


An aerial night photograph of Basel, Switzerland, showing the city lights, the Rhine river, and the Ferris wheel. A large, stylized sunburst graphic composed of many white, elongated, rounded rectangular bars radiates from the upper right towards the center of the image. The sky is a mix of deep blue and orange from the sunset.

Basel. The Place for doing Business

A City full of History

- 
- Important trade center since 1225, when the first bridge over the river Rhine was built
 - Openness and tolerance are an integral part of Basel's culture
 - Oldest Swiss University, established in 1460
 - Long history of chemical and pharmaceutical industry
 - Since 1930 HQ location of the Bank for International Settlements (BIS)

Chemical & Pharmaceutical Industry

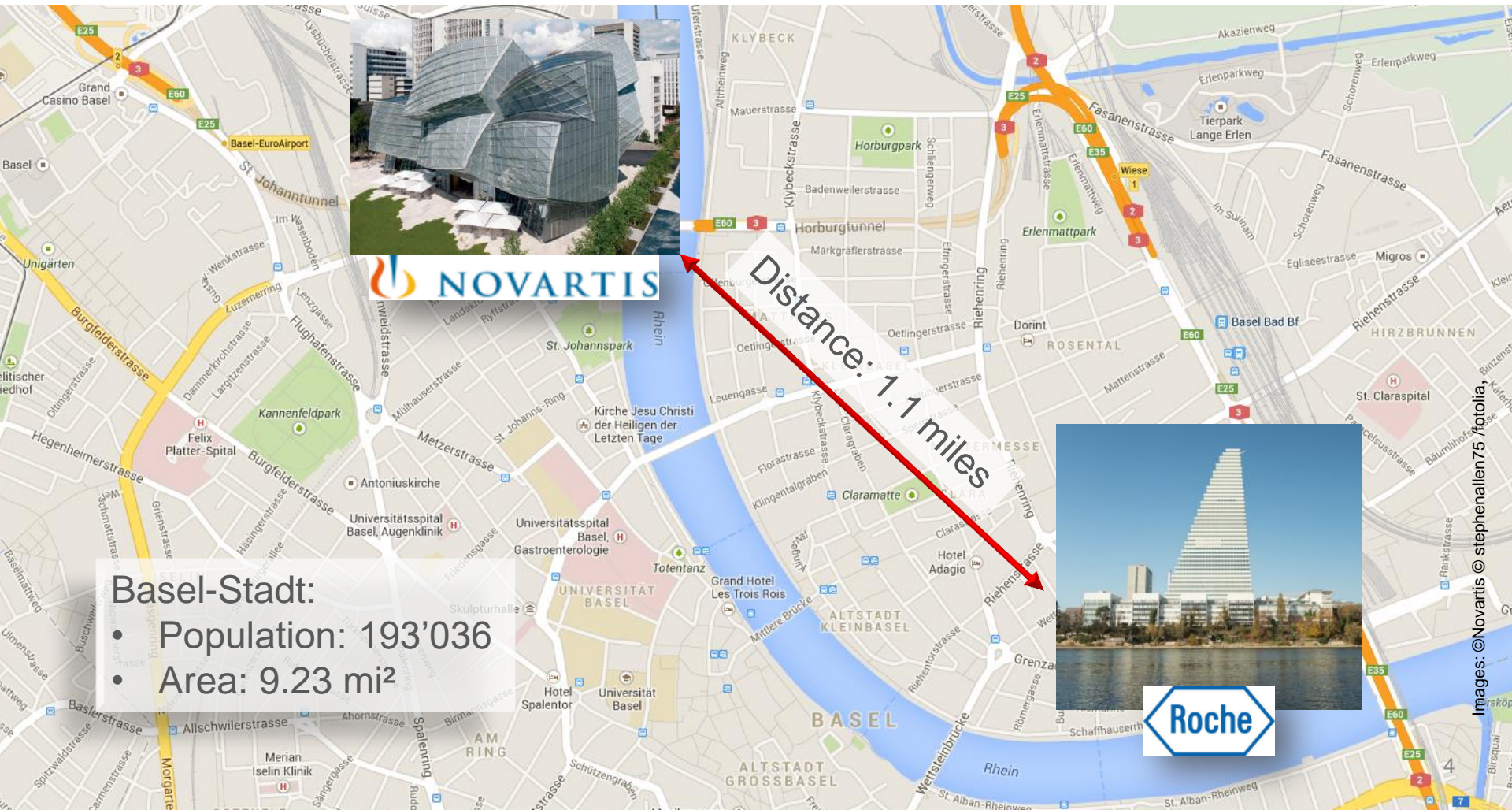
**BASEL
AREA.
SWISS**



<http://technik.geschichte-schweiz.ch/industrialisierung-schweiz.html>

2 out of the top 3 Pharma Multinationales

BASEL AREA. SWISS



Basel: The most Innovative City in CH

BASEL AREA. SWISS



A multifaceted Business Location

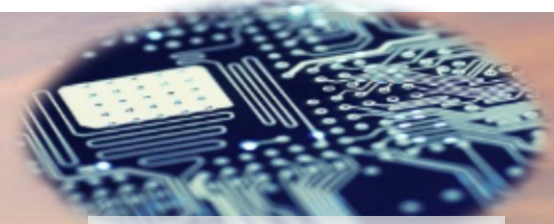
BASEL AREA. SWISS



Life Sciences



Logistics Industry



ICT Industry



Medtech Industry



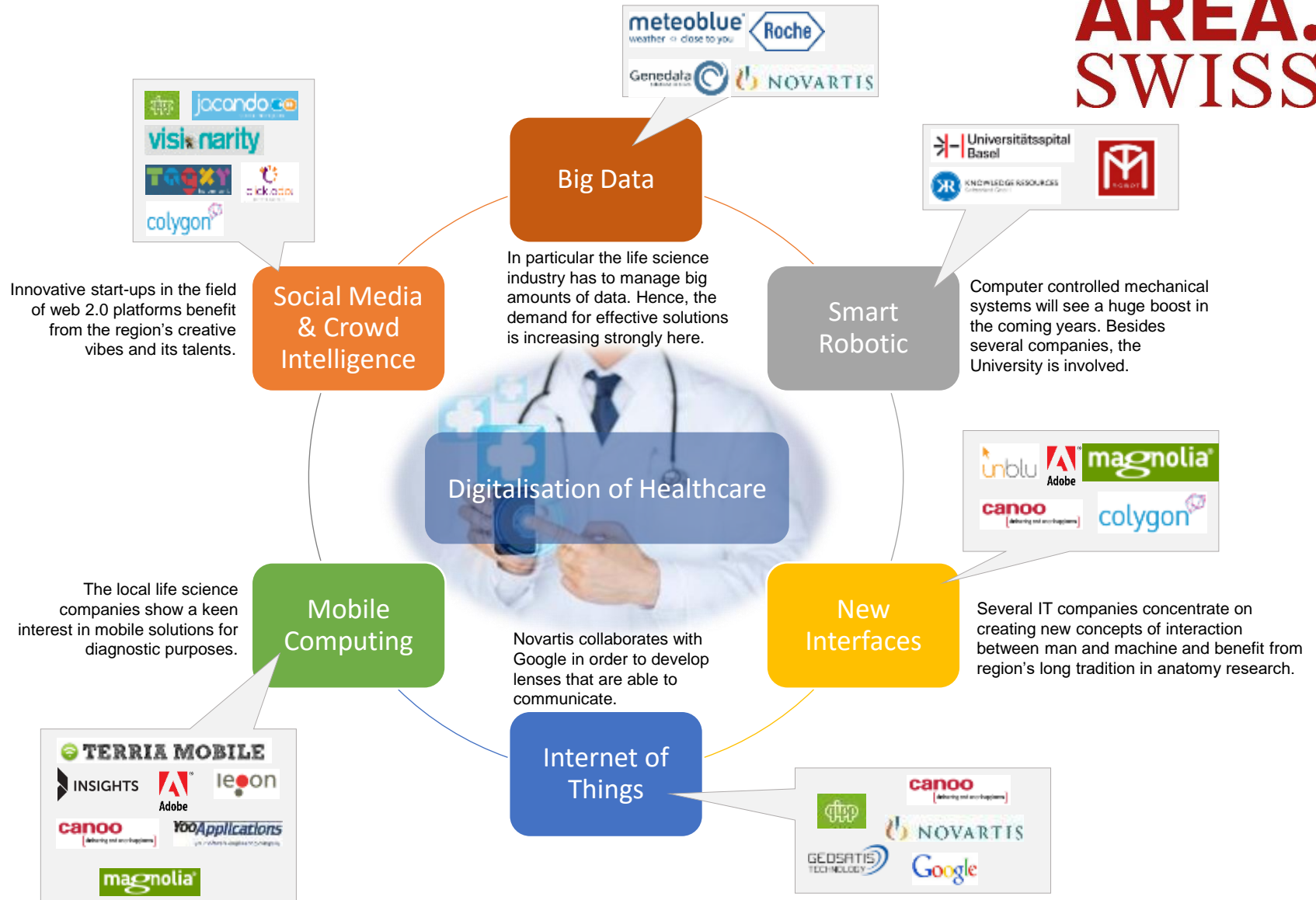
Financial Industry



Creative Industry

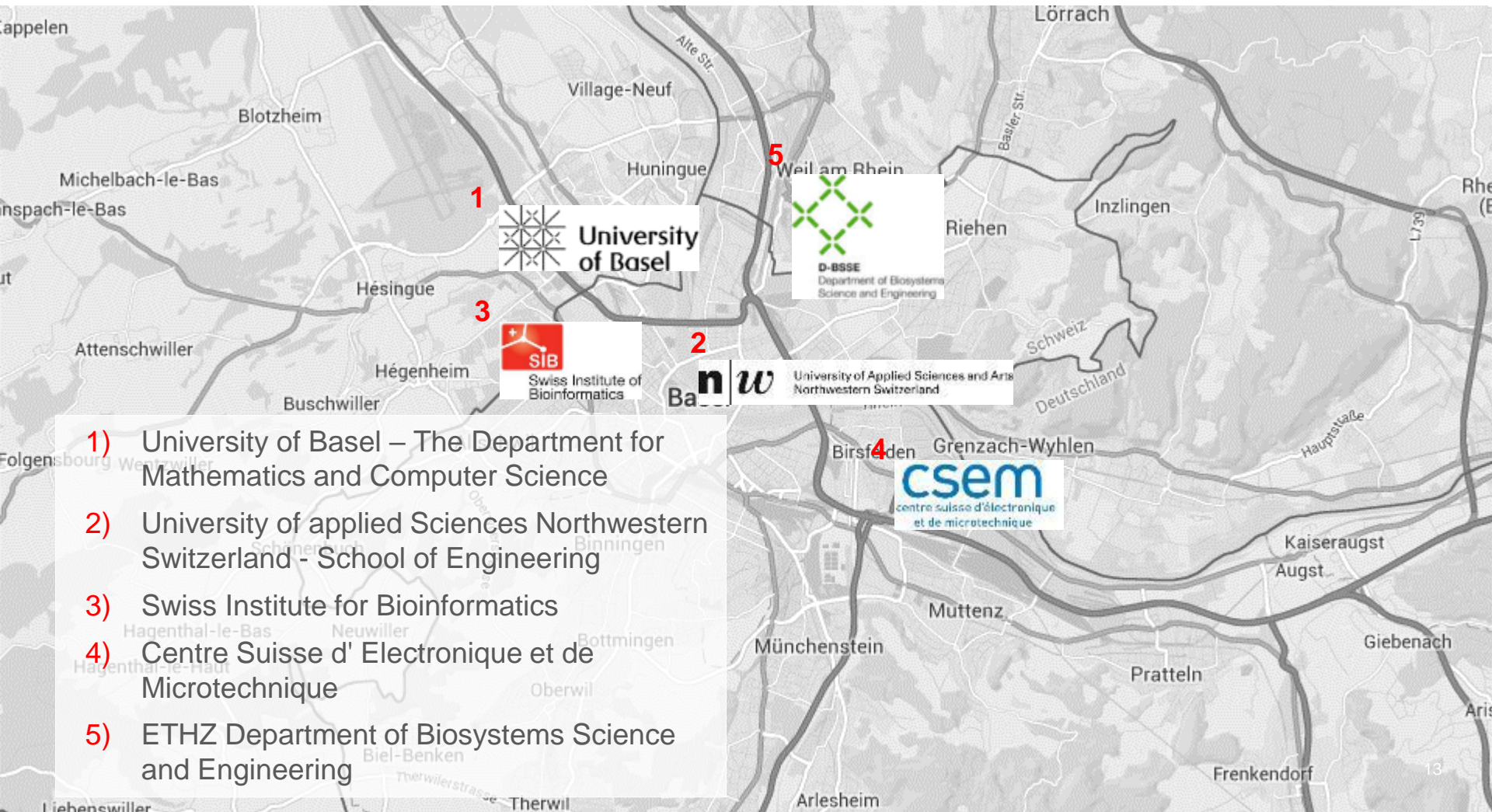
A manifold ICT Location

BASEL AREA. SWISS



ICT Research in the Basel Region

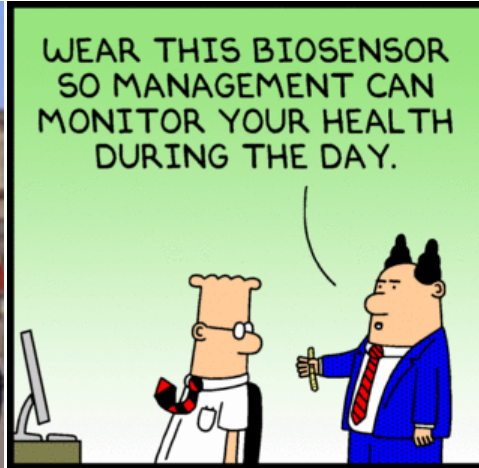
