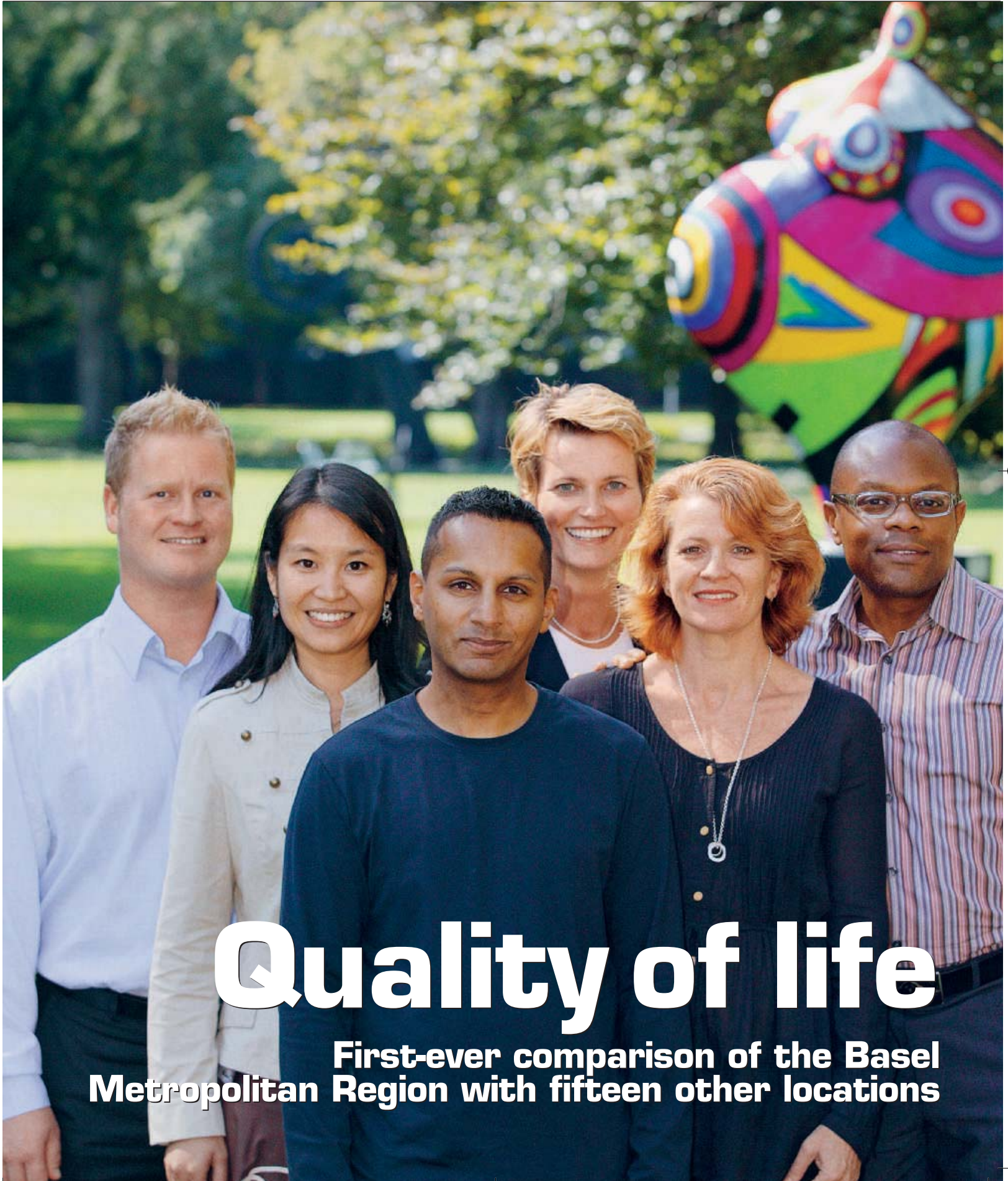


metrobase1

report 2007



Quality of life

**First-ever comparison of the Basel
Metropolitan Region with fifteen other locations**

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metrobasel report

Round Three:

Quality of Life



Martin Hicklin

The publication of this third “metrobasel report” coincides with the plugging of a sorely-felt gap. In the past, the Basel metropolitan region was never included in any city or location ranking based on the quality of life, but now it has featured in such a comparison. In the context of a metrobasel research project, BAK Basel Economics has, for the first time, investigated where Basel and its networked metropolitan environs stand in comparison with fifteen other European locations. The results of the study are presented in this report. They show in detail where the strengths and weaknesses lie.

The fact that it occupies fifth place, ahead of many famous cities and locations (but behind its two Swiss rivals, Zurich and Geneva, which are fortunate enough to have their own lakes) demonstrates that the trinational metrobasel, with approximately 900 000 inhabitants, is able to keep pace with tough competition not only in economic matters, but to some extent as a human habitat too. However, the results also show that the weighting is not evenly distributed. Deficiencies do appear alongside the positive features, and joint endeavours are going to be called for to even these out. How priorities ought to be set was shown for instance in the “metrobasel 2020” vision, which was distributed with the second metrobasel report at the end of 2006. It is a matter of fact that metrobasel and other places are affected by competition, which is tougher than ever before. It most certainly helps that metrobasel has been able not only to defend its remarkable front position as a life-sciences location, as was described in detail in the first metrobasel report in 2005, but even to reinforce it. That also shows up impressively in this third report.

It is not going to be possible to maintain this position without highly-talented members of the workforce from all over the world. Locations everywhere are doing what they can to entice these top talents. That makes it interesting to ask these “newcomers” what made them choose metrobasel and what they regard as its pros and cons now that they are here. A survey of two hundred highly-qualified members of the workforce designed to measure quality of life was carried out by Konso. That survey has served to highlight the interesting views of outsiders, who wish to find an open-minded and tolerant metrobasel – and we are now in a position to compare their views with our own.

The immediate future looks rosy. The metrobasel outlook, which is commissioned by the BLKB (Basellandschaftliche Kantonalbank), is forecasting a decent rate of economic growth on into 2008.

Its driving forces are innovations, inventions and the research that takes place ahead of them. These have given metrobasel its strength. The fruits of earlier investments are now being harvested. So anyone not wishing to miss out on the future must soon start to make sure that they invest further. A good example of this is Basel University, whose quality by worldwide comparison is extraordinarily important for metrobasel.

There is certainly no lack of movement in the metropolis straddling the famous “Rhine Knee”. Large-scale projects are being planned or have already entered the implementation stage. Possible ways of making these processes visible to the population and interested parties are also proposed for the first time in this report.

5 How metrobasel is maintaining its strengths

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Our cover picture

As representatives of the many foreign talents currently working in metrobasel, we have photographed (from left to right) Peter Sandbach, United Kingdom; Amanda Gett, Australia; Yunus Jaleel, United Kingdom; Annette Walz, Germany; Christine McMenemy, Australia, and David Lester, USA – all of them employed by Roche. The photograph was taken in front of Niki de Saint Phalles’ Nana close to the Tinguely Museum by Roland Schmid (Basler Zeitung), inspired by an idea from VischerVettiger, Kommunikation und Design AG, Basel. Wholehearted thanks go to everyone involved. *hckl*

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Quality of life is the focus of the third metrobasel report

How metrobasel is maintaining its strengths

Christoph Koellreuter > **metrobasel as a (gratifyingly successful) life-sciences location is more than ever dependent on top talents from around the world. In attracting them, however, quality of life is one of the factors that count. For the first time, hard data now exists.**

Basel is continuing its success story as a life-sciences location. With a headcount of 36 000 (2006) in this industry, which includes pharmaceutical, agro-tech, bio-tech and med-tech companies, metrobasel now offers the highest number of jobs compared with 2004 and has clearly become the Number One in Europe, ahead of Paris and Milan. It is only in the US regions of Southern California, New Jersey, San Francisco Bay Area, New York and Boston that there are even more jobs available.

FIFTH POSITION OUT OF SIXTEEN. Despite that, a globally competitive life-sciences location has no alternative to making sure that it is attractive for internationally-mobile top talents from all around the world. Quite apart from well-paid jobs, adequate housing and good global and continental accessibility, there are very many hard and soft factors which together constitute quality of life, as highly-qualified members of the workforce would wish to find it. In order to be able to appraise the quality of life from the point of view of such talented individuals, BAK Basel Economics

developed the “BAK Quality of Life Index” especially for metrobasel. This index uses a total of 27 indicators for assessing the quality of life in the three principal fields of the economic environment, the social sphere and environmental conditions and has the advantage compared with other indices that it can be used not only for PR but also for a location’s policy.

It has now emerged that metrobasel ranks in fifth place amongst the sixteen European metropolitan regions included in the comparison, after Zurich, Geneva, Copenhagen and Barcelona.

It would be possible to pass an even more comprehensive and global judgement on the position of metrobasel as far as the quality of life for top talents from around the world is concerned by including data on US and Asian life-science regions too. It is, indeed, the intention to add some to the "BAK Quality-of-Life Index" by collecting such data as soon as the appropriate budget becomes available.

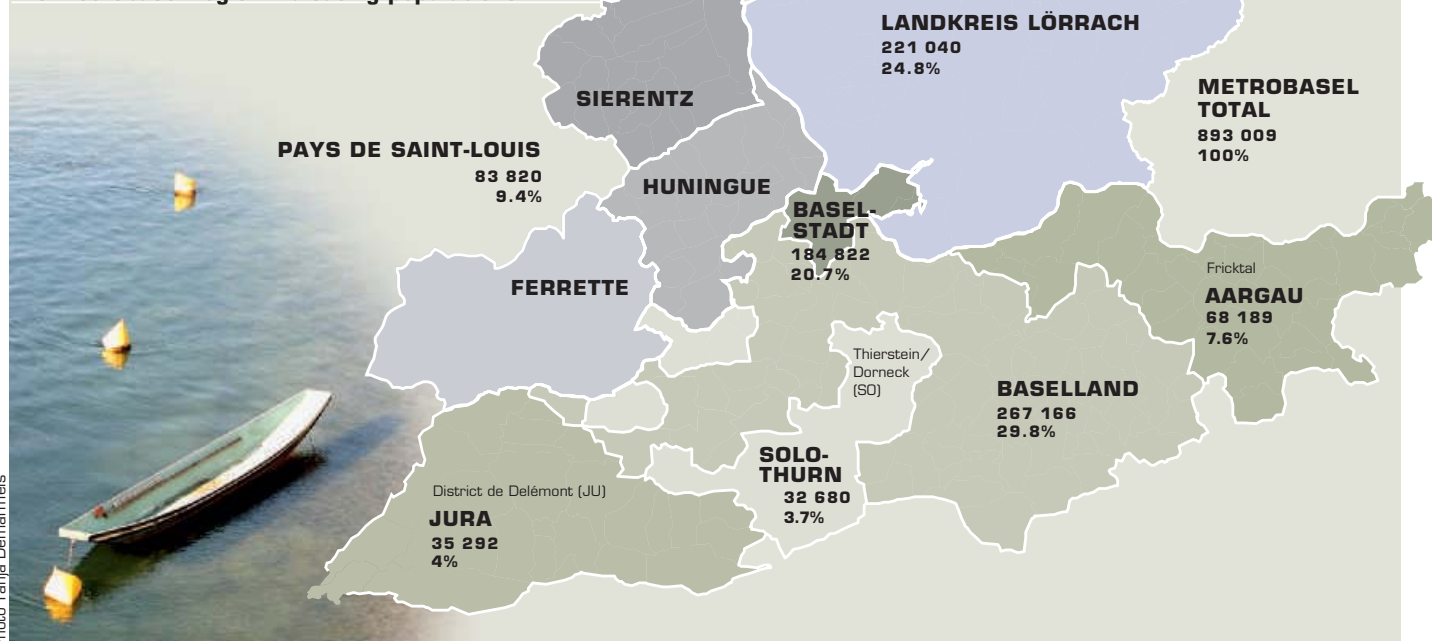
PROMOTING URBAN CULTURE. The attractiveness of the life-sciences jobs in Basel constitutes the basis for the high purchasing power and thus contributes to the high quality of life for the best talents from around the world. If, however, metrobasel is to remain attractive in future for the highly-qualified individuals already living there, as well as for

newcomers, it is going to need additional attractive jobs in those areas where it currently has specific strengths or would be able to develop them. This applies especially to research-intensive activities in new fields of technology as well as business services that are able to benefit from the presence and density of the life-sciences and chemical industry. At the same time, urban-development measures are going to be necessary (in areas such as housing, entertainment and events) in order to promote an urban culture, which will facilitate a climate of openness, tolerance and joie de vivre on top of value added and productivity.

