



Canton of Basel-Stadt

Basel 

basel.ch

GLOBAL OUTLOOK & LOCAL IMPACT

Basel. International Partnerships.



CONTENTS

3	Editorial
5	Strength through strong partnerships
6	International partnerships: milestones
8	Partnership Basel – Massachusetts
14	Partnership Basel – Miami Beach
16	Partnership Basel – Shanghai
24	Partnership Basel – Hong Kong
26	Taking the pulse of the partnership: the advisory board



“Our networks are a huge asset in this globalised world.”
*Elisabeth Ackermann,
 President of the Government
 of the Canton of Basel-Stadt*

By working together, we can achieve more. True to this principle, the Canton of Basel-Stadt has entered into several international partnerships since 2002. The strategy is clear: Basel-Stadt focuses on partner cities and activities that positively impact its own development.

Today, Basel has formal sister city or sister state relationships with Massachusetts, Shanghai and Miami Beach. In addition, the Canton is engaged in a political exchange with Hong Kong. Each partnership is based on common strengths: high-end medicine and research (notably in the life sciences), economics and logistics, education, culture and tourism. Over the years, the Canton of Basel-Stadt, together with many institutional and private associates, has established close ties with its partners in East and West. Numerous collaborations have emerged.

The international partnerships work so well because they are embodied on both sides by public and private players: universities, hospitals, cultural institutions and companies take the initiative and realise concrete projects that benefit people in both countries.

Our networks span several continents and are a huge asset in this globalised world. Only when we are open to collaboration and partnerships we can actively shape the future.



BASEL

The cultural capital of Switzerland. An economic powerhouse and research stronghold. Home to an extensive international community. Despite its modest size, Basel has always had a global outlook. At the centre of the three-country triangle where Switzerland, France and Germany meet, Basel is a major junction between northern and southern Europe. The city lies at the heart of a trilateral, extremely dynamic economic region. The life sciences in particular are a driving force: global leaders in the pharmaceutical industry and numerous spin-offs spur innovation and stimulate research and education. This is complemented by a unique range of cultural attractions. When it comes to quality of life, Basel ranks among the top ten cities worldwide.

STRENGTH THROUGH STRONG PARTNERSHIPS



“The city partnerships result in concrete collaborations that make Basel more attractive as a business location.”

*Sabine Horvath,
Head of External
Affairs and Marketing
Basel-Stadt*

These are some big names: Massachusetts, Miami Beach, Shanghai, Hong Kong. With the first three, the Canton of Basel-Stadt has formal partnership agreements with defined goals and areas of cooperation. While there is no official partnership with Hong Kong, the two sides have been engaged in an institutionalised exchange at the political level since 2013 in connection with Art Basel Hong Kong.

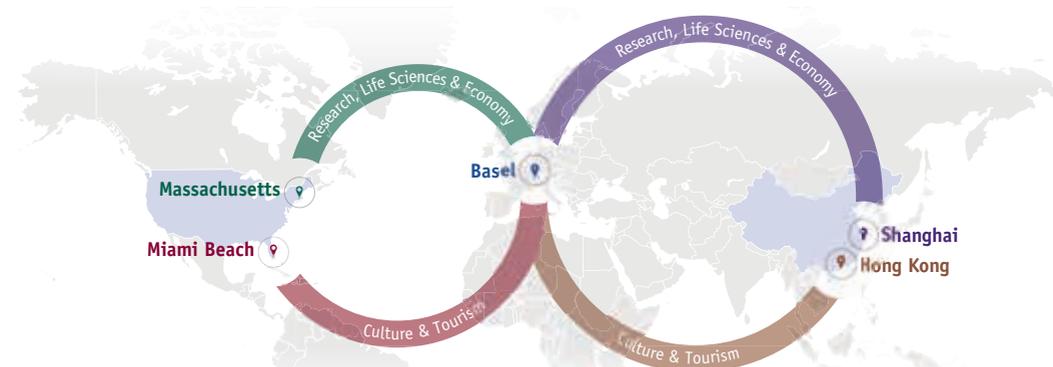
The international partnerships are oriented along two geographical and thematic axes: geographically, Basel-Stadt concentrates on the United States in the West and China in the East. The thematic focus of cooperation is on research, life sciences and economics (Massachusetts and Shanghai) as well as on culture and tourism (Miami Beach and Hong Kong). This allows Basel to fully assert its strengths while directly or indirectly benefiting from the international partnerships.

