

# Investors Guide

The Canton of Basel-Landschaft: a vibrant business location offering a high quality of life



**BASELLAND**

INSPIRATION FOR BUSINESS



Rego-Fix



Jura Mountains

## Satisfying established and prospective companies

It is important that companies are pleased with their location. In the Canton of Basel-Landschaft, there are many small, medium-sized and large companies which are successfully positioned on the market and are extremely satisfied with local economic conditions. However, it is also important that new companies feel welcome. That's why we have set up a "Welcome Desk" for both new and existing companies. It serves as a central point of contact for established and prospective companies as well as start-up entrepreneurs.

We all benefit from companies that move here: our construction companies and suppliers, the employees, job seekers, restaurants and retail trade, the canton and also the communes.

Over the decades a good foundation of structures have been built up in the region that provide a mix of skilled labour, modern and continually expanding infrastructure, an internationally attractive tax model, a stable political and economic environment. We have various strategic development areas, i.e., sites which are developed in cooperation with the communes, private landowners and investors for a common goal – a sustainable increase in the value of these sites.

Besides good infrastructural conditions, there is also the need for an environment in which the population benefits from a high quality of life. Educational institutions are important as well as cultural opportunities and many other local advantages. These include green surroundings with attractive and easily accessible recreational opportunities for the whole family. These factors are rated important, not least by many decision-makers in international companies. This is one of the reasons why I put the emphasis on the word Landschaft (Country). Basel-Landschaft also stands for recreation, for depth, which contribute significantly to the attractiveness of our canton.

Thomas Weber, Economic Affairs  
and Health Department, Cantonal Government





Schneider's carpentry works



Swissterrina



Belchen Panorama



Passionate about the Basel area



Muttenz goods yard

Baseland is a strong location. It is vibrant and prosperous. From their headquarters here, internationally renowned firms run their business around the globe. Universities and research institutes attract blue-chip academics and scientists.

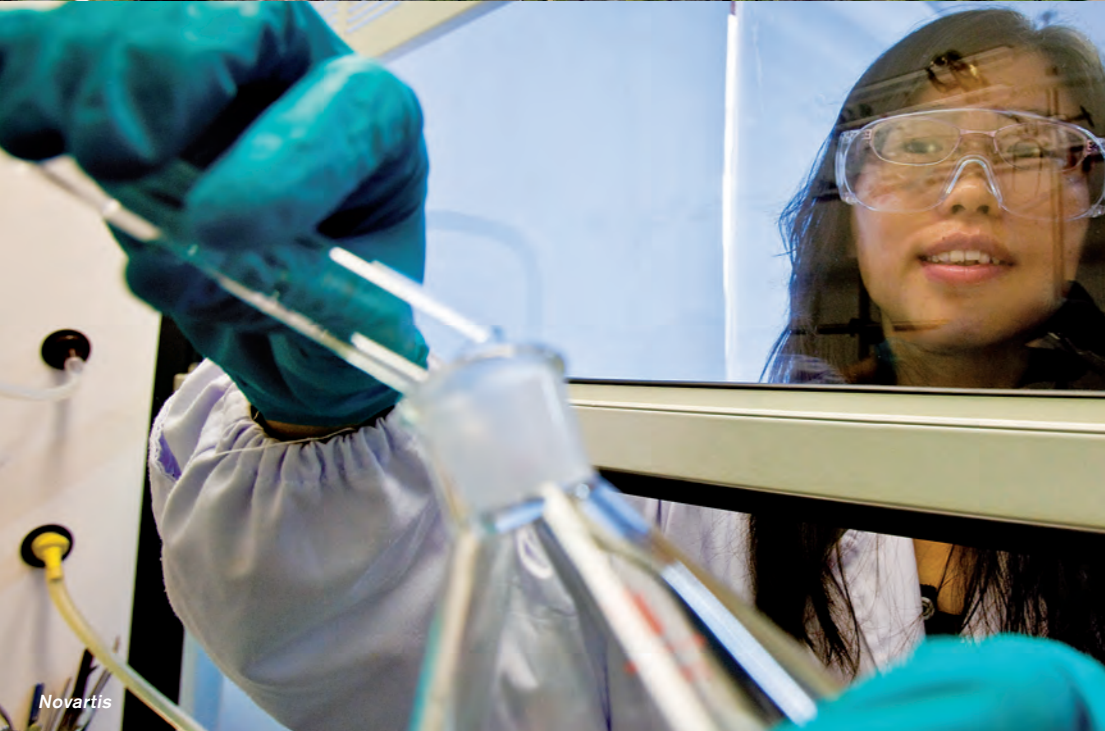
# BASELLAND – INSPIRATION FOR BUSINESS



Aosta Raurica



EuroAirport



Novartis



Actelion

## SWITZERLAND'S MOST INNOVATIVE REGION

This is confirmed by a UBS study. It's the high research intensity and the pharmaceutical and chemistry industry cluster in the Greater Basel area that are making an impact here. A diversity of industrial and commercial sectors ensures the vitality of this economic region. A highly productive workforce is part of this success.

Four international transport routes – air, road, rail and water – offer business travelers a choice of arrival and departure options, and keep the exchange of raw materials and manufactured products flowing smoothly.

## BUSINESS-FRIENDLY CANTON

Tax rates in the Basel region are moderate and with the Welcome Desk companies have a direct point of contact with the administration. The cantonal government promotes industry and supports innovation. Available sites offer space for investment and growth.

Local companies also appreciate the advantages of Switzerland as a business location: High labour productivity, liberal labour laws, moderate social costs, stability and legal certainty.

## SUPERB QUALITY OF LIFE

The Basel region has a high quality of life. Here you can live both close to town and in the countryside. The cultural and leisure scene is huge and the trails on the Jura mountains with their spectacular views offer mountain biking, hiking, enjoyment and rest. Excellent schools, colleges, private schools and vocational schools make it easy for families to settle here. Hence, there are many reasons to opt for the Basel region.

# 1 Strengths of the Canton of Basel-Landschaft



The Basel region has many strengths. In line with the economic development, they are constantly being expanded and updated. Read more on the following pages.

## Transport hub

- In the centre of Europe, located in the border triangle where Switzerland meets Germany and France
- Easily accessible by road, rail, air and sea, and linked to the North Sea via the Rhine
- National and international railway networks ensure good connections within Switzerland and on to Europe

More on this on pages 10/11.

## Attractive business environment

- Competitive tax system
- Specific advantages for companies
- Public authorities are efficient and business-friendly
- Economic growth higher than the Swiss average

More on this on pages 12/13.

## High productivity, flexible labour market

- Well-trained workforce, across all industry sectors and levels
- High volume of work
- Low unemployment (less than three per cent)

More on this on pages 14/15.

## High quality of life

- First-class healthcare provision
- Wide range of cultural and leisure options
- Option of city living or rural life
- Safe towns and villages

More on this on pages 16/17.

## Superior research and learning location

- Internationally networked universities and technical universities, excellent state and international schools
- High research intensity
- Strong life sciences sector, good mix of industries
- Good general conditions for innovation: according to a UBS study, jointly with Basel-Stadt Switzerland's most innovative canton

More on this on pages 18/19.

## Room to grow

- Plenty of development potential: vacant industrial and commercial areas are available
- Reliable energy, water and telecommunications provision
- Well-developed transport network
- Good and wide variety of office space and residential property

More on this on pages 22/23.

## Assistance with settlement

- Assisting new and existing firms is a high priority in the canton

More on this on pages 24/25.