BEST GROWTH. The annual growth in the number of jobs in life sciences in metrobasel of just short of 4% (and even just short of 5% considering only the Swiss part of metrobasel), has been around a whole percentage point higher since 2000 than it was in the 1990s and has not been equalled by any of the other big life-sciences locations in either Europe or North America.

That the number of jobs has grown at a higher annual rate of 5–7% since 2000 in the smaller life-sciences regions of Oxford.

The metrobasel region indicating populations





Cambridge, Lake Geneva and Zurich need come as no surprise. They had a much lower starting situation, with a total headcount in the range of 2000-6000 in life sciences.

Compared with many other sectors, for instance financial services, a far greater percentage of the investments in the life-sciences industry are very long-term ones in research and development. Another possible way of expressing this is that returns only follow investments with a big time lag. The result of this can be that especially highly innovative life-sciences locations are sometimes subjected to phases of comparatively low growth in productivity.

Notwithstanding the high intensity of investment (the Swiss part of metrobasel – i.e. the cantons of Basel-Stadt and Basel-Landschaft taken together – spent more than 7% of GDP on research and development between 1995 and 2005, a proportion not reached by any of the other sixteen regions included in the BAK Basel Economics study), labour productivity in the metrobasel life sciences improved by 4.5% per annum between 2000 and 2006, which was three times higher than the economy as a whole. This was the fruit of

earlier investments and improved research efficiency.

ON A PAR WITH NEW YORK. With an annual real growth in gross added value of well over 8% (approximately 9% for the Swiss part), metrobasel has been the joint leader – along with New York – of the growth league table of the big life-sciences locations of North America and Europe since 2000.

This uninterrupted Basel success story in the life sciences has its foundations primarily in the good-to-very-good life-sciences-specific regulatory situation but also in the general nature of the regulatory measures. Relative to the potential impact on metrobasel's gross domestic product, these regulatory measures are laid down in more than three-quarters of all cases at the level of the Swiss Confederation and the cantons of Basel-Stadt and Basel-Landschaft.

THE BEST GENERAL CLIMATE FOR LIFE SCIENCES ANYWHERE IN THE WORLD.

As presented in detail in the contribution from Plaut Economics (page 20), the regulatory situation in Switzerland is good-to-very-good as far as matters of specific concern to life sciences are concerned.

The existing regulations offer complete patent protection and those governing prices, approvals, research and the labour market promote a fertile climate for innovation. In the named areas, Switzerland is in a better position than most of the member states of the European Union. It is only the USA and, in certain sub-sectors, the United Kingdom that have an equivalent general regulatory situation.

Given the lower average taxation levels by comparison with the USA and the United Kingdom for businesses and highly-qualified employees, it is no surprise that in the Swiss part of metrobasel – and in Switzerland as a whole, for that matter – the real annual growth in gross added value in life sciences, at around 9% between 2000 and 2006, should be appreciably higher than in most of the English-speaking life-sciences regions considered by BAK Basel Economics.

Thanks to its innovation-friendly regulatory situation and low levels of taxation, at least the Swiss part of metrobasel is in a position to compensate for deficiencies in the regional knowledge base by importing innovation resources, which means first and foremost highly-



"Basel University still has massive ground to make up".

Photo Tanja Demarmels

qualified members of the workforce specialised in life sciences.

WHERE ACTION IS NEEDED. The point was made clearly in the first "metrobasel report", which was published back in November 2005, that favourable regulation in matters specific to life sciences and a low level of taxation were undeniably necessary conditions for metrobasel's long-term life-sciences success, but were not adequate just by themselves. To make sure that metrobasel is still up amongst the globally leading life-sciences locations in 2020, it must take determined action in two fields in particular, namely higher education and the quality of life in the metropolis. This tallies entirely with the conclusion of the "metrobasel 2020 vision", which was published in the second "metrobasel report" in November 2006 and had been drawn up by fifty representative personalities, who had been selected from amongst the partners of BAK Basel Economics' metrobasel programme from the fields of politics, business and civil society.

DEFICIENCIES IN HIGHER EDUCATION. Taking the index produced by Shanghai University of the research quality of the

500 best universities in the world, Basel University has managed to improve its position by nine places compared with 2004. However, taking the sum of the scores of the two best universities in each of the sixteen life-sciences regions studied by BAK Basel Economics, metrobasel's 82nd ranking in 2007 still left it in bottom place amongst this subset. Taking the index of the *research quality* of the 100 best universities in the field of the *life sciences*, Basel performed much better with rank 35. Basel University, however, still has massive ground to make up when compared with the much better placed top-two universities based in each of the US life-sciences regions of Boston, San Francisco, Southern California and New York, namely Harvard, MIT (Massachusetts), UC San Francisco, Stanford (San Francisco Bay Area), UC San Diego, California Institute of Technology (Southern California), Columbia and Rockefeller (New York).

PARTNERS. In considering partnerships between Basel University and other institutions of higher education in Switzerland and possibly in the Upper Rhine region more generally, it must, nevertheless, be borne in mind that all the universities on this territory perform well short of the American Ivy League, and only Zurich University, in position 29, is better placed than Basel University. The Federal Institute of Technology (ETH) in Zurich manages no better than 63rd position, and the University of Freiburg im Breisgau (Germany) is even lower, in 65th place. With the sole exception of Geneva University (ranked 79th), none of the other universities making up the hundred best in life sciences is located in either Switzerland or the Upper Rhine region.

MORE RESOURCES FOR LIFE SCIENCES AT THE UNIVERSITY. It is not going to be possible to move Basel University up to the level of the US top league and to attain the central objective of the "metrobasel 2020" vision of having it climb from rank 35 in life sciences (2007) to rank 10 (2020) unless very significantly more resources are channelled into its life-sciences disciplines.

The efforts started in recent years must now be further intensified and accelerated. The steps of creating the FHNW (University of Applied Sciences of Northwestern Switzerland) in 2004, declaring Basel University to be *the* university of the two sponsoring cantons of Basel-Stadt and Basel-Landschaft, and the choice of metrobasel as the location for the systems biology institute of the Federal Institute of Technology Zurich (ETH-Z) are to be appraised as important and very positive. Further steps must now follow.

TAPPING NEW SOURCES OF FINANCE. In addition to implementing the research

strategy in the high-profile area of the life sciences at Basel University (discussed in detail by the Vice-President responsible for research at Basel University, Prof. Meier-Abt, on page 24) more intensive thinking must be put into considering unconventional sources of funding, such as:

- > appreciable increases in student fees, combined with an expansion in the system of grants (to include, inter alia, performance-related grants);
- > reform of the Swiss federal law governing donations and inheritance and the corresponding fiscal legislation to make it much more attractive to make donations to universities;



Photo Roland Schmid

Christoph Koellreuter:
"metrobasel is Number One in life sciences in Europe."

- > participation of other local-government bodies (outside of the cantons of Basel-Stadt and Basel-Landschaft) as well as private individuals in Basel University; and
- > transfer of the real-estate portfolio to the university itself, with the possibility for it to make the most out of managing it and generating revenue.

Any strategy aimed at enhancing the global position of metrobasel in life sciences most certainly has to include encouragement for setting up life-sciences ventures, along the lines put forward for discussion by the Basel Chamber of Commerce back in 2004.

Christoph Koellreuter is head of the metrobasel programme as well as being the founder of BAK Basel Economics and chairman of its board.

quality of life



Outcome of the quality-of-life comparison with fifteen other locations:

metrobasel is attractive, but far from top on every score

Richard Kämpf > **Metrobasel is attractive for top talents from around the world. Its economic environment is enticing, and its environmental conditions are appealing. There is, nonetheless, need for improvement in the social sphere.**

The be-all and end-all of any benchmarking exercise is the selection of the comparator regions. The cities included in the benchmarking for metrobasel were the two Swiss metropolitan regions of Zurich and Geneva along with a further thirteen European metropolises. These are not primarily locations in competition with the Basel life-sciences industry but key European metropolitan regions in general competition with metrobasel as such. The conviction underlying this selection is that metrobasel needs to face up to the challenge of competing for the best talents not only in the life-sciences cluster, but also, in particular, in urban services incorporating

high added value. metrobasel must offer attractive conditions for talented people from both the life-sciences industry and the urban sector in general if it is to be successful in the intensive location competition prevailing amongst the metropolitan regions.

FIFTH PLACE. Highly-qualified individuals find the highest quality of life in Zurich and Geneva. That shows up clearly from a comparison based on the BAK Quality-of-Life Index (BAK QoL Index). These cities are followed at some distance in the ranking by Copenhagen. metrobasel occupies fifth place, offering a similarly high quality of life to Vienna and Barcelona. London is positioned in the midfield, while Paris manages no better than fourth-from-last place. Of the metropolitan regions selected, it is Milan that offers talented people the lowest quality of life.

ECONOMY AND ENVIRONMENT AS PLUS POINTS. metrobasel is well positioned when it comes to competing for the best talents. This is due first and foremost to its economic attractiveness. The pre-eminent position of the life-sciences industry makes a decisive contribution to that. There are, however, other factors too contributing to the quality of life for highly-qualified members of the workforce in this area, of which the most important are the moderate rate of taxation imposed on highly-qualified persons by international comparison, a properly functioning property market and an efficient, well-meshed transport network. The survey of more than 200 highly-qualified individuals (cf. pages 16 and 17) produces a similar evaluation. metrobasel manages to achieve high satisfaction values for those quality-of-life factors that can be rendered objective and which play a major role particularly in the phase of deciding to move from



**metrobasel's centres lack vibrancy;
the SBB railway station in Basel.**

Photos Tanja Demarmels

one place to another, such as mobility potential, cost of living, tax burden and residential attractiveness.

SOCIAL SPHERE COULD BE BETTER.

Compared with the European capitals, metrobasel fares adequately in the social sphere, but must, nonetheless, content itself with a position in the lower part of the overall ranking. metrobasel offers a high standard especially in safety, security and healthcare provision – as the survey reveals. In the fields of education and leisure amenities, metrobasel performs very admirably – particularly considering that it is one of the smallest metropolitan regions included in the comparison. Basel cannot, of course, offer the sheer mass, colourfulness, vivacity and cultural diversity of larger metropolises. The expression of enthusiasm regarding the social sphere that emerged from the survey of highly-qualified individuals was below average. In this context, a factor is considered to have a value reflecting enthusiasm if approximately 80% of the respondents react positively to it. Overall, the substance of new experiences, leisure and culture in metrobasel was rated less positively than its closeness to natural countryside. Those questioned replied that, after moving into the region, its location at the “crossroads between three countries” had

had a positive impact on their perceived quality of life.

ATTRACTIVE ENVIRONMENT. metrobasel's closeness to natural countryside scored surprisingly strongly as an expression of enthusiasm in the survey of the highly-qualified individuals. The BAK concept for measuring quality of life confirms that metrobasel does indeed have attractive environ-

mental conditions. In company with the other two Swiss metropolises, Zurich and Geneva, and the Scandinavian cities, metrobasel offers above-average environmental conditions. It is clean and offers both short distances and intact areas of nature.

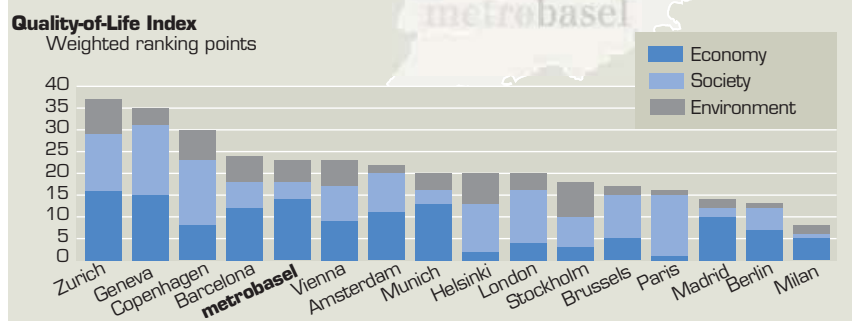
Richard Kämpf is a project manager with the metrobasel “Quality of Life” research projects and a member of the executive committee of BAK Basel Economics.

The BAK “Quality of Life” Index: principal fields, components and indicators



Comparison with Mercer

The measuring concept underlying BAK Basel Economics' Quality-of-Life Index produces similar results to the survey carried out by Mercer Human Resource Consulting. The Mercer study also has Zurich and Geneva coming out top in a worldwide comparison. Vienna then follows them in third place, while Milan is only 51st by international comparison. The good position achieved by metrobasel applying the BAK QoL Index shows that it is internationally amongst the leaders when it comes to quality of life and is thus attractive for highly-qualified individuals and the best talents from around the world.



