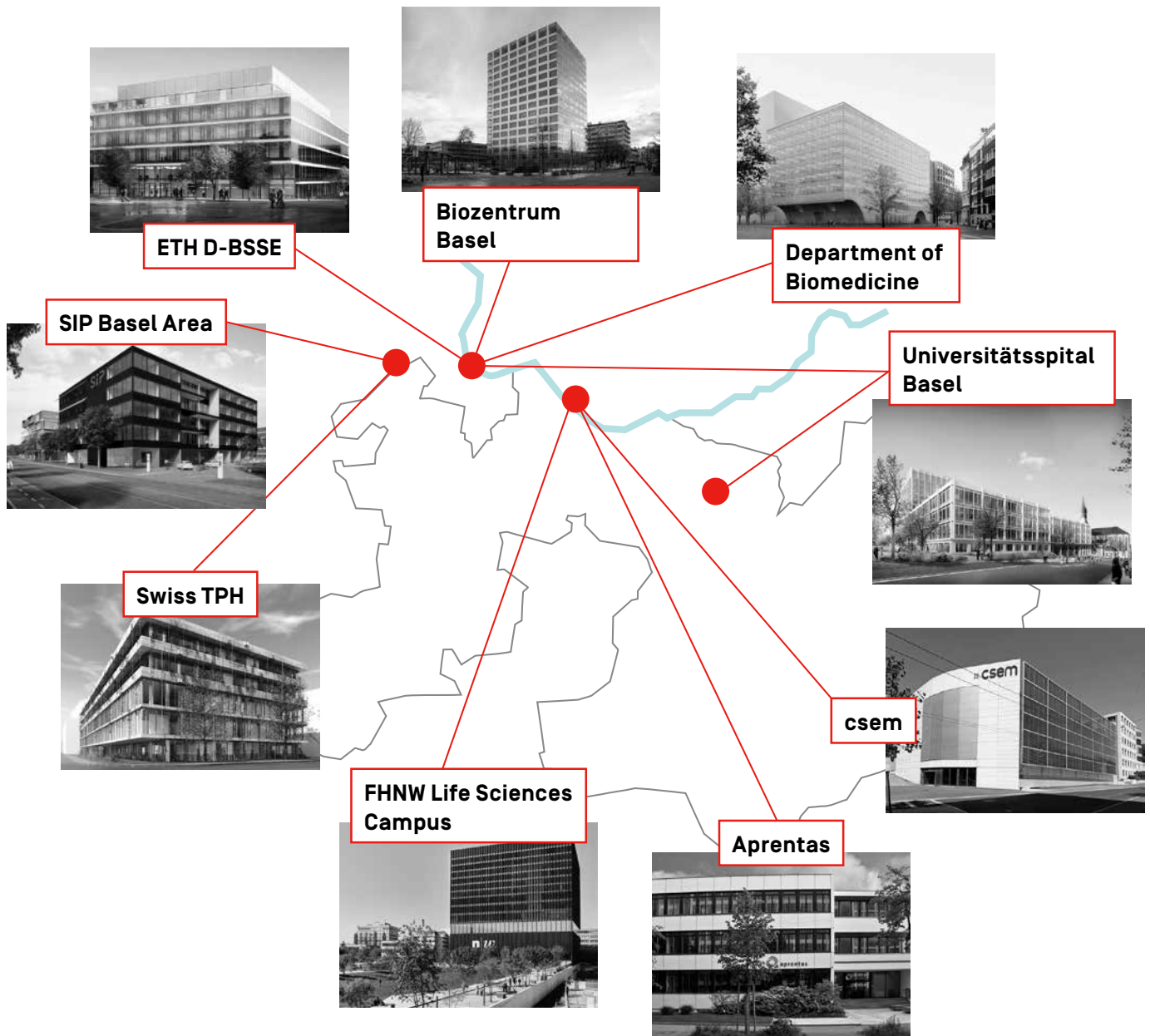
### Knowledge transfer between universities and companies



10 = best cooperation  
0 = worst cooperation

Source: IMD World Competitiveness Yearbook





companies have become increasingly important for research and development over the past 15 years, he said. Such companies rarely emerge in traditional pharmaceutical locations, but rather in innovation hotspots with strong universities and a good environment for start-ups and growth. The attraction of such innovation hubs has also changed Basel, he said. The two large companies Roche and Novartis continue to shape the location.

Around the Novartis Campus and the two Roche towers, he says, a variety of other companies are active today: major international firms such as Johnson & Johnson and up-and-coming biotechs such as Moderna have opened sites in the region.

Basel University Hospital is firmly anchored in the region – as a health-care provider, as an employer, as a university research institution and as part of the Life Sciences Cluster. With

the new Strategy 2025, Basel University Hospital is consolidating its position in the region and preparing for the future. In addition, the structures are undergoing modernization.

# “Our goal is to change the industry”

*Interview: Patrick Herr*

Heike van de Kerkhof has been CEO of Archroma since 2020.

**Baselland Business: Heike van de Kerkhof, you were once quoted as saying, “I want to create a better world for my children.” What does this better world look like?**

Heike van de Kerkhof (CEO Archroma): I envision a world in which consumer goods are produced in an environmentally friendly and responsible way to ensure the well-being of future generations.

**What is Archroma’s DNA, the core belief of the people who work here?**

According to our brand promise: “The Archroma way to a sustainable world: safe, efficient, better – that is our nature”. A perfect example of this is our plant-based dyeing system called “LOVE NATURE x EARTH-COLORS®”. The “Cradle-to-Cradle” certified, patented EarthColors® dyes used in this dyeing system are synthesized from natural plant waste such as nut shells or rosemary leaves. Visionary brands such as Patagonia, Kathmandu, G-Star, Esprit and many others have helped us bring this breakthrough innovation to consumers.



**Our goal is to change our industry. That means exploring avenues that have never been explored before.**

*Heike van de Kerkhof*

## **Archroma**

Archroma is a leading global color and specialty chemicals company headquartered in Pratteln, Switzerland. The company employs around 3000 people in more than 35 countries and has annual sales of around \$1.2 billion. Archroma was founded in 2013 and is a spin-off of Clariant. In addition to specializing in dyes for textiles and brands, the company is active in paper finishing and packaging coatings, as well as adhesives and sealants.

The system application process enables reductions of up to 33 percent in water use, up to 21 percent in energy, up to 22 percent in CO<sub>2</sub> and up to 35 percent in chemical use.

**EarthColors® are being hailed as a “game changer” in the trade press. You also have a solution for dyeing jeans without the controversial aniline, which is produced from petroleum. How strong is the demand for such products?**

These two product lines are very popular. The EarthColors® range is a clear success story for fashion brands. Primark has just made it one of the highlights of its “Primark Cares” collection. Our unique aniline-free indigo range has been successful with jeans manufacturers who want to protect aquatic life and their own workers from Category 2 carcinogen aniline. We estimate that in three years we have helped remove nearly 18 tons of aniline from the denim supply chain. That equates to about 300,000,000 aniline-free jeans and more than 18,000 textile workers protected from the toxicity. Aniline-free indigo represents only a fraction in the denim industry today, and we expect high growth rates.



Archroma Earth Colors are made from natural plant waste. Heike van der Kerkhof about how this innovation came about: “The idea actually originated in the mind of our R&D expert Manel Domingo, who developed it in his laboratory near Barcelona. Manel was eating almonds at home when the idea came to him: What if we could turn the shells of these almonds into dyes. He went to the lab to research his idea. The very first piece of clothing he had colored with EarthColors® was a white jacket he ‘borrowed’ from his wife!” PHOTO: ARCHROMA

**What are the basic requirements for such innovations to emerge?**

Our goal is to change our industry. That means exploring avenues that have never been explored before. It also means challenging the old belief that sustainability comes at a price. Our approach is to develop innovations and solutions that allow us to either reduce the overall cost of production through resource savings or add value to the end product through performance such as anti-odor or dirt- or water-repellent properties. Brands are starting to see properties such as plant-based ingredients as a “cool” factor they can advertise.

**How much farther is the road to a truly sustainable textile industry?**

Every day we help brands and manufacturers to select and implement such chemicals and dyes that

meet their self-set ambitious safety and ecology requirements. The changes that have begun under the combined pressure of public awareness and regulatory changes are unstoppable, and only those who adapt will stay in business.

Editor’s note: This article consists of excerpts from an in-depth interview published in the “Standpunkt” newspaper in January 2022.

This article consists of excerpts from an extensive interview published in the newspaper “Standpunkt” in January 2022.

# “Grown here and became successful”





**Skan is probably not a household name to a broad general public. And yet the likelihood is high that most of the readers of this magazine have already come into contact with medicines or vaccines produced thanks to equipment and know-how from Skan.**

*Patrick Herr*

After all, Skan is the global market and technology leader for isolators, cleanroom equipment and decontamination processes for the aseptic production of active biopharmaceutical ingredients. Thomas Huber (CEO Skan Group) says: "Every person who receives an injection in the Western world has a very high chance that it was filled in a Skan isolator. Our equipment is used for classical medicines, but especially for modern biotechnological and cell&gene products. That means, for example, Biontech's Covid-19 vaccine, or a tetanus shot, as well as insulin and many cancer drugs come out of our machines." Skan's equipment and processes ensure that there is no contamination during the production of medicines and the filling of active ingredients. To do this, they have to meet the very highest standards.