## 2 Firms in the Basel area: selected highlights

«Central Europe, Switzerland with its stability – we're right at home here. We feel at ease and secure, we're well networked and there are contacts in the political sphere and local administration who we can talk to.»  
Klaus Endress, CEO Klaus Endress, CEO of the Endress+Hauser Group, Reinach



Endress+Hauser

Over the past few decades, the canton of Basel-Landschaft has emerged as an important location for business and research, and is host to a multitude of small and large companies – we present a selection here.

### STRONG IN THE LIFE SCIENCES

#### Clariant – global chemicals specialist from Muttenz

Clariant is a global leader in speciality chemicals, headquartered in Muttenz. The company's business activities include additives, catalysis & energy, functional materials, industrial & consumer specialities, masterbatches, oil & mining services and pigments. With its sites in Muttenz and Pratteln, Clariant is one of Basel-Landschaft's biggest employers.  
Industry sector: chemistry

*"Clariant established the Infrapark Baselland in Muttenz. Infrapark offers a tailor-made infrastructure for research, development and manufacturing companies. We've already enabled a number of firms to affiliate themselves to the chemistry and life sciences cluster that has traditionally been based in the region. That's unique in the Switzerland-Germany-France tri-border area."*  
Renaud Spitz, Manager Infrapark Baselland, Manager Clariant Schweiz

#### Novartis – strong in export

Novartis manufactures innovative drugs and treatments, and has a presence in over 140 countries. The company is among Switzerland's biggest exporters, and the Massachusetts Institute of Technology named it as one of the 50 most innovative companies of 2013. Since 1939, Novartis (formerly Sandoz and Ciba-Geigy) has also been manufacturing in the Basel region, at its Schweizerhalle plant in Muttenz.  
Industry sector: life sciences

#### Synthes – a global market leader from the canton of Basel-Landschaft

Synthes is a world-leading medical device manufacturer. The company develops and manufactures instruments, implants and biomaterials – everything needed to help broken bones mend quickly. The company has its roots in the Basel area, and the region continues to play an important role: five of a total of twelve production plants are located here.  
Industry sector: life sciences, medical devices

### STRONG IN PRECISION

#### Endress+Hauser – a regional high-tech company

Endress+Hauser is a globally active provider of measuring instruments and industrial process technology. The family-owned business, with more than 10,000 employees in more than 100 countries, is a significant driving force in international research: in 2012, Endress+Hauser invested a good seven per cent of its turnover in research and development, and registered 230 new patents.  
Industry sector: industrial measuring and control technology

*"Central Europe, Switzerland with its stability – we're right at home here. We feel at ease and secure, we're well networked and there are contacts in the political sphere and local administration who we can talk to. The transport connections work. Schools, technical universities and traditional universities are good – even if there are always things to improve. We've got good people here who work with a high level of efficiency."*  
Klaus Endress, CEO, Endress+Hauser, Reinach,

#### Ronda – ticking all over the world

Ronda AG, with headquarters in Lausen, is ticking on wrists all over the world, because Ronda is one of the world's biggest manufacturers of high-precision quartz clock mechanisms with innovative design.  
Industry sector: watches, precision instruments

*"In the canton of Basel-Landschaft, we're able to put our plans for the future into action and, together with our Far East production operations, we're competitive on the global market."*

*Particularly for the production of superior Swiss-made products by expert staff, the Swiss location is indispensable."*  
Erich Mosset, Chairman of the Board and CEO, Ronda AG

### STRONG IN TRANSPORT

#### Swissterminal – across the globe

Whether its handling, storage, maintenance, leasing or sale – at Swissterminal, it's all about the container. Founded 40 years ago, the company is the leading terminal operator in Switzerland. At five locations close to Swiss economic centres, the family-owned business organises the handling and storage of containers.  
Industry sector: logistics

*"Swissterminal AG, with headquarters in Frenkendorf, is a key partner for commerce and industry in the Basel region. Our container terminals offer a substantial benefit for all internationally active industrial and commercial enterprises that bring in their goods from overseas or export them."*  
Roman Mayer, Chairman and Deputy of the Board of Directors, Swissterminal AG

### STRONG IN ENJOYMENT

#### Ricola – always true to Baselland

Ricola AG, founded in Laufen in 1930, is today among the 20 strongest brands in Switzerland. The company exports its herb sweets to more than 50 countries, and the brand stands for premium Swiss quality. The heart of the company has always beaten in Baselland.  
Industry sector: food

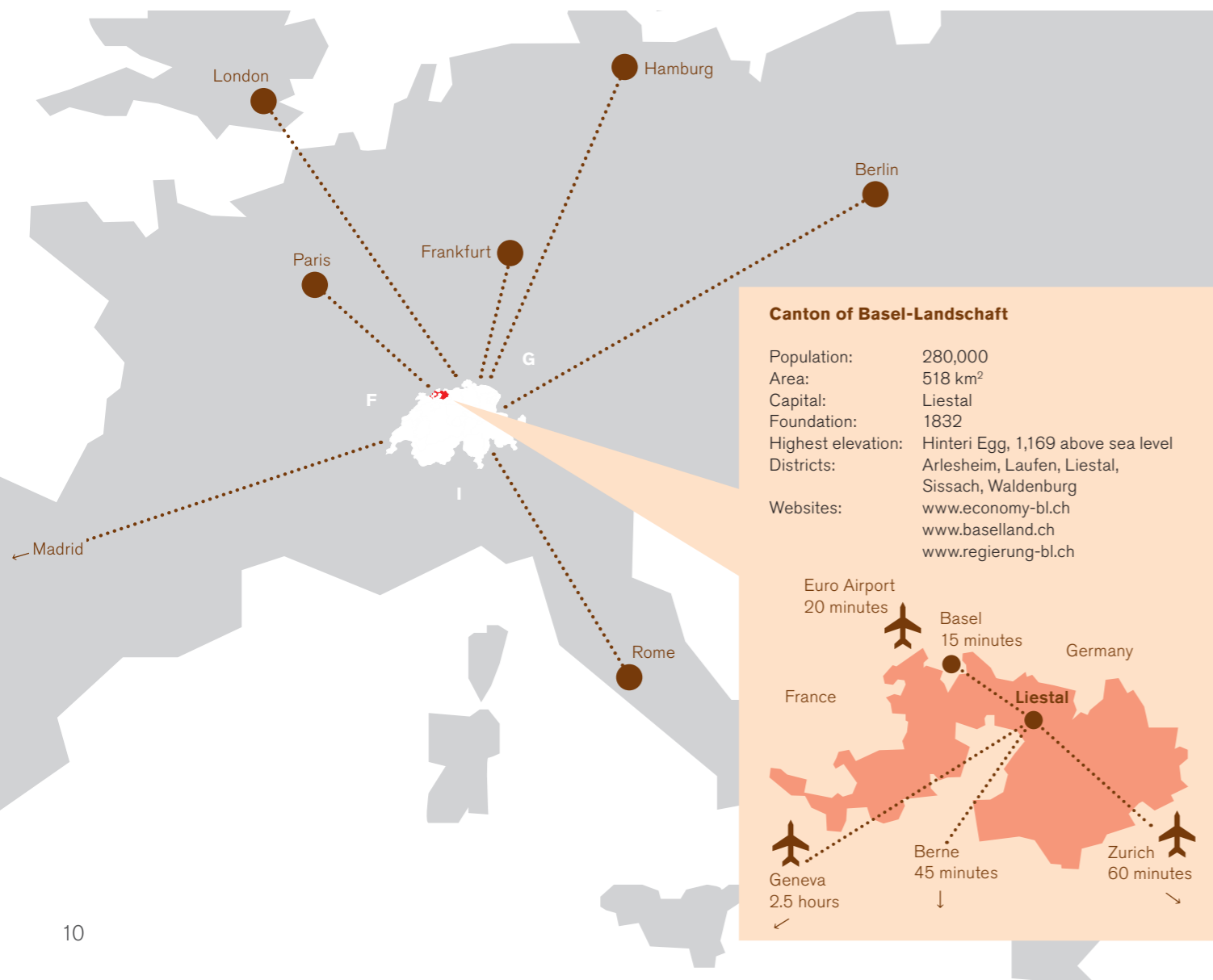
### 3 In the middle of Europe – with access to the sea

Via the ports, Switzerland's interior is linked to the sea. Switzerland's biggest container terminal operation is located at the port in Birsfelden.