Study and metrobasel report available in the Internet

A more detailed version of the results of the metrobasel “Quality of Life as a Location Factor” research project by BAK Basel Economics is available at: > www.metrobasel.org



The economic environment in metrobasel

Life sciences a true magnet, but services rather meagre

Richard Kämpf > **Metrobasel offers top talents an enticing economic environment. If it wants to maintain its top position, metrobasel is going to have to intensify its development as a location for high-added-value services.**

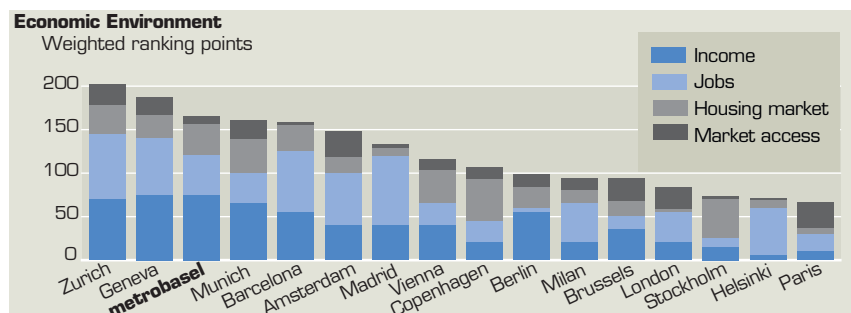
An attractive economic environment plays a decisive role in the global competition to attract the best talents. There are numerous questions that play a part in this.

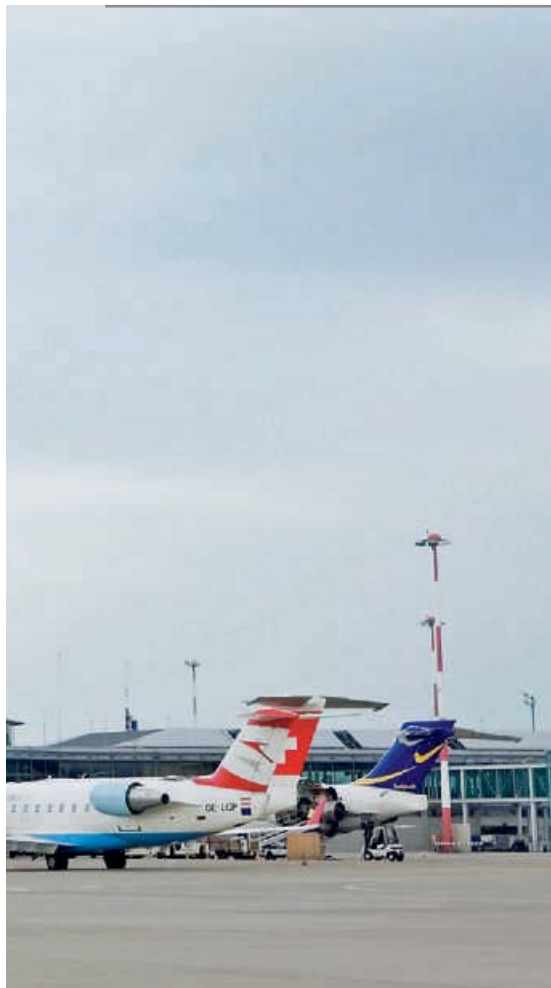
Are there enough jobs? What are the earnings prospects (gross and net)? Is there enough attractive housing? What is the price/performance ratio on the regional property market? How well is the Basel Metropolitan Region connected to the global markets (market access)?

The results of the study carried out by BAK Basel Economics confirm that metrobasel does indeed offer an appealing eco-

nomic environment for talented people from around the world. One big contribution to this comes from the prosperous life-sciences industry, which guarantees attractive jobs and high incomes in metrobasel. Despite the relatively high cost of living by international comparison, the earnings prospects and purchasing power are outstanding in metrobasel. Another aspect contributing to its attractiveness by international comparison is the moderate level of tax levied on highly-qualified members of the workforce.

TOO FEW ATTRACTIVE JOBS OUTSIDE OF LIFE SCIENCES. One challenge for metrobasel is the slow rate of growth in the number of jobs outside of the life-sciences industry. Whereas the headcount in the life-sciences industry has grown by an annual mean of 3.3% over the past ten years, the annual growth in the total number of new jobs has been only 0.6% over this same pe-





**metrobasel's gateway to the world:
the EuroAirport Basel Mulhouse Freiburg.**

Photo Tanja Demarmels

riod. Its position is more satisfactory when it comes to the creation of jobs for highly-qualified members of the workforce with an annual growth rate of better than 2%.

**NEED TO STRENGTHEN THE SERVICES
SECTOR IN METROBASEL.** If metrobasel
is to consolidate its top position as regards

the earnings and labour-market environment for talented people, it is going to have to strengthen its services sector. metrobasel must enhance the attractiveness of services targeted mainly on consumers and on businesses. If it fails to do that, it may well remain globally attractive for top employees, researchers and specialists from the life-sciences industry, but will run the risk of offering too little in terms of both quantity and quality for talented people from other areas of the economy.

The strategy for the further development of metrobasel as a business location thus involves striking a tricky balance. On the one hand, it must do everything it possibly can to keep its life-sciences industry at the world's leading edge; on the other hand, however, it needs to strengthen its position as a services centre. One precondition for succeeding in the latter endeavour is for the currently institutionally fragmented metrobasel to develop into a homogeneous services centre, with a high urban density, that will make its mark internationally.

**FUNCTIONING HOUSING MARKET BUT
WITH DEFICIENCIES.** The survey results also showed that it is fairly easy for both Swiss and non-Swiss citizens to find somewhere to live in metrobasel. Those questioned also found the residential quality to be good and they commented that they were particularly favourably struck by the intact balance between built-up land and attractive countryside. When costs are taken into consideration too, metrobasel still has a properly functioning property market. There are, however, deficits in the topmost segment of the real-estate market. It has only been in the very recent past that the need for top-quality urban dwellings has come to be more clearly recognised, and this has been followed by measures such as

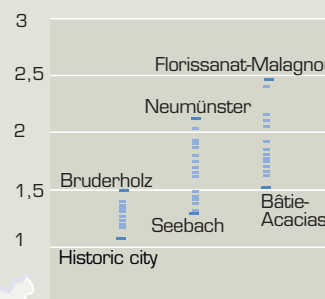
moving administrative units out from the historic centre.

THE AIRPORT AS AN IMPORTANT GATEWAY TO THE WORLD. Highly-qualified members of the workforce are very mobile, and having good connections with the international and global economic centres is particularly important for them. The network of travel possibilities available from metrobasel today is rather impressive, and its central location within Europe is definitely an advantage for it. Constant efforts to improve the accessibility of metrobasel by road, rail and air remain important for it to sustain its current position.

METROBASEL IS WORLD-CLASS, WHICH IS PRECISELY WHY IT FACES A TOUGH CHALLENGE. By and large, the economic framework conditions for talented people in metrobasel are outstanding. It is very important indeed to maintain this top position because it is automatically associated with an excellent economic environment in the expectations of talented people. If metrobasel's economic environment fails to live up to such expectations that will very quickly be regarded as a severe disadvantage for the location.

Apartments in Basel, Zurich and Geneva

Transaction price in millions of Swiss francs for a new, luxuriously appointed 4.5-room owner-occupied apartment with a living area of 130 square meters occupying the best location



Price ranges on the property market: comparison between the cities of Basel, Zurich and Geneva

Are there no absolutely top property locations in Basel? Is Basel lower down the preference scale of highly-qualified individuals than Zurich or Geneva because there are no apartments available for top earners that are commensurate with their "status"? A comparison of the prices paid for owner-occupied apartments in individual districts of Basel, Zurich and Geneva casts light on this matter. What is decisive is not differences in the general level of prices, since they are determined by factors which affect all the housing in the whole of a commune but the price differences within one and the same location. These reflect the quality differences between its various districts. The results show that the range of housing prices in the city of Basel is appreciably narrower than in Zurich and Geneva. The price difference between the cheapest and most expensive districts within Basel is 27%, in Geneva 36% and in Zurich as high as 40%. The top residential locations within Zurich and Geneva thus seem to have a higher relative location quality than those in Basel. But what makes a residential location into a top one? Apart from the general quality of a

district, its peace and quiet, and also a good amount of sunshine, having a view certainly plays a decisive role. A distinction needs to be made here between simply having any longer-distance view at all and views more specifically of mountains or lakes, which are considered superior. It is having a view of a lake that makes a good residential location into a top one. This is borne out by the fact that approximately two thirds of the one hundred most expensive communes in Switzerland (excluding those dominated by tourism) are either built directly on the banks of a lake or have a view of a lake thanks to the lie of the land. A similar finding emerges when individual regions are analysed. Even in those regions where price levels are generally low, the highest prices are paid for lakeside properties. Given the general lack of mountain and lake views in Basel, its best residential locations are hardly going to be able to rival those in Zurich or Geneva. If the Rhine banks can be upgraded, there is certainly potential there for developing an attractive residential district – for highly-qualified individuals too. *Dominik Matter, Fahrländer Partner Raumentwicklung*

quality of life



The social sphere in metrobasel

The blend would be good, but the glamour is lacking

Andrea Wagner > **Metrobasel offers an attractive blend of urbanity and nearness to nature, all close together. However, it is no trendsetter in matters of glamour and lifestyle.**

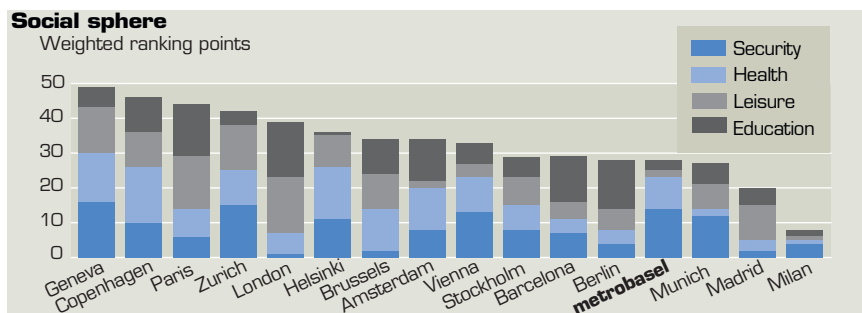
In attempting to attract the best talents, the factors of the social sphere, the so-called “soft factors”, are decisive too. Highly-qualified individuals from around the world like to go and live in places where

other talented people are already living and where they are going to find attractive education and leisure opportunities. The next obvious questions to ask were: what is the educational situation like in metrobasel and how good are the leisure amenities? This is, however, not the end of the story, since there are other components making up the quality of life, such as safety, security and a good system of

healthcare, which must be assured as a matter of course in competing for the best brains.

A SAFE, SECURE AND HEALTHY LIFE.

The BAK method for measuring the quality of life shows that the social side of the quality of life is best of all in Geneva. According to the BAK QoL Index, that city is followed by Copenhagen and Zurich, with London lagging somewhat behind them. By way of contrast, the social sphere in metrobasel comes off worse than average. Despite that, it still manages just about to keep pace with the best European metropolises in the benchmarking comparison. Its social sphere is ranked as positive to roughly the same extent as that of Barcelona or Berlin. Both the survey of the highly-qualified individuals and the results produced by the BAK QoL Index show that metrobasel meets up to the expectations of talented people from around the world.





Much appreciated city-centre meeting places: the bar in Restaurant Noohn.

Photos Tanja Demarmels

WEAKNESSES IN EDUCATIONAL OFFERINGS.

Is there in the case of metrobasel a critical mass of talented people that must be reached before it becomes attractive for further talented people? Some 31% of the metrobasel inhabitants have a tertiary qualification (conventional university, university of applied sciences or advanced vocational college). The proportions of highly-qualified individuals are noticeably higher in London (39%), Paris (40%) and Geneva (37%). Given that most of the other regions have several universities, metrobasel with only one is at a clear disadvantage as a location compared with other regions included in the benchmarking in terms of the number students (and hence their diversity) – i.e. the talented participants in tomorrow's labour market. In terms of the quality of its university, however, Basel certainly holds its own with the metropolitan regions and it is making up ground as far as international schools are concerned too.

NOT EASY TO ESTABLISH CONTACTS.

The attractiveness of a metropolitan region for the highly-qualified does not just increase as a function of the numbers of talented people already there, since there have to be simple possibilities for coming into contact with one another. The highly-qualified individuals who participated in the survey, however, describe social networking in metrobasel as difficult. People from abroad, in particular, have the feeling that the welcome they receive here is not always as cordial as they would expect.

NOT MUCH ATTRACTION IN THE LEISURE SEGMENT.

