

## Crisis, Credibility and Corporate History

Symposium of the Section on Business and  
Labour Archives of the ICA, 14-16 April 2013  
The Roche Historical Collection and Archive, Basel



# Programme and Conference Schedule

## Maps and Directions

Address of the conference venue

F. Hoffmann-La Roche Ltd  
Grenzacherstrasse 124  
CH-4070 Basel

Switchboard +41 (0)61 68 81111

Historical Archives +41 (0)61 68 70550

Emergency mobile number +41 (0)79 831 1474



## Welcome on behalf of the SBL!

On behalf of the SBL Bureau I would like to welcome you to the 2013 ICA Section on Business and Labour Archives Symposium. This event has become part an integral part of the professional development activities of the business archives community where professionals come together to share their knowledge, experience and expertise. The Organising Committee for the 2013 Symposium Alex Ritchie, Karl-Peter Ellerbrock, Henning Morgen and Alexander Bieri have organised an exciting programme that should challenge everyone attending. I would publicly like to thank the organisers for the time and effort they have put into making, what I believe, will be an fantastic event. I would also like to acknowledge all the speakers for making their knowledge and expertise available to attendees.

Finally I would like to thank F. Hoffmann-La Roche AG for making their facilities available for this Symposium.

I hope you enjoy the symposium.

Bruce Smith

*Chair SBL*

# Welcome to the Basel region!

Dear Ladies and Gentlemen, dear Colleagues

It is a great pleasure to welcome you all to the Basel region. This ancient city has not only been a centre for trade and industrial manufacturing over the past two millennia, it still is a vital source for novel thoughts and innovation. In the middle ages, Basel became one of the centres of the renaissance and attracted distinguished philosophers and scientists like Erasmus of Rotterdam. Switzerland's first university was founded here in 1460 and Basel's publishing houses have been reknown all over the world for their trailblazing books. It is no surprise that the oldest company still extant are Schwabe publisher's, founded in 1488.

Also, Basel is a city-state built right on the borders to France and Germany. The city's suburbs seamlessly reach out into four Swiss cantons and two nations. For us, crossing borders is an everyday reality. A daily routine involving working in Switzerland, having lunch in France and an evening invitation in Germany is not uncommon. Our conference will give you a taste of this peculiar lifestyle. Unfortunately, there still are borders, however. You might run into one of the rare border controls that irregularly still take place, so please do not forget to carry a piece of identification with you.

Our conference will focus on corporate history, more specifically the conflict in between writing scientific history and the demands of modern history marketing. Already now, I would like to express our gratitude to the speakers who have taken the thread up to enlighten this important theme for us. You will find some of the lectures described in the form of abstracts in the middle of this booklet.

The social programme will give you ample opportunity to experience the unique culture of the upper Rhine region, of which Basel is its centre. Please do not hesitate to contact me or my colleagues should you need any help. I am looking forward to many interesting discussions and a memorable conference!

Alexander L. Bieri

*Curator The Roche Historical  
Collection and Archive*



Sunday, 14 April 2013

18:00 – 20:00 Cocktail reception  
Historisches Museum Basel

*Please see map section for directions*

*Tram stop: Barfüsserplatz*

*Coaches will be provided at 20:30 for the transfer  
to the hotels in Weil am Rhein*

### About the venue

Basel Historical Museum is one of five major state-owned museums belonging to the Canton Basel-Stadt. As all five museums grew out of the public collection first founded in 1661, they are committed to the tradition of one of the world's oldest civic collections. The crystallization of five separate museums in the first half of the 19th century resulted in the formation of the Medieval Collection in 1856. This in turn led to a new museum concept based on the academic study of ancient history and the history of culture, and in 1892 to the founding of a Historical Museum housed in the Barfüsser Church. The museum's initiator, the German scholar Wilhelm Wackernagel, modelled the new museum on what was then the largest historical museum in the German-speaking world, Nuremberg's Germanisches Nationalmuseum founded in 1852. Basel Historical Museum is thus a historical museum of both regional and international significance.

