



**University  
of Basel**

Faculty of  
Business and Economics



# **How important is Home-Market Size for Research in the Pharmaceutical Industry, and beyond?**

Thursday | November 2, 2023 | 18:15 - 19:45  
Aula, Kollegienhaus, University of Basel

Speaker:

**Prof. Dave Donaldson**

*Massachusetts Institute of Technology (MIT)*

Lecture Series on Innovation in the Global Economy



# How important is Home-Market Size for Research in the Pharmaceutical Industry, and beyond?

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## Programme

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**18.15 Welcome and Introduction**  
Prof. Rolf Weder

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**18.20 Speaker**  
Prof. Dave Donaldson

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**19.05 Discussion**  
Prof. Dave Donaldson  
Dr. René P. Buholzer  
Prof. Rolf Weder  
and Audience

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**19.45 Apéro**

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Switzerland is one of the leading locations for research and innovation particularly, but not only, in the pharmaceutical industry. This lecture focuses on the importance of domestic demand and, more specifically, on home-market size in shaping the pattern of successful research and thus international trade within industries. It turns out that home-market size is important, even in a small country such as Switzerland.

Prof. Dave Donaldson recently published a paper with the provocative title “The more we die, the more we sell?” (*Quarterly Journal of Economics*) which explores the relationship between home-market size and exports. His findings together with co-authors will serve as a basis for the discussion of whether and in which way the home market is important for research in the pharmaceutical industry, but also in other industries. This has implications for economic policy-making.

## Lecture Series on Innovation in the Global Economy

The Lecture Series provides a platform for renowned researchers in Business and Economics to present their research results and thoughts on “Innovation in the Global Economy” to a broad audience. The events tackle the challenges of globalization and new technologies for society, policy makers and companies. They also focus on the determinants of innovation in open economies. The discussion plays an important role in the Lecture Series. This event is also part of the “Globalization-Talks” of the lecture “Globalisierung und Europäische Integration” (HS 2023) by Prof. Rolf Weder.



**Prof. Dave Donaldson / Speaker**

Class of 1949 Professor of Economics at the Massachusetts Institute of Technology (MIT) in Cambridge (USA). He teaches and carries out research on trade, both international and intranational, with applications in the fields of International Economics, Development Economics, Economic History, Environmental Economics, Urban Economics, and Agricultural Economics.

He has studied, among other topics: the welfare and inequality effects of market integration, the impact of improvements in transportation infrastructure, and how trade can mitigate and exacerbate the effects of climate change. This work was awarded the 2017 John Bates Clark Medal, given by the American Economic Association to the US-based economist “under the age of forty who is judged to have made the most significant contribution to economic thought and knowledge”, as well as an Alfred P. Sloan Research Fellowship and several grants from the National Science Foundation.



**Dr. René P. Buholzer / Guest on the Panel**

CEO of Interpharma in Basel. Interpharma is the association of Switzerland’s research-based pharmaceutical industry.



**Prof. Rolf Weder / Host**

Professor of International Trade and European Integration at the University of Basel.

His research focuses on the effects of globalization on countries, industries, firms, the distribution of income and the environment.



**December 1<sup>st</sup> 2022**

Prof. J. Bradford Jensen / Georgetown University



**May 16<sup>th</sup> 2023**

Prof. Gene M. Grossmann / Princeton University



**November 2<sup>nd</sup> 2023**

Prof. Dave Donaldson / Massachusetts Institute of Technology



**May 30<sup>st</sup> 2024**

Prof. Philippe Aghion / Collège de France, INSEAD and LSE



**December 5<sup>th</sup> 2024**

Prof. Pol Antràs / Harvard University

## Registration Form

Please register for the event using the QR-code  
or this Link: <https://forms.gle/qNGs2A8u9UB8CrgAA>

**Registration is appreciated but not mandatory**

The event is organized by the Center for International  
Economics and Business (CIEB)



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University of Basel  
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Peter Merian Weg 6  
4052 Basel  
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