BASEL AREA. SWISS



- 1) University of Basel – The Department for Mathematics and Computer Science
- 2) University of applied Sciences Northwestern Switzerland - School of Engineering
- 3) Swiss Institute for Bioinformatics
- 4) Centre Suisse d' Electronique et de Microtechnique
- 5) ETHZ Department of Biosystems Science and Engineering

Wearables / Quantified Self

BASEL AREA. SWISS



https://de.wikipedia.org/wiki/Quantified_Self
<https://en.wikipedia.org/wiki/Tricorder>
www.technovelgy.com/ct/Science_List_Detail.asp?BT=Medical

Digital/Electronic Health

BASEL AREA. SWISS

The top six categories accounted for more than 50% of all digital health funding in 2015, three of which were not ranked within the top six in 2014.



WEARABLES AND BIOSENSING

Wearable or accessory devices that detect specific biometrics and are designed for consumers



ANALYTICS AND BIG DATA

Data aggregation and/or analysis to support a wide range of healthcare use cases



HEALTHCARE CONSUMER ENGAGEMENT

Consumer tools for the purchasing of healthcare products and services or health insurance (B2B and B2C)



TELEMEDICINE

Delivery of healthcare services (synchronous or asynchronous) through non-physical means (e.g. telephone, digital imaging, video)



ENTERPRISE WELLNESS

Services designed to improve general well-being of employees



EHR AND CLINICAL WORKFLOW

Electronic health records and surround applications, including clinical workflow support/augmentation