## Monday, 15 April 2013 - morning session

08:30 - 09:00 Registration and coffee  
F. Hoffmann-La Roche Ltd, Basel  
*Please see map section for directions*

09:00 Welcome and introduction  
Bruce Smith and Alexander L. Bieri

### Marking out the extremes in corporate history

09:05 Title to be defined  
Jonathan Steffen

09:40 Title to be defined  
Prof. Clemens Wischermann, Constance University

10:15 Coffee break

### Novel approaches in corporate history: selected examples

10:35 Objective? Me...?  
Henning Morgen, A.P. Møller-Maersk

11:05 "On behalf of the Chairman" – the Risks and  
Opportunities of Contemporary Company "History"  
Albert Pfiffner, Nestlé S.A.

11:35 Do the archivists have the right to do history?  
Lionel Loew, F. Hoffmann-La Roche AG

12:15 Buffet lunch



## Monday, 15 April 2013 - afternoon session

### Historical writing: no more tales of heroes and myths!

- 13:30            Theories of Social Science and Business History  
                  Thilo Jungkind, Constance University
- 14:00            The Biographer's Power and Private Archives  
                  Prof. Birgitte Possing, Danish National Archives
- 14:30            Title to be defined  
                  Prof. Joachim Scholtyseck,
- 15:00            Coffee break

### Scientific credibility and getting across the message: can we bridge the gap?

- 15:20            Title to be defined  
                  Karl-Peter Ellerbrock,
- 15:50            Don't waste your money! Forget a jubilee book!  
                  Thomas Inglin, Zurich Insurance
- 16:20            Conclusion

*Coaches will be provided to ensure a  
speedy transfer to the hotels*

## Monday, 15 April 2013 - dinner in Mulhouse

- 18:20 Coaches depart from the hotels in Basel and Weil am Rhein to Mulhouse
- 19:00 Arrival at the Cité de l'Automobile in Mulhouse  
Free time for a stroll through the museum
- 19:45 Dinner
- 22:30 Coaches depart for Basel

### About the venue

The amazing car collection within the „Cité de l'Automobile“ was put together by two Swiss industrialists, Fritz and Hans Schlumpf. They owned the largest yarn factories in France and started to collect cars in 1945, especially Bugattis but also other brands like Rolls-Royce, Maybach, Hispano-Suiza and so forth. Eventually, maintaining and enlarging the collection consumed most of the Schlumpf brother's fortune and they started closing factories down in order to make money available for their pasttime. One of the factories was shut down solely to be converted to a private museum, with opulent foyers and service rooms, open only to selected guests of the brothers. When the Schlumpf group went into administration in 1977, former workers occupied the private museum: if the collection would have been sold to settle the debts of the company, the workers would have been betrayed a second time. By occupying it, they hoped to at least save the collection for the region of Alsace. The peaceful occupation was successful and resulted in the inclusion of the collection into the ownership of the French state.

Please note that smoking is only permitted within the designated smoking area and please do not touch any of the exhibits within the museum.



Photograph by Ignis, contributor to Wikipedia

The famous Bugatti Royale, one of the many masterpieces of car engineering at the „Cit  de l'Automobile“, the world's largest collection of historical automobiles.

We kindly ask our guests who have chosen to stay in Mulhouse (H tel du Parc) to come to the Cit  de l'Automobile by tram. The tram stop is in front of the Mulhouse train station, take line number one to the **Mus e de l'Auto** stop. The whole trip takes about 10 minutes and costs   1.50. After arriving at the tram stop, you will find the entrance to the museum to your left. Simply cross the wooden bridge leading to the illuminated glass front.