CATALYST AND ENABLER

In these strategic partnerships, the Canton of Basel-Stadt functions as a catalyst and enabler. We forge relationships with high-level policy makers and authorities, coordinate the various players and are jointly responsible for a range of exchange programmes and projects. As the driving force behind the partnerships, the Canton also needs to understand and safeguard the interests of the participating institutions and companies – for it is these actors and their specific projects that are the lifeblood of the partnerships, creating value for business, culture, research and education in our Canton.

A COMPETITIVE FUTURE FOR BASEL

Therefore, the Canton builds and maintains its international relationships in alignment with the needs of the stakeholders. By doing so, it makes a major contribution to the region’s positive development – in the interest of both sides.



INTERNATIONAL PARTNERSHIPS: MILESTONES

2017

Basel – Shanghai

The sister cities mark the 10th anniversary of their partnership with a meeting of government officials. Celebrations also include a reception and a concert by the Basel Chamber Orchestra at the Shanghai Oriental Art Center (see p.17).

A high-ranking delegation from Shanghai presents the University Library Basel with a gift of books from Shanghai Library (see p.20).

Basel – Hong Kong

Official meetings with Hong Kong cultural and educational institutions lead to increased cultural exchange (see p.25).

2016

Basel – Hong Kong

A high-level meeting takes place to deepen ties in the areas of culture and innovation (see p.25).

Basel – Miami Beach

An official delegation from Miami Beach visits Art Basel on the 100th anniversary of MCH Group (see p.15).

2015

Basel – Shanghai

EuroAirport Basel-Mulhouse-Freiburg and the Shanghai Airport Authority formalise their cooperation (see p.19).

Basel – Massachusetts

High-level political meetings take place to renew the partnership agreement.

On the occasion of swissnex Boston's 15th anniversary, Basel presents itself in the United States as a city of culture and innovation (see p.10).

2014

Basel – Shanghai

The Port of Switzerland (Schweizerische Rheinhäfen) and the Shanghai Municipal Transport and Port Authority intensify their collaboration (see p.19).

The free trade agreement between Switzerland and China enters into force, and the official celebrations are held at the Port of Switzerland in Basel (see p.17).

2013

Basel – Hong Kong

A delegation from Basel is present at the opening of the inaugural Art Basel Hong Kong (see p.25).

Basel – Shanghai

Opening of the Confucius Institute at the University of Basel in cooperation with East China Normal University (ECNU) in Shanghai (see p.20).

The China Business Platform (now part of BaselArea.swiss) is established to strengthen economic ties (see p.19).

2012

Basel – Massachusetts

The University of Basel participates in the MIT European Career Fair for the first time with a "Basel Boston Night" (see p.12).

Basel – Miami Beach

High-ranking cultural and political delegates from Miami Beach visit Art Basel where they are welcomed by official representatives of the city government (see p.15).

2011

Basel – Miami Beach

On the 10th anniversary of Art Basel in Miami Beach, Basel and Miami Beach sign a sister city agreement (see p.15).

Basel – Shanghai

The University Children's Hospital Basel and the "Shanghai Children's Medical Center" sign an MoU for future cooperation (see p.18).

Following a successful pilot phase, the FHNW School of Business expands its exchange programme for junior managers from Shanghai (see p.20).

2010

Basel – Shanghai

At the World Expo 2010 in Shanghai, more than 2 million people visit the pavilion "Better Water – Best Urban Life", jointly hosted by Basel, Geneva and Zurich (see p.17).

The University Hospital Basel and the University of Basel sign a cooperation agreement with Tongji University Medical School in Shanghai, thus expanding the scope of their collaboration in high-end medicine (see p.18).

2009

Basel – Shanghai

The University Hospital Basel and the University of Basel lay the foundation for close collaboration in high-end medicine by signing a cooperation agreement with the medical schools of Shanghai-based universities Fudan and Jiao Tong (see p.18).

2008

Basel – Massachusetts

Launch of the successful project connectUS at the FHNW School of Business with approximately 30 participants every year (see p.13).

2007

Basel – Shanghai

Basel and Shanghai sign a partnership agreement (see p.17).

2003

Basel – Massachusetts

Start of the popular annual student exchange programme between Basel and Massachusetts (see p.13).

2002

Basel – Massachusetts

The Canton of Basel-Stadt and the Commonwealth of Massachusetts sign a sister state agreement (see p.9).



MASSACHUSETTS

Boston, Harvard, Massachusetts Institute of Technology (MIT): it reads like a list of the world's best universities. Massachusetts is one of the most influential centres for science and research in the world.

This state on the East Coast of the U.S.A. is home to 121 colleges and universities that play a leading role in the life sciences and high-end medicine in particular. 700,000 people live in the state capital Boston and in Cambridge, the second important city in Massachusetts. This East Coast state has all the ingredients for a good life: great cultural activities, dynamic enterprises and endless beaches along the Atlantic coast spotted with wealthy holiday resorts. When it comes to education and research, Massachusetts and Basel are true kindred spirits.



