A Global Home for Pharma Innovation

There are definitely many angles to look at Switzerland from. Notably, its reputation for efficiency, innovation, and international relations can be seen at its height in its intellectual communities of pharmaceutical leaders, researchers, and world-renowned institutions.

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Switzerland's cities are home to life science communities that include multinationals, small- to medium-sized companies, research institutions, and startups. It is this diversity in size, talent, and resources which creates an environment of learning, sharing, and collaboration. It is the ideal climate for the kind of conversations and effort needed to change the world or, at least, have a spirited conversation as international associations come together here.

While all of the country is open for business, pharmaceutical industries have concentrated in Basel and Geneva. Two of the world's five largest pharmaceutical companies — Novartis and Roche — were founded and are headquartered in Basel. Meanwhile, two of the world's top-three flavour and fragrance companies — Firmenich and Givaudan — is based in Geneva.

HARD WORK

The life sciences sector is the most important industry in Basel, accounting for 42% of GDP and the creation of more than 30,000 jobs. Not only does Switzerland have the largest export surplus of pharmaceutical products, it is also an important research location with a wealth of highly knowledgeable and trained scientists in the surrounding universities and research-oriented campuses. Basel cultivates a culture of hard work — these companies are reported to have the highest possible productivity per hour — making Basel a leading life science location on a global level.

Intellectual security is paramount to Switzerland's rise as the international centre of the pharmaceutical industry. Newly developed technologies and inventions are better protected in
Switzerland than any other country, which provides companies the legal protections and perspective that they need for long-term research and innovation. Projects such as Switzerland Innovation and healthcare acceleration program BaseLaunch also speed up the development of startups and strengthen these destinations as life-science hubs. There are initiatives and free trade agreements in place that make capital and access available to the most important markets worldwide.

Any leader knows that hard work and real results come from diligence, and Switzerland provides the ideal environment for which that progress to happen. This unique set of characteristics has transformed Switzerland into a home for a diverse selection of players in the pharmaceutical industry.

The reach of Swiss culture and philosophy reaches far beyond its borders through multinationals’ offices, production facilities, and research establishments on several continents. It also cultivates a global workforce at home with many managerial and professional leaders coming to live in Switzerland from abroad. This is exchange of culture and ideas, in the name of scientific advancement, creates a tolerant, progressive but organized environment in which to host conferences.

FULL OF OPPORTUNITIES

Beyond the intangibles, the cities host a breadth of opportunities, venues, and activities for international associations. Visitors can tour the headquarters of Novartis and its high-tech research laboratories, which are considered a modern hub for international encounter and exchange. Or they can tour the headquarters of the world’s fifth largest pharmaceutical company Roche in private groups open only to doctors, pharmacists, specialists, and universities. Outside of these storied walls, there are guided tours through Basel in which you can learn about university research and the city’s history as a hub for health and medicine dating back to the Renaissance.

The city’s impressive portfolio of residents means that world leaders from a variety of related fields can serve as speakers, with real hands-on insights into the rapidly changing industry, at local conferences.

The factors that make Switzerland ideal for scientific innovation also make it the perfect destination for international associations looking for a conference destination that aligns on ideals. Switzerland is located in the centre of Europe with a wealth of transportation options including plane and rail. Its modern infrastructure makes a stimulating itinerary not only possible but easy for guests. In a poetic sense, Basel is also home to some of the world’s most renowned art fairs making the city an intersection of art and science that expands not only knowledge but perspective. Everything in the city is located within a few square kilometres, but every step of its small size is imbued with its industry history and reputation for excellence.

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