## Tuesday, 16 April 2013 - morning session

09:00            Welcome  
                 Bruce Smith and Alexander L. Bieri

The global scale of corporate history:  
Changing expectations in changing environments

09:10            Archives and Collections in the 21st Century:  
                 From drab to sexy?  
                 Alexander L. Bieri, Roche

09:40            The View from the Ivory Tower: The Academic Pers-  
                 pective on the Strategic Value of Corporate  
                 History and Heritage  
                 Paul Lasewicz, IBM Inc

10:10            Coffee break

10:30            *75 Years of TOYOTA*: Toyota Motor Corporation's Latest  
                 *Shashi* and Trends in the Writing of Japanese Corporate  
                 History  
                 Yuko Matsuzaki, Shibusawa Eiichi Foundation

11:00            Title to be defined  
                 Tina Staples, HSBC Ltd

11:30            Tackling the archive's conflict between  
                 scientific history and marketing  
                 Panel discussion

12:15            Lunch at the guest restaurant of Roche Basel

## Tuesday, 16 April 2013 - afternoon programme

- 14:15            Formation of groups for the visits of the Roche Historical Archive and the historical exhibition
- 15:30            End of the symposium, farewell in the foyer of the large auditorium



Views of the Roche Historical Collection and Archive and the Roche Historical Exhibition

## Objective? Me...?

Henning Morgen, A.P. Møller-Maersk

History Documentation in A.P. Møller – Maersk is about supporting current communication with historical facts. Our communication is about our impact; on the societies we operate in, on individual lives, on the industries we are part of.

History Documentation is about – if and where relevant – adding to the right perspective on today's business and its impact.

Based on the company's values, we aim to be professional and accurate in our research. We aim to establish the relevant context for the historical facts. But we do not aim to be objective.

We are subjective simply because we are neither neutral nor independent, but part of the company's communication effort to support its premise; to make a profit for its shareholders. Our high business standards will ensure that we produce a comprehensive and appropriate product, a trustworthy product. But it will not be an objective product.

Two large book projects currently underway in A.P. Møller – Maersk have challenged our views on research and communication – and set the scene for a new approach to research in the company's archives. The presentation will clarify our view on the circumstances - i.e. our values, our ownership, our culture in conjunction with the communities we are part of – that define the archivists' role in documenting and communicating our history.

## “On behalf of the Chairman“

### The risks and opportunities of contemporary company “history”

Albert Pfiffner, Nestlé SA

Engaged with the editing of several publications, one about Nestlé from 1990 to 2005 (140th anniversary of Nestlé in 2006), another about the history of NESCAFÉ (75th anniversary in 2013) and currently with a new publication for the 150th anniversary of the Group in 2016 and the realisation of a “Heritage Centre”, this contribution aims to give an insight on our reflections and decisions regarding these projects.

As there are a lot of expectations – and often opposing ones - from inside and outside the company, from marketing specialists and historians, we use different approaches to deal with history – at the same time, in the same company. Each of them has its own risks and opportunities.

It is important - but often difficult to achieve - to define from the very beginning the “communication tasks”, “target audience” etc. of the publications.

This is a report on our experiences and on our work in progress.

Writing about the near past – as we did for our 140th anniversary book and on behalf of our Chairman - is not writing “history” in a traditional sense. The implications of many of the decisions have not yet become fully apparent, and a balanced assessment is not possible. The usual distance between the historian and his subject is missing.

That is why we intended not to publish an “official company history” but to convey the “internal” perspective of the company, or rather of its main players, as it is not so much the environment itself that influences the strategies and actions of a company, but rather the attitude of the major players within the company toward that environment. In this respect, the publication is a contemporary document for the writing of Nestlé’s history at a later date. Before starting the project, we agreed on some rules.

The approach for the NESCAFÉ publication was different. We mandated an external historian to write a scientific, fact based history of the NESCAFÉ brand which serves our marketing department together with an agency to produce a coffee table book for our stakeholders. The historian on his part elaborates the base text to his doctor’s thesis. So we will have an internal, marketing driven publication and an external, scientific one.