There are several factors that make Skan so successful. Thomas Huber: "Skan combines various competencies from steel construction, climate control and pharmaceutical documentation, automation to microbiology and chemistry, just to name a few. This combination allows us to provide our customers with equipment and services that are world-leading and unique."

Skan focuses its state-of-the-art products and services on markets with the highest regulatory requirements in the healthcare sector. These are mainly in Europe, North America, Japan, South Korea and Singapore. In addition, sales are made in emerging



markets such as China, India and Brazil. If pharmaceutical companies there wish to export to Europe and North America, they must also meet the same high regulatory requirements.

## **Teamwork**

**Teamwork is eminently important for the success of our business, so it was central for us to underline this with our new building.**

*Thomas Huber, CEO*

The history of the company began in 1968 as a trading company for Scandinavian health products. At the very beginning, they supplied the University Hospital Basel. Today, Skan employs over 1000 people. More than

half of the employees work at the new headquarters in Allschwil in the Life Sciences Hub of the Basel region, which was built and equipped according to the latest standards. The philosophy behind the striking building is "teamwork," as Thomas Huber explains. "Teamwork is eminently important for the success of our business, so it was central for us to emphasize this with our new building. In our new headquarters, we combine office workstations, laboratories, assembly areas and warehouse under one roof and offer our employees a modern, open working environment equipped with the latest work tools."

Skan is not new to Allschwil. Quite the opposite, as Thomas Huber tells us. "Skan has already been based in Allschwil for decades, so we 'only' moved from the brickworks area to the Bachgraben area. Here we have grown and become successful. It was our goal to stay as close as possible to the old location so that our employees would have no significant changes in their commute. In addition, we first have to re-qualify our GMP laboratories at the new location, which



requires a certain overlap in the use of both sites. Basically, however, we are very happy here in the three-country corner, which is a large catchment area for good employees and offers an attractive environment with the city of Basel.

Skan went public on the Swiss stock exchange on October 28, 2021. The opening price was 75 Swiss francs, corresponding to a market capitalization of CHF 1,686 million. It was a successful IPO, says Thomas Huber. In January of this year, the renowned “Finanz und Wirtschaft” newspaper ran the headline “Skan is worth discovering” and described the stock market launch of the Allschwil-based company as “spectacular”. The share price reached 92 francs in the meantime. At the time this magazine went to press, there were no figures for the 2021 financial year – Skan will report on its financial year on April 5.



# The Basel area on the stock exchange

**SKAN's IPO last year increased the number of companies based in the canton of Basel-Landschaft that are represented on the Swiss stock exchange to twelve. Among them are sound-ing names that are world lead-ers with their products and services as well as internation-ally known companies and brands. The k kiosks of the Valora Group in Muttenz or the UEFA Champions League, which is marketed by a subsidiary of Bernhard Burgener's Prattler Highlight Event and Entertainment AG, are certainly known to a broad public. And these are the twelve BL companies currently listed on the stock exchange:**

*Compilation:  
Patrick Herr*

Sources: Statista, Wikipedia,  
company communication channels]

**Abbott Laboratories [ABT]** is a global, blue-chip pharmaceutical company listed in both the S&P 100 and the Dow Jones Global Titans 50 with approximately 73,000 employees in 150 countries. Location: Allschwil.

**Aluflexpack [AFP]** is a Swiss-Croatian company that manufactures aluminum packaging and has been listed on the Swiss stock exchange since June 2019. Location: Reinach.

**Bachem Holding AG [BANB]** is a Swiss technology company active in the fields of chemistry, biochemistry and pharmaceuticals, developing products and services for the pharmaceutical and biotechnology industries and research. Location: Bubendorf.

**Basellandschaftliche Kantonalbank [BLKKB]**, headquartered in Liestal, was founded in 1864 and is organized as an institution under public law. Location: Liestal.

**Clariant Ltd [CLN]** is a globally active Swiss specialty chemicals group. Location: Muttenz.

**Evolva AG [EVE]** is a biotechnology company that researches, develops and markets nature-based ingredients. Location: Reinach.

**Highlight Event and Entertainment AG [HLEE]** operates through its operating subsidiaries and holdings, primarily in the business areas of film, sports and event marketing, and sports. Its core competencies lie in the marketing of top international events such as the UEFA Champions League or the Eurovi-sion Song Contest. Location: Pratteln

**Idorsia [IDIA]** is a biopharmaceutical company specializing in the discovery, development and commercialization of innovative small molecules with the

aim of expanding the horizon of therapeutic possibilities. Location: Allschwil.

Santhera Pharmaceuticals [SANN] is a Swiss specialty pharmaceutical company dedicated to the development and commercialization of innovative medicines for patients with rare diseases as well as other diseases with high unmet medical need. Location: Pratteln.

**SKAN AG [SKAN]** is an internationally active Swiss company in cleanroom technology, isolator technology and contamination control. The company is the world market leader in isolators for fully automated processes. Location: Allschwil.

**Spexis AG [SPEX]** is the result of the merger of Polyphor with EnBiotix. Spexis will pursue a unique strategy as a rare disease and oncology company, according to an ad hoc announcement Dec. 31, 2021. Location: Allschwil.

**The Valora Group [VALN]** is an interna-tionally active Swiss trading company. The Valora Group comprises two divisions, Retail and Food Service. The company's formats include k kiosk, cigo, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and its own brand ok. Location: Muttenz.

# “Vocational education is the topic of the 21st century”

**Ursula Renold, professor of education systems at ETH Zurich, has spent many years studying vocational education and training in Switzerland. In an interview, she explains why the Swiss system is a successful model in international comparison.**

*Interview by Delia Pfister*

**Baselland Business: Ms. Renold, you have been involved with the Swiss vocational training system for a very long time. What fascinates you about it?**

Ursula Renold: Vocational education has always fascinated me because it is much more complex than purely general education systems. As a researcher, I need not only to understand the various interactions between the numerous actors in the education and employment systems, but also to be able to theorize the socioeconomic and sociocultural differences between the two social systems. In addition, the interaction of all actors in a federal system is another challenge to monitor for high impact. Although in many countries – in contrast to Switzerland – vocational education and training is still accorded a low social value, I am convinced that it will be the issue of the 21st century. This is due, among other things, to the



**“From my point of view, Baselbiet has always played an important role in vocational education and training Switzerland because, thanks to its strong chamber of commerce, it has always been committed to innovative pilot projects that set a precedent throughout Switzerland.”**

*Ursula Renold*



different speeds at which the two systems react to technological changes. The digital transformation is leading to very rapid changes in the labor market, which are being countered by a comparatively slow adaptation of educational processes. This is why the demand for work experience and soft skills is also rising sharply on the labor markets. As a result, university graduates cannot avoid doing two to three internships before starting a permanent job. Young people who have qualified work experience are less affected by this.

**The Swiss vocational education and training system is a model of success. Why is this the case in our country in particular?**

Various aspects play a role. The most important one, in my opinion, is the great commitment of Swiss companies to vocational training as well as to the development of curricula and learning materials. In this respect, Switzerland practically has a unique selling point in an international comparison, because other countries often have no tradition of company cooperation or their companies are not willing to sit down at the table with competitors for the benefit of the talent pipeline in the occupational field. Those with an organized economy already have a comparative advantage. Another important point is the high permeability throughout the Swiss education system. Today, it doesn't really matter with which program someone approaches post-compulsory education. There are opportunities for everyone to move up and down the system – throughout their entire working career. Since the introduction of vocational baccalaureates and universities of applied sciences, vocational education has become even more attractive. Since 2012, universities of applied sciences now have more graduates per year than universities.

**You have already mentioned two unique characteristics of the Swiss education system. Are there other points that make Switzerland unique in an international comparison?**

**“Switzerland has continuously contributed to the improvement of the entire education system over the last 30 years.”**

*Ursula Renold*

The situation on the labor market. In our research group, we have developed an internationally comparable index for this (CES Youth Labor Market Index)<sup>1</sup> in which we compare a total of twelve indicators and aggregate them into an overall index. Here, too, Switzerland is at the top. This is partly due to the good integration of young people into the labor market, but also to the comparatively good working conditions. Today, gaining work experience at an early age is a major advantage. In addition, employment adequacy, i.e., the fit between education and employment, is very good.

**Why does the dual education system work so well in Switzerland of all places?**

Over the past 30 years, Switzerland has continuously contributed to the improvement of the entire education system. In addition to the creation of the vocational baccalaureate and the universities of applied sciences in the mid-1990s, we had two constitutional reforms that contributed significantly to the good functioning of the dual education system. The partial revision of 1999 placed all professions under federal jurisdiction, which led to many new professions in health care, social work and

the arts and resulted in the revision of the most recent Vocational Training Act and the Universities of Applied Sciences Act. On the other hand, the reform of the entire education constitution of 2006 should be mentioned, which positioned vocational education even better and also anchored continuing education. In addition, the universities of applied sciences were newly based on the higher education article and subsequently regulated together with all other universities in the Higher Education Promotion and Coordination Act. Both permeability and cooperation between the federal government and the cantons were improved.