Port of Birsfelden

It's no surprise that a host of logistics companies have taken up residence in the Canton of Basel-Landschaft. It lies in the heart of Europe, the canton is ideally connected in terms of transport.



The central location affords short transport routes in all directions by rail, road and air. Added to this is access to the sea. The Basel region enjoys direct access to the North Sea via the Rhine ports – the only region in Switzerland to do so. And this access is utilised intensively: every year, six to seven million tonnes of freight is transported to the Rhine ports, and the bulk of that is transported onwards from there. That corresponds to around ten to twelve per cent of all freight imported into Switzerland.

#### Air traffic routes to 30 countries

The region is well-connected by air as well. The nearby EuroAirport Basel-Mulhouse-Freiburg serves 60 to 80 airports in 30 countries, mainly destinations in Europe. The EuroAirport is a joint project operated by the Basel, Alsace and South Baden regions, and also a symbol of transnational cooperation in the tri-border area. Today, more than five million passengers use the airport each year, and this figure is rising steadily. In addition, the airport specialises in Business, VIP and private flights – this is assured by firms based at the airport, such as Jet Aviation and AMAC Aerospace. International connections to North and South America, and to Asia and Africa, are provided via Zurich Airport.

#### European metropolises within easy reach by train

But the Canton of Basel-Landschaft is also a step ahead when it comes to rail traffic, as it lies on the key north-south link. The freight depot in Muttenz, one of the biggest in Europe, is an important hub in European freight transportation. By train, cities such as Milan, Lyon, Paris, Frankfurt or Stuttgart are accessible within a few hours - without traffic jams.

At national level too, rail transport is crucial. People travel by train more frequently in Switzerland than anywhere else in the world. Public transport in Switzerland is among the best in the world and runs as reliably as a Swiss watch: 90 per cent of all trains arrive less than three minutes late. And the Canton of Basel-Landschaft is optimally networked with train, bus and tram services.

To make sure this world-class transport infrastructure will also cope with the demands of the future, it is being developed and expanded at many points. The national and international rail network is being continuously upgraded – for instance, there's the link to the European high-speed network, the freight depot in Muttenz is being completely rebuilt and upgraded, the airport has been undergoing constant expansion for ten years (opening of two terminals), and the Rhine ports and the road system are also being modernised.

## General conditions for growth

The economic development is making growth the order of the day: this should benefit not just the established industry sectors such as pharmaceuticals, but also other sectors such as energy provision.



Holinger Solar AG

A crisis-proof mix of sectors, moderate tax rates, economic and political stability – all this characterizes the AA + Basel area location.

Together, the Cantons of Basel-Landschaft and Basel-Stadt have a crisis-proof mix of sectors. In the Canton of Basel-Stadt, the pharmaceutical and chemical industries and the financial and

insurance industries are strongly represented, while the Canton of Basel-Landschaft boasts a high percentage of specialised firms in the metal and engineering industries. Not surprisingly,

the logistics sector has a higher than average presence compared to Switzerland as a whole. Other important industries are wholesale trade and construction; the retail business also employs a large number of people.

The growth in employment is worth commenting on: in the years 1995 to 2010, the number of those in employment in the Canton of Basel-Landschaft increased by 10.5 per cent, with about one third of this stemming from organic growth of the companies resident here. The strongest growth is shown by administrative and social services, such as teaching staff, but also medical specialists in health and welfare. With new locations, the financial and insurance industry, energy provision and in particular the high-tech industry (pharmaceuticals and chemistry) also bring substantial impetus for growth: since the early nineties, the life sciences industry has been growing constantly, with average annual rates of more than nine per cent. Research and development, averaging more than four per cent growth, is also among the region's growth drivers. The business services sector, including IT and communications, which has profited heavily from international companies moving into the area, is also booming.

pay significantly less taxes since the family tax reform was implemented in 2007. Further adjustments in the interests of fair and competitive taxation are planned. Unlike other cantons, the Canton of Basel-Landschaft has neither a real property tax nor a cantonal sales tax. Due in part to the attractive tax environment, numerous multinational corporations have chosen the Canton of Basel-Landschaft for their European or divisional headquarters, or for their central commercial operations.

### Tax administration as service provider

The Canton of Basel-Landschaft's tax administration sees itself as a service provider in relation to inhabitants, companies and investors. It gives binding rulings on restructuring such as mergers, conversions and demergers, real property transactions and international tax questions, so that in terms of legal certainty, an investor or company is able to count on secure and reliable fiscal information already in advance of formally taking up residence. The possibility of tax relief, which can be granted by the cantonal government for a maximum of ten years, can also be discussed in advance. Depending on the amount of any investments in the Canton of Basel-Landschaft, newly created jobs, the earnings outlook and the competitive situation, worthwhile incentives are offered in this respect.

### Fiscally attractive

Basel-Landschaft has a very attractive tax regime, and compared to the rest of Switzerland a moderate one. It fosters a good tax environment and unbureaucratic access to the authorities; the administration is characterized by its service mentality and efficiency.

Thanks to two corporate tax reforms, companies are now taxed at a substantially lower rate and benefit from administrative relief. Families too



The 2013 BAK Taxation Index for companies reveals attractive tax rates for Baselland. As its most important indicator, the index measures the average tax burden (Effective Average Tax Rate, EATR) of successful investments.

**Stable, pro-business and socially favourable general conditions**

Switzerland has been a haven of political stability for more than 150 years. The changes in government – right, left, right and back to left again – common in many other countries don't happen in Switzerland. Both the federal government and the government of the Canton of Basel-Landschaft are made up of a number of different parties and function on the principle of concordance. All the important societal stakeholders are involved.

Between employers and employees too, stability has prevailed for many decades – what is known as 'industrial peace'. In concrete terms, this means that labour disputes are normally settled around the negotiating table. For that reason, 'strike' is virtually a foreign concept in Switzerland: For every 1,000 employees, Switzerland reckons on about two strike days a year. In countries such as Germany or Sweden, there are four times as many strikes, in the USA ten times as many, and in France up to 50 times as many. Switzerland's economic rise has been built on peace and stability, and today these qualities provide a guarantee that Switzerland will retain its leading position.

The level of job satisfaction is very high in Switzerland, even though by European standards the Swiss work long hours (average 42.3 hours per week). Ninety one per cent of employees say that they are satisfied or very satisfied with their working conditions. A referendum at the end

of March 2012 also showed that people in Baselland in particular are happy in their work: in the 'Ferieninitiative' (vacation initiative), 69 per cent of the canton's population voted against a statutory extension of the minimum holiday allowance from four to six weeks.

**Very high worker productivity ...**

The high level of job satisfaction and good physical health of workers is also reflected in a low rate of absenteeism: workers are absent due to sickness and other causes for only about four per cent of working hours. In other countries, a rate of ten per cent is not uncommon. So it's not surprising that the Canton of Basel-Landschaft has a very high level of worker productivity.

Social costs in Switzerland are moderate by international standards. In the Swiss system, the state, occupational and private pension and insurance provision are combined. This means employees and employers share the costs, as a general rule. The additional burden on earnings for pensions and insurance provision is around 15 per cent.