A reception is held at the Basel City Hall every year to welcome the American students in the Basel-Massachusetts exchange programme.

The fact is: strong economies rely on an environment that supports their growth. That means innovation, talent, access to capital and to cutting-edge science and technology. Basel and Massachusetts tick all the boxes for successful economic and corporate growth. Both are leading economic regions in their country and have a high percentage of high-tech and life science companies. And both are widely known for their distinguished research communities and acclaimed educational institutions. In this stimulating environment, Novartis operates two research and development centres in Basel and Cambridge. For the pharmaceutical industry, close ties between the two states are of vital importance.

“Establishing our most important research and development centres in Basel and Cambridge, the world’s leading life science clusters, gives us a competitive advantage that promotes the discovery, development and supply of new drugs for patients around the world.”

*Tewis Bouwmeester,
Site Head of Novartis
Institutes for BioMedical
Research (NIBR) Basel*

All these reasons led to Basel and Massachusetts signing a sister state agreement in 2002. The agreement kicked off a series of exchanges and close collaborations on many levels: a high-school exchange programme was launched and has since become a popular and established annual event. The FHNW University of Applied Sciences and Arts Northwestern Switzerland now regularly organises study tours to Boston. Hospitals, universities and business developers in both cities work closely together to unlock the huge potential for innovation.



swissnex Boston supports the exchange between Basel and Massachusetts in education, science, innovation and art.

A COMMITTED PARTNERSHIP

Convinced of its merits and encouraged by its success, the partners renewed the sister state agreement in 2015 during a meeting between government members from Basel and the Governor of Massachusetts. As the sister states celebrate their 15th anniversary in 2017, the sentiment is clear: the partnership is stronger and more active than ever.

STRONG LOCAL NETWORKS

The Swiss science consulate swissnex Boston plays a pivotal role in the partnership with Massachusetts. This private-public partnership established by the State Secretariat for Education, Research and Innovation supports the exchange between Basel and Massachusetts in the areas of education, science, innovation and art. swissnex Boston opens doors for partners in Basel and enables a vibrant exchange. For example, the Canton of Basel-Stadt acted as Main Partner when swissnex Boston marked its 15th anniversary in October 2015 and was able to stage a networking event as well as a promotion tour of the United States. Since 2011, a particularly close relationship has been in place with the University of Basel. **See: p. 12**

“Basel and Boston are leading centres of knowledge with a global reach. swissnex helps the University of Basel to maintain a strong presence, form partnerships and deepen the exchange of knowledge.”

*Christian Simm,
Director of swissnex
Boston*



The University Children's Hospital Basel and the Boston Children's Hospital are engaged in a long-term medical exchange.

MEDICAL EXCHANGE AT THE CHILDREN'S HOSPITALS

The University Children's Hospital Basel has been engaged in a long-standing medical exchange with the Boston Children's Hospital. In the orthopaedics department, in research and in biomedical engineering in particular, specialists from both hospitals work on joint projects and medical surveys. There are plans to further expand collaboration between Basel and Boston.

Further information: www.ukbb.ch

“There is nothing more powerful than two allies that complement each other. Our history in the life sciences paired with Boston's economic clout makes for a strong partnership.”

*Christof Klöpffer,
CEO of BaselArea.swiss*

BUSINESS AND INNOVATION

ACCESS TO KNOWLEDGE AND KNOW-HOW

BaselArea.swiss is a joint initiative by the Cantons Basel-Stadt, Basel-Landschaft and Jura to foster innovation and competitiveness. The agency assists both Swiss and foreign entrepreneurs and companies who wish to implement innovative ideas or business projects in the region. Thanks to a large network of influential decision makers in business, science and politics, BaselArea.swiss provides clients with targeted access to knowledge and specialist know-how. For many U.S. companies, Basel with its leading position in the life sciences is an ideal location from which to access the European market.

Further information: www.baselarea.swiss



Reading hall at the
University Library Basel

MEETING AT EYE LEVEL

The University of Basel is Switzerland's oldest university (founded in 1460) and ranks among the 100 best universities in the world. Working closely with the Massachusetts Institute of Technology (MIT) or Harvard University, the University of Basel actively engages with the challenges and innovations of our globalised world.