**Shouldn't we actually be talking about the “trial education system”? After all, it is not only companies and vocational schools that play a decisive role, but also the professional associations.**

That is correct. In Switzerland, we should actually speak of a trial vocational training system, because the so-called “third place of learning” is the inter-company courses organized by the organizations of the world of work. These have been anchored everywhere since the most recent Vocational Training Act of 2002. However, the term has not caught on either in Switzerland or internationally.

**You are President of the University of Applied Sciences Council of the FHNW (University of Applied Sciences Northwestern Switzerland). How do you assess the vocational training on offer in northwestern Switzerland and specifically in the Baselbiet region?**

Basically, northwestern Switzerland is in a good position. In my view, Baselbiet has always played an important role in vocational education and training in Switzerland because, thanks to its strong cham-

ber of commerce, it has always been committed to innovative pilot projects that have set a precedent throughout Switzerland. I would like to mention, for example, the career fairs or the apprenticeship company networks, which allow small companies in particular to participate in vocational education and training in a cost-effective manner. The Chamber of Commerce

offers numerous support services for SMEs. This model is also attracting international attention, as numerous countries we deal with are interested in the approach of the Baselland Chamber of Commerce. In Swiss vocational education and training, the principle is that demand determines supply. The better the institutions work together locally and also respond to the

needs of small businesses, the more sustainable the impact of the system. The instrument is available as an interactive web tool on the following website: CES Youth Labor Market Index – Chair of Education Systems | ETH Zurich

**The Corona pandemic has been in our minds for about two years. How did and does this crisis affect vocational education and training?**

At my professorship, we have been conducting the “LehrstellenPuls” research project in cooperation with Youty.ch since April 2020. Every month, we measure the impact of Covid-19 on companies and their apprentices. After more than 20 measurements, I can say that Swiss vocational training is very resilient overall and has weathered the crisis well. The apprenticeship market for future learners has functioned very well in both years. However, there are a few differences between the occupational fields. The most affected are hospitality and catering, which were severely restricted as a result of federal regulations. This has a particular impact on the acquisition of skills by learners. Initial scientific

evaluations also show that home office is only suitable for apprentice training to a limited extent.

**Youth unemployment has risen again since the pandemic. What development do you expect here in the next few years? There are models that show that the number of school leavers will increase by 2027 ...**

Youth unemployment is strongly influenced by the economy. At the moment, the forecasts are relatively good and there is a shortage of skilled workers in very many occupational fields. If the economic forecasts are confirmed and no further Corona waves follow, I do not expect any major increase, with the exception of seasonally higher youth unemployment in the fall. The rising number of school leavers will mean that there will again be a need for more apprenticeships on the apprenticeship market. Here, the federal government, the cantons and the organizations of the world of work have a duty to educate all those involved and to set up the appropriate monitoring. Many of the instruments that the TaskForce developed in 2003 on the apprenticeship situation could be reactivated, for example.

**To which type of student do you recommend a vocational apprenticeship and why?**

I recommend doing a vocational apprenticeship to all those who are rather tired of school at the moment and would like to get to know the world of working people. It is very important to take seriously the motivation and needs of young people in the adolescent phase. As I explained, today there are all kinds of opportunities to move up or over after this stage. The important thing is that adolescents can successfully master the adolescence phase and increase their self-esteem in the process. That shapes them for life. Those who start with an apprentice-

## About the person

Ursula Renold [1961] is Professor of Education Systems at the Swiss Federal Institute of Technology [ETH] Zurich. She is also strategic director of the Center on the Economics and Management of Education and Training Systems [CEMETS].

In addition, she is president of the University of Applied Sciences Northwestern Switzerland Council. She is a member of the Research Advisory Board of the Institute of German Economy in Cologne [Germany], the International Advisory Group at the Center on International Education Benchmarking [USA], the Advisory Panel on the Adult Education Initiative in Singapore, the Pearson International Expert Panel [UK], a member of the Foundation Board Committee of Swisscontact, Zurich, and a member of the Commission for the Dual Education Law [Serbia].

She holds an honorary professorship at the University of the Federal Employment Agency in Mannheim, Germany, and is a visiting lecturer at Kathmandu University School of Education [Nepal]. She was a visiting fellow at the Harvard Graduate School of Education [USA].

Previously, Renold was director of the Federal Office for Professional Education and Technology [OPET] in the Federal Department of Economic Affairs in Bern. In this position, she headed Switzerland's center of excellence for vocational education, universities of applied sciences and innovation.

Before becoming director, she was head of OPET's Vocational Education and Training Division and director of the Swiss Federal Institute for Vocational Education and Training [SFIVET]. Renold has launched numerous important initiatives that have had a major impact on the VET/PET system in Switzerland.

ship have two tickets at the end of upper secondary school: one for further formal education at the entire tertiary level and one into the labor market. Moreover, studies show that the labor market rewards mixed educational paths with higher salaries.

**You mentioned the problem of the shortage of skilled workers, which is currently omnipresent. What role can vocational training play in finding solutions to this problem?**

The problem of skilled workers can only be solved in three ways: Qualifying people, innovation, i.e. substituting people with technology, or importing skilled workers. The interaction of all three possibilities will be the solution. Vocational training plays an important role, especially for professionals who want to upgrade their qualifications. With the broad range of higher vocational education and training, employees have numerous options available to them right up to the end of their working lives. This is another unique selling point that Switzerland can be proud of and that will become even more important in the future in light of the digital transformation, because everyone needs to gain further qualifications. The labor market rewards formal higher vocational qualifications better than continuing education courses.

**You have already mentioned one advantage with regard to digital transformation. How must vocational education and training adapt to this challenge?**

The uniqueness of the VET/PET system in Switzerland allows organizations in the world of work, upon request, to design and modify formal VET/PET programs in a timely and efficient manner so that they reflect labor market demand. I am not aware of any other country that has such a high level of inter-

connectedness between business and education stakeholders. Universities have much greater challenges here in preparing students for this rapid change. This is reflected in the increasing number of internships that students have to complete before they are offered a permanent position.

**What could Switzerland do better in vocational education and training?**

The pandemic has shown that there is still a need to optimize the interaction between learning at a distance and in presence. Furthermore, it would be desirable to pay more attention to higher vocational education, especially to vocational and higher vocational examinations. These are, in my opinion, a very important instrument to meet the changes in the world of work and to make the labor pool more highly qualified. Unfortunately, there is a lot of ignorance about these formal programs and they are underestimated both in terms of their economic importance, such as salary levels, returns on education, and protection against unemployment, and in terms of their potential to solve the skilled labor problem. Many of these degrees are classified as level 6-8 in the National Qualifications Framework, i.e., equivalent to the academic degrees Bachelor, Master and PhD. Thus, they are not lower than academic degrees in the educational hierarchy, but serve a different function in the lives of experienced professionals. For example, the Advanced Professional Examination to become a Swiss Certified Public Accountant is classified at level 8 and is thus equivalent to a doctorate in the qualification framework.

**What measures are required to ensure that vocational apprenticeships remain attractive to young people in the future?**

A lot of education continues to be

needed throughout the population, based on facts and figures. Vocational education protects better against unemployment over the working career than a general education path. No other country in the world has such a high permeability in the entire education system. Therefore, if at the end of compulsory schooling you have no motivation to spend several years in full-time school, it is better to do a vocational apprenticeship, with or without a vocational baccalaureate. He or she can complete the vocational baccalaureate and/or the passarelle-exam in the same time as high school graduates and then switch to higher education. What sets him or her apart is the qualified work experience, which will also help him or her more in the transition from university to the job market than those with a purely general education pathway.

**Finally, a little outlook: In which direction do you think the numbers of vocational training graduates will develop?**

This depends decisively on how well the collaborative partnership functions in the future. If it succeeds in raising public awareness of the great advantages of vocational education and training and also of its evidence in terms of returns on education, prevention of unemployment and salary development, I am convinced that vocational education and training will continue to form the backbone of the Swiss economy.

# Successful in the technological niche

**With its highly specialized probe technology for measurement technology, the company in Bubendorf serves major industrial companies in the chemical, pharmaceutical and petrochemical industries. As a niche supplier, Aquasant Messtechnik AG can hold its own worldwide.**

*Lea Klingenberg*

Since 1982, the family-run Aquasant Messtechnik AG has been working in the field of specialized measurement and control technology and has since developed into an innovative company known for highest quality. For the increasing need of industrial companies for instrumentation in the field of automation and safety, Aquasant Messtechnik AG provides corresponding products of electro-optical and impedance measuring, monitoring and control devices.