For the 150th anniversary in 2016, regarding the publication and the Heritage Centre, we will probably use a more holistic approach in collaboration with internal and external partners.

## Do Archivists Have the Right to do History?

### What is at Stake When Writing Your Own Company's History?

Lionel Loew, F. Hoffmann-La Roche AG

One of the main values the historians share is “objectivity”. To put it naively, one should avoid his own social and institutional position to interfere with the writing of history. Accordingly, it appears almost impossible for an archivist to be objective when revisiting the past of the company he is working in and for. Does that mean archivists don't have the right to do this history? Should they focus only on “newsreel” and “catalog” history?

Starting from a personal experience in the German academic world and a tentative to use sociological tools to put into question an accepted but nevertheless never proved stance about one of the most dramatic event of the Roche past – Seveso 1976 –, we would like to discuss:

#### 1. The possibility for an archivist to do academic history.

The academic world too often only sees the “employee” in the archivist working in a private archive. Stigmatized in this position, he is mainly understood as a defender of his company's interests. We would like to focus, on the contrary, on the many advantages procured by this institutional position. Not only knows the archivist his documents better than anybody, but he also understands which kind of interesting questions he can ask them.

#### 2. How the sociological tools can be significant in this process, how they can be both heuristic and useful to impose our history outside of the company's field?

Sociology accepts as a fact that “mere objectivity” doesn't exist. “The only legitimate question about a work is the measure of imposition, or the amount of forgery” wrote David Matza (1969). The “Symbolic Interactionism” sees as its duty to question common-sense premise and values of the dominant group over another one and not just accept them. To “violate the hierarchy of credibility” (Becker, 1963) is therefore necessary for anybody who truly wants to understand decisions and acts of the past – or the present; to understand the communication on Seveso 1976 back then – and today.



# Theories of Social Science and Business History

Thilo Jungkind, Constance University

Modern business history should be inspired from theoretical approaches of social sciences. According to the topic of the conference, I want to present two economic-sociological based approaches. They can be used for writing an academically oriented business history as well as a corporation oriented. Both approaches support business archivists writing their history in interdependence to the surrounding society.

First I will talk about the “embeddedness-theory”, introduced by Marc Granovetter in the mid 1980’s. Granovetter highlighted the links between social structure and economic action. He argued, that these networks and all incorporated agents are negotiate their interest permanently.

Moreover, I want to focus on the “neo-institutional organisation” theory. The hypothesis of this concept is: The social and cultural environment of organisations affects all activities and the strategy of business operations. The decision makers deliberate these expectations. Due to them the act or they do not. Of course, one can measure these social structures and expectations as well as their influence on the business only in an historical perspective.

To sum up, in the last 20 years we can identify a trend towards a variety of conceptual and theoretical approaches dealing with corporate behaviour and functionality. Its explanations and analysis patterns concentrate on internal processes. But for business historians, archivists and a lot of business departments it is very useful to write a history, which is linked with circumstances beyond the business in terms of products, production or “great men”. Marketing activities or a specific management of reputation can be supported by this kind of business history.

# The Biographer's Power and the Private Archives

Birgitte Possing, Professor, Dr phil, The National Archives, Denmark

Today, the historical biography has become an important public tool in understanding how historical and public personalities have had an impact in history. In the Western world, the market is overwhelmed by biographies, in entertainment, business, media, literature and history. Thus, we are talking about the biographical turn in history, meaning that it has become still more important to understand how and why historical biographies influence our understanding, not only of history but also of present times and of the future. Which games is the biographer playing with the protagonists, and which is he or she playing with the audience? What is the role of the archives in the making of biographies? What is the relevance of private archives as a societal cultural heritage? How are biographers using the archives in representing the individualities, in celebrating or devastating the reputation of the protagonist and his/her work?

This paper presents the eight archetypes of the historical biography, reflecting on the relevance of private archives, in business, in literature and in public institutions.