**... and top-flight training**

Switzerland's emergence as a global innovation leader in the past few decades has only been possible because the country has an excellent education and vocational training system. Thanks to the combination of vocational training and school, practice and theory, Switzerland has one of the lowest rates of youth unemployment

Job satisfaction and worker productivity are very high in Switzerland. 91 per cent of jobholders state that they are satisfied or very satisfied with their working conditions.



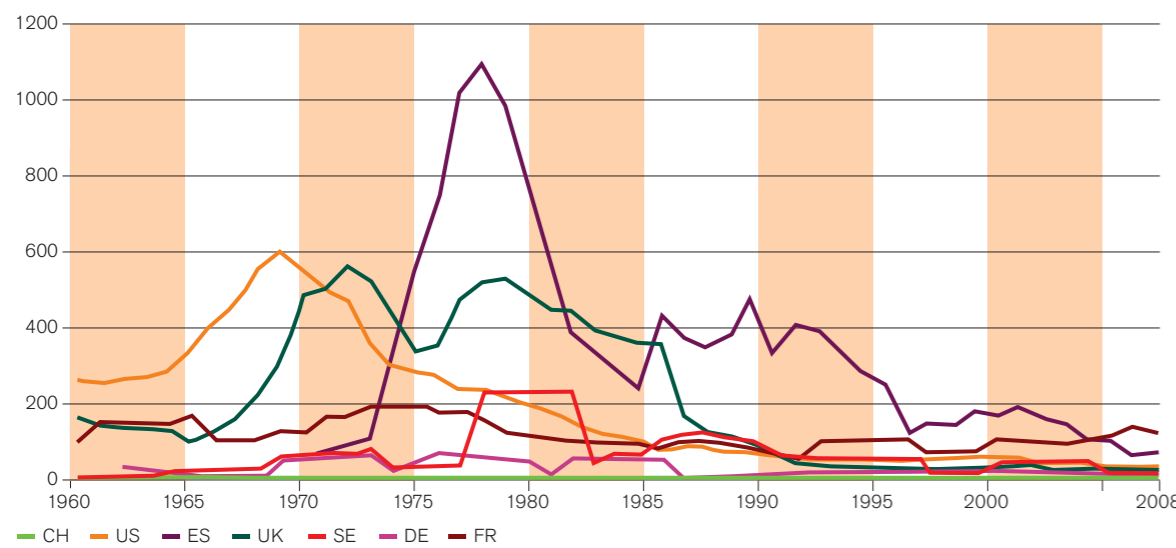
in the world, and has at its disposal a very high percentage of highly qualified workers. And the country proves this time and again in competitions. At the WorldSkills Competitions, for instance, Switzerland has established itself as the leading nation in Europe. It regularly shares the top spots with Asian countries such as Korea and Japan.

The unemployment rate of 2.7 per cent in the Canton of Basel-Landschaft is a record-breaking low for Europe. The labour market is flexible as short notice periods allow companies the possibility of dynamically adapting human resources planning to the company's economic progress.

This enables businesses to take advantage of the labour market in neighbouring France and Germany as well. Already today, ten per cent of jobholders in Basel-Landschaft are cross-border commuters – they live in adjacent countries but work in the canton. This is made possible by the Agreement on the Free Movement of Persons between Switzerland and the EU. The canton is making every effort to maintain these good conditions in the future.

**An AAA location**

The dynamics of the economy in the Basel region is also based on an administration which functions well. Standard & Poor's rated the Canton of Basel-Landschaft with an AA+ rating in 2014. The credit rating agency sees the strengths of the canton in the prudent management and conservative financial model. The dynamic economy and predictable institutional framework are also factors for the positive rating.



Fewer strikes: number of strike days per 1,000 jobholders in various European countries, in days (Source: FORS Social Report 2012).





Guggenheim culture hotel, L'Oréal



Augusta Raurica



Residents of the Basel area take pride in their picturesque Jura landscape, with views to the peaks of the Swiss Alps.

## The Swiss are among the happiest people in the world. One reason for this: Virtually everything works reliably here.

Can quality of life really be measured? We'll give it a go. Quality of life is related to happiness. To find out how happy people are, it is best to ask them directly. The most comprehensive data on this can be found in the World Database of Happiness, a project of the Erasmus University in Rotterdam. These data show clearly that the Swiss are among the happiest people in the world. Of course, there are many reasons for this, one of which is perhaps a bit dull, but all the more pertinent for that: in Switzerland, virtually everything functions with incredible reliability: from rubbish collection to obtaining official authorisations. This is something the Swiss take pride in.

Another way of measuring quality of life is to look at international rankings comparing the quality of life from city to city. Here too, Swiss cities regularly take the top spots, and on an international scale, the differences between the individual Swiss cities are minimal. The cities here are in the top ranks for safety, stability and infrastructure. Added to this is low unemployment and an excellent healthcare and education system.

The following factors also speak in favour of the Basel area: a wide range of cultural activities on offer in the region, the proximity to the city of Basel, but also with the option of living in the countryside, low cost of living and lower taxes than in the city of Basel, and a good range of housing options that increases by around 1,000 homes each year.

### High level of safety and security

Switzerland is a very safe country. This is demonstrated by, among other features, the fact that even members of the country's Federal Council, senior government ministers and CEOs of international firms travel to work by tram or on the train. Even global celebrities are able to move about with comparative freedom in Switzerland, unmolested and generally without personal security. Swiss parents happily let their children travel by themselves from home to kindergarten or primary school.

### Clean environment

Basel area residents take pride in their picturesque Jura landscape, with views to the peaks of the Swiss Alps, and the blossoming cherry trees in spring. They do their best to maintain an unspoiled natural environment and keep their surroundings clean and tidy. Not just the inhabitants of the Basel area, but the vines as well benefit from the mild climate and abundant sunshine. Even though the Basel area boasts only a small wine-growing area, quality wines are occasionally produced here: in 2012, a Pinot noir from Muttenz was selected as the best in the world at the 'Mondial du Pinot noir'.

### Many nations, many languages

Most of the Basel area population speaks at least one foreign language in addition to German – usually English or French. Children are taught these two languages at school. Because of the canton's international connection and the high proportion of foreigners here (just under 20 per cent), English has an important place in business life. But with a sizeable expatriate community in the region, many other languages are also spoken in the canton.

### Wide choice of learning options: from kindergarten to university

The Basel region offers a wide choice of learning options – everything is available, from kindergarten to university. The canton's university, founded in 1460, is the oldest in Switzerland, and is among the top 100 universities in the world. It is a traditional university, but focuses in particular on the two core areas of culture and life sciences.

The canton of Basel-Landschaft also has a technical university, five grammar schools, which are among the best in Switzerland, a number of vocational training schools and a strong primary school system, where the great majority of pupils are educated for the future.

### Culture and recreation

The canton of Basel-Landschaft offers a plethora of cultural and recreation options: swimming pools and castles, museums and restaurants, mountain bike routes and hiking trails. One place of interest is the Roman town of Augusta Raurica, which provides an exciting glimpse into the life of the Romans – including an amphitheatre. Every year the Roman festival attracts tens of thousands of visitors. The international cultural scene of Basel is close at hand, and when Art Basel is staged, art frenzy grips the entire region.

### Healthcare: second-highest life expectancy in the world

With the Cantonal Hospital Baselland at three locations, and a range of private clinics, the canton of Basel-Landschaft guarantees first-class healthcare provision close at hand. At 82.6 years, the life expectancy of the Swiss is the second highest in the world – only in Japan do people live longer.

## 6 Education, research and innovation

Thanks to the combination of vocational training and school, practice and theory, youth unemployment is very low in Switzerland.



International School Basel, Reinach

Innovation is an important driver of the economy in Baselland. An especially attractive feature is the coexistence of academic research, industrial development and demand for advanced technology.