In the meantime, the company is managed in the second generation by the brothers Roger and Thomas Inauen, whose goal is to further expand the existing business

branches internationally and to open up new markets – especially in China. Swiss quality and ties to the Basel area remain intact and are particularly close to the owners’

**Devices equipped with the latest technology and plug& process solutions are developed for tricky measurement problems for liquids, foam or powder.**

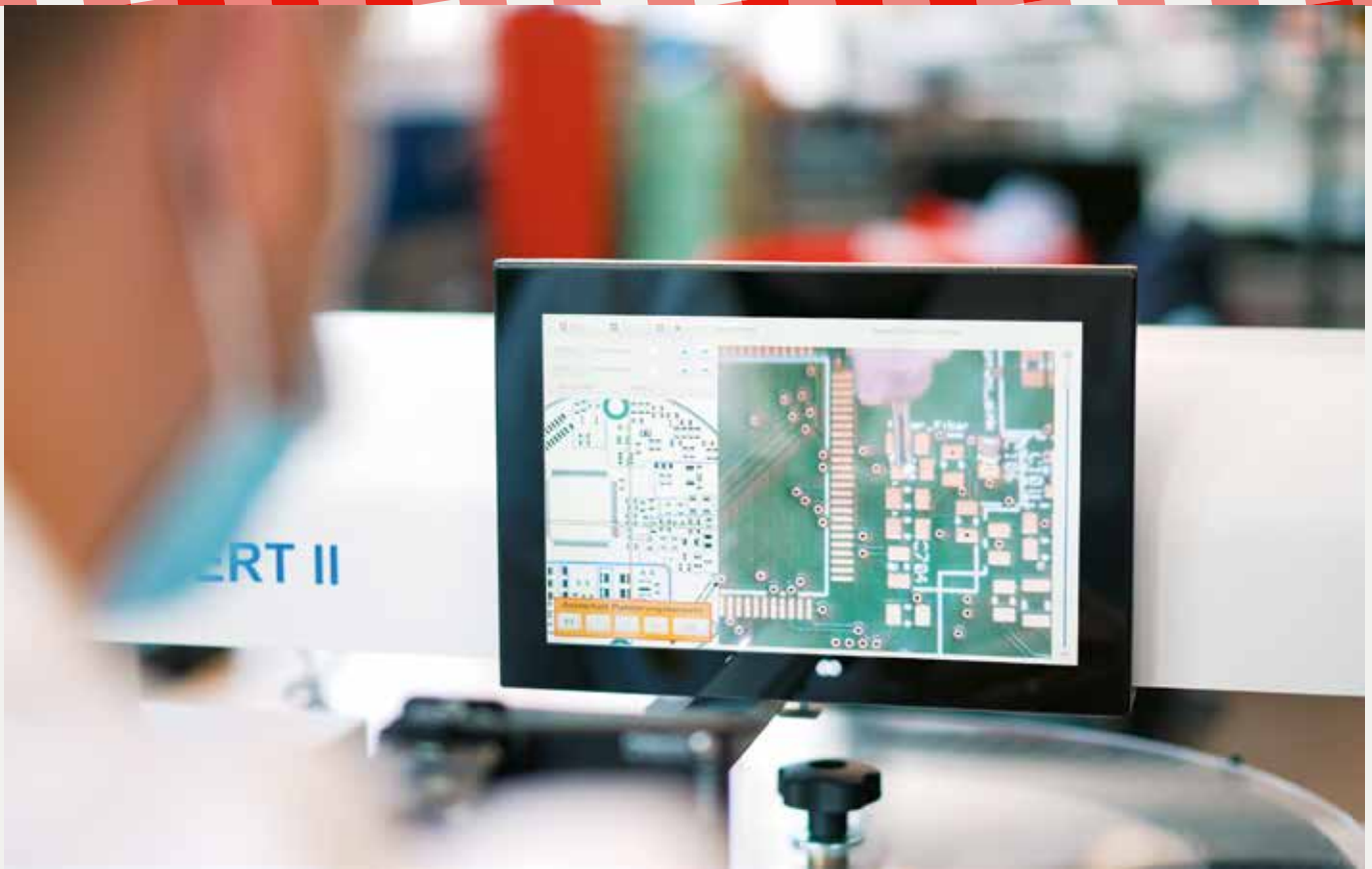
“We attach great importance to the site in Bubendorf. The proximity to Basel as a chemical production site in the 1980s contributed significantly to the success of the company,” says founder and owner Roland Inauen. Thanks to the high quality of its products, the company is competitive and can successfully hold its own as a niche supplier.

**40 years of Aquasant measurement technology**

In 2022 the company celebrates its 40th anniversary. In April 1982, Roland Inauen, father of today’s managing directors and chairman of the board, founded Aquasant Messtechnik AG in Bubendorf. Since then, the company has grown considerably and sells its products all over the world. However, the task has remained the same: Devices equipped with the latest technology and plug&process solutions are developed for tricky measurement problems for liquids, foam or powder. In the meantime, many customer-specific solutions have been developed into reliable standard products.

In-house development and prototype construction represent the company’s core competence. “By producing in-house, we enable the greatest possible economic and organizational flexibility,” explains Roger Inauen. Responsibility towards the customer thus has the highest priority. The strong personal commitment of the founders, successors and employees continues to guarantee the fulfillment of the





For about 40 years, Aquasant Messtechnik AG has been supplying its customers worldwide with high-quality solutions in the field of measurement and control technology. PHOTOS: AQUASANT

demanding goals towards the customers and the own organization.

#### **From Baselbiet to China**

The company's growth strategy does not only include the expansion of the customer network and the professionalization of the business with the existing cooperations. The expansion, respectively the new

launch of the China business is to be pushed ahead this year. In cooperation with the service provider sim (selective international management) Co. Ltd. in Shanghai, Aquasant Messtechnik AG wants to employ its own staff in China.

The Chinese market is particularly attractive for Aquasant Messtechnik AG, since many international customers of the chemical and

pharmaceutical industry produce there. Existing networks are therefore to be used to sell the company's own application solutions there as well. "Opening up the Chinese market will certainly be a challenge, but one that we are happy to take on with anticipation," says Thomas Inauen.

[www.aquasant.com](http://www.aquasant.com)

# “Digitization is only for the big players. Counterarguments?”

**Digitization is one of the most frequently used buzzwords of our time. We talked to Marc K. Peter and asked digitization experts what all lies behind this buzzword.**

*Interview: Patrick Herr*

**You are a professor at the FHNW School of Business and a proven expert in digital transformation. Can you explain to us in simple terms what is meant by the much-cited digitalization?**

Depending on the company and industry, digitalization involves the use of various technologies to optimize and partially automate work and production processes. Digital transformation, on the other hand, is a strategic initiative in which an organization is holistically renewed. For this purpose, the medium- to long-term potential of technologies and new business and work models are defined in the strategy process. In most cases, it takes several years to subsequently implement the transformation strategy. And that takes a lot of energy. Digital transformation should not be a separate strategy, but should form the core of a corporate strategy in the digital age.



**I would like to make the following claim: Digitization is something for the big players. For an SME, it's too costly and too demanding. Your counterarguments?**

Of course, I'm countering this: SMEs in particular can nowadays open up new geographical markets, address

new target groups, automate advertising campaigns, find well-trained and affordable specialists for projects, even abroad, and introduce new technologies for collaboration. In this way, they are closing a gap with the large companies, which historically achieved a head start with these possibilities.





Digitization in agriculture looks like this: Robots harvest the lettuce and small motor trucks transport the harvest onward.

PHOTO SHUTTERSTOCK

### **How do I find out which areas in my company can be digitized?**

Last year, the FHNW School of Management developed a digital toolbox and the ACT method (Analyze, Create, Transform), which provides companies with many practical tools. I recommend discussing the seven fields of action for digital transformation – the seven most important topics for strategies in the digital age – with employees and key partner companies in short strategy workshops, collecting ideas, prioritizing them and summarizing them in strategic projects and initiatives. With the digital toolbox, we provide the most important strategic questions and thus enable companies to tackle the digital transformation under their own steam.

### **Together with Nicole Krättli, you wrote the book “Arbeitswelt 4.0: Das KMU der Zukunft” (Working World 4.0: The SME of the Future), which was published last fall. What does everyday life in the working world 4.0 look like?**

Working World 4.0 is one of the seven fields of action of the digital transformation and deals with the question of how companies position themselves internally, how they manage and motivate employees, where work is done and with which technologies. Depending on the industry, the working world 4.0 looks different. In production, automation and robotics help keep our products competitive. This means that employees are increasingly integrated into day-to-day project work or for customer-related

## **About the person**

Prof. Dr. Marc K. Peter heads the Digital Transformation Competence Center at the School of Business at the University of Applied Sciences Northwestern Switzerland FHNW.

His studies and practical tools can be obtained free of charge in PDF format:

Digital Transformation [2017] - [www.kmu-transformation.ch](http://www.kmu-transformation.ch)

Working World 4.0 [2019] - [www.arbeitswelt-zukunft.ch](http://www.arbeitswelt-zukunft.ch)

Home office and cybersecurity [2020 and 2021] - [www.cyberstudie.ch](http://www.cyberstudie.ch)

Strategy Development in the Digital Age [2021] - [www.strategische-transformation.ch](http://www.strategische-transformation.ch)

tasks, for example. This changes not only the job profile of employees, but also that of the managers who lead the teams. In office operations, the pandemic has shown us what would be possible and where the limitations are. Our studies show that employees want more flexibility, but that the pressure for permanent availability has also increased. Here again, companies are called upon to work proactively with their employees to develop new working environment strategies. Internal instructions requiring office employees to return to work at least three days a week are of little help here.