# Don't Waste your Money! Forget a Jubilee Book!

## Zurich Insurance 100 years in the US 2012

Thomas Inglin, Zurich Group

Zurich Insurance Group celebrated 2012 the 100-year jubilee of her US-branch. Operating across most of Europe by 1912, Zurich responded to an inquiry from another insurer by sending manager and rising star August Leonhard Tobler to assess opportunities in the US insurance market. Tobler identified rapidly expanding automobile ownership in the US as a key opportunity, as well as expanding state-regulated workers compensation laws. He noted that investment income will be a key component of success in America.”

This is one of the main stories of our jubilee. A local project team in cooperation with Corporate Archives in Switzerland and an external company set up an exceptional concept to celebrate it. We decided to approach the anniversary as an integrated campaign in order to tie together the past, present and future with fresh, durable insights and storytelling. With other words: focus on the people behind the stories and give them relevance for today.

We began with the so called StoryARCs: Looking for legends and exceptional stories from the history of Zurich. A story-discovery and story-design methodology based on the most successful narrative algorithms in history. These stories were the basis of all jubilee activities in marketing, speeches, publications, exhibits, videos and web. We not only intended to publish a jubilee book and organize a ceremonial but aimed to win both hearts and minds of employees and customers.

# Archives and Collections in the 21st Century:

## From drab to sexy?

Alexander L. Bieri, Roche

If the 19th Century was the century of technological advances, the 20th Century was the one in which an upheaval in society started whose effects are still unforeseeable. Most of the important inventions humanity can pride itself on have been made or at least conceived in the 19th Century. It's progressivity in technology never ceases to amaze historians. However, in terms of society, it was a rather reactionary time which saw the reintroduction of a monarchy in France, not to speak of the Victorian age in the British Empire and „Biedermeier“ in German speaking countries. Societal change came with all the atrocities usually subsumed with these kind of upheavals in the 20th Century - and even more gruesome, than ever before. Mankind has learned in the course of the 20th Century that wars actually cannot be won by either side anymore. Also, we had to realise that this planet's resources are limited. We have started to realise that our environment is not anymore adverse to human interests, but that humans must take care of the environment if we are to survive for a longer run. We are now learning about the limits of our economic and financial model, realising that market economy actually is only sustainable if it is contained within strict sets of ethical rules.

All these changes have a profound influence on the society. They are sped up with today's possibilities in communication. Nevertheless, most of our institutions have been coined by the 19th Century, which still was very much a „Ständegesellschaft“ which had emerged from feudalism. This is especially true for museology, collections and to a certain extent for the public work done by archives. All this has a profound influence on archives, especially on the ones held by private corporations. The aim of the lecture is to explain some of these and to give an insight into the route archives can take to meet tomorrow's demands. It also explains why archives as such are of growing importance especially for young people.

# The View from the Ivory Tower: The Academic Perspective on the Strategic Value of Corporate History and Heritage

Paul C. Lasewicz, IBM

The Holy Grail for Corporate Archivists is an irrefutable business justification for a corporate archives, one that carries as much weight with executives in difficult economic times as it does when markets are up. To date, the search for this Grail has escaped the profession. However, a cross-disciplinary review of the literature in business and other non-archives/history academic journals that identifies ways that businesses can derive value from their organizational past offers some promising insights for this search. By summarizing key points from more than 60 academic articles on this topic, the speaker will show how the perspectives of non-archivists may hold clues as to where the profession may find its Grail.

## *75 Years of TOYOTA: Toyota Motor Corporation's Latest Shashi* and Trends in the Writing of Japanese Corporate History

Yuko Matsuzaki, Shibusawa Eiichi Memorial Foundation

Since the late 19th century, more than 13,000 volumes of shashi have been published in Japan and, despite the current economic climate, approximately two hundred companies publish new shashi every year. Shashi, literally “company histories,” are publications of corporate history that were traditionally compiled, edited, and published within the company by employees often without formal training in history or archival sciences. From the late 1960s onward, however, leading business historians, some of whom had studied business history at major graduate business schools in the United States, started to contribute to the writing of corporate history in Japanese companies under the auspices of management.