The University of Basel collaborates with the prestigious universities of the Boston area in a range of disciplines. In nanoscience, for example, there are joint research projects and close scientific ties with Harvard and MIT. Since 2012, the University of Basel has organised a "Basel Boston Night" as part of the annual MIT European Career Fair (ECF) in Boston, an event introducing European companies and universities active in the life sciences sector. The goal is to draw promising graduates from the U.S. East Coast to Europe. In this context, the University of Basel has also partnered with swissnex Boston: a cooperation agreement aims to facilitate mutual visits and joint programmes, forge new contacts between the two centres of knowledge and develop existing networks. swissnex Boston greatly contributes to the University of Basel's branding as a top European university.

Further information: www.unibas.ch

"Close ties between Basel and Boston enhance the quality of teaching and research, which in turn boosts innovation in both cities. That makes Basel attractive for the world's best minds."

*Prof. Dr. Andrea Schenker-Wicki,
President of the
University of Basel*



Design sprint at Google,
New York

CONNECTUS: INSIGHTS INTO THE U.S. ECONOMY

The FHNW School of Business is one of the leading business schools in Switzerland. Its international focus and emphasis on practice are reflected in the student programme connectUS: since the programme launched in 2008, about 30 students have visited companies and organisations in Boston and other U.S. cities every year. The two-week programme includes visits to MIT, Harvard University and successful start-ups. The goal of connectUS is to provide insights into "the American Way of doing business" and to demonstrate how innovation and networking can be leveraged for success.

Further information: www.fhnw.ch/business

HIGH SCHOOL EXCHANGE BASEL – MASSACHUSETTS

Since 2003, two high schools in Basel (the Gymnasium Leonhard and the Wirtschaftsgymnasium Basel) have been running an exchange programme with three schools in Massachusetts. Every year, participants spend several weeks at the host destination to benefit from an in-depth intercultural experience. "Going to Boston", a Gymnasium Leonhard project, enables students to gain a bilingual high school degree. The Wirtschaftsgymnasium is involved in the exchange as part of its talent programme. A reception at the Basel City Hall attended by representatives of the city government and the U.S. embassy in Bern welcomes the guest students from Massachusetts during their visit.

Further information: www.gymnasium-leonhard.ch
<https://wg.edubs.ch/>

CREATING VALUE FOR BASEL AND MASSACHUSETTS

The sister state partnership between Basel and Massachusetts generates real benefits:

- The regular exchange of medical professionals results in sustainable connections and quality enhancements in high-end medicine, in turn raising the international profile of the institutions involved.
- Clear communication and positioning heighten Basel's international presence as a leading life science and research location.
- The partnership serves as a platform that enables research and educational institutions in Basel to build strong networks in the science hub Massachusetts and increase their profile.
- Students of the University of Applied Sciences and Arts Northwestern Switzerland benefit from an attractive offer to visit local companies in Massachusetts.
- High school students from Basel and Massachusetts are given an early opportunity to gain international experience.

Further information on the partnership: www.marketing.bs.ch/massachusetts



MIAMI BEACH

A spectacular location between Biscayne Bay and the Atlantic Ocean, an iconic multi-storey car park by the architects Herzog & de Meuron, art, cultural diversity, the art fair Art Basel in Miami Beach and a world-class convention centre.

These are just a few of the attributes that distinguish the city of Miami Beach in the U.S. state of Florida, making it an ideal partner for Basel. Art Basel in Miami Beach is counted among the most important art events in North America – and considered by the art world as a gateway to South America. Miami Beach lies on an island; four bridges connect it to the mainland and the neighbouring city of Miami. About half of its 90,000 residents are Hispanics.

FROM ONE CITY OF CULTURE TO ANOTHER

“Art Basel has been forging connections between Basel and Miami Beach for 15 years. The resulting city partnership strengthens our relationships with the authorities and notable public figures.”

*René Kamm,
CEO MCH Group*



Art Basel in Miami Beach

Art Basel in Miami Beach was held for the first time in 2002, marking the beginning of an alliance with Basel that grew closer as the years went by. The partnership was sealed in an official agreement in November 2011, on the art fair's 10th anniversary. Art Basel in Miami Beach is particularly relevant for the relationship: the influential art fair makes Basel known throughout the world. In return, Basel can contribute to creating favourable conditions for the art fair in Miami Beach. In addition, collaborations in culture, business and tourism are encouraged and fostered.

ART, BUSINESS AND EDUCATION

Art Basel in Miami Beach ranks among the most important art events in the United States. Moreover, Miami Beach is home to numerous institutions, initiatives and companies in art, business development, education and tourism. All of this makes the city an exciting ally for the Canton of Basel-Stadt. The close ties between the two cities were further strengthened when MCH Group became a partner in the Miami Beach Convention Center.

IN CONSTANT DIALOGUE

Since the agreement was signed, an unbroken and vigorous exchange has developed between the two culture hubs. Delegations from Basel and Miami Beach take turns to visit the partner city every year. The visits are always scheduled during Art Basel, but the talks advance all areas of the partnership.