Both in the Global Competitiveness Report produced by the World Economic Forum and in the Institute for Management Development's (IMD) World Competitiveness Yearbook, Switzerland is always at or very near the top of the rankings. Within Switzerland, in turn, Baselland is in the top flight of the most competitive cantons. In the UBS' annual Cantonal Competitiveness Indicator, Basel-Landschaft and Basel-Stadt are the leaders in the sub-domain 'Innovation'. This is the result of the presence of major industry clusters, and a high intensity of research and development by the companies based here. The region's high concentration of people employed in interdependent sectors is the best environment for innovation.

### Inventors and Nobel Prize winners

A prerequisite for and basis of innovation is the coexistence of industrial and academic research, as well as the availability of skilled labour. Baselland is ideally positioned in every respect. The canton is a contributor to the University of Basel, which has enjoyed an outstanding reputation for many decades not least in the life sciences. A number of Nobel Prize winners from the university – such as Paul Müller and Werner

Arber – are evidence of the high level of natural sciences research in the region.

The combination of the Life Sciences Cluster, which is quite unique world-wide, and the high-quality, research-focused hospital landscape in the two Basel cantons prompted the ETH Zurich (Swiss Federal Institute of Technology Zurich) to set up its ETH Biosystems Department in Basel.

But it's not just in the life sciences that the region is leading the way – in physics too, Basel-Landschaft has plenty to offer. A shining example of this is the physicist Martin Schadt, a pioneer in the field of liquid crystals, who was recently awarded the European Patent Office's Inventor prize. Schadt was working at Roche, and with his patent for liquid crystals he paved the way for the electronics industry, and a sector that today generates annual turnover of around 100 billion dollars.

### Cutting-edge nanotechnology

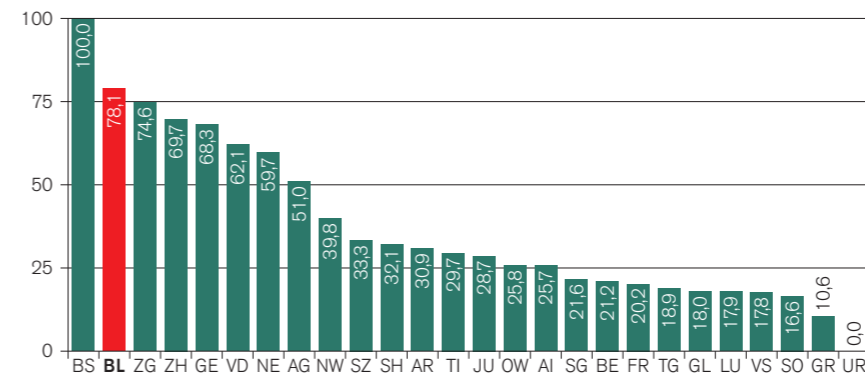
The University of Basel has established nanotechnology as another future-oriented core area. The Swiss Nanoscience Institute (SNI) is optimally networked around the globe, and widely supported nationally and regionally. Here too, the coexistence of academic and industrial research is hugely important. One illustration of this is the i-net Nano initiative to promote the use of nanotechnologies in companies. The Basel tri-nation area offers excellent conditions for the application of nanotechnologies. For one thing, universities and research institutions doing highly productive work in nanotechnology research and development are present. For another, hundreds of firms that use nanotechnologies are based in the Basel region.

With the aim of using new technologies to promote industrial innovation, the Canton of Basel-Landschaft has supported the Centre

Suisse d'Electronique et de Microtechnique SA (CSEM) since 2009 with its innovation centre for polytronics and organic electronics in Muttenz. The centre develops and industrialises micro- and nanotechnologies for polymer surfaces. It acts as an industry-oriented bridge-builder between academia and industry, and in this way complements the region's existing activities. By the same token, the Development Centre enables local industry to benefit from improved access to the CSEM's existing network, which is active in Switzerland in the fields of system engineering, micro- and nanotechnology, robotics and nanomedicine.

### Strong vocational training

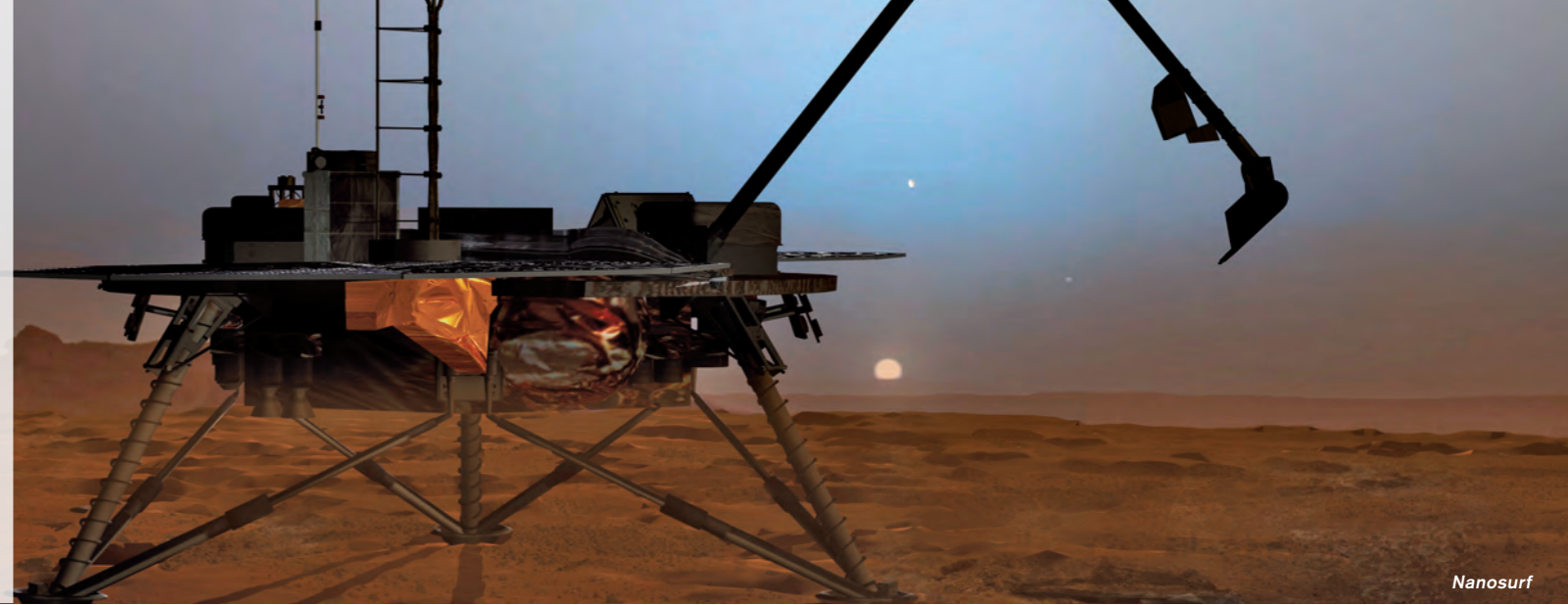
All of this is possible at the Baselland location only because large numbers of well-trained workers are available. The canton offers an excellent state-run school system. Alongside this, there are many private schools offering all courses up to Matura, Switzerland's general qualification for university entrance – particularly the International School Basel (ISB). The university in Basel and the Fachhochschule Nordwestschweiz (FHNW, the University of Applied Sciences and Arts Northwestern Switzerland), with a campus in Muttenz, join this list. In line with Swiss tradition, skilled workers are trained at countless firms that offer apprentice training. A special feature of this in north-western Switzerland is *aprentas*. The *aprentas* network is supported by Novartis, Syngenta and BASF. Together with numerous other companies, they give their learners basic and technical training under the *aprentas* umbrella. Practical training is given in selected work areas in the factories and businesses.



