

# Berlin to go

Business news to take away

 Berlin  
Partner

2/2015

## HEALTH CAPITAL



**PFIZER – Utilise the possibilities of the capital city**

**B. BRAUN – Healthcare provider expands in Berlin**

**HEALTH IT – Berlin as the perfect interface**

An interview with:  
**PROF. DR. KARL MAX  
EINHÄUPL, CHAIRMAN  
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## “Health Capital – Berlin as the capital city for health”



# EDITORIAL

### Dear Readers,

the latest issue of Berlin to go looks at the capital city and its region as a Health Capital, that means Berlin and Brandenburg as a powerful centre for the healthcare industry. A number of you certainly wonder now: “Health Capital – how has the region earned itself this title?” Well, let’s take a quick look at the figures now: About 315,000 people work in more than 20,000 companies in the healthcare sector, and they generate total annual revenues of about EUR 20 billion.

I’ll happily concede to you, as the interested reader, that numbers alone cure no illness. But the innovations behind the figures certainly do: For example, an international team with scientists from Berlin has made a breakthrough when researching on the blood cancer “Acute Lymphoblastic Leukaemia” – the most common type of childhood cancer. They have decoded the molecular characteristics of the previously incurable form of this blood cancer, and therefore opened up approaches for new treatment possibilities. And apps can also save lives in an emergency: With its “BERLIN SHOCKS” campaign, the Workers’ Samaritan Federation wants to ensure that all defibrillators in Berlin are registered. In case of a heart attack, every minute counts. The app shows the location of the nearest available device.

This and many other examples from Berlin’s healthcare industry show that Berlin is a Health Capital based not only on figures and innovations, but also on people whose aim is to save lives and improve our quality of life: They are working every day to ensure that we stay – or become – healthy. I think that the capital region has more than earned the title of Health Capital. Don’t you?

I wish you fascinating reading.

Yours, Dr. Stefan Franzke



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PFIZER – Die Möglichkeiten der Hauptstadt nutzen

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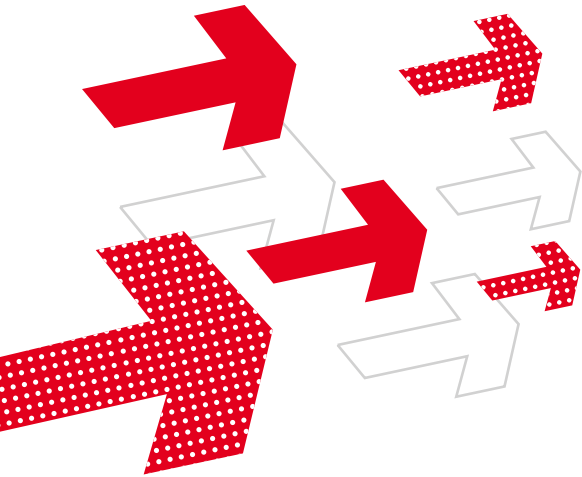
## PROFILE

### Stefan Oelrich: In service to health



# FIGURES, TRENDS, PROJECTS

Berlin is witnessing constant growth in the fields of tourism, housing construction and employment – the capital city is revealing itself as the city of opportunities



## The best of both worlds

Following on from the “Berlindustrie rocks” campaign, *be* Berlin is now planning a new industry campaign dedicated to the best of both worlds. The plan is that each start-up will “feature” an industrial company, for example, the 360 throwable camera from the start-up Panono will photograph an industrial facility, or the 3D printer start-up 3Yourmind will produce industrial products made in Berlin through 3D printing. Berlin Partner will further promote the targeted networking of both worlds with matching events: In 2015 numerous events have already taken place, in order to bring start-ups and established business and science together. In the second half of the year, i. e. at “Rocket Ventures meets Adlershof”, digital start-ups from the Rocket family will meet with technology start-ups from Adlershof – a fascinating combination of two worlds.