CREATING VALUE FOR BASEL AND MIAMI BEACH

The city partnership's specific benefits hinge on two main features:

- Political support for the activities of MCH Group in Miami Beach and sustainable maintenance of meaningful networks.
- Using Art Basel in Basel and Miami Beach as a stage to promote the cities internationally as attractive tourist destinations.

Further information on the partnership: www.marketing.bs.ch/miamibeach



SHANGHAI

The most important industrial city in China, the largest container port in the world, distinguished universities and research institutions, concert halls and museums, a region of more than 20 million people: Shanghai is one of the largest cities in the world and its special economic zone an engine that powers China's modernisation. The city is home to Asia's leading life sciences cluster, making it particularly attractive as a business location. More than 30 million containers are handled annually in the Port of Shanghai. Culturally, the city offers a mix of traditional and contemporary art. The Shanghai Oriental Art Center, built in 2004 by Paul Andreu, is a leading institution for the performing arts.

FROM PARTNERSHIP TO FRIENDSHIP

"For the past decade, Shanghai and Basel have built a close relationship in the spirit of learning from one another and working for mutual benefit. On the path of innovative partnership, both cities shall continue to intensify their exchange and create win-win situations."

*H.E. GENG Wenbing,
Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Switzerland*

As evident as the differences between Basel and Shanghai may be, the commonalities are just as impressive: both cities have prospering economies and are emerging centres for the life sciences. Novartis and Roche operate their own research and development labs in Shanghai. Both cities also deliver outstanding achievements in medicine, education and culture. These common strengths are the foundation of a thriving partnership. For the pharmaceutical industry especially, close official relationships between the two cities are invaluable.

Basel and Shanghai signed an official partnership agreement in 2007. Since then, goals and core areas of cooperation have been defined in a supplementary Memorandum of Understanding (MoU) for three years at a time. In 2017, the year of the 10th anniversary, the fourth MoU entered into force. It confirms the previous focus on business, life sciences and health, education and science, location attractiveness, culture and society. New additions involve closer cooperation in the conference industry and the inclusion of further colleges in Shanghai in the partnership.

Among the city partnership's special highlights was the exhibition "Better Water – Best Urban Life" at the World Expo 2010 in Shanghai, which was jointly hosted by Basel, Geneva and Zurich and welcomed more than 2 million visitors. The celebrations marking the entry into force of the free trade agreement between Switzerland and China, held in 2014 at the Port of Switzerland in Basel, were a further highlight. On the city partnership's 10th anniversary in 2017, the President of the Government of the Canton of Basel-Stadt, Elisabeth Ackermann, visited Shanghai and attended a concert by the Basel Chamber Orchestra at the Shanghai Oriental Art Center.



President of the Government Elisabeth Ackermann on her visit to Shanghai to mark the city partnership's 10th anniversary (2017)



Specialised doctors and researchers from Basel and Shanghai exchange their experience.

UNIVERSITIES AND HOSPITALS: SMARTER TOGETHER

A lasting bond of collaboration has developed between universities and hospitals in Basel and Shanghai. The exchange of knowledge and experience benefits all – the medical staff, the cities' status as centres of research, and first and foremost, the patients.

“On their visits to Shanghai, our doctors are able to observe many patients in a short period of time. In Basel, our Chinese colleagues participate in the University Hospital’s biomedical and clinical research.”

*Dr. Werner Kübler,
Director of the University
Hospital of Basel*

The University Hospital of Basel, the University Children’s Hospital Basel as well as the University of Basel Medical School participate in the exchange with fellowships, working visits and scientific symposia. Partners in Shanghai are the medical schools of Shanghai Jiao Tong, Tongji and Fudan Universities as well as their affiliated hospitals. Collaborations and common projects involve a range of specialities, such as plastic surgery, oral and maxillofacial surgery, and adult and paediatric orthopaedics. In the future, the university hospitals plan to focus on the exchange of specialist doctors and scientists in the surgical disciplines as well as on cooperation in scientific research. In joint studies, researchers will be able to draw from a larger volume of data thanks to the greater catchment area, thus boosting the quality of clinical and scientific work.

The Swiss Tropical and Public Health Institute also maintains ties to two research institutions in Shanghai: since 1988, it has been collaborating with the Chinese Center for Disease Control and Prevention, China CDC, in teaching and in research, most particularly in epidemiology, public health, parasitology and ecology; in 2000, it entered a partnership with Zhongshan Hospital, a hospital affiliated with Fudan University.

