

BIO Europe Spring in Basel: a congress with a sustainable impact.

On 20-22 March 2023, Europe's largest springtime deal-making congress for the biotech industry is taking place at Messe Basel. With over 3,000 decision-makers from around the world coming together, the event also constitutes a prime example of sustainability.

The event brings together world-class partnering & networking opportunities, an extensive exhibition and a range of engaging panel discussions, fireside chats, company presentations and a great deal more. The partnering process in which attendees arrange meetings with one another has proven to be extremely efficient in facilitating deal-making and business activity. A total of around 17,500 such meetings will take place over the three days.

One of the reasons why the organizers, the EBD Group, chose Basel is because it has long been considered a leading location for industry, innovation and research within the life sciences. But another reason has been the city's environmental credentials and efforts. As outlined by Silvia Decker, Head of Marketing & Communications at MCH, "We are also working very intensively on this topic and are pleased that we can push ahead with the implementation of some of our ideas at BIO-Europe Spring."

Together with the organisers, a package of measures has been drawn up to significantly reduce the environmental footprint of the event. This includes a "bring your own bottle" initiative to avoid the use of disposable tableware, a communication campaign for low-emission travel to the venue, and a digital event guide to considerably cut back on the amount of printed material. Not only environmental aspects feature at the forefront, however. The focus is also on the physical and mental health of attendees, who will be able to take time out as required and make use of the relaxation options on offer. And in order to do good from a social angle too, the organisers are engaging in cooperation with the Basel Cancer League. "For all these reasons, we expect BIO Europe Spring to have a true signal effect", says Jonas Scharf, Head of MCH Exhibitions & Events. "Because it enables us to apply the resource-saving endeavours that we already have in place at an industry event for the life sciences – a key sector for Basel."

Contact

MCH Exhibitions & Events | MCH Messe Schweiz (Basel) AG
4005 Basel, Switzerland
Phone +41 58 206 28 28
info@messe.ch | www.messe-basel.com | www.messe-zurich.com