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iCITY creates the individual workspace

Nowadays, an attractive work environment is a key criterion for attracting talent, innovation and ideation. Vebego and Move Consultants, two established and internationally experienced companies, have now joined forces to shake up the traditional office structures and bring the Innovation City concept to life. They have teamed up with star architects Herzog & de Meuron and the largest Swiss property fund, UBS SIMA, who both saw a partnership with them as an exclusive opportunity.

‘At the heart of any organisation’s success are its people,’ emphasises Dr Giuseppe Santagada. The CEO of Vebego Schweiz Holding AG knows that people prefer a dynamic, agile work environment in which they can meet like-minded people, be inspired and thus positively influence their careers. Vebego and Move Consultants took note of this shift in the world of work. As operators of technology parks, co-working spaces and as service providers for life sciences companies, they have now combined their international experience and strengths to implement Vebego’s Innovation City (iCITY) concept. The focus of iCITY is, initially, not only on the tenants as customers, but also – and above all – on the tenants’ employees and their need for inspiration, self-realisation, networking, communication, ideation, wellbeing and work-life balance. This forward-looking concept means tenants are ideally equipped for finding top talent.

Innovation City network

In iCITY, a community emerges that is characterised by diversity, ambition, sustainability and expertise – a network of companies and newcomers in the world’s leading life sciences cluster in Basel. Employees of start-ups and established companies receive customised services, spaces and workplaces, supplemented by moderated platforms and meeting points for the ecosystem in the greater Basel area. Thanks to the combination of state-of-the-art workplaces, the open innovation approach as well as the digital-first idea and operating concept of iCITY, both employees and employers receive enormous added value through cost savings and flexibility.

Even before the pandemic, Basel had a high vacancy rate for office space; this has been exacerbated by the requirement to work from home. Nevertheless, it will still be important in the future to be able to work from home or in a mobile office at any given location. The demand for innovation and operating models in the office real estate sector is therefore considerable. iCITY addresses both of these trends.

A melting pot of cultures and visions

With the iCITY Reinach and iCITY Allschwil ALBA HAUS locations, two hubs are being developed for the life sciences and biotech cluster in Basel. On a site covering more than 25,000 m², an ecosystem will be created for companies, organisations, institutes, start-ups and established corporations from different sectors. Working, meeting up, getting to know people, sharing ideas – all are possible here. Start-ups looking to anchor themselves in the HLS cluster in the Basel region will also have the opportunity to apply to the Multi Corporate Accelerator programme.

In line with the principles of open innovation, this programme promotes and accelerates collaboration between established companies, start-ups and investors, and thus facilitates contact between them. In addition, a bridge is built that connects them to globally renowned research institutes, contacts are established with venture capital providers and ties to the existing ecosystem are strengthened.

ALBA HAUS and iCITY Reinach

ALBA HAUS is the centrepiece of the 75'000 m² BaselLink campus near Basel. With a height of 40 metres, a new centre for the life sciences and biotech sector will be built here by 2023. The Switzerland Innovation Park, the Swiss Tropical and Public Health Institute, the pharmaceutical company Basilea Pharmaceutica, and the Department of Biomedical Engineering and the Innovation Office of the University of Basel will be moving onto the campus in the coming months, among others. ALBA HAUS is a place where talent, business and research meet, and it offers space for about xx people. The world-renowned architects at Herzog & de Meuron are responsible for the construction.

On a site covering more than 10'000 m², the inspiring and extraordinary iCITY Reinach will be built for life sciences and biotech companies, start-ups from various sectors and for established corporations. This is where both state-of-the-art workplaces and the largest offering of flexible laboratory space in the Basel area will emerge, which is of



vital importance to start-ups that focus on research and innovation in the founding phase rather than on infrastructure. The site is therefore ideal for life sciences companies for which time-to-market is a key success factor.

Disrupting the real estate industry

With iCITY, Vebego and its partners UBS SIMA and the JP DL owner of ALBA HAUS are saying goodbye to the conventional and often well-trodden paths of real estate management. The innovative partnership-based business model is nothing short of groundbreaking: buildings, workspace experience and services are united in a flexible and inspiring ecosystem for emerging talent in the life sciences industry. Equally trend-setting is the digital-first approach, which refers to the digital use and operation of iCITIES with a single app, as well as the iCITY furniture programme, which is based on the principles of the circular economy through the reuse and upcycling of discarded office furniture. 'iCITIES are the future third space between home and work. They bring together the advantages of working from both home and the office, and leave out all the disadvantages,' says Andreas Meister, Chair of the Board of Directors of Move Consultants.



About Move Consultants AG

Move Consultants has offices in Basel, Zurich and Bern. It is successfully focused on workplace solutions, consultancy and space management in the real estate and facility management sector. It unites skills and expertise to provide innovative solutions in order to make properties future-proof throughout the entire lifecycle and usage cycle for users, owners and operators. The company was founded in 1998 and acquired by Vebego Schweiz Holding AG in 2019.

About Vebego

Vebego Schweiz Holding AG, based in Zurich, is one of the leading providers of real estate and facility management services. The subsidiary Move Consultants AG, which is the market leader in data trust, offers strategic real estate and workspace solutions. Together with its subsidiary Move Consultants, Vebego has many years of experience as an operator of technology parks and co-working spaces and is a service provider for numerous life sciences companies. The holding company is a 100% self-financed family business, employs about 8'000 people and generated sales of more than CHF 240 million in 2020.

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