Further information: www.unispital-basel.ch
www.ukbb.ch
www.swisstph.ch

OPENING DOORS FOR SWISS FIRMS: BASELAREA.SWISS

BaselArea.swiss – a joint initiative by the Cantons Basel-Stadt, Basel-Landschaft and Jura to foster innovation and competitiveness – enables contacts and cooperation between Swiss and Chinese companies. In the years since the beginning of the city partnership, the organisation has established numerous contacts in Shanghai that now benefit corporations in Basel. Drawing on an extensive network of partners, entrepreneurs and experts in both countries, BaselArea.swiss advises companies from northwestern Switzerland that want to establish business activities in China. Conversely, it offers a comprehensive range of consulting services to help Chinese companies establish a presence in northwestern Switzerland. Such a combination of outbound and inbound services is unique in Switzerland. China-related activities are developed and promoted by the International Markets division within the organisation. To facilitate exchange in the life sciences industry in both countries, BaselArea.swiss organises the annual Swiss-Chinese Life Sciences Forum in cooperation with regional and national partners.

Further information: www.baselarea.swiss

“Contacts to sea ports, especially to Shanghai, are significant for the Port of Switzerland. Our cooperation is reinforced by a letter of intent and consultations on a technical level.”

*Hans-Peter Hadorn,
Director of the Port of
Switzerland*

BASEL AS AN INTERNATIONAL LOGISTICS HUB

Basel aims to position itself in Shanghai as an important hub for cargo traffic. The Port of Switzerland (Schweizerische Rheinhäfen) and the Shanghai Municipal Transport and Port Authority signed a letter of intent to this end in 2014. It includes information exchange in the areas of inland navigation, environment and technology as well as the exchange of experts. Basel and Shanghai are also eager to further improve the sea route between Switzerland and China via the port of Rotterdam.

Further information: www.port-of-switzerland.ch

EUROAIRPORT AND SHANGHAI AIRPORT AUTHORITY

The EuroAirport Basel-Mulhouse-Freiburg and the Shanghai Airport Authority hope to establish direct flights to facilitate freight transport between Switzerland and China. In March 2015, the two airports signed a letter of intent to intensify their cooperation. An important milestone was reached in June 2017, when the exchange of management staff took place for the first time.

Further information: www.euroairport.com



*EuroAirport Basel-
Mulhouse-Freiburg*

“The Confucius Institute at the University of Basel (CIUB) is not only a place for Chinese language and culture. It is an incubator for new ideas from East and West in the areas of education, science and culture.”

*Qi Zhu-Ammann,
Managing Director
Confucius Institute at
the University of Basel*

LEARNING MORE ABOUT CHINA I: CONFUCIUS INSTITUTE AT THE UNIVERSITY OF BASEL (CIUB)

Throughout the world, 512 Confucius Institutes promote the understanding of Chinese culture. In 2013, the institute established a presence in Basel, in a cooperation between the University of Basel and East China Normal University (ECNU) in Shanghai. It is the first Confucius Institute in German-speaking Switzerland – and it grew out of the city partnership. Anyone with an interest in China will benefit from the CIUB. It organises language courses for the general public and for language teachers, runs a specialised library and promotes academic exchange in China studies. The books gifted to the University Library Basel by Shanghai Library as part of the project “Window of Shanghai” can also be perused at the CIUB library. Other materials are accessible in a digital format via the University Library’s e-media service.

Further information: www.ciub.ch



Students at the Confucius Institute Summer School

LEARNING MORE ABOUT CHINA II: PROGRAMMES AT THE FHNW SCHOOL OF BUSINESS

Since the late 1990s, the FHNW School of Business has maintained active relationships with colleges in China. The specialised knowledge that results from this exchange is integrated and developed in various projects.

The exchange programme Shanghai-Basel offers an opportunity for qualified junior managers from Shanghai to get to know the business world in Switzerland. The programme lasts for eight weeks: an introductory week is followed by a six-week internship in a Swiss company. A study tour of Switzerland concludes the stay. Annually, between eight and twelve junior managers participate in the programme which has been running for several years.

“The internship has broadened my horizon and expanded my business and management ideas.”

*Ms Guan Chencheng,
Deputy Manager of
Operation Department,
Shanghai East Best
Convention & Exhibition
Management Co. Ltd.*

Further information: www.fhnw.ch/business

Insight China gives students at the Bachelor level the opportunity to gain initial experience with Chinese culture and business. An intensive seminar prepares them for the trip to China, which includes visits to several companies. The project is run by the students themselves.

