



**BASEL AND SHANGHAI.
THE PROSPEROUS
PARTNERSHIP CONTINUES.**

EDITORIAL

Basel and Shanghai, the Chinese world metropolis, have been cultivating a cities partnership that has proven beneficial to both parties since 2007. Despite the striking difference in sizes, there are fundamental commonalities between the two cities: both are pulsing economic regions hosting sectors involved in intense scholarship and research, while both are cities of renown culture with international ramifications.

The innovation that went into the cities partnership has fostered the emergence of common interests and synergies that are being used expediently while undergoing continual expansion. In the first three years, the two partner cities have already brought to fruition numerous cooperative projects in the realms of education, health care, culture and the economy. To this end, the Canton of Basel-Stadt made good use of its appearance on the stage of the World Expo 2010 in Shanghai as a unique opportunity to further strengthen relationships with the partner city, Shanghai, and to extend high-level networking between representatives of both cities.

A solid foundation has thus been established to continue to develop the successful “Basel-Shanghai cities partnership” model. As a platform, it welcomes all players who wish to participate in an enriching exchange between north-west Switzerland and Shanghai. After all, the cities partnership will come to fulfil its meaning and purpose only by supporting broad participation. It should provide unequivocal added value for all players in the Basel area and thereby strengthen Basel’s international competitiveness.

As is apparent to everyone: The Basel-Shanghai cities partnership is prospering now – and will do so in the future!



Dr. Guy Morin
President of the Executive Council
of the Canton of Basel-Stadt



Chinese Moon Festival in September 2010 at the Basel City Hall, with opera singer ZHANG Xiaohui.

Sabine Horvath

Head of External Affairs and Marketing of the Canton of Basel-Stadt

“THE CITIES PARTNERSHIP WITH SHANGHAI STRENGTHENS BASEL’S POSITION IN INTERNATIONAL COMPETITION.”



A LIVELY CITIES PARTNERSHIP

A number of cooperative projects have already materialised since 2007 within the framework of the Basel-Shanghai cities partnership. These range from scientific symposia and business platforms to visits by political delegations and work stays for young managers and on through to a diversity of cultural exchanges. The vitality of the cities partnership is also demonstrated by the following projects and cooperative efforts:

DEDICATION OF THE BASILISK FOUNTAIN IN SHANGHAI IN 2009

Dr. Carlo Conti, Vice-President of the Executive Council, dedicated an original Basel basilisk fountain in Shanghai’s Butterfly Bay Park in April 2009. The fountain – a gift from the City of Basel to the people of Shanghai – is a symbol of friendship between the partner cities.

BASEL ON STAGE AT THE WORLD EXPO 2010 IN SHANGHAI

Basel’s appearance at the World Expo 2010 Shanghai represented the beacon project of the Basel-Shanghai cities partnership. From the beginning of May until the end of October 2010, under the motto “Better Water – Best Urban Life”, the Basel, Geneva and Zurich city pavilion demonstrated the contribution that investments in sustainable water management can make to an extraordinarily high urban quality of life to over two million visitors.



The Basel, Geneva and Zurich city pavilion at the World Expo 2010 in Shanghai.

CELEBRATION OF THE MOON FESTIVAL AT THE BASEL CITY HALL IN SEPTEMBER 2010

Following its successful appearance at the World Expo 2010 Shanghai, Basel now endeavours to continue building bridges between Switzerland and China. The kick-off event here was a celebration of the traditional Moon Festival at the Basel City Hall on 22 September 2010, joined by representatives of the Chinese community in Basel and in Switzerland. WU Ken, the ambassador of the People's Republic of China to Switzerland, also participated in the celebration. Traditional Chinese dancing and music added a festive air to the occasion.

INTENSIVE CULTURAL EXCHANGE

Basel and Shanghai foster intense exchange on a cultural level in particular – in addition to the formal cities partnership.