The capacity to innovate in Switzerland's cantons: Basel-Stadt and Basel-Landschaft top the rankings (Source: UBS Cantonal Competitiveness Indicator 2013)

## 7 Pro-business, research-friendly political system

A special type of nanotech: a start-up from Liestal has built a special microscope that was sent to Mars with NASA's Phoenix mission.



Nanosurf

In terms of political structure, Switzerland is unlike any other country. In this country, citizens have the opportunity several times a year to directly co-determine the direction their nation should take.

Within the European region, Switzerland is an extremely competitive business location. The liberal economic system, the competitive tax system, the highly efficient administrative units and the country's aptitude for diplomacy are good reasons for a business to take up residence in Switzerland. While the canton of Basel-Landschaft with its approximately 280,000 inhabitants, constitutes a fairly small political entity in Switzerland, it can lay claim to the benefits of a lean administration.

Since its formation in 1848, Switzerland has been organised as a federal state that brings together various different ethnic groups, religions and languages. The form of government strengthens and underpins the country's diversity and cohesion. Even today, four national languages are spoken in Switzerland (German, French, Italian and Romansh). In terms of political structure, the country is grouped into 26 cantons and 2,408 municipalities, or communes. The cantons correspond to the nation states that originally joined forces to create the Swiss Confederation, and they still enjoy a degree of self-determination that is unique worldwide. Although the cantons are closely involved with the Swiss Confederation government, which represents national interests

in the Bundesrat (Federal Council) and the Parliament, they are also strongly autonomous. Each canton has its own constitution, its own parliament, its own government and its own judiciary. In all cantons, the cantonal parliaments, and the five or seven members of the government, are elected by the people.

### Business-friendly voting

The high degree of self-determination enjoyed by the cantons is augmented by the wide-ranging rights of co-determination that citizens have. Unlike other direct democracies, the Swiss are not only able to vote on national and cantonal legislative proposals – they can also really implement their own demands politically. The government's activity can be influenced by popular initiatives, and citizens are able to use referenda to object to political decisions. Via a range of trade associations, or even in face-to-face contact between politicians and businesses, firms' concerns are guaranteed to be heard. The Swiss are generally pro-business in their political decision-making. For instance, in 2010 an initiative seeking to place restrictions on cantonal tax competition was defeated by the Swiss population with a clear majority. The canton of Basel-Landschaft

rejected this proposal with a no-vote rate of 53.6 per cent.

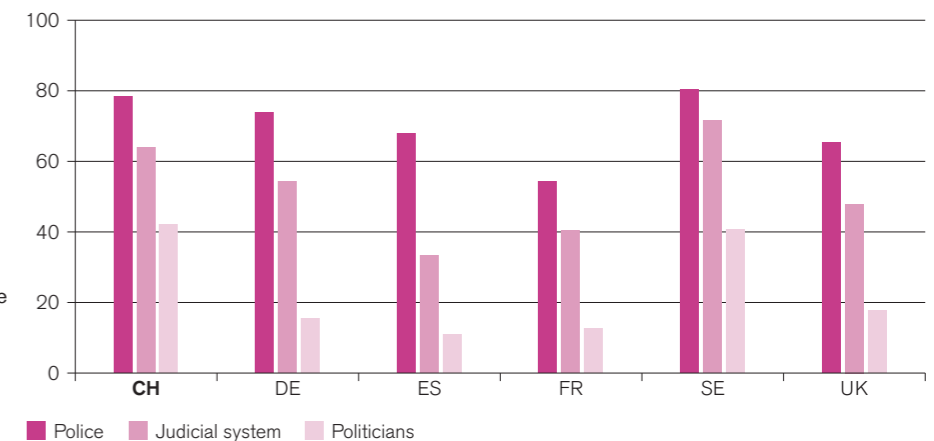
### Politics promotes innovation

But Switzerland is also characterised by a great willingness to embrace innovation, and hefty investment in research and development. When compared internationally, Switzerland has one of the highest ratios of research spending to gross domestic product (GDP). More than two thirds of Switzerland's research work is financed by the private sector. For Switzerland, which has few natural resources of its own, education is its most important resource – and is accordingly treated as a priority by policy-makers and the public. An example of this is the wide endorsement by the Swiss population (66 per cent voted yes) of the law on stem cell research ten years ago; a law that is the only one of its kind in Europe.

### Great confidence in politics

The many rights of co-determination at all political levels not only result in political stability and a liberal economic and research policy, but also mean that citizens have a great deal of confidence in the state institutions. As the Social Report 2012 produced by the Swiss Competence Centre for Social Sciences FORS has shown, the Swiss population's confidence in its parliament, its politicians and its judicial system is considerably higher than in other European countries such as Germany or England.

The Swiss style of democracy fosters confidence: percentage of the population with confidence in the state institutions (source: FORS Social Report 2012).



# 8 Room for investments

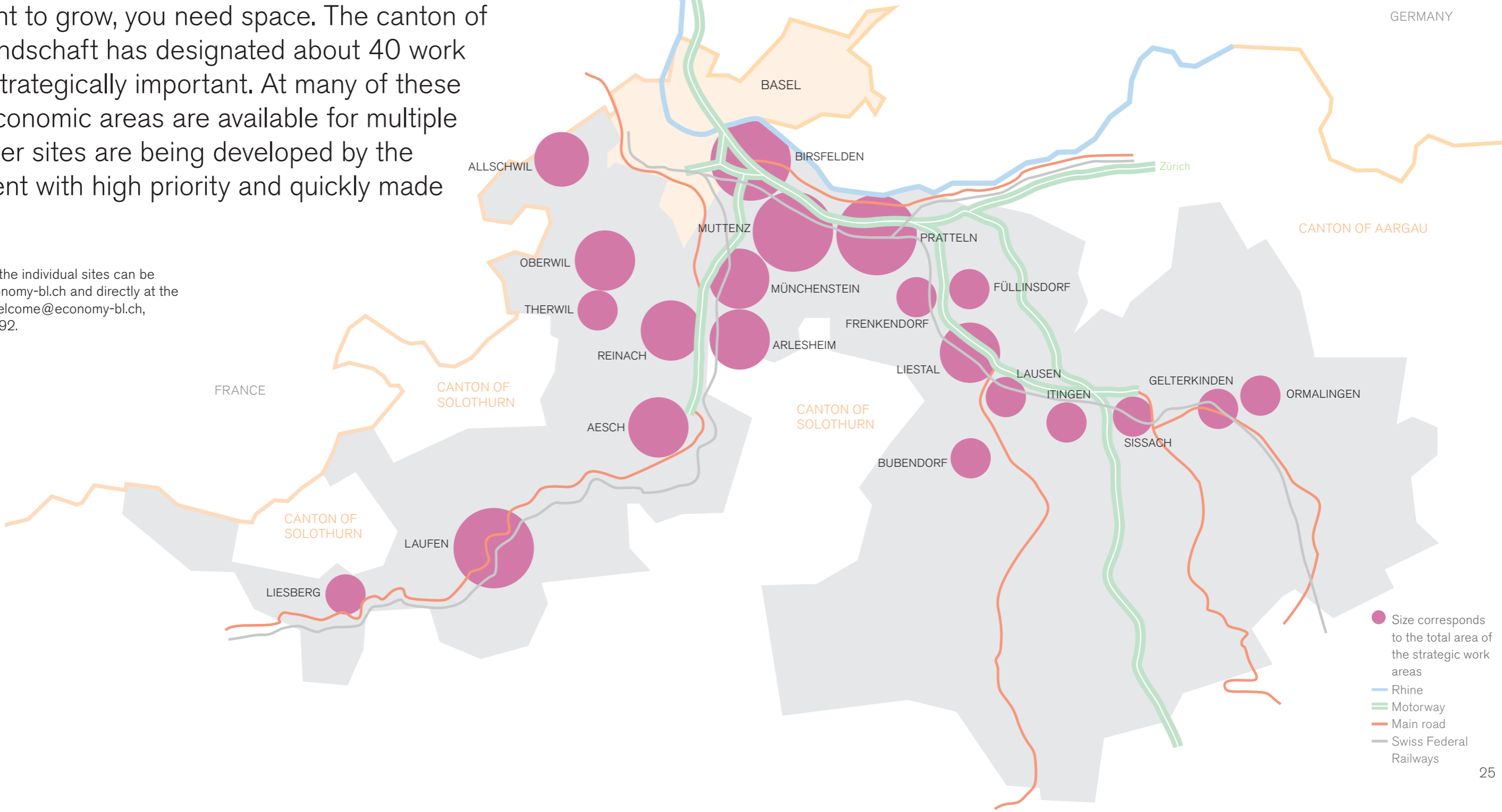


Dreispietz site  
(Archive Picture 2013)