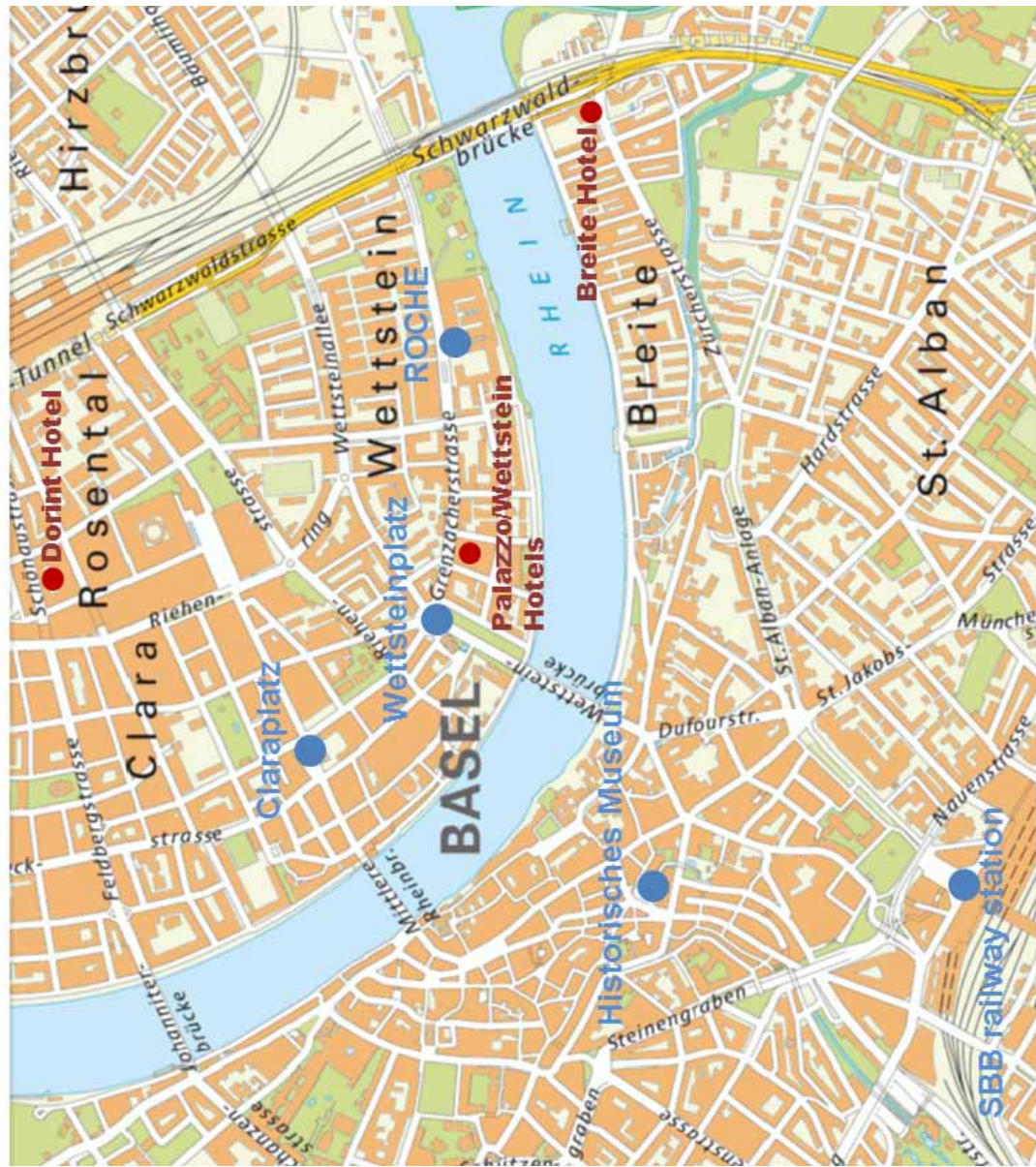
Academic business historians came to enjoy privileged access to corporate archives, which fostered the development of business history as a scientific discipline, and companies gained the ability to publish more reliable corporate histories, which in turn enhanced corporate credibility. There have been cases of conflict between the writing of scientific history and corporate interests, but collaboration between business historians and companies has been largely beneficial for both sides. This mutually beneficial cooperation worked relatively well until roughly the early 1990s, when the Japanese economy slid into recession and the drive for globalization accelerated.