**What changes in particular do managers have to adapt to – in terms of digital leadership and culture?**

In the world of work 4.0, managers become coaches and are at the

**“Companies are being asked to proactively work with employees to develop new work environment strategies.”**

*Marc K. Peter*

center of their teams; and not at the top of the organizational chart as a traditional superior or supervisor. They help to build a motivated and success-oriented corporate and leadership culture; they promote collaboration as well as exchange and help to develop important competencies. These include a willingness to change, flexibility, and cooperation within one’s own team and the company.

**What do these changes mean for employees’ day-to-day work?**

Our understanding of work is changing. Employees’ needs are individual. During the pandemic, we found that around half of the workers surveyed were in favor of the home office and a third suffered as a result. Our cyber study (see information box) showed that Swiss SME business leaders expect the home office share to tend to decline again. This is at odds with employees’ need for more flexibility. Nor should the health factors be neglected. Under no circumstances should companies now assume a passive role. They are responsible for building an attractive and successful company for their stakeholders (employees, customers, but also the owners). This is only possible in an active role, in which the working world 4.0 is shaped as a strategic initiative together with the employees.



The digital and real worlds merge: clothes shopping with 3D augmented reality digital interface in the mall. PHOTO SHUTTERSTOCK





Digitization in everyday office life: You no longer have to know Spanish to compose an e-mail in Spanish. The program DeepL translates into 23 languages thanks to artificial intelligence. PHOTO POSTMODERN STUDIO / SHUTTERSTOCK.COM

**And what impact does advancing digitization have on the professional landscape and education?**

The high demand for continuing education at our university shows that organizations and employees are strengthening their digital skills. However, this also indicates

**“Transformation should not be a separate strategy, but should form the core of a corporate strategy in the digital age.”**

*Marc K. Peter*

that vocational training has been too slow to react. For example, the subjects of IT security or digital marketing are missing from many training programs. The economy compensates for this with specialized vocational apprenticeships such as mediamatician, instead of promoting these skills in all profes-

sions. The Swiss economy needs skilled workers with digital skills!

**The change is enormous and progressing rapidly. What advice do you have for companies and people who feel overwhelmed by this development?**

I hope that an open and honest dialog can take place. This includes programs and discussions in companies that support employees. For citizens, there are many events, offers from companies or the Swiss Digitaltag. The first step in the change process is the willingness to open up to the new, digital.

**Finally, the “hit parade” question: How does Switzerland compare with other countries and who is leading the way in digitization?**

In the few country comparisons that exist, Switzerland is in the midfield with many other European countries. But there is a lot of room for improvement. This includes working with employees to determine the potential of the digital age and making our companies more competitive.

**Book Tip**

**Nicole Krättli & Marc K. Peter**

Arbeitswelt 4.0: Das KMU der Zukunft

Führung, Arbeitsplatzgestaltung und Technologieeinsatz im digitalen Zeitalter.

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[www.kmu-arbeitswelt.ch](http://www.kmu-arbeitswelt.ch)



# Brand with strong roots in Basel-Landschaft

**Bringing people and nature into harmony – Weleda’s more than 100-year-old vision captures the spirit of the times. The natural cosmetics company attaches great importance to organic cultivation and sustainability.**

*Delia Pfirter*

Pure nature in Arlesheim – Weleda AG, headquartered in the municipality in the Basel region, produces natural cosmetics and complementary medicine. The company has anthroposophical roots, which is still reflected today in the mindful treatment of people and the environment and a holistic approach. Thus, Weleda pursues the goal of bringing health and beauty to fruition in harmony with nature. As the world’s leading provider of certified natural cosmetics and anthroposophical medicines, Weleda has been incorporating sound pharmaceutical knowledge into the development of its products since 1921.

Over a hundred years ago, the philosopher Rudolf Steiner, together with the physician Ita Wegman, developed the first pharmaceutical preparations and body care products in Arlesheim, whose holistic concept still shapes Weleda’s product philosophy today. Steiner and Wegman, one of the first women

in Switzerland to study medicine, produced medicines and body care products from natural ingredients. Today, Weleda is still at home in Arlesheim, and the headquarters of the group of companies, which is active in over 50 countries, has been located in the canton of Baselland since the beginning.

## **Down-to-earth attitude in the Basel region**

Weleda operates a total of eight medicinal plant gardens on different continents, where it cultivates plants that are used for medicines and natural cosmetics. The gardens

are managed biodynamically, which means that work is carried out in a particularly ecological and sustainable manner.

One of these eight Weleda gardens is located in Arlesheim. “Here we produce natural cosmetic products for the whole world and remedies especially for the Swiss market,” explains Michael Brenner, CFO and member of the Executive Board of Weleda AG. He emphasizes the importance of the company headquarters: “We have been firmly rooted in the Basel region since 1921. We appreciate the combination of internationality and down-







The Weleda management in the in-house herb garden (from left to right): Nataliya Yarmolenko, Dr. Aldo Ammendola, Michael Brenner, Alois Mayer. PHOTO ZVG

to-earth attitude, the good workforce and the inspiring nature here.”

**Strong internationality**

Michael Brenner grew up nearby in the canton of Solothurn and also personally holds the Baselbiet region in high regard. A nature person through and through, he enjoys hiking through the hills of the canton and feels a strong connection with the community of Arlesheim. “With regard to Weleda AG, the Baselbiet also has a special

significance, because one of the birthplaces of our company is located here in Arlesheim. Weleda has a relationship with the region that goes back more than 100 years,” Michael Brenner elaborates. He appreciates the proximity to the borders with France and Germany as well as the strong internationality that goes hand in hand with an open culture. Brenner adds: “It’s an attractive region for skilled workers from a wide variety of industries, fields and origins.”

Arlesheim – a cosmopolitan town? Probably not quite, but Michael Brenner tells an anecdote about it: On every Weleda product, whether shower gel or cough syrup, the place “Arlesheim” is noted on the packaging. This has already helped to make the community known around the world: “A North German explicitly applied to us in Arlesheim because he himself used Weleda products and had thus become aware of the origin. Fortunately, this then resulted in a long-term collaboration.”

# Skilled workers from three countries

**The labor market without borders has always been one of the success factors of the economy in the border triangle.**

*Patrick Herr*

The canton of Basel-Landschaft has many neighbors. Their names are Basel-Stadt, Aargau, Solothurn and Jura, but also Germany and France. More than 850,000 people live in the Trinational Agglomeration Basel. If one speaks of the region on the Upper Rhine, one assumes a catchment area with about 6.2 million people. Here, three countries come together, two languages are spoken and together they form a large agglomeration, which around Basel is alternatively called Dreiland, Dreiländereck or Trois Frontières.

The border triangle is not only worth seeing for tourists and attractive as a place to live, it is also an economically strong region with a prospering SME economy and a globally renowned life science cluster. The well-functioning trinational labor market also contributes to the region's success. This includes Switzerland as well as neighboring Germany and France. Companies have always been able to draw on a large potential of well-trained workers and specialists. Switzerland is an attractive place to work, which is not only due to the higher salaries, as sociologist Cédric Duchêne-Lacroix writes in

an article for the scientific magazine of the University of Basel "Uni Nova". "Particularly attractive, for example, is the prospect of an international career," says the scientist.

The qualification level of the labor force potential has increased in recent years and the share of workers with tertiary vocational training has risen, states the report

**In the border triangle, too, there is a long tradition of being able to hire skilled workers from all three countries and to work across borders.**

"Labor Market on the Upper Rhine 2020" by BAK economic intelligence and Regio Basiliensis. No wonder, because between Basel, Mulhouse, Colmar, Strasbourg, Freiburg and Karlsruhe there are many first-class and renowned universities, colleges and vocational training centers. Education and knowledge, the exchange between the three countries – this has been a strength of this region for centuries and will remain so.

Cross-border commuters have existed since there have been

borders. In the border triangle, too, there is a long tradition of being able to hire skilled workers from all three countries and to work across borders. A total of 6.7 percent of all employees in Switzerland live abroad. Incidentally, about a hundred years ago it was the other way around. More Swiss than foreigners moved across the border for work back that time.

Cross-border workers have always been an important factor for the region and the success of the economy. They can be encountered in all areas of working life: at the information desk in the DIY store, in the laboratory of the life science company, in the office of the insurance company, on the shop floor of the industrial company or in the management of the freight forwarding company. In 2020, 23,107 cross-border commuters worked in the Basel area. That is almost twice as many as 25 years ago: in 1996, there were 13,431. The fact that more cross-border commuters are working in Switzerland is a development that can be observed throughout Switzerland. For comparison: In 1996, a total of 140,000 cross-border commuters were employed in the whole of Switzerland; in 2020, there were more than twice as many, namely 343,000.

This increase in cross-border commuters is not solely due to the liberalization of the Swiss labor market and the introduction of the



free movement of persons, as the Federal Statistical Office (FSO) notes. Economic growth in Switzerland is also a factor influencing the development of cross-border commuter numbers. The federal government's 1996-2020 cross-border

commuter statistics note that growth in the number of cross-border commuters correlates with growth in gross domestic product (GDP). When the economy grows, so does the demand for labor and skilled workers, which must be met

to encourage further growth. Thanks to its favorable location in the border triangle, the economy in the canton of Basel-Landschaft can also fill its jobs with well-trained specialists from Germany and France – and continue to grow.