## The 3D city model as a building kit

In springtime, Berlin Partner, together with the technology foundation Technologiestiftung Berlin, called upon interested parties to experiment with the open data of the 3D city model under the title “Berlin3D – Hacking Berlin’s City Model”. On the 16th July, seven teams (3yourminD, Flatmatch, Brainbox, GFZ Potsdam, 3D Content Logistics, CultiMap and Schlarmann Visuals) presented their project concepts at Microsoft Berlin, in the grand final of #Berlin3D. Whether the 3D printing was used to generate an arbitrary building in the capital city, virtual city tours with the aid of 3D headsets, virtual apartment viewings in 3D, or a prototype for the visualisation of greenhouse gas emissions – the solutions show just how diverse the application data is and how significant open data is as an innovation driver for new business ideas.



## Next stop: Berlin

With the new issue of “BusStop Berlin”, *visitBerlin* is offering a user-friendly city map for coach drivers and tour operators. The fold-out map, with coach parks, bridge heights and the most important cultural facilities, enables quick and uncomplicated orientation in coach-friendly Berlin, and was released in good time for the leading exhibitions attended by coach tourists in the summer. “Growing coach tourism is contributing to the success of Berlin as a travel destination. Every year around one million visitors from across Germany travel to Berlin by coach. The coach is a particularly popular form of transport when travelling to major exhibitions and trade fairs, and also for day trips”, explains Burkhard Kieker, Managing Director of *visitBerlin*. As such, Berlin’s central bus station is expecting around 200,000 coach check-ins this year, meaning that numbers will have increased three-fold in three years.

## Stable upswing – positive atmosphere

Berlin's medium-sized companies are continuing to demonstrate a positive attitude to the economic situation. Above all in the service sector and construction industry, the mood has once again improved significantly. And the turnover figures for small and medium-sized businesses in Berlin have also risen further. The majority of those questioned (54.7 %) witnessed sales increases in the past year. Just 14.0 % of companies recorded losses. This proportion stood at 18.1 % in the previous year. Cheap mortgages, the trend towards ownership and a growing demand for housing in the capital city is ensuring that the construction industry in particular is enjoying higher sales.

photo: iStock/Martin Dimitrov



## Best enterprise founder concepts recognised

The Berlin-Brandenburg Business Plan Competition (BPW) is Germany's largest regional business foundation initiative. To date, the BPW has supported the establishment of almost 1,800 companies with more than 10,000 employment posts. Once again this year, the best business ideas in the category BPW Plan, BPW Canvas, Special Prize for Sustainability and the BPW "Think Tank" University Prize were awarded over EUR 50,000 of prize money. The BPW is organised by the Investitionsbank Berlin (IBB), the Investitionsbank des Landes Brandenburg (ILB) and the business federation Unternehmensverbände Berlin-Brandenburg (UVB). The competition's sponsors are the universities in Berlin and Brandenburg.

## New record results in Berlin tourism

During the first half year, tourist accommodation in Berlin welcomed a total of 5.8 million guests, of which 2.2 million arrived from abroad. This was an increase on the numbers in the previous year of 4.9 % and 9.0 % respectively, according to the Berlin-Brandenburg office for statistics. The number of overnight stays of all visitors to Berlin rose in the first six months to 13.8 million (+4.8 %): During this period a large proportion of tourists once again arrived from Great Britain, the USA and Italy. They accounted for 26 % of all foreign visitors. During the first half year, German visitors spent 2.1 days in the city on average, whilst foreign guests stayed significantly longer (2.7 days). The utilisation of all available beds stood at 56.2 % during the first half of the year.



## The latest from the Humboldt Forum

In October, the Humboldt Forum directorship will get to work: Neill MacGregor, Prof. Dr. Hermann Parzinger and Prof. Dr. Horst Bredekamp will evaluate performance to date, set out the priorities and continue what has begun. With the museums on Spree Island, the Humboldt Forum is set to become a world centre for arts, intended to bring about greater understanding for the otherness of foreign cultures in the age of globalisation. The topping-out ceremony was held in June and everything is going to plan on the major construction site in Berlin.