If a metropolitan region is going to be successful in attracting top people, it needs a centre with rich offerings in the field of cultural activities and leisure amenities. Museums, galleries, exhibitions, fairs, restaurants, night clubs, shopping facilities, concerts, theatres and very much more form the basis for organising top-grade leisure-time activities. Both the BAK concept for measuring the quality of life and the survey of the highly-qualified individuals show metrobasel to be below average as far as an attractive range of leisure activities is concerned.

HIGH-GRADE CULTURE BUT NOT EXCITING ENOUGH.

Museums, such as the Art Museum and the Beyeler Foundation, one of the best theatres in the whole German-speaking world and Basel Art, belong to the high-grade culture that is on offer in Basel and that is well-known way beyond its borders. The benchmarking comparison shows that Basel is actually in the "Champions League" with its collection of museums, although it does not manage to make it to one of the top ranking positions on account of the strong competition from the European capitals. The survey findings can be interpreted as pointing in the same direction. This is reflected in the fact that the survey respondents, although not going as far as to express enthusiasm for the available museums, nonetheless recorded a relatively high level of satisfaction. What they miss, however, is an "exclusive, trendy cultural scene". Their responses to questions dealing with this particular issue were in the "frustration range". In

Basel there are too few people setting trends, spreading glamour and leaving their mark on the city as a result of their lifestyle. Both the number of people employed in the entertainment industry per inhabitant and the proportion of Bohemian types is lower in Basel than in most of the competing locations (see Box).

CULTURE SURROUNDED BY GREENERY.

The survey results show clearly that Basel's cultural and leisure scene does not play a decisive role in the highly-qualified individuals' choice of where to live and is thus not a USP for it. metrobasel is more attractive as a place to live for middle-aged, family-centred, nature-loving individuals than for younger talents. metrobasel's strength in the social sphere is that it satisfies all the expectations that simply have to be met in the public services, such as safety, security, healthcare, schools and the like. Enthusiasm is not kindled by the available urban leisure amenities alone but by the blend of urbanity and closeness to nature.

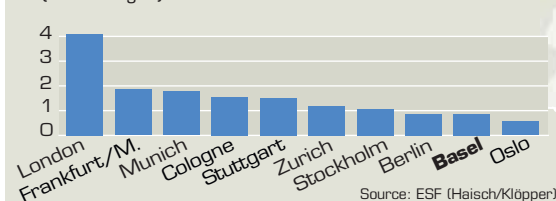
Andrea Wagner is a scientist in the "Quality of Life" project of BAK Basel Economics.

Location factor: Bohemian types

Bohemian types – people active in the fields of art and culture – increase the attractiveness of regions, especially for the talented members of the population on account of their extravagant lifestyles. That enriches the overall artistic and cultural programme. With 4%, London has the highest proportion of Bohemians. Within Germany, it is Frankfurt that has the highest concentration of Bohemians, followed by Munich and Cologne. In Switzerland, Zurich (1.2%) is ahead of Basel (0.9%).

Tina Haisch, BAK Basel Economics

Proportion of Bohemians in the population, 2002
(Percentages)



metrobasel offers top-grade culture: the Tinguely Museum in Basel.

quality of life



metrobasel and its environmental conditions

Good climate and clean, but with deficiencies in transport

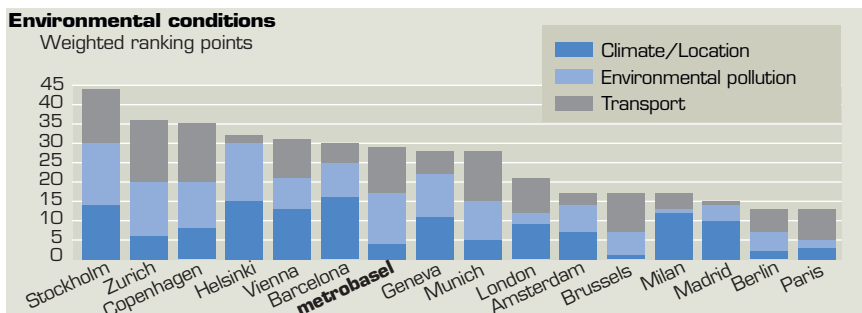
Andrea Wagner > **Metrobasel is clean and offers both short distances and intact areas of nature. A fully-fledged, fast regional passenger railway network would contribute to making even more out of these location advantages.**

Along with the economic and social circumstances, environmental conditions are also important in competing for the best talents. Those metropolitan regions that have

a pleasant climate, an attractive location, a low level of environmental pollution and a good, properly functioning network of public transport are more attractive. Both the survey of highly-qualified individuals and the measurements produced with the BAK quality-of-life concept confirm that Basel offers attractive environmental conditions. The BAK QoL Index shows that there are two clear groups of metropolitan regions. me-

trobasel belongs to the first of these with environmental conditions that are better than average. Apart from the other two Swiss cities, it is, in particular, the Scandinavian ones that feature in this group.

The second group of metropolitan regions with environmental conditions that are below average includes, in particular, the very big cities, such as London, Paris and Madrid. Generally speaking, it seems possible to conclude that the metropolitan regions with intermediate or smaller populations offer more attractive environmental conditions than do the really big metropolitan regions.



PLEASANT CLIMATE AND FASCINATING COUNTRYSIDE. metrobasel has a pleasant climate with low amounts of precipitation and fog. Better climates than in metrobasel are to be found, however, around the Mediterranean Basin (in Barcelona, Madrid and Milan) with their pleasant Mediterranean cli-



Enchanting nature really close to the centre: a rower enjoying the Rhine near Birsfelden power station. Photo T. Demarmels

mate. Those replying to the questions see metrobasel as an attractive city surrounded by green. The intact natural spaces within metrobasel and near to it produced enthusiastic reactions from those questioned and could be considered as USPs – despite the absence of a lake. Contrary to other aspects of the quality of life, especially those concerning the social sphere, the fact that metrobasel is relatively small by comparison with other metropolitan regions has a positive impact on its attractiveness as a location.

CLEAN AND ENVIRONMENTALLY CONSCIOUS. The positive ranking given to the nature and countryside in and around metrobasel by the highly-qualified individuals

Idyllic signposted walk through blossoms in metrobasel.

Photo Hannes-Dirk Flury



questioned is closely linked to the extent of environmental pollution. Is metrobasel cleaner and less affected by emissions and noise than other metropolitan regions? It seems reasonable to assume that these aspects of environmental pollution are becoming an increasingly relevant location factor. Both the available statistics and the survey results show up metrobasel in a positive light in this respect. It is perceived of as clean and environmentally conscious. Its comparatively favourable starting situation as regards environmental pollution gives metrobasel a key opportunity for positioning itself in the global competition amongst locations. The current endeavours in metrobasel to ensure long-term sustainability in various areas (such as energy and transport) ought thus also to be appraised as positive for its future attractiveness as a location.

METROPOLITAN REGION WHERE DISTANCES ARE SHORT.

A metropolitan region's system of transport makes an important contribution to the quality of life in it. The old adage of "time is money" applies, in particular, to highly-talented/highly-qualified individuals. The speed, efficiency and safety of travel between one's home, workplace and leisure locations within a metropolitan region is an important location factor in competing for the best talents. The survey of highly-qualified individuals results in an advantageous ranking for metrobasel in this respect. Those questioned consider transport and traffic there to be good. The positive view in their responses is confirmed by the statistics too. The city of Basel has a relatively long network of public transport (measured in route-kilometres) compared with the number of inhabitants.

NEED TO COMPLETE THE REGIONAL EXPRESS RAILWAY SYSTEM.

It is gratifying that metrobasel scores well as regards the transport and traffic situation and mobility, but that ought not to be allowed to conceal the fact that there is still need for action. An attractive system of public transport and one that is competitive in comparison to other places is today being increasingly taken as a sine qua non. In the light of the tremendous efforts that other metropolitan regions, for instance Zurich, are undertaking in this respect, metrobasel faces a challenge too. That applies, in particular, to competition with other locations within Switzerland, where Zurich, for example, is adding to its central

station with a new through line to Oerlikon (with an investment budget totalling 1.8 billion Swiss francs) and is also investing heavily in its regional express ("S-Bahn") network, which is already of a very high standard and reaches a vast territory.

metrobasel needs to invest further in a fully-fledged regional express ("S-Bahn") railway system if it wants, firstly, to be able to continue to use the argument of short distances as a location advantage in future. Secondly, it needs such a network too if it is to have the necessary mass (and, in part, the necessary density too) in the social sphere to retain the best talents in global competition.

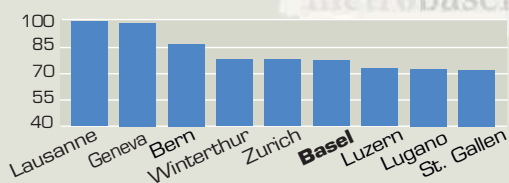
> www.metrobasel.org

Tolerance as a location factor

For the internationally mobile, highly-qualified members of the workforce, a climate of openness, especially towards newcomers or "strangers" is important, since they themselves are often recent settlers or foreigners in the places where they work. Given its direct democracy, Switzerland has provided the unique opportunity of establishing what its people feel on the subjects of immigration and integration through various referendums on these issues between 1994 and 2004. Through this, a tolerance yardstick for attitudes towards "immigration and integration" has developed. The results show that people living in the French-speaking part of Switzerland are appreciably more tolerant on the issues of immigration and integration than are the inhabitants of the German-speaking conurbations in Switzerland. In this respect, Basel is at the same level as Zurich and Winterthur. The parting of the ways as regards tolerance towards "strangers" would thus seem to coincide with the boundary line between the French and German-speaking regions of Switzerland. These results can thus be taken as indicating that the metropolitan regions of Geneva and Lausanne have a location advantage as far as tolerance is concerned over the competing metropolitan regions of the German-speaking part of Switzerland, namely Zurich and Basel.

Tina Haisch, BAK Basel Economics

Tolerance towards immigration/integration
in the nine largest Swiss conurbations,
indexed



Source: ESF (Haisch/Klöpper)

quality of life



What people miss: big events, like this AVO Session 2007, are few and far between in metrobasel.

Photo Dominik Plüss

Konso Survey: What talented newcomers think of the quality of life

“There’s not very much happening”, but nature is great

Hansruedi Hertig > Living and working in Basel is, of itself, very pleasant, but more urban joie de vivre and tolerance would stand metrobasel in very good stead. Such is the quintessence of the Konso survey of two hundred highly-qualified newcomers.

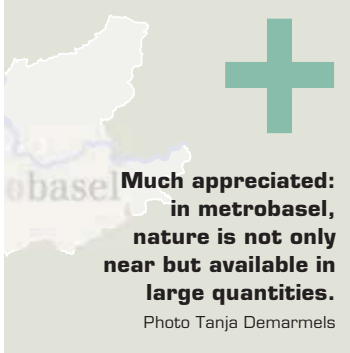
Highly-qualified newcomers are enthusiastic about metropolitan Basel on account of the combination of closeness to nature and an urban lifestyle. What they want, however, apart from an intact habitat, is the perfect satisfaction of their regional and international mobility needs. What is more, they want all that along with the preconditions of high residential and leisure quality, top-grade infrastructure and services and competitive prices. In this respect, metrobasel outperforms the expectations of those questioned.

RIVER RHINE AS A FOCAL POINT. The recent survey of highly-qualified individuals has produced results that tally with those of the 2006 market-research project conducted amongst inhabitants and experts into

the development prospects of Basel as a place to live. The River Rhine is seen as a focal point for both urban life and nature for the region as a whole and also as a symbol of sustainable development. In all these functions, the river and its banks must be reshaped and upgraded as a place for living and recreational activities as well as a symbolic centre for the metropolitan region.

CULTURAL SCENE TAKEN FOR GRANTED. The cultural scene in the city of Basel is not one of the characteristics of the location that has highly-qualified people jumping for joy. For newcomers from really big cities the existence of a cultural scene in a city like Basel is not only considered as axiomatic; certain groups go even further and expect the enjoyment of culture to be served up in a trendy and exclusive fashion too. In Basel, however, “there is not so much happening” as in cities where the pulse of life is driven by a faster rhythm. Or, at least, some of them find that such offerings are not as readily accessible as they might be.