## **Definition of cross-border commuters**

Cross-border commuters are EU/EFTA nationals who reside in an EU/EFTA state and work in Switzerland (taking up employment or self-employment). Cross-border commuters usually return to their main foreign residence daily or at least once a week.

[Source: State Secretariat for Migration SEM]

## **Work permit for cross-border commuters**

Cross-border commuters from EU/EFTA member states enjoy professional and geographical mobility. Border zones no longer apply to them. They can therefore live anywhere in the EU/EFTA and work anywhere in Switzerland, the only condition being that they return to their place of residence abroad every week. The permit for EU/EFTA cross-border commuters is valid for five years, provided there is an employment contract that is valid for an unlimited period or for longer than one year. If the employment contract was concluded for a period of validity of less than one year but longer than three months, the period of validity of this permit is based on the period of validity of the employment contract. For a period of employment of less than three months, the online registration procedure applies.

Cross-border commuters from third countries can only be granted a cross-border commuter permit if they have a permanent right of residence in a country neighboring Switzerland and have been resident in the border zone for at least six months. In addition, labor market regulations must be observed. As a rule, the first-time cross-border

commuter permit is issued with a validity period of one year and is only valid for the border zone of the canton that issued the permit. Both the change of job and the start of self-employment require a permit.

[Source: State Secretariat for Migration SEM]

## **Infobest – Contact point for cross-border commuters' questions**



Infobest is a network consisting of four advice centers distributed throughout the Upper Rhine region. Teams of two to six employees work in the individual advice centers. Infobest Palmrain in Village-Neuf is the advice center that can also answer questions about Switzerland. It is located in a former French customs house in the border triangle of France, Germany and Switzerland. Since its foundation in 1993, Infobest Palmrain has been the contact point for associations, companies, administrations and political actors. The bilingual employees help free of charge with all cross-border questions between Germany, France and Switzerland. One of Infobest's partners is the canton of Basel-Landschaft.

# An inspiring powerhouse

**The watch industry is an integral part of Basel-Land's economy. Among the best-known brands is the soon 120-year-old Oris in Hölstein.**

*Loris Vernarelli*

For watch lovers from all over the world, Hölstein is a jewel. After all, the small municipality in Basel-Landschaft is home to the Oris company, which has made a name for itself around the globe thanks to the manufacture of luxurious mechanical watches. It is fair to say that the company and the village in the Waldenburg Valley have enjoyed an almost symbiotic relationship for 118 years – without the locational advantages offered by Hölstein, Oris would probably have lacked the basis for stable and successful development. This connection is celebrated in the new logo: The words “Hölstein 1904” have been emblazoned below the company name for the past four years.

At a time when traditions are increasingly losing their significance and the search for change is taking on sometimes obsessive traits, Oris is a laudable exception. Not only has the location been the same for over a century, no, even the production facility has hardly

changed, at least from the outside. The historic, salmon-colored building complex on the main street still dominates the townscape today. Inside, however, innovation is alive and well, as the latest product impressively demonstrates: the “Calibre 400”. Co-CEO Claudine Gertiser-Herzog speaks of a “milestone” for Oris, as it is the first automatic movement developed entirely in-house by the engineers. Five-day power reserve, the high level of magnetic protection and the

ten-year warranty testify to a high-quality product.

But back to the location. Claudine Gertiser-Herzog explains that this is one of the decisive factors explaining the growing success of the watch brand from Basel-Landschaft. “The nearby nature is our inspiration, our place of power!” she emphasizes emphatically. She says it’s liberating, for example, to eat your sandwich on the edge of the forest during your lunch break and switch off. The co-CEO then mentions the great



The newly opened store at the Oris headquarters in Hölstein makes the hearts of all watch lovers beat faster.

IMAGES: ORIS



With patience and flair, Oris watchmakers get down to the delicate work.

advantage of Hölstein – the idyllic location combined with the good transport links. The train station and highway feeder road are very close by, she says, “and with the new

Waldenburgerbahn (Waldenburg Valley-Train), which is currently under construction, everything will go even faster.” Another advantage of the location that Gertiser-Herzog

emphasizes in the interview is the good contact with the authorities, both on a communal and cantonal basis. These would always have an open ear for the most diverse concerns. “The canton of Basel-Landschaft takes care of its companies,” adds the Oris boss.

If you produce on a greenfield site and are surrounded by nature, like the watchmaker, which was named after the stream that flows nearby, you can’t avoid the topic of sustainability. “Sustainability is in our DNA,” says Sonja Opel, PR & Event Manager at Oris, elaborating on the “Change for the Better” campaign. This, she says, inspired products to raise funds for humanitarian organizations and environmental movements and bring their causes to the public’s attention. It also motivated the design and development teams so that Oris can now offer bracelets made from recycled PET and sustainably sourced leather, watch boxes made from algae or recycled paper, and products with materials made from recycled plastic. There have also been ecological changes at the headquarters in Hölstein, or more precisely on the roof: since last November, solar panels have been generating 60 percent of the electricity required by the company.

But the list of news does not end here. The visitor center is in the opening phase, Sonja Opel proudly announces. The centerpiece is the store, which also serves as a showroom. Watch collections and accessories are presented in an elegant ambience. The “Waldenburg Experience” offer is somewhat surprising: regional products such as syrup or beer are sold under the meaningful title. Further proof of Oris’ close ties with the valley and the Basel region in general.

# Locally anchored – globally networked

**The Canton of Basel-Landschaft is excellently connected to Switzerland, Europe and the world on all transport routes. In the narrower perimeter, it convinces with enormously short distances, but thanks to the Rhine ports and the nearby EuroAirport, it is also optimally adapted to the long distances.**

*Compilation: Daniel Schaub*

Air, sea, road and rail transport – all this combines within a few kilometers in the economic canton of Basel-Landschaft. For companies, the short distances and the variety of logistical options are a decisive advantage in the market. An overview of the four important modes of transport, their significance and important infrastructure projects for the future.

## The EuroAirport



The trinational airport EuroAirport Basel-Mulhouse-Freiburg is based on a Swiss-French state treaty from 1949 and has been developed over the decades into a modern regional airport with connections to numerous European destinations. The route network includes scheduled flights to around 100 airports in more than 30 different countries, which are generally served directly several times a week or daily without changing planes. The market leaders are easyJet and Wizz Air, followed by Lufthansa, TUIfly, Air France and British Airways. The presence of the world's leading airline alliances Star Alliance, SkyTeam and oneworld, which offer connections to their hubs in London, Paris, Frankfurt, Munich, Düsseldorf, Amsterdam, Brussels, Madrid, Istanbul, Barcelona and Vienna several times a day, provides passengers with optimal connections to all European intercontinental hubs. Since the turn of the millennium, passenger traffic has tripled, surpassing the nine million

mark for the first time just before the Corona pandemic in 2019.

EuroAirport connects the economically strong regions of northwestern Switzerland, Alsace and Baden-Württemberg in the heart of Europe and is considered the best-developed airport in the Upper Rhine region. The airport is of crucial importance for the success of the economic and living space of the border triangle. With an annual added value of 1.6 billion euros, it makes a significant contribution to the national economy.

The range of services at EuroAirport will continue to develop. In the passenger sector, the perspectives lie in the expansion of Eastern European connections, in the optimization of the offer in the area of classic business destinations and in the area of vacation flights, as well as in the broadening of the offer by additional airlines. In the cargo sector, the old cargo hall will be converted to meet the needs of express cargo and express cargo activities will be consolidated at a single location. Another important project for EuroAirport and the region is the direct rail link. This project was officially relaunched by the French government at the beginning of 2010. The EAP EXPRESS support association, which was founded in October 2010, is promoting the project with various measures to ensure that travelers and employees have better access to





the airport. Another future construction project is the construction of a 200-room hotel in the immediate vicinity of the airport terminal.

[www.euroairport.com](http://www.euroairport.com)

## The Rhine ports



The Swiss Rhine ports form the Swiss transport hub on the Rotterdam-Basel-Genoa freight corridor. At the three port locations Basel-Kleinhüningen, Birsfelden and Auhafen MuttENZ, around 6 million tons of goods and over 100,000 containers are handled each year. With CHF 1.1 billion in added value and over 3,000 jobs, the Swiss Rhine ports are an important economic factor for the whole of Switzerland.

Rhine shipping has a long tradition in the Basel region. It is based on the Mannheim Act of 1867, which guaranteed Switzerland access to the sea under international law. The first port facilities in Basel were built from 1906 onwards, and by



1940 port facilities in the suburbs of Birsfelden and MuttENZ (Auhafen) had also been added. Today's Swiss Rhine Ports (SRH) were formed in 2008 from the merger of the Rhine Ports of Basel-Landschaft and the Rhine Navigation Directorate of Basel-Stadt as an institution under public law.

The Rhine ports fulfill a central function for the security of supply in Switzerland and manage storage facilities as national emergency storage facilities on behalf of the Federal Office for National Economic Supply. Thus, tank farms with a capacity of 1.25 million cubic meters and grain silos with a capacity of 385,000 cubic meters are ensured.

The port facilities on the Rhine are undergoing a transformation

process. In Basel, a third port basin with optimized connection of container traffic to the railroad is being realized under the title "Gateway Basel Nord"; associated with this is a conversion of the previous areas at Klybeck-Quai and on Westquai Island into a new urban area with residential and commercial uses.