- On 11 August 2010, on the evening prior to Swiss Day at the World Expo, the Basel Symphony Orchestra performed a gala concert in Shanghai, with the Federal President, Doris Leuthard, in attendance during her tour of China. Three months later, on 17 November 2010, the Shanghai Philharmonic Orchestra gave a guest performance at the City Casino of Basel.
 - From September to December 2010, the “Cultures-capes China” festival presented China's cultural landscape to a number of Swiss cities – including Basel, where the festival served for a fruitful intercultural exchange between Basel and China.
 - In 2011 the Basel Museum of Culture will stage a series of exhibitions on China with, on the one hand, the two-part “On stage – the culture of the Peking opera” exhibition and, on the other, “Chinatown™”, which presents questions of imagination and reality in today's Chinatowns as a central theme.
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The dedication of a Basel basilisk fountain in Shanghai's Butterfly Bay Park in April 2009.



Concert by the Basel Symphony Orchestra on 11 August 2010 at the Shanghai Oriental Art Center.

COOPERATIVE PROJECTS

Dr. med. Werner Kübler
Director of the University Hospital
of Basel

“THE CITIES PARTNERSHIP WITH SHANGHAI MAKES A FRUITFUL MEDICAL-SCIENTIFIC EXCHANGE POSSIBLE FOR BASEL, INCLUDING A LUCRATIVE FUTURE MARKET.”

Two cooperative projects that came about in the context of the Basel-Shanghai cities partnership are presented in the following. The projects are continually being intensified and expanded.

COOPERATION IN HEALTH CARE

The University Hospital of Basel and the medical faculty of the University of Basel cultivate cooperation with the medical schools of the universities of Fudan, Jiao Tong and Tongji, in Shanghai. This effort bore fruit as early as 2008 and 2009 in mutual work visits and in scientific symposia in Basel and in Shanghai, and it is continually being deepened. In the partner city, medical practitioners also become acquainted with the respective hospitals, the emergency rooms and the rescue procedures. Following the first summer school in Basel, the programme is being supplemented by a summer school in Shanghai for students from Basel. Students and young researchers will thereby partake in lively cultural and scientific exchanges, while an attractive platform to recruit talented scientists in Basel and in Shanghai will be made available. Additionally, as a result of a larger area from which to draw talent from two cities, greater numbers of applicants are available in common areas of study, leading to a demonstrably verifiable increase in quality.



HUANG Gang, Vice-Dean of the School of Medicine of the Shanghai Jiao Tong University, and Dr. med. Werner Kübler, Director of the University Hospital of Basel.

EXCHANGE PROGRAMME FOR YOUNG MANAGERS

In May and June of 2009, an exchange programme saw four qualified young professionals from Shanghai come to Basel for the first time. At stays with employers such as Basel Transit Services, the Department of Environment and Energy, the Congress Centre of Basel and Basel Tourism they learned western (entrepreneurial) culture and gathered important professional experience for the future. In a counter move, young managers from the Basel region were able to work in Shanghai in May and June 2010. Following this highly successful pilot phase, cooperation is continuing by request of the Canton of Basel-Stadt and under the expert operational direction of the School of Business of the University of Applied Sciences Northwestern Switzerland (the FHNW). Enterprises that are interested are invited to participate in the exchange programme and to thereby benefit from a unique intercultural learning process – either as a host or by participation by employees.

Prof. Dr. Ruedi Nützi

Director of the School of Business of the University of Applied Sciences Northwestern Switzerland (FHNW).

“YOUNG MANAGERS FROM BASEL AND SHANGHAI CAN GAIN VALUABLE EXPERIENCE IN DIFFERENT CULTURES, THANKS TO THE EXCHANGE PROGRAMME WITHIN THE FRAMEWORK OF THE CITIES PARTNERSHIP.”

The exchange programme for young managers was launched in 2009 within the framework of the Basel-Shanghai cities partnership.