TRINATIONAL – SO WHAT? The specific geographic situation at the “crossroads of three countries” is not really noticed much in decisions in favour of or against a particular location (especially not in the minds of people from abroad). In many of the urban areas of the European Union, such in the border region between the Netherlands and Germany, national borders are even less conspicuous than in metrobasel. In the big metropolises, life is cosmopolitan anyway. Another consideration is that people from other countries do not welcome the experience of finding that it is not particularly easy to get accepted in the pre-existing community at their chosen place of residence in metrobasel or in local leisure activities. Such aspects are, however, decisive for determining whether or not people are going to feel comfortable living in a given place for long. No location can pursue a policy that is going to change the mentality of the established population. What is, nonetheless, decisive is a quality-of-life profile that is visible worldwide. In this respect, the Konso survey into



the "Quality of Life as a Location Factor" has produced basic data that reflects reality well.

NICE PLACE TO LIVE - BUT WHERE EXACTLY? The opinions expressed by those asked about the quality of life in metrobasel are formulated against the background of their expectations and must be interpreted in that way too. Newcomers from abroad, most of whom have come from the big cities in Germany, the United Kingdom, France or the USA, appreciate the peace and quiet, safety and security and perfect infrastructure. That is precisely how they had imagined that Switzerland was going to be. They will have known practically nothing about Basel beforehand. One of the first things that is going to strike them is that there are houses and apartments available on the market costing very appreciably less than those in the exclusive residential districts they had been living in before. However, they are then going to go on to realise that there are no truly equivalent exclusive residential quarters in metrobasel.

The newcomers from abroad will then also find themselves confronted with limitations that they had never crossed their minds. Likeminded individuals are few and far between, the "high life" of an exclusive country club is inexistent, and there are no stars of worldwide fame to rub shoulders with in bars and clubs.

GREEN SPACES JUST A STONE'S THROW AWAY, BUT... Anyone who knows Zurich or Geneva/Lausanne and who moves to Basel (especially if they are Swiss) will be delighted with the ease with which it is possible to move around the Basel region and how quickly they can be in green surroundings. In the two competing business and residential locations of Zurich and Lausanne/Geneva, however, it is not just the chaos on the roads that is on a par with the world's big metropolises, the leisure, shopping and entertainment facilities are too. In this respect, it has to be accepted that Basel is playing in a lowlier league, with places like Berne and Lucerne, rather

than right at the top alongside Amsterdam, Copenhagen, Boston or Barcelona.

The recent findings of the Konso survey (September 2007) complement the results of Konso's 2006 survey of the resident population, which focused on how the region is viewed by its inhabitants as a place to live and what they would like to see improved for the future. Fundamentally, those questioned recently find living and working in and around Basel very pleasant, but they also think that a bit more joie de vivre and tolerance would do Basel a world of good.

Hansruedi Hertig is a managing partner of the market-research institute Konso AG Basel.

Konso's sample

The survey carried out by Konso in September 2007 has uncovered which aspects of the quality of life in metrobasel people in executive positions and highly-qualified specialists are enthusiastic about and where they feel their expectations may have been let down. The survey has produced a picture of the expectations of more than a hundred people from abroad and just short of a hundred Swiss citizens who recently took up residence in or near Basel. The participants were chosen at random from the personnel files of more than twenty key employers (including Novartis and Roche), and the sample comprises managers and researchers whose residential address is in one of the two cantons of Basel-Stadt or Basel-Landschaft. Some 30% of the sample, who replied to the questions (for which the Internet was used) have children of school age, 25% are highly-qualified female employees, and 15% are singles. The age cross-section of the sample is a good reflection of the population of highly-qualified individuals as a whole. The survey constitutes one of the elements in BAK Basel Economics' "Quality of Life as a Location Factor" study. Konso (full name: *Institut für Konsumenten- und Sozialanalysen AG, Basel*) questioned people belonging to the so-called "creative groups" on the basis of BAK Basel Economics' quality-of-life concept. HRH



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The metrobasel/BLKB outlook 2008: the life-sciences success is infectious

Another dynamic year ahead

Thomas Schoder > **In 2007, the economic development of metrobasel has just about kept pace with that of the preceding year (+3.6%). Growth is broadly based, but the main driving forces are to be found in manufacturing industry. The likely outlook for 2008 appears to be a slight cyclical slackening in business activity.**

All branches of business in metrobasel are in a position to benefit from the current positive economic cycle. The continuing higher level of demand for investment and the robust development on the consumer front lead to the conclusion that both sectorally and regionally, the economy rests solidly on a broad base. In metrobasel, the overall growth in GDP in 2007 has been 3.1%. Given that the world economy looks like cooling off a bit in 2008, it is reckoned that the Basel Metropolitan Region will also suffer a cyclical slowing down, and that the rate of economic growth is likely to be around 2.7%.

EXPORTS BENEFITING. Many of the businesses in the trinational metropolitan region with a strong export focus are succeeding in making the most out of the buoyancy of the world economy and of the Euro Zone, as the most important trading partner. The investment-goods industry, in particular, has been advancing briskly (2007: +5.6%). That makes it the growth leader, a short way ahead of the chemical/pharmaceutical industry. The high propensity of businesses to invest and the robust dynamism of the Euro Zone augur well for this development to continue in 2008.

CONSTRUCTION SECTOR THE ONLY EXCEPTION. The sole exception to the broad spectrum of growth in all sectors of the metrobasel economy is the building industry. In the Swiss part of metrobasel, the economic cycle of construction activity passed its peak last year, and in the German part of the region there are already clear signs of a marked weakening in the first half of 2008. Taking metrobasel as a whole, the construction industry is likely to complete 2007 with a marginally positive growth figure. The downward trend makes it appear probable that there will be a decline in added value in this sector in 2008.

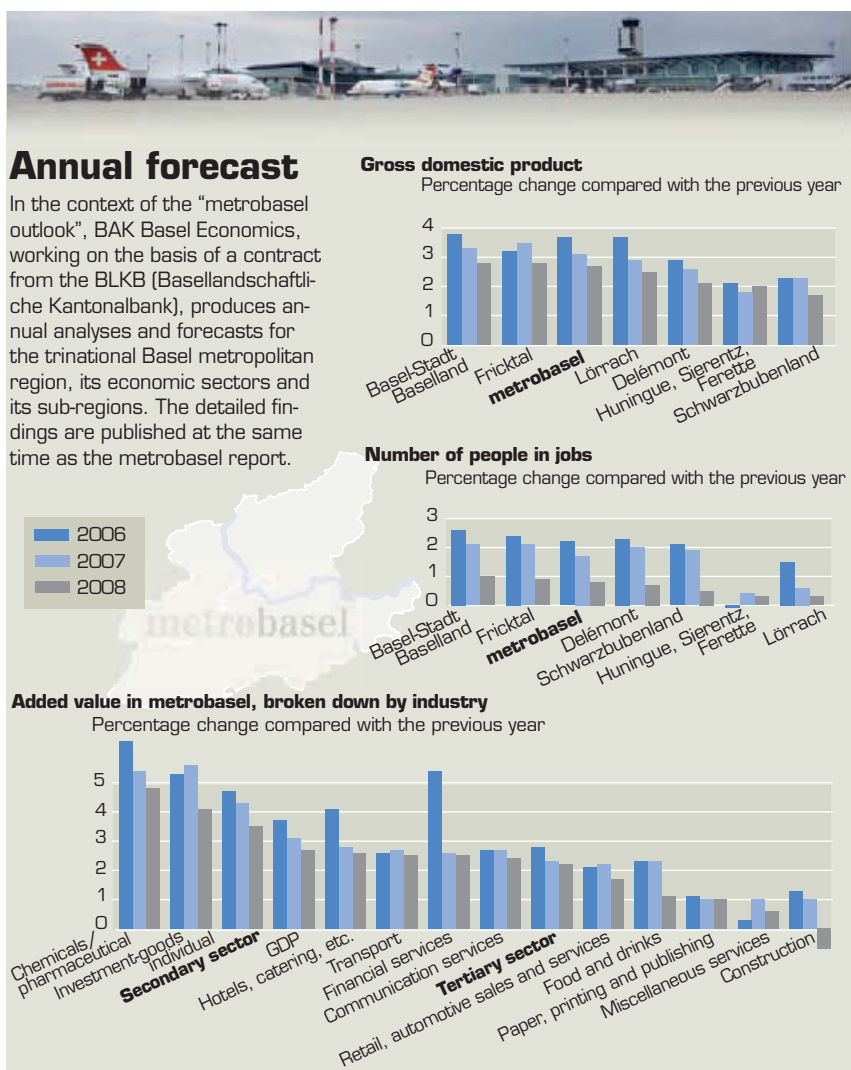
EUROAIRPORT DOING SPENDIDLY. The transport sector in metrobasel is still in fine fettle. EuroAirport is resplendent. After growing by nearly a quarter in 2006, it is quite clear that 2007 will have seen another massive increase in the number of passengers,

even though the final figures are not available at the time of writing. There has also been a noteworthy increase in the amount of air freight. The growth in the number of airline passengers has been paralleled by a positive development in tourism. With the European Football Championship to be held in 2008, further – although admittedly non-recurrent growth – seems very likely. Currently, the retail trade and the business-services segment are showing impressive vitality, whereas the financial sector has lost some of its impetus. Taking all the services together, this sector has achieved robust development with a growth of 2.3% in its gross added value. In 2008, its growth too is expected to slow down slightly, in an analogous manner to the economy as a whole.

DYNAMIC TREND CONTINUING. The intra-regional comparison for 2008 shows that, despite the slight, cyclically determi-

ned, slowing down, the dynamic development, which began in 2006, is set to continue in all the sub-regions. Top of the growth ranking come Fricktal (+2.8%) and the cantons of Basel-Stadt and Basel-Landschaft (+2.8%), followed by Lörrach, Delémont and the three French administrative districts (*cantons*) of Huningue, Sierentz and Ferrette, where growth is forecast to be just below average. The lowest growth is going to be in the Schwarzbubenland. The strongest medium-term growth seems most likely to occur at the heart of the metropolitan region and in Fricktal, with real GDP growth rates of appreciably higher than 2%. Lörrach and the French part of the metrobasel region might manage an annual growth rate of around 2%. At the end of the growth ranking come the Schwarzbubenland and the corner of metrobasel that is in Canton Jura.

Thomas Schoder is a member of the executive committee of BAK Basel Economics.



International comparison of official regulation and life sciences

Plus points for Switzerland

International comparison of regulatory issues

	European Union	USA	Japan	Switzerland
Patent law	Regional exhaustion after 20 years of patent protection.	National exhaustion after 20 years of patent protection.	National exhaustion (with exceptions) after 20 (+5) years of patent protection (an additional 5 years are granted where regulation causes delays).	National exhaustion after 20 years of patent protection.
Price control	D/NL: Reference prices within therapeutic classes. F: International system of reference prices. GB: Regulation of returns with periodic price adjustments. S: Price surveillance on the basis of systematic cost/effectiveness analyses	The prices for medicines are negotiated between the health-care service providers and pharmacies, on the one hand, and the manufacturers, on the other hand.	The prices for reimbursable medicines are established using a formula. Its basis is the weighted mean of market prices plus a supplement; periodic price adjustments; discounts for generic products.	Regulated prices (international system of reference prices); periodic price review; temporary mark-up on prices for innovative preparations.
Approval rules	Approvals can be applied for either nationally or for the whole EU. The timing of the market launch varies depending on the intensity of price regulation and/or the procedures for establishing prices (before approval of the medicine).	A fast-track possibility exists for approving innovative medicines.	A fast-track possibility exists for approving medicines considered important.	A fast-track possibility exists for approving innovative medicines.
Research prohibitions	D: Prohibition on research using embryonic stem cells; restrictions placed on genetic engineering. F: Research using embryonic stem cells permitted during a transitional period; cloning for therapeutic purposes remains prohibited. GB: Most liberal regulation in Europe, research freedom within statutory limits.	Stem-cell research permitted in private business.	Stem-cell research permitted; cloning for therapeutic purposes prohibited.	Stem-cell research permitted in private business.
Insurance cover	D: Negative list; combination of absolute and percentage share in costs for every prescription. NL: Comprehensive cover; share in costs to cover the difference compared with the reference price. F: Relatively comprehensive cover, amount of reimbursement dependent on cost efficiency.	The amount of reimbursement varies depending on individual insurance contracts; insureds decide individually on which medicines are covered; prices negotiated with manufacturers; relatively high reimbursements; special insurances for medicines in the context of the Medicare programme.	Positive list of medicines eligible for reimbursement; various extents of patients' shares in costs depending on their insurance contract.	Reimbursements are made for medicines on the (positive) list of specialities above the franchise and the deductible sum (which is 20% for generic products and 10% for original preparations).