## Berlin Partner publishes half-year figures

Berlin has overtaken London in terms of the inflow of venture capital, unemployment is down and the number of people moving to the city is rising constantly – Berlin's economy is on the up. This positive development is also apparent from the balance sheet published by Berlin Partner for Business and Technology GmbH for the first half of 2015: Berlin Partner has supported companies with 141 projects in Berlin, which bring with them a total of 3,033 jobs. This accounts for investments of around EUR 223 million. Once again, every third employee in the industrial sector is working on construction and expansion projects. The second driver of Berlin's industry is the capital city's digital scene.

## Leading the employment charge once more

Berlin continues to top the ranking list of federal states when it comes to employment growth. This is according to figures published by the Federal Labour Office. These show that 1,302 million people were employed in regular positions in April 2015. This was an increase of 39,200 people or 3.1% on the previous year. The service sector was particularly strong, although industry and construction also witnessed growth as manufacturing segments. Senator for economic affairs Cornelia Yzer highlighted the healthy outlook for the current year: "The demand for employees in the capital is at a persistently high level. This is accompanied by strong economic dynamics."



## Chamber of commerce and industry's seal for training quality excellence

Since June, the chamber of commerce and industry in Berlin has been awarding a seal for training quality excellence to companies that demonstrate an outstanding commitment to training. Howoge Wohnungsbaugesellschaft mbH became the first company in Berlin's property sector to receive this accolade. Since 1990, Howoge has trained over 200 estate agents in Berlin, and a total of 32 trainees started working for the local company in the training year 2015/2016. In addition to Howoge, 20 further training organisations were distinguished with the seal.

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## Strong dual leadership

Since 1st July, Andrea Joras has strengthened the management team of Berlin Partner for Business and Technology. She is responsible for the quality of services and heads up topics such as the transfer of technology and marketing the capital city. Dr. Stefan Franzke has taken on the role of spokesman for the management, and internationally promotes Berlin as an attractive place to settle. You can read more about Andrea Joras on page 36.

## Tourist use of Europe's largest historic building

With the approval of the first funds for the joint scheme for “improving regional economic structures” (GRW), it is now possible to start with the planned extension and renovation of Europe's largest historic building for the promotion of tourism. Over the next few years, Tempelhof Projekt GmbH will be enhancing the appeal of the building in multiple stages with subsidies from the state and federal government. By 2020 it is intended that the roof, which is over one kilometre in length, be converted into an accessible gallery of history, and that a visitor centre be established in the building. In all, EUR 20 million of GRW funds are available for the extension and renovation.

## Intensifying Arab-German relations

Within the framework of the 8th Arab-German Business Forum, which took place from the 8th to the 10th June in Berlin and brought together over 600 experts and decision-makers from industry, politics and science, the Sharjah Investment and Development Authority (Shurooq) from the United Arab Emirates provided a Memorandum of Understanding (MoU) affirming the intention to deepen economic relations with Germany and promote cooperation with Berlin Partner for Business and Technology. This agreement was signed by his Excellence Marwan bin Jassim Al Sarkal, CEO of Shurooq, and Dr. Stefan Franzke, spokesman for the board of Berlin Partner.





# INNOVATIONS ARE BORN OF GOOD IDEAS

The figures speak for themselves: The healthcare industry in the capital city region is booming and is setting new technological and scientific standards

**Over 20,000 companies in the healthcare sector are located in Berlin and Brandenburg. Every eighth employee in the region is employed by a company or institution that deals with aspects of healthcare provision or life sciences. It is this unique density of research and healthcare facilities, thanks to national and international industrial enterprises and clinics, that makes the capital city region a top spot as an international HealthCapital. The healthcare industries cluster in Berlin-Brandenburg is driving the location's development forwards.**

What implications will demographic change, globalisation effects and the drive towards digitalisation have? How can a community prepared for the future succeed in develop targeted cooperation between experts and establishing sustainable synergies between research, practice and industry? The question of the future of medicine and the healthcare sector is one that touches all of its players, as well as the wider public. The key to a sustainable answer to these types of leading questions lies in networking. Against this background, the regional amalgamation of all areas of the healthcare industries within a cluster of the same name in the capital city area is even more relevant.

