

Press Release

Pratteln, 22nd October 2025

New Event Campus for the Basel Area: **eventcampusbaselland**

The former Conference and Event Centre (TEC) in the House of Business has been rebranded and expanded: from now on, the largest event infrastructure in the Canton of Basel-Landschaft will operate under the new name **eventcampusbaselland**.

With the House of Business (HDW) and the upcoming H2 building, opening in 2028, the site is evolving from a traditional conference venue into a true event campus with more than 6,000 m² of event space – becoming a dynamic cooperation platform for business, science, culture, and society.

The centrepiece of the new H2 building will be 3,500 m² of additional event space, including a multi-functional congress hall accommodating more than 1,900 guests. This major expansion opens the door to large-scale congresses, exhibitions, and international events.

The rebranding to Event Campus Baselland was made deliberately at this early stage: in the congress and event industry, bidding and planning processes often begin three to four years in advance. This ensures the new brand is already established when organisers make their long-term decisions.

Located only ten minutes from the main railway station in Basel, and directly next to Pratteln railway station, the site offers excellent accessibility. The planned mobility hub Bredella West and the expansion of parking facilities will further enhance convenience for all visitors.

Event Campus Baselland operates under a 360° service concept, offering everything from venue, technology, and catering to logistics and event consulting from a single source – ensuring maximum quality and efficiency.

Nicolas Pittet, Head of **eventcampusbaselland**:

“I am delighted about this development and look forward to developing the Event Campus Baselland further together with our strong partners.

Our goal is to bring together the very best our region has to offer.

The Event Campus Baselland is now confidently positioning itself alongside other established players in the Swiss event landscape and is ready to host international events.

We are proud of this important step and of this strategic repositioning for our highly productive and innovative region.”

More information: www.ecbl.ch

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Event Campus Baselland – state-of-the-art event spaces directly at Pratteln railway station, just ten minutes from Basel main railway station.

From 2028, the campus will offer a total of 6,000 m² of versatile event space in a prime location.

On the right is the House of Business, whose extension, the Orangerie, will open from October 2025 and provide an additional 500 m² of event space. On the left is the new H2 building, which is expected to be available from 2028 and will offer another 3,500 m² of event space.

Statements:

Barbra Albrecht

Head of Switzerland Convention & Incentive Bureau (SCIB)
Executive Board Member, Switzerland Tourism

"It is wonderful to see Event Campus Baselland establishing itself as a new player in the Swiss events market.

This demonstrates how dynamic and vibrant our event landscape is. It opens up new opportunities not only nationally but also internationally.

SCIB – Switzerland Convention & Incentive Bureau, as well as Switzerland Tourism, welcome this development and are pleased about the positive impact for the Basel Area."

Stefan Bonsels

Head of Convention Bureau Basel | Basel Tourism

"Basel Tourism is delighted about the further development of the Haus der Wirtschaft in Pratteln into a modern Event Campus Baselland with over 6,000 m² of event space.

A vibrant business and research hub with international appeal, such as the Greater Basel area, requires a wide range of state-of-the-art and highly professional congress and event facilities – from which the entire region will benefit."

Michael Kumli

Director Baselland Tourism

"The Event Campus Baselland strengthens the position of the Basel region as a leading and attractive location for congresses and innovative formats.

With a combination of state-of-the-art infrastructure, an ideal location, and expertise in event management, a place is being created where knowledge, business, and culture come together.

This sends a strong signal for the future of the events and tourism sector in Baselland and Switzerland."

Christine Frey

Member of the Cantonal Parliament Basel-Landschaft
Board Member FDP – Münchenstein
Managing Director SBS AG

"EventCampus Baselland is a flagship project for our region. It is creating a place where knowledge, business, and society intersect, network, and jointly generate impulses for a strong and future-oriented region."

Stephan Burgunder

Mayor, Municipality of Pratteln

“Pratteln is developing into one of the most important economic centres in the canton of Basel-Landschaft.

With major site developments and significant infrastructure projects around the railway station, a dynamic location is emerging with strong appeal for companies, skilled professionals and investors.

To fully realise this potential and further strengthen the region’s attractiveness, Event Campus Baselland is ideally suited.

It provides Pratteln with the opportunity to expand and consolidate its role as an economic and social hub of the canton in a sustainable way.”

Thomas Kübler

Head of Economic Development, Basel-Landschaft
Economic and Health Department, Canton of Basel-Landschaft

“Event Campus Baselland offers Basel-Landschaft companies an ideal venue for networking, professional development, and collaboration. In doing so, it supports the competitiveness of businesses and can simultaneously serve as a showcase for the strengths of SMEs in the region.

Moreover, the campus provides the opportunity to position Basel-Landschaft as an attractive destination for conferences and events on an international level.”

Jan Tanner

Managing Director, Bredella AG

“The new Event Campus Baselland creates highly exciting synergies with the new Bredella urban quarter: a real added value for Pratteln and the entire region.”