Further information: www.insightchina.ch

YOUTH EXCHANGE

Shanghai International Sister Cities Youth Camp: Every year, the Shanghai government invites more than a hundred children and teenagers from partner cities to participate in a summer camp. Students from the Basel area joined for the first time in 2012. For two weeks, the teenagers experience life in a big city, take language courses and get to know Chinese culture. Young people interested in the exchange can submit a one-page letter of motivation in German by mid-March every year to marketing@bs.ch.

Further information: www.seaie.org



[www.facebook.com/
SummercampShanghai](http://www.facebook.com/SummercampShanghai)

The **Gymnasium Leonhard** in Basel has been a centre of expertise for Chinese language and culture for more than 20 years. In connection with its Chinese language course, the school operates an exchange programme with the High School Affiliated to Fudan University in Shanghai.

Further information: www.gymnasium-leonhard.ch

In cooperation with the CIUB (see p. 20) the **Gymnasium Kirschgarten** in Basel offers Chinese classes followed by a ten-day stay at the renowned East China Normal University in Shanghai.

Further information: www.gkgbs.ch

“The trip to China was an unforgettable experience, a terrific exchange and an exciting cultural journey all at once.”

*Elena Kasper,
Gymnasium Leonhard*

Chinese mid-autumn festival in Basel

“The best way to get to know a different culture is to meet people and traditions through shared experience. The mid-autumn festival with its informal atmosphere is a wonderful platform to do just that.”

Hong Heygel,
member of the task force
Chinese Mid-Autumn
Festival Basel and
Senior Intercultural
Consultant at Roche



CHINESE TRADITION IN BASEL: THE MID-AUTUMN FESTIVAL

Basel has celebrated the Chinese mid-autumn festival every year since 2010: on a weekend in September, the Münsterplatz in front of the cathedral is transformed into a small Chinatown with food, dance performances, market stalls and all the Chinese culture the Basel area has to offer. For the Chinese, the mid-autumn festival is one of the most beloved holidays. Friends and family gather in the evening to admire the full moon. The Chinese mid-autumn festival on the Münsterplatz is an opportunity for cultural exchange between Basel's local population and its China community.

The mid-autumn festival is organised by local associations dedicated to intercultural understanding.

Further information: www.marketing.bs.ch/midautumnfestival



Sculpture “Zhou”
in St. Johanns-Park

GIFTS OF GREAT SYMBOLIC SIGNIFICANCE

With the inauguration of a Basilisk fountain in Shanghai in April 2009, Basel's presence in its Chinese sister city became visible for the general public, too. The fountain can be admired in Butterfly Bay Park in the district of Jing'An. In return, Shanghai presented Basel with the sculpture “Zhou” on the fifth anniversary of the city partnership. The boat sculpted out of stone by the Chinese artist Shen Lieyi weighs ten tons and has been on display in St. Johanns-Park since September 2012.

CREATING VALUE FOR BASEL AND SHANGHAI

The city partnership with Shanghai brings several very specific benefits:

- Structured knowledge transfer in high-end medicine and the life sciences guarantees a high level of clinical research and health care, which in turn benefits the population and increases both cities' competitiveness.
- The China Business Platform (now part of BaselArea.swiss) facilitates access to the Chinese market for companies from northwestern Switzerland. At the same time, Chinese firms, especially companies active in the life sciences, are attracted to Basel, thus generating economic growth for the region.
- Basel's position as a logistics hub is reinforced by the Port of Switzerland's connection with Shanghai and by political support for direct freight flights from the EuroAirport to Shanghai.
- At the Confucius Institute at the University of Basel, a broad public can learn Chinese and gain insight into Chinese culture and ways of life.
- The annual mid-autumn festival creates a tangible experience of Chinese culture for the local population. It also offers members of the China community a little piece of home, making Basel an even more attractive place to live.
- The active exchange between students and young professionals strengthens Basel's and Shanghai's competitiveness in education. It also gives young people an early opportunity to get to know a foreign culture and learn to navigate a globalised world.

Further information on the partnership: www.shanghai.basel.ch



[www.facebook.com/
ChinaWorldBasel](http://www.facebook.com/ChinaWorldBasel)



HONG KONG

Hong Kong has an eventful history. As a British Crown Colony, the metropolis developed into a global centre for business and finance. Today, Hong Kong is a Chinese special administrative region with a free market economy – a gateway to China. 7.5 million people crowd the peninsula where the Pearl River flows into the South China Sea. For several years now it has hosted Art Basel in Hong Kong, one of the most important art events in Asia. The city is a popular destination for visitors from China and the whole world – not least because of its rich cultural life that attracts many artists from China.

UNITED THROUGH ART



Art Basel in Hong Kong

Since 2013, Art Basel has hosted an annual show in Hong Kong as well. The Chinese edition of the most important fair for modern and contemporary art worldwide highlights the significance of the Asian market for Basel.