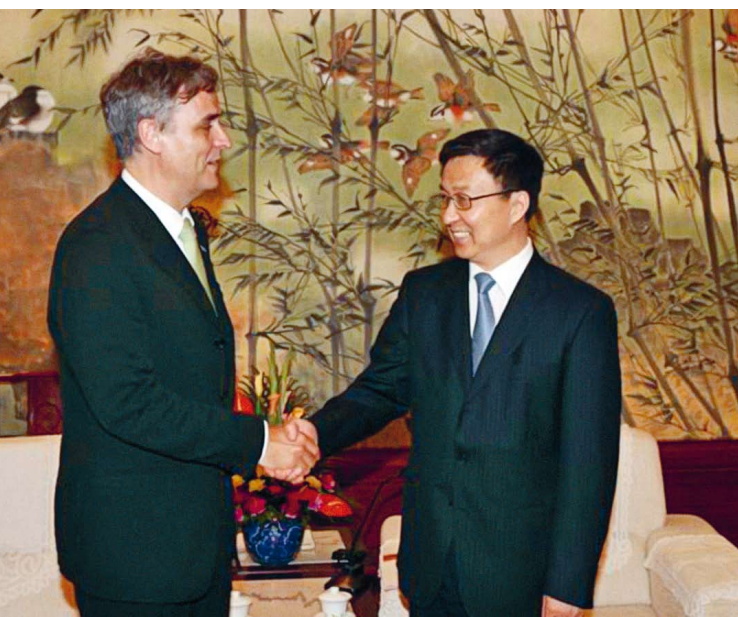
SUCCESSFUL CITIES PARTNERSHIP MODEL

Dr. Guy Morin

President of the Executive Council
of the Canton of Basel-Stadt

**“THE BASEL-SHANGHAI
CITIES PARTNERSHIP
IS BENEFICIAL TO BOTH
PARTIES AND HAS GREAT
FUTURE POTENTIAL.”**

The cities partnership between Basel and Shanghai, which has been in effect since 2007, is beneficial to both parties, because it builds upon common strengths: Shanghai and Basel are established regions for scholarship and the life sciences, enjoying significant economic strength. Additionally, both are considered cities of culture. The cities partnership thus also concentrates on these areas, where the theme of sustainability achieves special significance. The success of the cities partnership between Basel and Shanghai depended, among others, on a critical examination of its potential and on the definition of the factors responsible for success in advance of signing the partnership agreement in November 2007. The first concrete cooperative projects in health care, economics and culture form the core of the partnership. New cooperative efforts are being added, initiated by the interests and engagement of other players, as a result of which a lively, broad-based partnership is given fertile ground. With the cities partnership, politics and administration provide a solid scaffold for the participation of potential players from commerce, education, culture and society.



The President of the Executive Council of the Canton of Basel-Stadt, Dr. Guy Morin, on a visit to Shanghai Mayor, HAN Zheng, in May 2010.

12 August 2010: Member of the Executive Council of Basel, Hans-Peter Wessels, and Shanghai Vice-Mayor, SHEN Jun, signed the "Memorandum of Understanding" for the years 2011 to 2013, in Shanghai.



THE NEW “MOU” 2011–2013

In addition to the partnership agreement, the cities partnership is based on a “Memorandum of Understanding” (MoU) that will be respectively renewed after each three-year term. The MoU 2011–2013 establishes the continuation of the successful cities partnership as well as the conclusion of new fields of cooperation along general lines:

- The University Hospital of Basel and the medical faculty of the University of Basel are intensifying and expanding their cooperation with the medical schools and the hospitals of the universities of Fudan, Jiao Tong and Tongji in Shanghai.
- A long-term effect from Basel’s appearance at the World Expo 2010 in Shanghai is assured by an exchange of experts in the areas of city, regional and transportation planning between the responsible departments in Basel and in Shanghai.
- The exchange programme launched in 2009 for young managers will be continued.
- In the medium term, direct airline connections between Shanghai and Basel for goods as well as for personal travel are being worked out.
- Basel and Shanghai are investigating the creation of a cultural facility in Basel for the purpose of promoting exchanges between Switzerland and China.