The harbors on the site of the canton of Basel-Landschaft are also being gradually modernized. For example, the canton, municipality and SRH have defined a joint target vision "Port of Birsfelden 2040+". In 2020, the southern connection of the port railroad from the port of Birsfelden and Auhafen MuttENZ via the industrial area Schweizerhalle/ Salina Raurica to the freight station MuttENZ was put into operation.

[www.port-of-switzerland.ch/](http://www.port-of-switzerland.ch/)



## The railroad



With the two train stations SBB and Badischer Bahnhof, the city of Basel has direct connections to the most important Swiss cities as well as to Germany and France. There are direct connections to Zurich airport via Pratteln station. The most important cities in German-speaking Switzerland (Bern, Zurich) can be reached within an hour from the Liestal and Basel stations.

The “Herzstück” project – a connection between the SBB, Badischer Bahnhof and St. Johann stations with a new central station “Basel Mitte” is intended to lead the rail infrastructure of northwestern Switzerland into the future. In Liestal, the capital of the canton of Basel-Landschaft, the four-track expansion is being driven forward with extensive construction measures. This expansion and the unbundling of the Pratteln and Basel East-Muttenz rail sections will

lead to a further increase in the frequency of commuter rail services in the coming years and further optimize travel times for working people. The new tramway line 18, the former Waldenburg line from Liestal to Waldenburg, is also under construction.

The planned rail link to EuroAirport will create new through connections from Liestal and Laufen to EuroAirport. The rail infrastructure projects will lead to the desired standard with various expansion steps in the “Basel 2040 target picture” of the trinational suburban rail organization “trireno”.

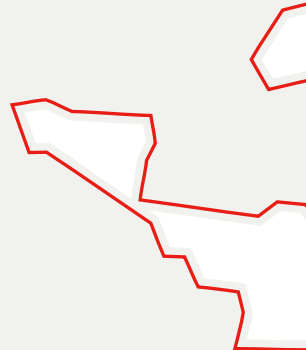
The Basel SBB marshalling yard is located in the immediate vicinity of the Schweizerhalle industrial site on Muttenz soil. It is one of the largest marshalling yards in Switzerland and, as a border station, has the greatest international significance on the important north-south axis of the Neat. From 2007 to 2013 and from 2018 to 2021, the two marshalling yards (separated into north-south and south-north traffic) were extensively renovated.

[www.sbb.ch](http://www.sbb.ch)

[www.db.de](http://www.db.de)

### Travel times by train [best options]

<b>0:53</b> hours	○ Basel SBB ◆ Zurich Main Station
<b>1:09</b> hours	○ Basel SBB ◆ Zurich Airport
<b>0:58</b> hours	○ Basel SBB ◆ Berne
<b>1:02</b> hours	○ Basel SBB ◆ Lucerne
<b>2:44</b> hours	○ Basel SBB ◆ Geneva
<b>3:06</b> hours (TGV)	○ Basel SBB ◆ Paris
<b>2:42</b> hours (ICE)	○ Basel Bad. Bhf. ◆ Frankfurt Airport



## The road



The canton of Basel-Landschaft is ideally connected to the national road network. After the Basel border crossing, the A2 and A3 run together to the Augst junction and from there as the A3 directly to Brugg and Zurich with connections to eastern and southeastern Switzerland and as the A2 in the direction of Lucerne-Gotthard-Ticino. At the

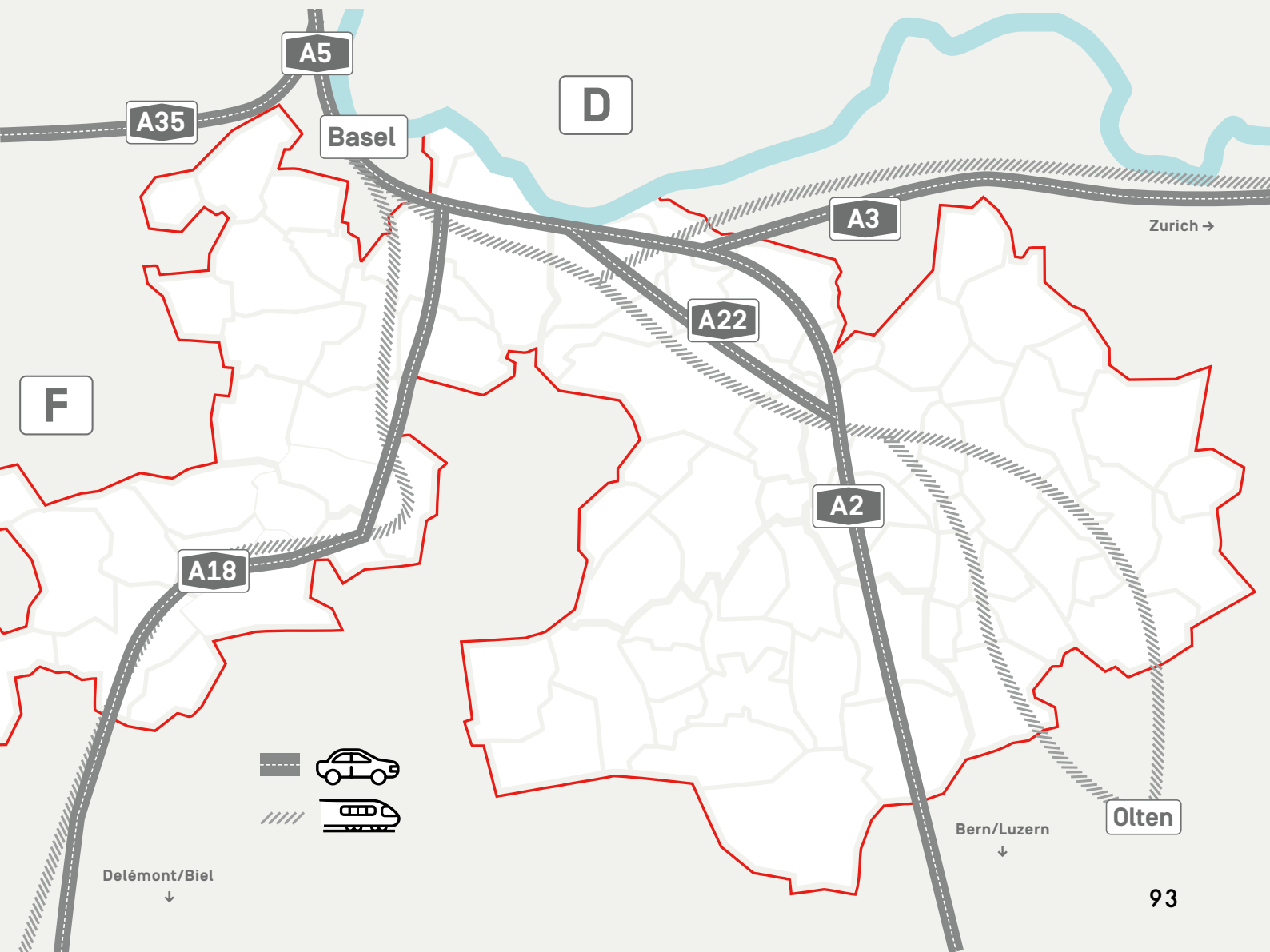
Egerkingen junction, the A2 and A1 intersect in the direction of Bern and western Switzerland with the major cities of Lausanne and Geneva.

For transit traffic in the direction of Germany, the “Rhine Tunnel” project will be tackled in the coming years. This will connect in the south to the current Birsfelder feeder road just outside the city of Basel. The connection in the north will be at the current Klybeck exit and the Wiese ramp bridge. This will relieve the existing national road of traffic to and from France as well as Basel Kannenfeld and Allschwil. In addition, the connection of traffic to and from Germany is planned to be realized at the same time as the Rhine tunnel. The construction is

expected to start in 2029, with commissioning in 2035 as things stand today.

The Birstal is also connected to high-capacity roads with the A18 highway (Basel-Aesch) and the Ergolzthal with the A22 (Pratteln-Sis-sach). The canton of Basel-Landschaft will build a new feeder tunnel to the northern bypass for the currently rapidly expanding Bachgraben economic area. In the further planning horizon, a western ring road around the city of Basel to further relieve the communities of Allschwil, Binningen and Bottmingen is also under discussion.

[www.astra.admin.ch/astra/de/home.html](http://www.astra.admin.ch/astra/de/home.html)





Paid Content: Tagungs- und Eventcenter [TEC] Pratteln

# We need space.





The conference and event center in the Haus der Wirtschaft, which opens in April 2021, offers a wide variety of meeting and event rooms. The future begins in the unique themed rooms. Recently, a modern multimedia studio was set up for virtual and hybrid events.

Just lean back in an armchair – hold informal conversations in a living room atmosphere, review the past, and then look ahead. On the screen, at the table or in the comfortable seating area. Successful companies thrive on innovation, vision and adaptability. It is important to retreat from time to time, to design and adapt strategies, to spin ideas and hatch projects. This requires inspiring places of retreat away from the everyday environment, yet close by.