What is covered by the umbrella brand **HealthCapital**? "Our vision is to further develop the capital city region into an internationally leading healthcare location" explains Dr. Kai Uwe Bindseil, HealthCapital Cluster Manager at Berlin Partner. "Already today, we are the top location for life sciences in Europe. And we are constantly working on establishing our innovation leadership at a global level too." The preconditions appear good. In 2015, about 315,000 employees will generate revenues of about EUR 20 billion in over 20,000 companies in the healthcare sector. Berlin-Brandenburg is home to over 130 clinics, 30 pharmaceutical companies, over 230 biotech companies and about 300 medical engineering enterprises. With the richly traditional Charité, the capital city is also the location of the largest university hospital in Europe. The scientific hotspot is further complemented by over 35 major research facilities and universities, as well as nine technology parks with a focus on life sciences. The synergies between the players determine excellence here. "The healthcare industry in the Berlin region stands out due to the superb representation of all individual fields", emphasizes Dr. Bindseil. "The growing appeal of the HealthCapital is also characterised by an increasing number of players





moving into the area, because they are able to transform their ideas into innovations with extremely high speed here. Our market encourages entrepreneurial creativity through outstanding interlinks with the research and scientific institutions at home here.” And the next generation of talent in the healthcare sector is also well catered for. The Berlin region is home to a wide range of courses, from medical computing at Brandenburg University of Applied Sciences and clinical trial management at Beuth University of Applied Sciences Berlin, through to management courses in healthcare and social services at the Berlin School of Economics and Law. In the life sciences segment alone, around 170 courses are available at 19 Berlin and six Brandenburg universities.

New to the management body is cluster spokesman Stefan Oelrich, Managing Director of Sanofi-Aventis Deutschland GmbH (see fact sheet on page 38). “Berlin is home to Europe’s largest university hospital and has over 6000 scientists: With this, we need to generate greater output for innovations. We must improve framework conditions, to allow us to develop the good ideas of Berlin’s researchers into more patents and products. I want to gain sponsors for this in science, industry and politics”, says Oelrich when outlining his aims within the cluster. Working together with Dr. Bindseil, he is responsible for the strategy and programme of the cluster. The leading stimuli coming from Berlin-Brandenburg are the results of a top quality network. When international leaders from science, research, industry, politics and institutions make their way to the Federal Foreign Office for the 7th World Health Summit from the

11th–13th October, the world of health will once again be welcomed as a guest of the HealthCapital. Their findings and insights are eagerly awaited. *ih*

## Two platforms at the cutting edge

The question of the future of medicine is the focus of the **3rd Health Week in Berlin-Brandenburg**, which is set to take place **from the 7th–15th October**. The event will present the strengths of the region to a wide audience and invites experts from across Germany and around the world to participate in a knowledge exchange. In addition to local events at selected healthcare locations in the region, a public day and the cluster conference of the healthcare industries in Berlin-Brandenburg, the **World Health Summit** will also be taking place this week, from the **11th–13th October**. This year’s World Health Summit, which is being held under the patronage of German Chancellor Angela Merkel, French President François Hollande and President of the EU Commission Jean-Claude Juncker, will bring together over 1,300 decision-makers from more than 90 countries to discuss the most pressing issues of global healthcare provision from the perspective of research, civil society, politics and industry. The academic backbone of the event – with its top-class participants – is the “M8 Alliance of Academic Health Centres, Universities and National Academies”, of which the Charité – Universitätsmedizin Berlin is also a member as the initiator of the summit.