In many economic areas, the development is in full swing.

If you want to grow, you need space. The canton of Basel-Landschaft has designated about 40 work sites as strategically important. At many of these places, economic areas are available for multiple uses. Other sites are being developed by the government with high priority and quickly made available.

Information about the individual sites can be found on [www.economy-bl.ch](http://www.economy-bl.ch) and directly at the Welcome Desk: [welcom@economy-bl.ch](mailto:welcom@economy-bl.ch), T +41 61 552 96 92.



## Promoting economic development in the Basel area – an overview

“Basel Country - Inspiration for Business”: In the framework of economic development, the Canton of Basel-Landschaft creates optimal conditions for its established companies and for those that want to become so. Economic development is focused on six sub-categories.



Welcome Desk:  
advice from a single source

With the Welcome Desk, the canton of Basel-Landschaft has created a contact point for businesses, which simplifies the way through the administrative processes and provides support through the resettlement and establishment procedure. Businesses will have all their concerns addressed and can be assured of comprehensive and professional advice from a single source.

Customer relationship:  
with resident companies

Companies already based in the canton are pillars of the successful economy. The canton fosters contacts with them and creates good conditions so that they can continue to develop and grow.

Room for growth:  
economic areas

A new database lists about forty worksites, which have strategic importance for the canton. The database contains information about location, size, construction readiness, transport links and development of the site. In many of these economic areas there is space available for development and innovation. With the help of the contact person at the Welcome Desk, companies find a suitable industrial or commercial site. The government has defined strategically important areas like Salina Raurica in Pratteln and Augst, which will be developed in the coming years in collaboration with the communes, private landowners, investors and authorities.

Taxes and fees:  
internationally attractive

The Tax Guide gives companies a detailed insight into the taxation of companies and individuals in the canton of Basel-Landschaft. Since January 1, 2007, thanks to two corporate tax reforms, companies are now taxed at a substantially lower rate, and they also benefit from administrative relief. The Tax Guide sets out the various taxation options and points out specific tax advantages.

Education, Research and  
Innovation

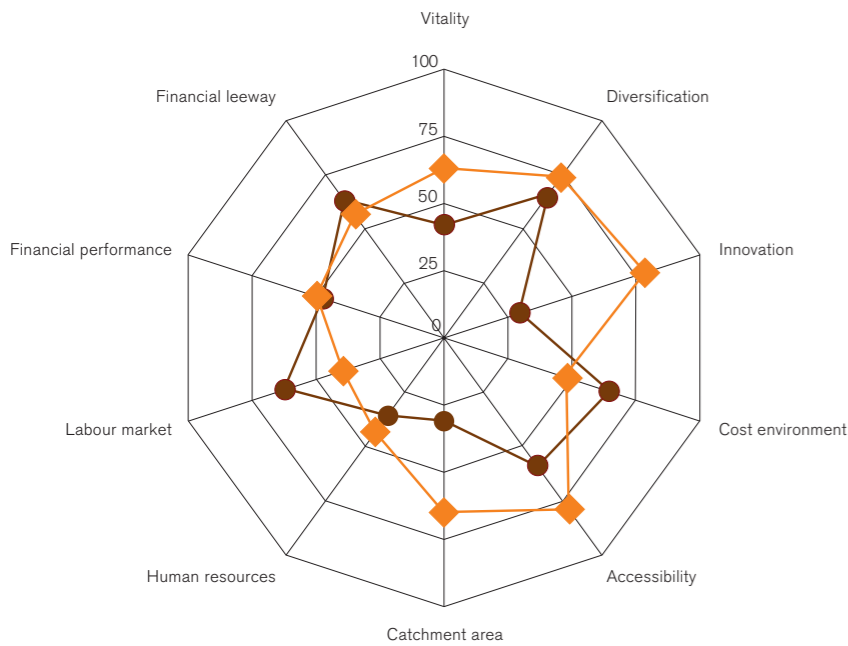
In the competition between regions and global economic areas, the crucial factors for success are innovation and keeping the time between new ideas and marketable products or services as short as possible. The field of education, research and innovation is generating the future directions of the Canton of Basel-Landschaft's innovation promotion. It is also promoting the development of need-oriented education programmes at the level of higher vocational education.

Land policy:  
managing space

The canton promotes a sustainable land policy, and operates an active space management system. Through exchange, rationalization, consolidation and purchase of plots of land in development areas, new spaces will be created.

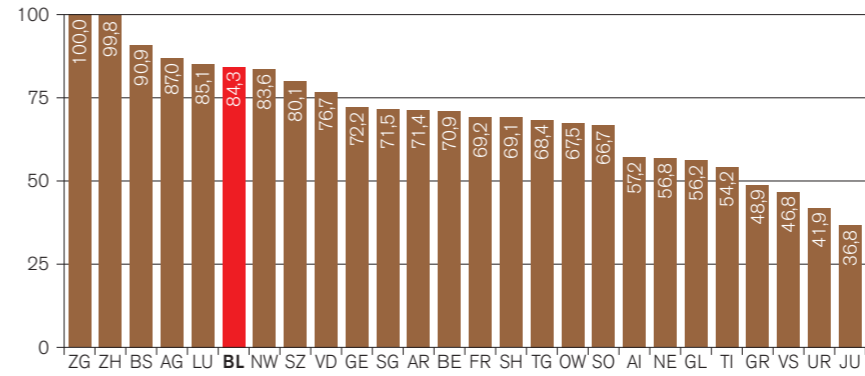
# Baselland in the competitive environment

Whichever way you look at it:  
The canton of Basel-Landschaft compares favourably with other business locations.