Source: OFT Report, Annex K (2007); HiT national reports (various years), Plaut Economics



Research and life on the waterfront. Photo Tanja Demarmels

Stephan Vaterlaus, Harry Telser, Karolin Becker > **Especially in the life sciences, the intensity of regulation has a big impact on innovative activity. Various different factors are at play. We present a comparison.**

Innovations are important for any economy. Several empirical studies exist to prove the positive effect that research and development activities have on economic growth and/or improvements in productivity. The pharmaceutical industry, being the most important component of life sciences, is regarded as one branch in which innovations play a central role. The innovative activity is mirrored in the high expenditure on research and development and the large number of patent applications. In Switzerland, the pharmaceutical industry accounts for more than one third of all the money spent by private business on research and development and figures at the top of the patent statistics, ahead of all other sectors. The only other industries with similar patent intensities to pharmaceuticals are engineering, instruments and watches and the other sub-sectors of the chemical industry.

INNOVATION CONDITIONED BY REGULATION. Regulation is an important factor influencing innovative activity, since it shapes the overall conditions for it. It is, in particular, the encouragement of clusters (as a measure of industrial policy) and also support for technology transfers (as a measure of educational policy) that influence knowledge, which is a particularly key factor of production as far as innovations are concerned. There are also possible influences within the ambit of competition policy, such as the overall situation of property rights and the various forms of product-market regulation. It is especially in the pharmaceutical industry that the amount and nature of regulation has a very considerable influence on what is produced (which medicines) in what quantities (scale of expenditure) and where the innovation takes place (research location). It is important to consider what factors influence entrepreneurial decisions if innovations are going to be encouraged or, at the very least, not impeded. From the perspective of the pharmaceutical companies, the following factors have a positive impact on innovative activity:

- > protection of intellectual property, which ought to be as complete as possible,
- > a large market for their products,

- > a price level as high as possible and comprehensive insurance cover for medicines,
- > proximity to sources of finance, and
- > research facilities on as large a scale as possible.

CONFLICTING TARGETS. Healthcare is one of the most intensely regulated sectors in all the industrialised countries. The large number of regulatory instruments, their interactions and the high intensity of regulation in healthcare increase the risk of regulatory mistakes.

The main conflict of targets here is between static and dynamic efficiency. As far as the pharmaceutical industry is concerned, the longer-term incentives to develop innovations might be curbed if too much emphasis is given to cutting prices. These might then have effects on both macro-economic growth and foregone benefits to the population occasioned by a lower quality of healthcare. It is also apparent that the four goals of health policy (high-quality care, favourably-priced care, safe products and solidarity-based financing) themselves lead to conflicting internal targets.

It is especially the first two of the four named goals that get in one another's way, since high-quality healthcare is typically accompanied by higher healthcare expenditure. Depending on how these healthcare

objectives are weighted, they might also have varying impacts on the incentives to innovate or on dynamic efficiency. In that way, the targets of high-quality healthcare and solidarity-based funding tend to enhance the innovation incentives for the pharmaceutical companies, whereas the aim of containing the costs of healthcare works primarily in the opposite direction.

REGULATION IN SWITZERLAND BY INTERNATIONAL COMPARISON.

The forms of regulation to which the pharmaceutical market is subjected vary internationally. They have come into being for historic reasons and must always also be seen in combination with the predominant public-policy conditions. Particular attention here needs to be paid to each country's public-health policy. The summary (left) has been deliberately limited to a comparison of industrialised countries, and these have been selected to show typical divergences. In the case of the countries belonging to the European Union, just a few have been chosen by way of example to make the differences clear.

> **PATENT LAW:** Swiss patent law is more comprehensive than that of the European Union, where parallel imports are permitted between member states.

> **PRICE CONTROL:** The prices of medicines in Switzerland are increasingly follo-

wing those of their European reference countries. By international comparison, the control exerted over Swiss prices is relatively weak. It is only the USA and the United Kingdom that the general orientation is even more liberal still.

> **APPROVAL REGULATIONS:** By international comparison, new, innovative medicines are granted approvals quickly in Switzerland. In European countries with small markets and regulated prices, by way of contrast, there are delays in product launches. Of all the countries considered, the most approvals for new compounds are granted in Japan.

> **RESEARCH PROHIBITIONS:** The freedom of research is better in Switzerland than in many other European countries. Compared with the USA, on the other hand, there are limitations as far as certain fields are concerned.

> **INSURANCE COVER:** In Switzerland, insurance cover for medicines is limited to a positive list, which is rather short compared with those of most European countries. In the USA, on the other hand, most patients have less insurance cover and have to contribute more to the costs themselves.

Stephan Vaterlaus is the head of Plaut Economics, Olten, Switzerland, and Harry Telser and Karolin Becker are members of its central team.



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metrobasel as a life-sciences location compared with its competitors

Still up front in life sciences

Nina Ryser > **For many years, the life-sciences industry has been the main economic driving force in metrobasel thanks to its top international position. The recent analysis from BAK Basel Economics shows that life sciences are very well positioned in metrobasel.**

In the "metrobasel 2020" vision, which was presented a year ago, the region set itself the ambitious goal of remaining in the top league of the life-sciences industry in future. The recent analyses from BAK Basel Economics show that the life sciences in metrobasel are still at the very front in worldwide terms.

SECOND PLACE. In order to remain successful in a fiercely competitive international market, a high-tech sector, such as life sciences, has simply got to be productive, in other words to achieve high added value for each employee. That also serves to strengthen its position in competing for the best talents and outstanding research results.

BAK Basel Economics' most recent productivity analyses of selected life-sciences locations shows metrobasel's place in this competitive comparison. In terms of productivity levels, metrobasel generated approximately USD 219 000 of added value per employee in 2006, putting it in second place amongst the regions compared.

4.5% GROWTH. And what about the most recent development? Labour productivity in the life-sciences industry in metrobasel has improved sharply over the last six years. Between 2000 and 2006, the mean annual productivity gain was 4.5%. Of the eight big life-sciences locations (defined as those with more than 30 000 people employed in life sciences), of which metrobasel is one, four others reported a positive development in employee productivity between 2000 and 2006. In New Jersey and Southern California, however, the mean annual growth was only 0.4%, which means that only two other life-sciences regions are in the top group alongside metrobasel as regards productivity gains. They are New York (with a mean annual gain of 7.9%) and Paris (with 6.2%).

Whereas New York can be seen as a successful and expanding life-sciences location, given that it has experienced increases in both added value and headcount, the improved productivity trend in Paris has been brought about by cut-

ting jobs. metrobasel can be considered as one of the successful life-sciences locations, in that it has achieved increases in both added value and the number of jobs. That puts metrobasel in the top position in Europe.

KEEPING AN EYE ON COMPETITORS.

So it is clear that the life-sciences industry has managed to continue its success story in metrobasel in the recent past. To make sure that it remains on course, it is important to stay on the ball, because nothing could be worse than to underestimate competitors. Looking, in particular, at the small life-sciences locations, there are

some that have recently achieved impressive improvements in their productivity, such as the region around Lake Geneva, Øresund and Munich. Compared with the big life-sciences locations, however, metrobasel is currently performing very well indeed. In order to maintain that situation, it is very important to look after the overall environment. Here, there are certain aspects where action is called for in metrobasel if the region is going to be able to keep pace with the other big life-sciences locations, and one such aspect is university-level education.

Nina Ryser is a life-sciences specialist working for BAK Basel Economics.

What are Life Sciences?

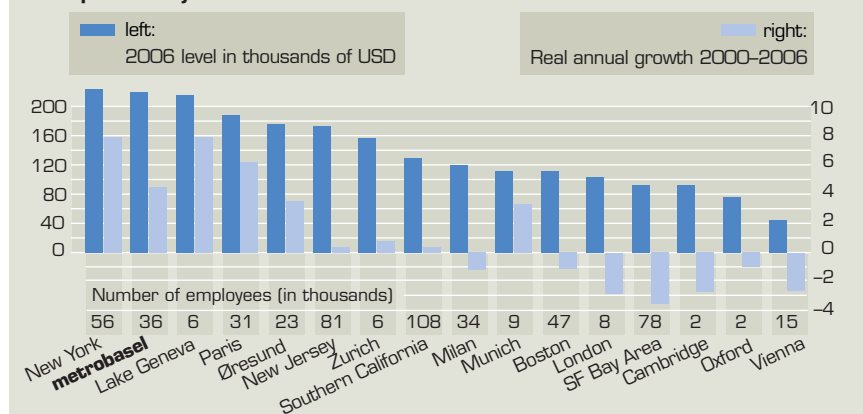
The term "life sciences" is used to cover development and manufacturing in the fields of pharmaceuticals (active pharmaceutical compounds, medicines and medicinal diagnostic products), agricultural inputs (seeds, fertilisers and crop-protection agents) and medical technologies (medicinal apparatus, surgical devices and orthopaedic products). In its "Monitoring Life-Sciences Locations" project, which BAK Basel Economics carries out on behalf of the cantons of Basel-Stadt and Basel-Landschaft, Interpharma and a number of other partners, it regularly analyses the performance, general operating environment and location factors of the life-sciences industry in an international comparison of locations.



Photo Tanja Demarmels



Labour productivity of life-sciences locations





Life sciences at Basel University: a laboratory in the Biozentrum. Photo Tanja Demarmels

Basel University's life-sciences strategy

Moving up the competitive field

Peter Meier-Abt > **Basel University is setting out to establish a higher profile for itself in the life sciences. It has chosen several interdisciplinary areas to be pushed especially hard. It has also set itself targets in planning the use of facilities.**

Basel University (www.unibas.ch) has formulated the strategy for its development over the period 2007–2013. In that, it emphasises its mission as a comprehensive institution of higher learning, focussing its scientific effort in research and teaching on the two high-profile areas of culture and life sciences. In both these fields, it detects potential for building up a competitive advantage compared with other educational institutions, rooted in the university's historic development and its intellectual positioning within the city and region.

FOUR FIELDS FOR CONCENTRATED DEVELOPMENT. In its high-profile field of life sciences, the university wants to build on its existing strengths in basic natural-science research (such as mathematics, physics, chemistry, molecular biology and integrative biology). It wishes to put a particular effort into the interdisciplinary fields of nano sciences, systems biology, pharmaceutical sciences and the "molecular foundations of mental health and human development".

> The **nano sciences** already have a strong interdisciplinary focus today, and the university would like to intensify, in particular, the nano biological and nano medical directions of research. This includes establishing a "Swiss Nano Institute", which would be supported by Can-

ton Aargau, the FHNW (University of Applied Sciences of Northwestern Switzerland) and the PSI (Paul Scherrer Institute).

> **Systems biology** investigates biological systems (cells, organs and organisms) holistically. To do that, it needs tight networking between various individual disciplines, ranging from applied mathematics through to biomedical research. Basel University is one of the partners in the Swiss Initiative in Systems Biology (www.systemsX.ch). Its Biozentrum is intensifying its cooperation with the FMI (Friedrich Miescher Institute) and the D-BSSE (Department of Bio-

Peter Meier-Abt.

systems and Engineering) at the ETH Zurich (Swiss Federal Institute of Technology).

> The **pharmaceutical sciences** have close ties with both systems biology and the pharmaceutical industry. They identify new therapeutic agents and targets and make key contributions to the safe and efficient application of pharmaceuticals to the human body. The research synergies range from basic molecular research through to patient-focused research at the university hospital (in the Clinical Trial Centre).

> The central development field of **"Molecular fundamentals of mental health and human development"** investigates the role of genetic and acquired factors in the anamnesis and progression of mental diseases. This field

establishes a network of various individual disciplines, such as psychology, molecular genetics, neurology and psychiatry.

SYNERGIES AND COOPERATION. In all the principal fields of research, the university consistently pursues the principle of "translational research", which means tight networking between molecular, biological and bio-medical basic research and applied or clinical research. Thanks to establishing reinforced synergies with institutions like FMI, D-BSSE, the STI (Swiss Tropical Institute) and the FHNW, the "Basel Network of Excellence in Life Sciences" is being further developed.

Basel University is further pursuing a policy of research coordination with neighbouring universities in those disciplines where resources are in short supply. Intensive cooperation, an efficient transfer of knowledge and technology and the promotion of entrepreneurship are making essential contributions to the added-value chain of the regional life-sciences industry. Those items of infrastructure which are essential for efficient cooperation between the university and industry, such as incubators (for life-sciences spin-offs) or concepts for "industry on campus", have been included in the university's planning for use of facilities. These plans envisage concentrating the basic natural sciences and the life sciences on two sites, namely bridgehead Volta and Schällemätteli/University Hospital.

Prof. Dr. med. Peter J. Meier-Abt is Vice-President of Basel University and its head of research.

