

Basel, 28 April 2025

MCH Group and Bits & Pretzels establish joint venture and launch new Health Tech conference

MCH Group, together with Bits & Pretzels, is launching a new Health Tech conference in Basel. The goal is to create a leading platform that brings together the entire healthcare value chain – from startups and established companies to research institutions, academia, policymakers, and investors.

Basel is at the heart of the profound transformation currently taking place in the healthcare sector. New technologies are driving significant change, and the city's unique concentration of innovative startups, global pharmaceutical corporations, and leading research institutions positions Basel ideally for this development.

To further strengthen Basel's role as an international Life Sciences hub, MCH Group is acquiring a 50% stake in the existing health.tech events AG (www.health.tech). Together with Bits & Pretzels – Europe's leading founders' festival – MCH Group is launching the internationally oriented health.tech | global summit. This new conference goes far beyond the traditional trade fair format: its aim is to become Europe's leading technology-driven health innovation summit, fostering targeted exchange, accelerating innovation, and enabling tangible collaborations across the healthcare value chain.

Basel as a Center for Innovation and Growth in Life Sciences

The Life Sciences ecosystem in northwestern Switzerland is impressive: over 1,000 research groups, more than 800 Life Sciences companies, and around 33,000 specialists make Basel one of Europe's most important locations. Through the new conference, health.tech events AG is creating a platform for dialogue, partnerships, and innovation – supported by renowned sponsors. Andrea Zappia, Group CEO a.i. of MCH Group, explains: "The new Health Tech conference in Basel is a prime example of how MCH Group is driving innovation and developing new business models aligned with global trends and regional opportunities. The conference will act as a catalyst for established innovation leaders and emerging startups, opening up new business opportunities and growth potential. Our goal is to create a place for exchange, inspiration, and concrete collaboration, thus strengthening both the Basel region and the healthcare sector overall."

Startups as Drivers of Innovation – Bits & Pretzels as a Strong Partner

Startups in digital health are essential innovation drivers – not only through technology but also by bringing new thinking to the sector, benefiting established companies. Together with Bits & Pretzels, Europe's largest founders' festival, MCH Group is injecting new energy and entrepreneurial spirit into the Basel region. Bernd Storm van's Gravesande, Co-Founder of Bits & Pretzels, emphasizes: "Health Tech is one of the most exciting and fastest-growing sectors, and the Basel region offers a dynamic, international ecosystem. We are excited to

bring our experience in building technology communities to help establish a platform with international reach here."

Launched in 2022, Bits & Pretzels HealthTech was the first dedicated sector event by Bits & Pretzels, focusing exclusively on the health tech industry. It spotlights Europe's dynamic health tech startup scene, showcasing founders who are reshaping healthcare systems across the continent and beyond. In 2023, the event welcomed more than 2,500 attendees from over 60 countries, including more than 400 startup investors and around 1,500 startups.

Focus on Innovation, Collaboration, and Global Networking

The first edition of the health.tech | global summit will take place from 3 to 5 March 2026 in Basel, targeting an international professional audience. Roman Imgrüth, CEO Exhibitions & Events at MCH Group, highlights: "In addition to exhibitions, panels, and keynotes, we are planning matchmaking formats, startup pitches, and innovation showcases. With over 5,000 expected participants, a wide range of curated formats, and a structured hosted buyer program, the conference is aimed at decision-makers from more than 60 countries. A specially designed 'Basel Day' will also bring the conference experience into the city itself, making it tangible for the local public."

About Bits & Pretzels

Bits & Pretzels is an annual festival with over 7,500 attendees, bringing together startup founders, investors, and decision-makers from across the globe. Founded by Andy Bruckschloegl, Bernd Storm van's Gravesande, and Felix Haas, the event takes place during Oktoberfest from 29 September to 1 October in Munich. Its mission is to shine a spotlight on Europe's tech startup scene and empower founders with the knowledge and network they need to succeed.

Since 2014, the festival has gained international recognition, featuring world-renowned speakers such as Sir Richard Branson, Tarana Burke, Jessica Alba, Nico Rosberg, Barack Obama, and Arnold Schwarzenegger. Learn more at www.bitsandpretzels.com.

About MCH Group

MCH Group, headquartered in Basel (Switzerland), is a globally active experience marketing company with a comprehensive network of services for global clients. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, and Miami Beach, as well as major national exhibitions such as Swissbau and Giardina. The Live Marketing Solutions division, with the brands MCH Global, MC², and Expomobilia, offers individual experience marketing solutions from strategy to creation and implementation. MCH Group also operates the Basel Exhibition and Congress Center and Messe Zürich. The company employs over 800 people, around half of them in Switzerland and the USA.

Media Contact

MCH Group AG

Group Media and Public Affairs Manager

Lucia Uebersax | +41 58 206 22 43 | lucia.uebersax@mch-group.com