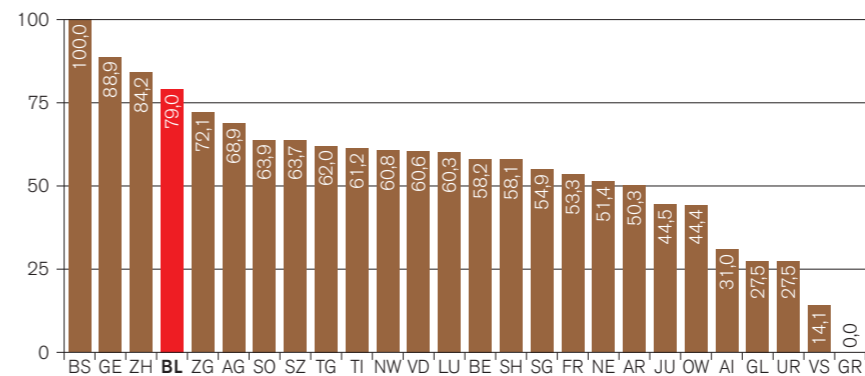
### Interesting competitive profile

The canton of Basel-Landschaft shines, with an extremely diversified and buoyant economy coupled with an innovative spirit driven by the country's highest level of research intensity, numerous patent applications and with the pharmaceutical and chemistry cluster in the Greater Basel area. The dark brown line denotes the median value, and the light brown line represents the results achieved by the Canton of Basel-Landschaft in the Cantonal Competitiveness Indicator 2013 (Source: UBS Cantonal Competitiveness Indicator 2013)



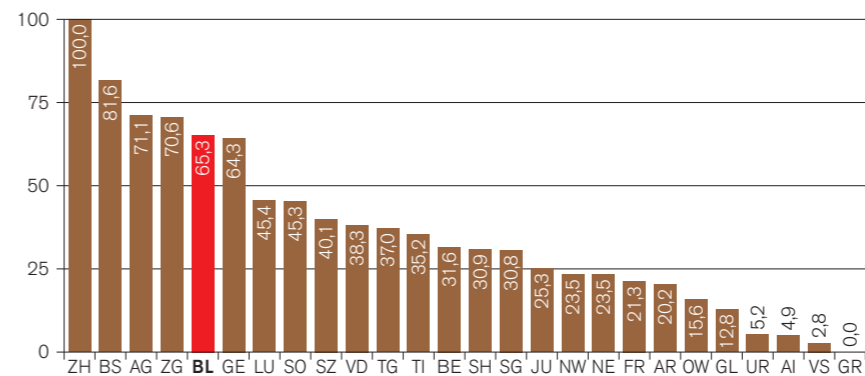
### Strong growth potential

The canton of Basel-Landschaft is one of Switzerland's most competitive cantons. This is revealed by the Cantonal Competitiveness Indicator (KWI) 2013. The KWI is an evaluation of the relative competitiveness of the 26 cantons, and gives information on their long-term growth potential. Basel-Landschaft is in 6<sup>th</sup> place in this study (Source: UBS Cantonal Competitiveness Indicator 2013).



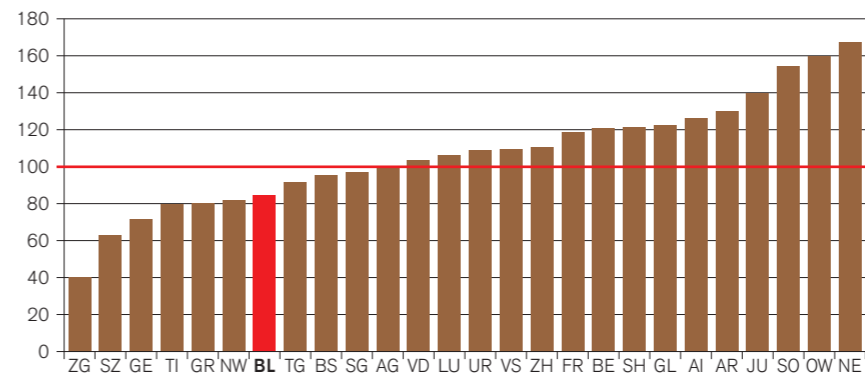
### Good accessibility

In the canton of Basel-Landschaft airports, universities and regional centres are rapidly accessible. Travelling times for motorised and public transport were measured. The higher the value, the better the accessibility (Source: UBS Cantonal Competitiveness Indicator 2013)



### Large catchment area

This enhances not only the availability of suppliers and workforce, but also the market for sales and business. Travelling times for motorised and public transport were measured. The higher the value, the bigger the catchment area (Source: UBS Cantonal Competitiveness Indicator 2013)



### Moderate earnings burden

Overall tax burden (canton, commune and church taxes) in the cantons of Switzerland (100 = Swiss average tax burden per annum, source: BAKBASEL, Federal Tax Administration).



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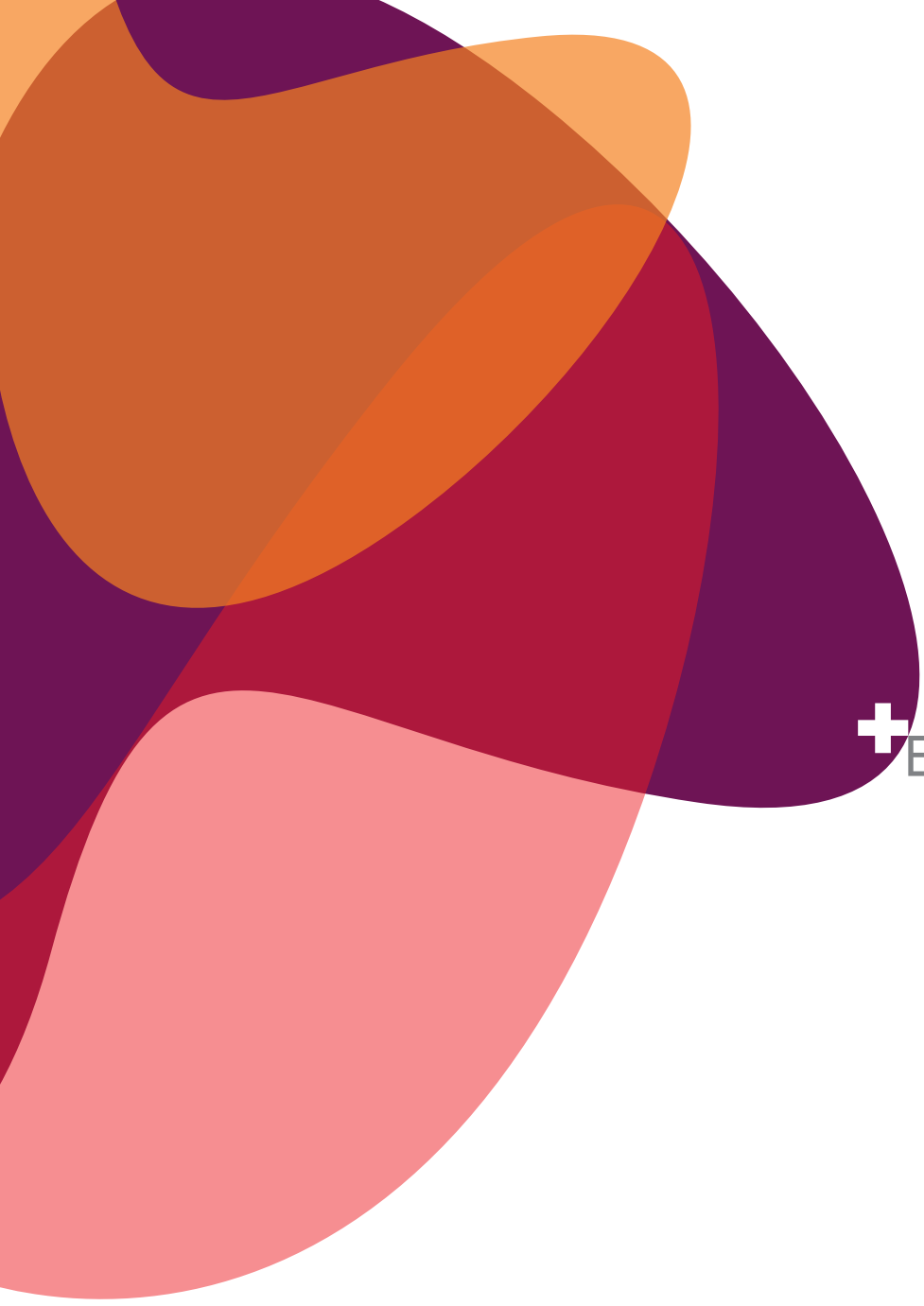


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