TEB: the "Trinational Eurodistrict Basel"

These are the next steps

Walter Schneider **The recently created Trinational Eurodistrict Basel (TEB) has presented its programme. Its main goals are to continue existing cooperation, to pool potential and to set priorities.**

When the new Trinational Eurodistrict Basel was created in Saint-Louis (France) on 26 January 2007, several things were already clear for the around 70 representatives of cantons and communes from France, Germany and Switzerland, namely that we are not starting from scratch! The new Eurodistrict stands for the continuation of a cross-border success story that goes back many years. Many projects have already been launched in the past. The network of fast regional trains, trinational training for engineers and steps towards joint territorial planning ("TAB") are just a few examples for this success, which would not have been possible without considerable financial contributions, including from the European Union's Interreg programme.

POOLING POTENTIAL. We are now building further on this. Our hope is to reach an optimum, thanks to more efficiency and lean structures. The key to success lies in bringing together the strengths and potential of each of the national partners. Instead of passing through of a multiplicity of official bodies, the Eurodistrict channels this potential into a single efficient organisation, guaranteed by transparency, identification and, not least, acceptance by the people. The new "district council" made up of elected representatives from national parliaments and councils gives it a solid democratic foundation.



Walter Schneider.

It is the substance that comes first and then the organisation – not the other way round. The Eurodistrict is open to dealing substantively with any questions, challenges or topics affecting the region around Basel, where three countries meet. Rome was not built in a day either – as the saying goes – so the be-all and end-all of the new Eurodistrict is concentration and setting priorities, so that the financial resources can be deployed in such a way that the citizens also feel some benefit from them.

THREE TOP PRIORITIES. For this reason, the Eurodistrict has decided to focus on three top priority matters ahead of everything else: local public transport by rail (the regional express or "S-Bahn" system), healthcare and

land-use planning / urban development. In the field of local public transport, the item at the top of the agenda is the further development of the regional-express network and, especially, greater cooperation as regards fares. In the field of healthcare, the pre-eminent subjects are cross-border cooperation between the hospitals, tele-medicine and the introduction of a joint healthcare card. In the field of land-use planning and urban development, the Eurodistrict and Canton Basel-Stadt are currently looking into the possibility of holding an international construction exhibition ("IBA").

The fact that these three subjects have already been selected by no means excludes others from being added to them in future. Vocational training, mobilisation of qualified employees and transport infrastructure are of elementary importance for the future of the Eurodistrict Basel in the context of global competition and they also need to be considered in the light of demographic trends too.

INVITATION TO BUSINESSES. The Eurodistrict is determined not to shy away from other subjects, where there may be divergent points of view. One topical example is the implementation of the agreement between Switzerland and the European Union on the free movement of individuals and, in particular, what happens when trades people cross borders to undertake jobs in the neighbouring countries. For that reason, companies and trades have been called on to play their part in the Eurodistrict too. Those behind the Eurodistrict (as a political initiative) wish to work shoulder-to-shoulder with metrobasel (as broadly-based political, business and civil-society initiative).

The Trinational Eurodistrict Basel has thus managed to pick up momentum in its founding year of 2007. The basis is to be the

development concept up to 2020, "*Eine Zukunft zu dritt – Un Avenir à Trois*" ("three sharing a future"), which the partners have currently submitted to their own individual internal consultation procedures.

HOW THE TRINATIONAL EURODISTRICT BASEL WORKS. The organisation has now also been properly constituted. In addition to the members' assembly and the district council (a sort of regional parliament), work has also been commenced by a trinational board and an office, in which three people are currently employed, supported by a "technical coordination group" comprised of experts from the national administrations. The organisation's headquarters are in the Maison TriRhena next to the Palmrain Bridge, in which Infobest Palmrain, an organisation already experienced in the provision of services for citizens and businesses, works hand-in-hand with the Eurodistrict.

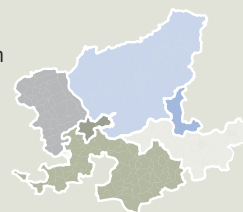
MAKING PROGRESS WITH PROJECTS. The Eurodistrict already has its budget for 2008. What matters now is to get cross-border projects moving quickly, since the European Union has made a considerable sum (EUR 67 million) available for the Upper Rhine programme area up to 2013 through its Interreg IV programme. The search is now on for bodies to take charge of projects and to contribute to co-financing them, which is a precondition for the earmarked resources to be released in practice. The Eurodistrict is already carrying out the appropriate planning, and those active within the metrobasel project are invited to join in and to make their contributions too.

Walter Schneider is the *Landrat* (administrator) of the *Landkreis* (administrative district) of Lörrach, Germany, and President of the Trinational Eurodistrict Basel (TEB).

Trinational Eurodistrict Basel

The Trinational Eurodistrict Basel (TEB) came into being in January 2007. It covers a political territory which overlaps to a large extent with the region referred to as metrobasel in the report, but not entirely so.

Photo Tino Briner



- Canton Basel-Stadt
- Canton Basel-Landschaft
- Communes belonging to the Fricktal Region planning community (Canton Aargau)
- Communes belonging Canton Solothurn
- Landkreis Lörrach
- Communes belonging to the Landkreis of Waldshut-Tiengen
- Pays de Saint-Louis

Particularly urgent for the 2020 timeframe:

An efficient system of fast public transport is a must

Christoph Koellreuter > **Zurich is already setting the example. A properly functioning transport network, also serving as much of the hinterland as possible, is a central need for a metropolitan region, but such a system is missing in metrobasel. That is, however, not the only situation needing to be rectified.**

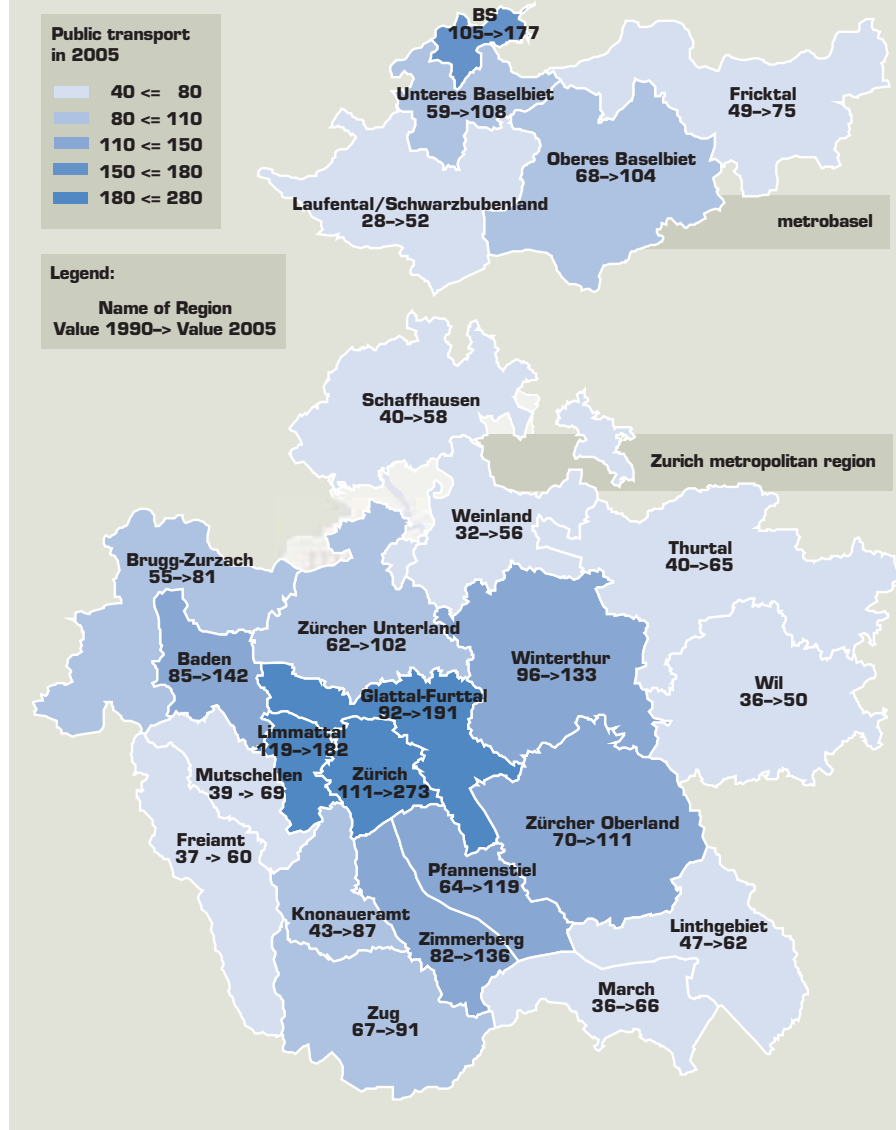
Completing metrobasel's regional-express ("S-Bahn") system is one of the areas in which action is called for most urgently. Such a transport system is the only means of ensuring that the inhabitants will be able to reach the centre and/or subcentres in the shortest possible time, for the purposes of working, shopping, culture and leisure as well as for reaching their home. Such a system creates the critical mass in the centre and elsewhere for the provision of direct and indirect services to businesses and consumers in the quality, quantity and diversity that makes them attractive to businesses. In this respect, an efficient system of fast regional passenger transport by rail is not only a transport and environmental project, but an economic and cultural one, as well as one that would also contribute to one of the goals of the "metrobasel 2020 vision" of a vibrant metropolis on a human scale.

THE EXAMPLE SET BY ZÜRICH. If there is one field in which Basel can take a leaf out of Zurich's book then that is its fast regional passenger railway network or "S-Bahn". In the course of the past 25 years, the Zurich metropolitan region has succeeded in developing public transport in an impressive manner. The improvement in metrobasel's public transport over the same period of time has been very much more modest. The result is that the comparison of the public-transport accessibility of the Basel and Zurich regions, taking 2005 as the baseline year, is clearly in favour of Zürich. By the very nature of things, it is generally so that more can be achieved in Zurich than in Basel (considering the size of its population or its economic leverage), but the differences in both journey times and service frequencies are really noticeable (see diagram on right).

POOR ACCESS TO BASEL'S HINTERLAND. The current situation is that the city of Zurich as well as the adjacent regions of Glattal, Forchtal and Limmattal are much better served by public transport and, in particular, by fast urban/suburban trains, than is the Canton of Basel-Stadt viewed in its entirety. The same holds true for the more distant circle of regions around Zurich, such

Accessibility: comparison between Basel and Zurich

How a centre is accessed and how good the public-transport services are is decisive for the proper functioning of metropolitan regions, such as Basel and Zurich. This map presents the intensity of public-transport services in the form of an accessibility index (the baseline is 100 for Switzerland considered as a whole in 2005). The figures in the map show how this important index changed (improved) between 1990 and 2005. metrobasel is a long way behind Zurich. *hckl*



as Zimmerberg, Winterthur, Pfannenstiel and the Zurich Oberland compared with both the lower and upper parts of "Baselbiet" (the Canton of Basel-Landschaft). It is particularly striking that the lower, more northerly part of this territory is relatively poorly served by public transport, despite its closeness to the Basel city centre.

The "metrobasel 2020 vision" has formulated clear goals: an expansion of the re-

gional-express system in all three countries to create a service with a 15-minute headway. That is going to cost a huge sum of money, and one of the prerequisites is political cohesion throughout the whole region. As discussed in the section of this report dealing with Basel University, this is another area in need of creative solutions for raising the necessary finances (such as public/private partnerships).

Fondation metrobasel as both a platform and a driving force

One year after the presentation of the “metrobasel 2020 vision” and following on from the six metrobasel forums held in Basel, Liestal, Laufen, Lörrach, Kaiseraugst (Fricktal) and Saint-Louis between November 2006 and October 2007, four projects have now crystallised as needing to be pushed as priorities if that vision is indeed to become reality by 2020:

- > Improving the ranking of **Basel University** from position 35 to position 10 or better in the life-sciences disciplines (Shanghai Index);
- > Enhancing the **transport infrastructure** (especially the regional-express railway system), to include a connection with the airport and the construction of the Wisenberg Tunnel, the northern loop and the backbone line through the city of Basel, with the aim of shortening journey times and achieving a 15-minute fixed headway;
- > Further development of the supply side of **residential property and cultural and leisure amenities** so that we can become the vibrant metropolis on a human scale – in the heart of Europe and open for the world; and
- > Maintenance of the good general regu-

latory situation and more specifically the regulatory situation as it affects the life sciences, to make it possible in future to continue the success story of the **life-sciences** sector in metrobasel.

The main purpose of BAK Basel Economics' metrobasel programme – with its subsections on metrobasel “research”, “support”, “monitor”, “report”, “outlook” and “forums” – is to provide the urgently needed intensified support for those projects that have emerged as priorities from the “metrobasel 2020 vision” and the forums.