# THE FUTURE OF MEDICINE

In conversation with Prof. Dr. Karl Max Einhäupl, Chairman of the Charité – Universitätsmedizin Berlin, about the future challenges of the healthcare sector

**As Europe's largest university hospital with over 100 clinics in four locations around the capital city, the Charité enjoys an international reputation for excellence in research, clinical development, training and practice. Prof. Dr. Karl Max Einhäupl spoke in an interview with Berlin to go about the duties of modern medicine, the location advantages of the German capital region and the latest issues in the healthcare sector.**

**What subjects are shaping the future of medicine?**

**Prof. Dr. Karl Max Einhäupl (KME):** When we talk about the future of medicine, a major topic is the increasing speed with which medical opportunities are growing, whilst their affordability lags behind. We therefore need to think about how we can deal with the diminishing solidarity of the healthcare system. The general public will not be able to finance all of the services in the future. This applies in particular to personalised medicine – the second major subject of the future. Because new diagnostic measures, in

the form of the molecular sub-differentiation between diseases, constitute an essential foundation of personalised medicine. They provide us with the possibility of providing targeted treatment based on the individuality of the disease and the individuality of the patient. However, this also means that we will be creating an increasing number of rare diseases from widespread diseases. This in turn brings new challenges in terms of affordability. In this context we will require cross-sector treatment approaches – and that is topic number three.

**The Charité is generating decisive stimuli in the national and international healthcare sector. How is the Charité influencing the future of medicine?**

**KME:** The future of medicine is initially dependent on the results of research. The Charité primarily sees itself as an institution that drives innovation in research. Our company objective is to be a world leader in three areas, and to be one of the international frontrunners in a further five to eight



fields. Incidentally, our self-image as an innovation driver also applies to medical teaching. We therefore introduced the model medical educational programme in 2010, which intermeshed basic scientific and clinical knowledge from the outset for the first time. However, in order to influence the future of medicine in the right way we also pose ourselves the question: What does the patient want? There are three answers to this. Firstly: Innovations should arrive at the hospital bed faster. Secondly: Medicine should remain affordable. And thirdly: People desire fair distribution of healthcare products. The Charité therefore participates in numerous political and public dialogues, in order to drive the further development of the healthcare system – the World Health Summit is an excellent example of this.

**The 7th World Health Summit is set to take place from the 11th to the 13th October in Berlin. This expert summit, with its top-class participants, was initiated by the Charité. What topics will you be addressing at this year's summit?**

**KME:** Every year, the World Health Summit brings together around 1,300 internationally renowned visionaries from research, politics and industry. This year we will once again be tackling an important subject in Ebola, although we will also be applying ourselves to questions of climate change and its effects on human health. We will be looking at the health of refugees and people who are the victims of major natural disasters or conflicts, and we will be examining future-orientated topics, such as healthy ageing and the digital healthcare revolution.

**The subjects of data management and digitalisation are increasingly dominating the roles of clinic managers. What does that mean for the Charité with its 100 or more clinics, consolidated within 17 Charité centres at four sites around the city?**

**KME:** Digitalisation is a pressing subject like almost no other. On the one hand because we must move away from paper records in healthcare for reasons of quality assurance. And also because we deal with vast quantities of data, in particular when we speak of personalised medicine. We therefore need to specifically prepare ourselves for the subject of big data. The amalgamation of IT and healthcare constitutes a real opportunity – in particular in Berlin, which offers excellent possibilities as an IT capital – and we are therefore deliberately focussing on this field. This also includes a requirement for good data protection mechanisms. Although absolute data security will not be possible, we must not allow excessive data protection to hamper developments that contribute to improving the provision of healthcare in Berlin and Germany.

**Whilst we're speaking of synergies: How does the Charité interlink its research and practical expertise with innovative development approaches from industry?**

**KME:** In 2008, with its new board, the Charité stated that one of its company goals was to become the number one partner to industry. Naturally, this doesn't only mean entering into



*Prof. Dr. Karl Max Einhäupl in an interview with Berlin to go.*

partnerships with renowned companies from the pharmaceutical sector and medical engineering. As the capital city for start-ups, Berlin also offers the ideal preconditions for work with small companies. Because we are often unable to finance innovative projects alone, it is particularly important for us to become a more powerful development partner.