After having analyzed this backdrop, my presentation will turn to the Toyota Motor Corporation, which celebrated its 75th anniversary in 2012. Toyota has long made use of its historical resources and heritage, publishing numerous shashi and other works over the years and marking the 75th anniversary with the compilation of a 75 year history launched online in an extensive historical website. I will look at Toyota's writing and compilation of shashi and illustrate how Toyota has tackled the challenges surrounding its corporate history and archives.

Coloured lines: Trams  
Grey lines: Buses

Barfüsserplatz: Historisches Museum Basel  
Hoffmann-La Roche: Roche  
Breite: Breite Hotel  
Musical Theater: Dorint Hotel





# Directions for the hotels in Basel

## Palazzo and Wettstein

Historisches Museum Barfüsserplatz

Turn left to Wettsteinplatz and take bus 31, 38 or 34 to Allschwil or Bottmingen. Descend at „Rheingasse“ and change into tram 6,14 or 15 in the same direction. Descend at „Barfüsserplatz“, the museum is inside the slightly elevated church opposite the tramstop. 20 minutes.

Roche site

Turn right and simply follow Grenzacherstrasse until you reach the Roche high-rise building. 10 minutes on foot. Alternatively, take bus 31 or 38 to „Hoffmann-La Roche“.

## Breite Hotel

Historisches Museum Barfüsserplatz

At „Breite“ tramstop opposite the hotel, take 3 to Burgfelden and descend at „Barfüsserplatz“. Walk back down to the square and up the few steps to the church which houses the Historisches Museum. 10 minutes.

Roche site

Turn right and walk around the hotel. Cross the pedestrian place. Take the ramp at the end of the terrace up onto the bridge. Cross the Rhine and, after passing the red building on your left, the street. After the pedestrian crossing, turn left and walk down Grenzacherstrasse 600 meters until you see the Roche high-rise building on the other side of the street. Take the pedestrian underpass on your right. 20 minutes on foot. Alternatively, take bus 36 at stop „Breite“ and descend at the next stop „Tinguely-Museum“. Cross the street and take bus 31 or 38 one stop to „Hoffmann-La Roche“.

## Dorint Hotel

Historisches Museum Barfüsserplatz

Take tram 14 at „Musical Theater“ to Pratteln. Descend at „Barfüsserplatz“. The museum is inside the slightly elevated church opposite the tramstop. 10 minutes.

Roche site

Take tram 14 at „Musical Theater“ to Pratteln. Descend at „Claraplatz“ and take bus 31 which stops alongside the church. Descend at „Hoffmann-La Roche“. 20 minutes.

*Important: All guests staying in these four hotels receive the Basel visitor's card. This entitles you to use all public transport within the city of Basel free of charge, so you are not required to pay for trams and buses.*



Breite Hotel



Dorint Hotel



# Directions for the hotels in Weil am Rhein

## Schwanen and Central

Historisches Museum Barfüsserplatz

At bus stop „Läublinpark“ for Schwanen and „Turmstrasse“ for Central (in front of the hotel), take 55 to „Claraplatz“. Change into tram 6,14 or 15 to Allschwil, Pratteln or Bruderholz. Descend at „Barfüsserplatz“, the museum is inside the slightly elevated church opposite the tramstop. 40 minutes. Bus 55 runs every hour on Sundays, we recommend to take the one at 17:49 from Schwanen and 17:53 from Turmstrasse.