As soon as a sufficient number of businesses, federations, associations, local-government organisations and private individuals have joined BAK Basel Economics' metrobasel programme, the idea is to separate it from BAK Basel Economics and to transfer it to a foundation (the *Fondation metrobasel*).



It is intended that, as needs become apparent, other concerns from the “metrobasel 2020” vision will also be supported by the future *Fondation metrobasel*, such as projects in the fields of energy, environmental, social and educational policy (in addition to the projects concerning Basel University).



Photo Tanja Demammels

The thinking is that *Fondation metrobasel* ought to become a comprehensive platform for all key stakeholders and committed individuals and groupings who want to work actively for a dynamic Basel Metropolitan Region.

Its priorities are intended to be cooperation with the Trinational Eurodistrict Basel (TEB) and the cantons of Northwestern Switzerland in the field of land use and development planning, as well as transport, and also with the business organisations, especially the Basel Chamber of Commerce as well as the Cantons of Basel-Stadt and Basel-Landschaft and the other cantons of Northwestern Switzerland, Basel University and the FHNW (University of Applied Sciences of Northwestern Switzerland) in questions concerning Basel University, promoting economic development and the regulatory situation specific to life sciences. CK

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One possible attractive site for the "metrobasel E

Proposal for a "metrobasel Expo & Forum"

Making metropolitan development visible

Daniel Palestrina > **Is there anywhere within our European metropolitan region where the implementations and developments of the visions are displayed, shown as fitting in with an overall process and discussed? It is proposed to fill this gap with the "metrobasel Expo & Forum".**

Our trilateral region is at the beginning of a transformation into an international European metropolitan region. Visions and innovations are being developed, and interesting inputs are being made (especially, for instance, with the "metrobasel 2020 vision" presented in November 2006). We have still not yet created a situation in which these processes can be communicated continuously, tangibly and attractively to the approximately 900 000 inhabitants.

MAKING PROJECTS COME TO LIFE FOR THE GENERAL PUBLIC. A "metrobasel Expo & Forum" will be able to fulfil this function excellently, to accompany the development process and to link the subjects of regional development, business promotion and culture with one another in a new and intriguing manner. This is going to be a place for exchanging ideas and for picking up new ones, where concepts, models and pictures will be presented "hands on", and where the general public will be integrated in the debate. It will be an inviting place, one that will make people want to join in the discussion. In this way, the "metrobasel

Expo & Forum" will encourage participation in innovations and show where we are now and where we are going in a multifaceted public storyline.

It will focus on our region with its very high quality of life and equally high quality as a location in competition with other regions. The "metrobasel Expo & Forum" will make the development of the city and region into a subject of conversation, presented in an interesting manner to everyone, making them feel they want to join in. It will become a key element in communication within our region.

PRESENTATION OF THE LOCATION. The exhibition will present the current and future development for the general public, for investors and for companies interested in a new location, for politicians and for the ex-



Municipal and regional developments are inescapable eye catchers here.

Photo openjointcompany

perts from all sorts of disciplines. It will show how the projects are developing and how progress is being made.

OPEN DEBATE AND RECEPTIVENESS FOR NEW IDEAS. The forum is to accompany the subjects of development and transformation with topical debating points and new inputs. It ought to be possible for young people to contribute to metropolitan development with their initiatives too. Young ideas reflecting new qualities are to be shown, discussed and encouraged from the very moment they first appear.

One possible attractive site for such a pulsating and stimulating institution might be the future City Lounge in Basel's Exhibition Centre. The Exhibition Centre is readily accessible from the whole region and is visited regularly by visitors from all around the world. Basel's central market building ("Markthalle") would also be an attractive option, since it is very readily accessible both locally and regionally.

WORTHWHILE INVESTMENT. The investment in "metrobasel Expo & Forum" will produce a positive return in various respects. This is an investment that is going to bring both material and immaterial returns. It is also going to be used several times over – in satellite displays around our whole region, in towns and villages and for international presentations, such as for metrobasel's "High Quality of Life" presence in Shanghai in 2010.

This place exuding energy still does not exist in reality. Many people consider it a necessity. Rolf Soiron, who chairs the boards of Holcim, Lonza and Nobel Biocare, summed it up neatly at the end of a presentation: "Why haven't we had that for a long time already? It's an absolute must!"

DYNAMIC PROCESS. As far as the subject of land use and regional development is



“Expo & Forum” might be Basel Exhibition Centre’s City Lounge, scheduled for completion in 2012. © Herzog & de Meuron

More about the project

A project brochure on “metrobasel Expo & Forum” provides information on the project’s aims, chronology, timetable and organisation (in German only). 60 pages, printed in four colours stitched, with numerous illustrations. Price (including P&P) CHF 20.– (to be transferred to the postal account: PC 40-639211-2)

Contact: metrobasel Expo & Forum, P.O. Box 427, CH-4010 Basel, +41 79 441 30 79

mail@openjointcompany.com
www.openjointcompany.com

concerned, the proposed *Fondation metrobasel* ought to be the ideal organisation to take on responsibility for the metrobasel “Expo & Forum”, working intensively with the Trinational Eurodistrict Basel as well as with the cantons of Basel-Stadt and Basel-Landschaft as appropriate.

At present, coordination of the activities of all the protagonists involved – the metrobasel programme, the *Fondation metro-*

basel with its partners, the federations and associations from the Trinational Eurodistrict Basel as well as the cantons of Basel-Stadt and Basel-Landschaft, and all the others – is taking place in a continuing dynamic process of channelling all the forces into common, focused activity.

Our readers are most cordially invited to join in and support the metrobasel programme and/or the proposed *Fondation*

metrobasel and the planning and projection work already started for the initial metrobasel exhibition in 2008/09 in the atrium of Basel’s public works department (*Baudepartement*, see Contact).

Daniel Palestrina is the founder of the Openjointcompany for urban development, communication, museum planning for culture and natural sciences, project development and architecture.

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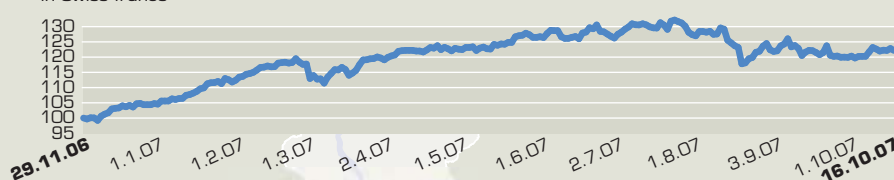
Lörrach

How the BKB-metrobasel basket of shares has developed

The BKB-metrobasel basket of shares, which was launched last year, showed a 23% performance on its reporting day of 15 October 2007.

In the context of the 2006 forum organised jointly by metrobasel and the BKB (Basel Cantonal Bank), the latter launched the "BKB-metrobasel basket". This tracker follows the movements in the share prices of sixteen companies based in the Basel economic region. With a proportion of 40%, it does justice to the successful companies in the medicinal-technology and bio-technology sectors that are based here. In addition, companies from the banking, insurance and transport sectors account for the rest of the basket. The big local pharmaceutical and chemical heavyweights have been deliberately left out. This sectoral mix, combined with the focus on medium-sized businesses, opens up interesting prospects as regards earnings potential. Looking back, the needs of investors have been well met. The volume issued greatly exceeded expectations. The product has performed excellently in terms of returns too. On its reporting day of 15 October 2007, the tracker showed a performance of approximately 23% since its inception. It is thus 12% above the returns of the SPI. Given the good positioning and the solid fundamental data of the

Performance of the BKB-metrobasel basket
in Swiss francs



companies contained in the product, further positive development of the BKB-metrobasel basket looks likely for the future too. Swiss Exhibition Ltd.'s shares have done outstandingly since the company's IPO, with a performance of 115%; the same is true of Actelion Ltd., which reports a plus of 69%. The prices of only four out of the sixteen securities have fallen. The worst performer by a big margin has been Speedel with -22%. The BKB-metrobasel basket is still to run until 28 November 2008.

As an alternative to investors compiling their own diversified portfolio of shares in the Basel economic region, the BKB-metrobasel basket offers even investors who have only a minimum sum of capital available for the purpose a simple, transparent and low-cost solution. The BKB has announced its intention of offer-

ring investors additional investment options and it is thus soon to launch further structured products – once again with the focus on the metrobasel region.

As an issuer of structured products, the BKB enjoys the outstanding rating of AA+ with Standard and Poor's. The current product range and the latest news concerning these financial instruments are to be found in the Internet at www.bkb.ch/bkb-derivate. Publication of this information in this report does not in any way constitute a recommendation to invest in the BKB-metrobasel Basket product nor in any of its underlying equities. The data provided is purely informative in nature. Any reader interested in specific recommendations is invited to contact their investment advisor in the BKB's private-banking unit by phoning +41 61 266 33 33. mb

The metrobasel programme's partners

The following are the partners in BAK Basel Economics' metrobasel programme, with its special sections on metrobasel research, support, monitor, report, outlook and forums. They are businesses, federations, associations, local government bodies and private individuals. Through their active involvement, their aim is to contribute to the strengthening of the trinational Basel metropolitan region.

Local government and regional bodies:

Fricktal with the individual communes of Kaiseraugst, Möhlin, Rheinfelden and Stein; Canton Basel-Stadt; Canton Basel-Landschaft with the individual communes of Aesch, Arlesheim, Biel-Benken, Pöfingen and Reinach; Canton Jura; Canton Solothurn; Landkreis Lörrach with the towns of Lörrach and Weil am Rhein; Ville et Pays de Saint-Louis

Federations and Associations:

Angestellte Schweiz (Nordwestschweiz); Forum Fricktal; Forum Regio Plus (association for the promotion of the Schwarzbubenland); Gewerbeverband (SME association) Basel-Stadt; Basel Chamber of Commerce; Interpharma; the metrobasel Initiative; Promotion Laufental; Regio Basiliensis; TEB/ETB (Trinational Eurodistrict



Life as a research subject: concentrated activity in the Biozentrum.

Photo Tanja Demarmels

Basel); Unia Nordwestschweiz; Basel Area Business Development¹; Wirtschaftskammer (SME association) Baselland¹

Companies:

ABN Amro Bank (Switzerland)¹; Advocacy – Kommunikation & Beratung; AHA Marketing Kommunikation; Bank Sarasin; BLKB (Basel-Landschaft Cantonal Bank); BKB (Basel-Stadt Cantonal Bank); Basler Zeitung; Capgemini Switzerland¹; Datalynx AG¹; Deloitte AG¹; EBM Elektra Birseck; Ernst & Young; EuroAirport Basel-Mulhouse-Freiburg; F. Hoffmann-La Roche AG; Migros Cooperative Basel; Grand Casino Basel; GSI Bau- & Wirtschaftsingenieure AG¹; Hecht & Meili Treuhand¹; Helvetia Versicherungen¹; Herzog & de Meuron, Architects/ETH Studio; Hiag AG¹; IWB Industrielle Werke Basel; Konso AG; La Roche & Co. Banquiers; Manor AG¹; MCH (Swiss Exhibition

Ltd.); Mercuri Urval Basel¹; Merian Iselin Spital¹; Nationale Suisse¹; Novartis International AG; openjointcompany; Plaut Economics; PricewaterhouseCoopers; Rapp Gruppe¹; ThomannFischer; VischerVettiger; Zwimpher Partner Architects¹.

One of the aims of the metrobasel programme is to show the decision makers in politics, business and civil society and, in the final analysis, all the citizens of the trinational Basel metropolitan region at least once a year whether the region's competitiveness has improved, remained stable or even deteriorated in comparison with regions in competition with it and what differences exist compared with the goals formulated in the "metrobasel 2020 vision". The metrobasel programme is setting out to sensitise and mobilise those it addresses to make the necessary contributions to ensuring that the fragmented trinational Basel region can become a dynamic metropolitan region.

As soon as a sufficient number of businesses, federations, associations, local-government organisations and private individuals have joined BAK Basel Economics' metrobasel programme, the idea is to separate it from BAK Basel Economics and to transfer it to a foundation (*the Fondation metrobasel*).

¹ Participants in the "metrobasel monitor" section of the programme



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Art|Basel, Art|Basel|Miami Beach, BASELWORLD, Basler Weinmesse, Berufsmesse Zürich, BuchBasel, focus.technology forum, GiardinaZÜRICH, go, Herbstwarenmesse, Hilsa, Holz, Igeho, ILMAC, ineltec, Mefa, muba, PACK&MOVE, powertage, Swissbau, SWISS-MOTO, Swisstech, Weiterbildung Basel, WORLDDIDAC Basel, Züspa

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Basler Kantonalbank is committed to promoting the attractiveness of the Basel economic region and gives support to metrobasel projects.



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