The themed rooms in the state-of-the-art Conference and Event Center (TEC) in the Haus der Wirtschaft in Pratteln offer all of this. They are rooms for ideas, in an environment that opens horizons and allows thoughts to run free. And because it can also be a little exotic, the theme rooms take you all over the world:

- Our retreat.**  
**Casablanca.**
- Our think tank.**  
**Baselland Business Factory.**
- Our Workshop.**  
**Creative Rooms.**
- Our Brainstorming Room.**  
**Panama.**
- Our wave of success.**  
**Triggered in Malibu.**
- Our strategy.**  
**Developed in the boardroom.**
- Our project.**  
**Originated in the Amazon.**
- Our plan.**  
**Born in Mumbai.**
- Our courage.**  
**Unleashed in Malawi.**



The Conference and Event Center (TEC) in Pratteln opened its doors in April 2021 in the Haus der Wirtschaft, which has excellent transport links, and offers room options for two to 300 people. On 2000 square meters with 13 different room concepts, the TEC sets new standards for individual requirements.

Recently, the TEC has upgraded its technical equipment and expanded its already high-quality range of services. The TEC now has a fully equipped multimedia studio that can be used for recording video statements and advertising films or for panel discussions with up to four people. In addition, recordings from the state-of-the-art room can be transmitted via livestream – either to the web or to the auditorium on the first floor of the TEC. Here, the images are shown to their best advantage on the 11 x 3.5 m LED wall. With the Multimedia Studio, the TEC covers the entire event spectrum in times of digital and hybrid events.

All rooms of the TEC – from the individual theme rooms to the auditorium – have daylight. In addition, natural materials and wall plantings create a pleasant atmo-

sphere throughout the building. Now, new elements have been added to the existing lighting in the auditorium and foyer, allowing the lighting concept to be perfectly matched to the event in question – from conferences to formal occasions. In addition, a new ceiling greening in the foyer ensures a pleasant indoor climate and creates a connection to the greened walls in the entrance area.

## More about the conference and event center at HDW:



The theme rooms in the Conference and Event Center (TEC) can be booked online at <https://portal.hdw.ch>

The TEC team will also be happy to answer any questions you may have directly by e-mail [tec@hdw.ch](mailto:tec@hdw.ch) or by telephone +41 61 927 64 55.



A  
paradise  
for  
work-life  
balance





**Work is an important part of life – but the quality of life outside of working hours is just as important. The canton of Basel-Landschaft has an excellent healthcare system, a varied gastronomy and a wide range of cultural, leisure and sports opportunities.**

Work-life balance is an often-cited prerequisite for a fulfilling work and private life. In the canton of Basel-Landschaft, not only is there a first-class range of jobs, but the nearby surroundings offer a wide variety of leisure activities. Health is a top priority here – with a world-class medical offering.

*Compilation:  
Daniel Schaub*



## Health

Healthcare in the Canton of Basel-Landschaft is of the highest international standard. With a total of twelve clinics and institutes at three locations, the organization Kantonsspital Baselland guarantees extended basic care with a comprehensive range of first-class medical services. Emergency wards and its own rescue service are available around the clock.

The government council has adopted the “Focus” strategy for the future of the Baselland Cantonal Hospital, which is already being implemented. The Liestal and Bruderholz sites will be given different profiles for inpatient and outpatient services. At the Bruderholz site, a joint outpatient surgical center “Opera Baselland” is being created as part of a public-private partnership with the Hirslanden Klinik Birshof. The Laufen site is being transformed into an outpatient healthcare center.

The Cantonal Hospital Baselland is the second largest

employer in the Canton of Basel-Landschaft, holds several structural professorships in addition to its commitment to teaching and research, and maintains university ties.

The University Hospital Basel is one of the leading medical centers in Switzerland with high internationally recognized standards. The close cooperation of the University Hospital Basel with the oldest university in Switzerland and the globally leading life science companies in Basel guarantees interdisciplinary treatment concepts and innovations in all medical specialties at the highest level. The University Children’s Hospital is located in the immediate vicinity. The canton of Basel-Landschaft is home to the Rennbahnklinik, the Ergolz-Klinik, the Vista Klinik and the Klinik Arlesheim, other renowned medical and healthcare institutions. The canton also has a well-developed network of general practitioners and therapy practices.



## Culture

The Basel region offers a unique range of museums and cultural institutions. The cantonal capital Liestal is home to the Kulturhaus Palazzo and the Poet and City Museum, Birsfelden to the Theater Roxy, the art space Salts and the very proactive local museum, Gelterkinden to the former cinema Marabu, which is now operated as a cultural center. The Kulturform Laufen, the Trotte Arlesheim or the Theater im Pfarrhauskeller in the historic small town of Waldenburg offer regular cultural events. In numerous communi-

ties there are local cultural activities, local museums, libraries and events.

The Stadttheater Basel is the largest three-discipline theater in Switzerland and has twice been named “Opera House of the Year”. Dance, music and drama are given pride of place. There is a lively small theater and music scene in Basel, the Musical Theater and the Baloise Session at the Messe always attract top international acts, as do the St. Jakobshalle and the St. Jakob-Park stadium. There are around 40 museums in the city

of Basel alone, including the internationally acclaimed collections of the Kunstmuseum and the Fondation Beyeler in the suburb of Riehen.

In Liestal, the Museum.BL in the historic Zeughausgebäude [armory building] enlivens the cultural scene with permanent and special exhibitions and regular events. The attractive cantonal library is also located at the train station. A cultural night is held annually in the capital.

## Sports & Recreation

The canton of Basel-Landschaft has a wide range of sports and leisure facilities. Exercise parks, Vita-Parcours in the forests, fin tracks, beach volleyball courts, public sports facilities and much more invite you to enjoy an individual sports experience. In the canton of Basel-Landschaft, the Starwings Regio Basel basketball team and the Sm'Aesch-Pfeffingen women's volleyball team are two top national teams. There are artificial ice rinks in Laufen, Basel and Sissach, and public swimming and indoor pools in many Basel-Landschaft communities. In summer, swimming on the Rhine is very popular. The hilly landscape invites to short or



extended, but in any case, varied, hiking and biking tours.

FC Basel 1893 is the leading soccer club in the region and ensures international appeal with regular appearances in the UEFA Champions League and other European competitions.

More than 40 different sports are represented in the IG Baselbieter Sportverbände [sports associations], which provide a variety of sporting opportunities.

In winter, when snow conditions are good, sports can be practiced at the higher altitudes of the Basel region [Wasserfallen, Langenbruck, Zeglingen, Oltingen, etc.], be it alpine or Nordic skiing, snowshoeing or sledding on the long Wasserfallen downhill run. The wellness baths of Aquabasilea in Pratteln and sole uno in the directly bordering Fricktal offer maximum relaxation with their saunas, spas and adventure pools.



# Tourism



In addition to the densely populated Ergolz and Rhine valleys, the canton of Basel-Landschaft offers a rural, lovely hilly landscape within a few steps, which offers many leisure options. The

most important sights in the canton are the historic town and village centers of Allschwil, Laufen, Liestal or Waldenburg.

Augst is home to one of the most important Roman settlement ruins in Switzerland: Augusta Raurica. The annual Roman festival attracts thousands of onlookers and provides a deep insight into the Roman way of life around 2000 years ago. In the associated Roman Museum, one of the largest silver treasures of late antiquity can be admired, with 270 objects made of 58 kilograms of pure silver. The Roman legacy in the region also includes road sections and water pipes.

The Wasserfallen gondola in Reigoldswil leads to one of the most popular recreational areas: in summer, the climbing park and hikes that lead to the highest point in the canton or on a

panoramic tour that, with good visibility, offers a view as far as the Swiss Alps are enticing. The Belchenfluh above Eptingen offers the same pleasure.

The historic railroad viaduct of Rümelingen is a popular photo subject in Baselbiet. It is not far to the secluded parish garden in Oltingen with its late Gothic church, in which frescoes from the 15th century can be seen. Arlesheim is home to Switzerland's only cathedral, with its impressive baroque architecture and famous Silbermann organ. A short walk to the Ermitage or Birseck Castle is worthwhile. Impressive castle buildings can also be found in Binningen, Bottmingen or Sissach. The Ebenrain Castle there is used by the canton for prestigious receptions.

# Culinary delights

Friends of upscale gastronomy will not lack for choice in the canton of Basel-Landschaft. In the immediate vicinity, the Restaurant Schlüssel (17, Felix Suter) and the Restaurant Rössli (13, Philipp Wiegand) in Oberwil as well as the Schloss Bottmingen (Guy Wallin, 16) are three gourmet restaurants with Gault Millau points within a few steps and minutes. Other highly decorated chefs celebrating their art in Baselbiet are Francis Mandin at the Basler Stübli of the Hotel Bad Schauenburg in Liestal and Denis Schmitt at Le Murenberg Bubendorf, once the last of three Gault-Millau restaurants in the village.

In addition to top gastronomy, however, the canton offers a large number of classic country and mountain inns where traditional food can still be eaten and "Metzgete" and game specialties are served in the fall. The cuisine in Baselbiet has also developed strongly internationally and allows a diverse culinary world tour in a small area. A special feature is the seasonally open restaurants of winegrowers and winegrowing associations in the vineyards, which have been providing a great variety of wines in the region for several years.







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