**Let's talk about Berlin as a healthcare hotspot. In your opinion, what opportunities does the Berlin Institute of Health (BIG) offer for the development of the location, and what inspires you there?**

**KME:** Firstly, it is a high accolade indeed that the federal government has chosen Berlin as a pioneer for the cooperation between a university and extra-university institution, namely the Charité and the Max Delbrück Center for Molecular Medicine. Both facilities are top international institutions in their field, and they can utilise synergies in unique way here in Berlin. Our amalgamation is aimed at creating mutual added value and improving the framework conditions for successful translation. That means making research usable for patients. Our key questions are: How can research be made more effective, how can we better validate results? Why do we have a diminishing number of young scientists, and how does the compatibility of science and family work? We also need to organise the transfer of technology more effectively. A major topic area that the BIG will need to focus on in the future is public health. Germany is only in the starting blocks here. Excellent preconditions exist in Berlin, with its healthcare cluster, and we should utilise these in order to define problems together and also solve these together. Perhaps this will enable the capital city to become a European Public Health Hub.

**Thank you for talking to us.** *Interview Ines Hein*



# THE “BERLIN EFFECT”

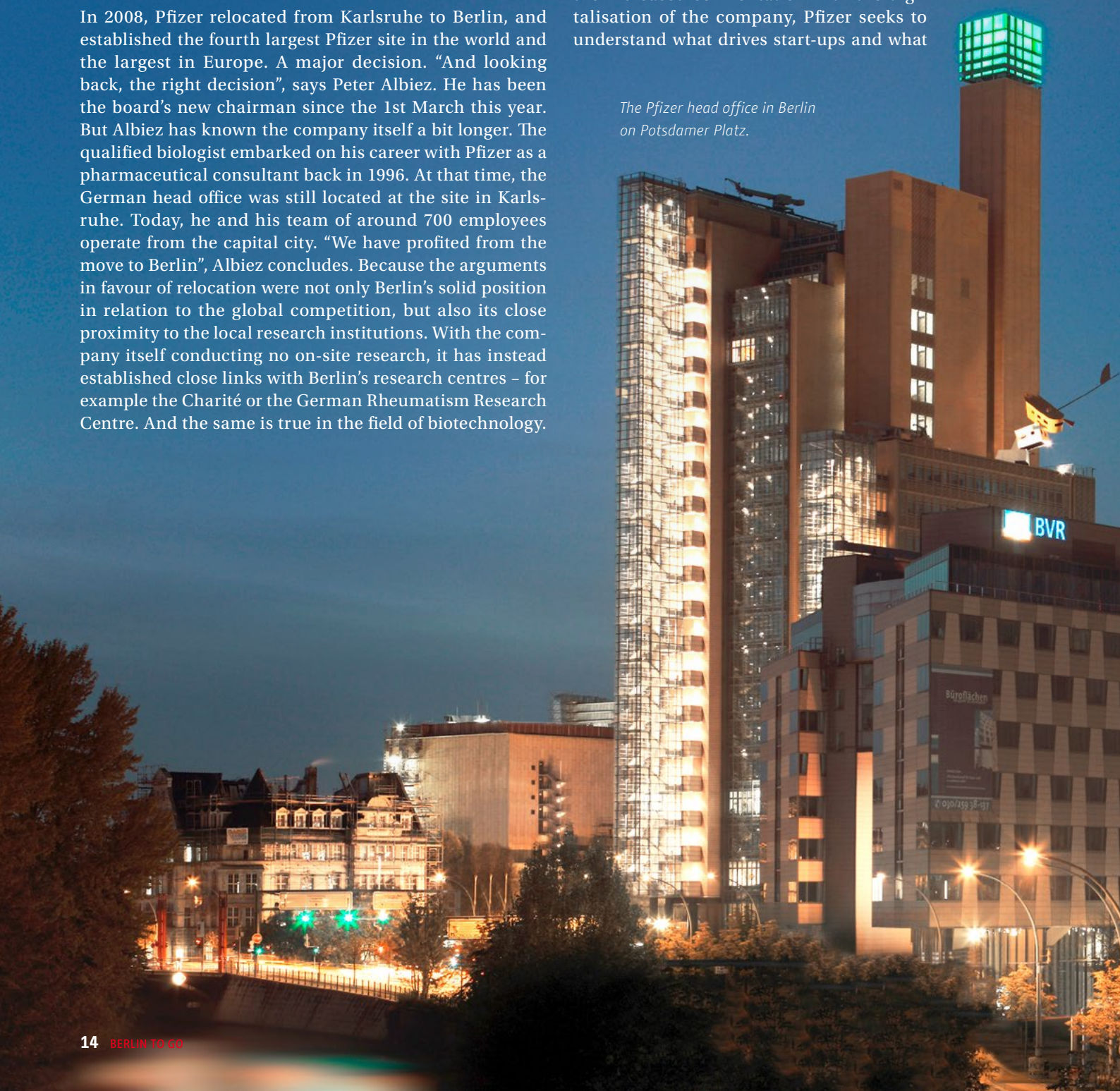
Since March of this year, Peter Albiez has been steering the destiny of Pfizer Germany – the group values the capital city in particular due to its diverse networking opportunities

