

Unveiling Basel: Europe's Premier Hub for Health Innovation

Welcome to the vibrant streets of Basel, Switzerland, where culture, innovation, and history intertwine to create an electrifying atmosphere. As the backdrop for the upcoming BOOM Summit on April 10 and 11 2024, held at the prestigious Messe Basel, this city emerges as a focal point for global health technology leaders.

A nexus of innovation

Basel stands tall as Europe's pinnacle hub for life sciences, serving as the epicenter for major players in pharmaceuticals, biotechnology, and medical technology. Its dynamic environment cultivates innovation, providing an ideal stage for the BOOM Summit's convergence of visionaries shaping the future of healthcare. **Discovering Basel**

Attendees of the summit are warmly invited to delve into Basel's charm before engaging in networking sessions. A morning run through the city's historic streets, picturesque parks, and scenic riverbanks offers a unique opportunity to connect with industry peers amidst Basel's breathtaking beauty.

[Create your travel itinerary](#) and [plan your social schedule](#) beyond the BOOM sessions.

Cultural capital

Basel, Switzerland's third-most-populous city, boasts a vibrant population and a rich cultural heritage. Renowned for its illustrious museums, including the Kunstmuseum and Fondation Beyeler, Basel offers unparalleled access to art,

history, and creativity.

A biopharma hotspot

Moreover, the Basel Area stands as a global biopharma powerhouse, boasting an unparalleled concentration of industry titans and innovative startups. With over 700 life sciences companies, 32,500 employees, and a staggering \$21 billion in research spending, the Basel Area thrums with the energy of groundbreaking innovation. Home to 14 leading research institutes and over 1000 research groups, the region fosters a fertile environment for discovery and collaboration. Remarkably, the Basel Area counts 235 patent applications per capita every year, earning it the distinction of being the most innovative region in Europe according to the European Patent Office.

Diverse and dynamic workforce

The Basel Area's life sciences sector draws professionals from around the world, enticed by its exceptional education, career prospects, and quality of life. With a workforce reflecting global diversity, the region offers an advantageous setting for companies seeking to establish a foothold in this thriving ecosystem.

As you prepare for your B00M Summit journey in Basel, make sure you dive into the city's vibrant culture, innovation, and boundless opportunities.

See you soon in Basel – where the pursuit of a brighter tomorrow begins. ☐☐

Cordially yours,

Lub-dub, B00M Pulse ☐Uncover more about the behind-the-scenes magic that powers B00M: [Learn More](#)