The event serves as a foundation for the Canton of Basel-Stadt to deepen and expand its connections to the Chinese metropolis. Culture is at the heart of this endeavour: Basel-Stadt supports the efforts of Art Basel in Hong Kong at a political level, establishing formal relationships. The two cities also hope to develop an exchange programme for artists.

“A growing sense of partnership between Basel and Hong Kong is inspiring ever-stronger cultural ties between the two cities. We expect them to develop for years to come.”

Adeline Ooi, Show Manager Art Basel in Hong Kong

An official delegation from Basel attends Art Basel in Hong Kong every year. Meetings with members of the Hong Kong administration are scheduled during the visit as well, with the Consulate General of Switzerland providing organisational support. The meetings are a chance to get to know each other and develop a deeper mutual understanding. Basel Tourism is also present at Art Basel Hong Kong with an information stand.

CREATING VALUE FOR BASEL AND HONG KONG

The benefits of Basel's partnership with Hong Kong result from the following activities:

- Supporting the development of Art Basel in Hong Kong by strategic networking and improving the political conditions for the fair.
- Using Art Basel in Basel and Hong Kong as a platform to promote the cities internationally as attractive destinations for business and tourism.

TAKING THE PULSE OF THE PARTNER-SHIP: THE ADVISORY BOARD

A good partnership depends on active participants – institutions and enterprises that take the initiative and join forces to make things happen.

The Canton of Basel-Stadt has appointed an advisory board for its international partnerships. The board defines the strategic course of the partnerships and makes sure that the Canton's efforts are in line with the needs and interests of the players involved.

The advisory board acts as an intersection, ensuring that communication between the administration and the private players takes the shortest route possible. It is a resonance chamber and a laboratory, a supplier of ideas and the point of contact for all international collaborations. As such, it guarantees the quality of the partnerships and stimulates their development. The advisory board meets regularly under the direction of President of the Government Elisabeth Ackermann.

MEMBERS OF THE ADVISORY BOARD:

Andreas Beck, Theater Basel

Nicolas Bideau, Presence Switzerland, Federal Department of Foreign Affairs (FDFA)

Daniel Egloff, Basel Tourismus

Jürg Erismann, F. Hoffmann-La Roche AG

Hans-Peter Hadorn, Port of Switzerland

Prof. Jacques Herzog, Herzog & de Meuron

Samuel T. Holzach, UBS AG

Prof. Dr. Hedwig Kaiser, University of Basel

Dr. Christof Klöpfer, BaselArea.swiss

Stefan Knöpfel, Basel Banking Association

Dr. Werner Kübler, University Hospital of Basel

Dr. Matthias Leuenberger, Novartis International AG

Johannes Matyassy, Head of Asia and Pacific Division, FDFA

Prof. Dr. Ruedi Nützi, University of Applied Sciences and Arts Northwestern Switzerland

Dr. Franz Saladin, Basel Chamber of Commerce

Dr. Anna Schmid, Museum der Kulturen Basel

Dr. Dieter W. Scholer, formerly "Friends of Massachusetts" Association

Barbara Schüpbach-Guggenbühl, State Chancellery Basel-Stadt

Matthias Suhr, EuroAirport Basel-Mulhouse-Freiburg

December 2017



Idea and editing: External Affairs and Marketing

Text: wortgewandt

Design: kreisvier communications ag

Photos (source/photographer): p.2 (Basel Tourismus/Andreas Zimmermann) | p.4 (External Affairs and Marketing Basel-Stadt) | p.6 (Paul Haffner) | p.8 (Shutterstock, Songquan Deng) | p.9 (External Affairs and Marketing Basel-Stadt) | p.10 (University of Basel) | p.11 (UKBB) | p.12 (Julian Salinas) | p.13 (connectUS) | p.14 (George X. Lin, San Francisco) | p.15 (Art Basel) | p.16 (Shutterstock, Fuyu Liu) | p.17 (Novartis) | p.18 (University of Basel) | p.19 (EuroAirport) | p.20 (Confucius Institute) | p.22 (External Affairs and Marketing Basel-Stadt) | p.23 (External Affairs and Marketing Basel-Stadt) | p.24 (Shutterstock, Eugene Lu) | p.25 (Art Basel) | p.27 (Basel Tourismus/Andreas Zimmermann)

Further information: www.marketing.bs.ch |  CityBasel

“By means of targeted partnerships and selected collaborations, the Canton of Basel-Stadt contributes to greater connectedness and international competitiveness.”

*Legislative programme 2017–2021
of the government of the Canton of Basel-Stadt, p. 10*