In addition, the well-established partnership between both cities also makes possible a flexible adaptation to newly arising interests and the incorporation of additional activities.

WU Ken

Ambassador of the People's
Republic of China to Switzerland

“IT IS WITH EXTRAORDINARY APPRECIATION THAT I VIEW THE GREAT VALUE THAT BASEL PLACES ON ITS CHINESE COMMUNITY.”

Performance by a Chinese dance group at the Moon Festival at the Basel City Hall, in September 2010.



Photograph: thats.me Irene Fischer

CHINAWORLDBASEL

Following the successful initial phase of the Basel cities partnership with the Chinese metropolis of Shanghai, this effort should be further developed and it should increasingly influence Basel itself. Under the title “ChinaWorldBasel”, the Canton of Basel-Stadt is thus concerned with engaging the potential of the Chinese community in the Basel region in the development of the region and the cities partnership with Shanghai.

Regularly scheduled events will take place in the context of ChinaWorldBasel in order to promote better familiarization with the approximately 1000, mostly highly qualified Chinese individuals living in the Basel region and to network with them. The initial step in this direction was the celebration of the traditional Chinese Moon Festival at the Basel City Hall, in September 2010. Cultivation of the network will be supplemented by appropriate social media platforms such as, for example, the ChinaWorldBasel Facebook page.

The ChinaWorldBasel vision should also result in definite “practical fallout” in Basel. For this to occur, the establishment of a Chinese cultural institute or a Chinese green space, among others, is being investigated for Basel.



Photograph: thats.me Irene Fischer

The Basel Vice-President of the Executive Council, Carlo Conti, and the Chinese Ambassador, WU Ken, at the Moon Festival at the Basel City Hall, in September 2010.

ADVISORY BOARD

The cities partnership programme between Basel and Shanghai is discussed and coordinated with the most important interest groups in terms of content and strategy. In this regard, an advisory board of 21 individuals from commerce, science, education, associations, culture and tourism has been established:

Matthias M. Baltisberger, F. Hoffmann-La Roche AG
Nicolas Bideau, Presence Switzerland
Dr. Andreas Burckhardt, Basel Area Chamber of Commerce
Georges Delnon, Basel Theatre
Daniel Egloff, Basel Tourism
Hans-Peter Hadorn, Swiss Rhein River Harbour
Jacques Herzog, Herzog & de Meuron
Samuel Hess, Office of Economic Affairs and Employment
Samuel T. Holzach, Basel Banking Association
Sam Keller, Beyeler Foundation
Dr. Werner Kübler, University Hospital of Basel
Peter Malama, Trade and Crafts Association of Basel-Stadt
Erich Thaler, University of Basel
Prof. Dr. Ruedi Nützi, University of Applied Sciences North-western Switzerland
Jürg Rämi, EuroAirport
Dr. Hans J. Roth, Federal Department of Foreign Affairs
Dr. Franz Saladin, BaselArea
Dr. Anna Schmid, Basel Museum of Cultures
Dr. Dieter W. Scholer, former “Friends of Massachusetts” Association
Barbara Schüpbach-Guggenbühl, State Chancellery of Basel-Stadt
Armin Zust, Novartis International AG

The cities partnership between Basel and Shanghai thrives on active, multifaceted participation. Do you have any questions pertaining to opportunities for your enterprise or organization to participate? Would you like to provide suggestions on exchanges or cooperative projects? Or would you simply like to receive more information on ChinaWorldBasel and stay informed on further activities? Please contact us at your earliest convenience.

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Further information on the cities partnership is found at
www.shanghai.basel.ch

Please visit our online platform at Facebook
www.facebook.com/chinaworldbasel