Roche site

At bus stop „Läublinpark“ for Schwanen and „Turmstrasse“ for Central, take 55 to „Claraplatz“. Change into bus 31 which stops alongside the church. Descend at „Hoffmann-La Roche“. 40 minutes. Bus 55 runs every half hour on weekdays, we recommend to take the one at 8:19 from „Läublinpark“, 8:23 from „Turmstrasse“.

## Fritz

Historisches Museum Barfüsserplatz

At bus stop „Blauenstrasse“, take 12 or 16 to „Kleinhüningen“. Change into tram 8 and descend at stop „Barfüsserplatz“. The museum is inside the slightly elevated church opposite the tramstop. 30 minutes. Bus 16 runs every hour on Sunday, we recommend the one at 17:45.

Roche site

At bus stop „Blauenstrasse“, take 12 or 16 to „Kleinhüningen“. Change into tram 8 and descend at „Claraplatz“, then change into bus 31 which stops alongside the church. Descend at „Hoffmann-La Roche“. 45 minutes. Bus 16 runs three times per hour on weekdays, we recommend to take the one at 8:00.

*Single tickets are about € 4, they can be purchased within the bus and are also valid for changing onto trams and buses in Basel. Returns to the hotels in Weil will be organised by coach on Sunday evening.*



Schwanen, Weil am Rhein



Fritz, Weil am Rhein



# Directions for the Hôtel du Parc in Mulhouse

## Historisches Museum Barfusserplatz

From „Mulhouse Gare Centrale“, take the train to „Basel SBB“ or „Bâle SBB“. A TGV runs at 17:06, arriving in Basel at 17:26. A regional train runs at 17:30, arriving in Basel at 18:01. In front of the station, you will find tram stops. Take tram 8 direction „Kleinhüningen“ or tram 11 direction „St Louis Grenze“. Descend at „Barfusserplatz“. The museum is inside the slightly elevated church opposite the tramstop.

The last train to Mulhouse leaves Basel SBB at 21:12.

## Roche site

From „Mulhouse Gare Centrale“, take the train to „Basel SBB“ or „Bâle SBB“. Trains run every half hour on weekdays. We recommend to you to take the one at 7:55, arriving in Basel at 8:21. In front of the station, you will find tram stops. Take tram 2 direction „Badischer Bahnhof“. Descend at „Wettsteinplatz“ and change into Bus 31 direction „Habermatten“. Descend at „Hoffmann-La Roche“.

After the convention on Monday, we recommend to you the train at 16:42 arriving in Mulhouse at 17:05. This train leaves from the French part of the station on tracks 30-35.

## Cité de l'Automobile

To reach the Cité de l'Automobile on Monday evening, please take tram 1 which leaves in front of the Gare Centrale and descend at „Musée de l'Auto“. The museum is on the left hand side in front of the tramstop and can be reached via the wooden bridge. Single tickets are € 1.50 and the tram journey takes about 10 minutes. The event at the museum starts at 19:00, we recommend to you to take the tram at 18:46.

The tram from the museum to the „Gare Centrale“ runs at 22:37.

*The train tickets from Mulhouse to Basel cost about € 12.*

# Details

No conference fee, all social events are free of charge

Hotels available in Switzerland, Germany and France, all providing easy access to Basel by public transport

Hotels available from € 55 per night

Coaches for the transfer to the venue of the gala dinner on Monday evening will be provided



The Historisches Museum Basel, in the historic Barfüsser church, venue of the welcome cocktail on Sunday

A glimpse of the «Cité d'Automobile» in Mulhouse, France's national car museum and venue of the gala dinner on Monday

View of the Roche auditorium, venue of the conference on Monday and Tuesday



For inquiries, please contact

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