**“Berlin is the place to be”, says Peter Albiez. The boss of Pfizer Germany loves being in and around the city not only as a passionate cyclist, but also due to its wealth of commercial possibilities. Berlin is changing on a daily basis – one might even say almost hourly – and it is precisely this dynamic that Pfizer utilises.**

In 2008, Pfizer relocated from Karlsruhe to Berlin, and established the fourth largest Pfizer site in the world and the largest in Europe. A major decision. “And looking back, the right decision”, says Peter Albiez. He has been the board’s new chairman since the 1st March this year. But Albiez has known the company itself a bit longer. The qualified biologist embarked on his career with Pfizer as a pharmaceutical consultant back in 1996. At that time, the German head office was still located at the site in Karlsruhe. Today, he and his team of around 700 employees operate from the capital city. “We have profited from the move to Berlin”, Albiez concludes. Because the arguments in favour of relocation were not only Berlin’s solid position in relation to the global competition, but also its close proximity to the local research institutions. With the company itself conducting no on-site research, it has instead established close links with Berlin’s research centres – for example the Charité or the German Rheumatism Research Centre. And the same is true in the field of biotechnology.

“Berlin stands out due to its broad range of medical establishments”, says Peter Albiez. Relocation does not automatically also mean a paradigm shift, although Pfizer has certainly gained new perspectives with its move to the city. For example, it has utilised innovations generated by the numerous start-ups. In particular given the increased confrontation with the digitalisation of the company, Pfizer seeks to understand what drives start-ups and what

*The Pfizer head office in Berlin on Potsdamer Platz.*





is important to them. Developing and investing in collaborations is a attitude of Pfizer. Because the pharmaceutical group is facing new challenges in healthcare IT in particular. “Digitalisation will change the company and medicine as a whole. Numerous opportunities will come about, which will help people to overcome their diseases on a more personalised and targeted basis. We want to co-shape this”, says Albiez. At the same time, the company is working on determining what it can offer based on the digital patient data already available today. “The Scandinavians are ahead of us in this area, in particular when it comes to the legal situation and acceptance by the population”, explains Peter Albiez. The aim must be to access data such that treatments can be configured on a more targeted and sustainable basis, and so that the side effects profile can be controlled in a more favourable way. Data protection must always be respected here. “What we wish to develop for the future are platforms that allow us to network more strongly with other companies, for example start-ups – also at international level. This is a challenge that Pfizer is setting itself.”

## Berlin attracts specialists

And the Berlin site must also hold its own within the group too, in order to generate resources and create the best opportunities for employees. It is necessary here to make Germany’s innovation potential even more clearly apparent. “For this reason too, it is important that we enter into further collaborations, and strengthen and develop these”, stresses Albiez.

Incidentally, the group’s German branch is delighted to play one particular trump card here: Berlin, as an attractive location for employees. Specialists and highly qualified personnel are happy to come here. Because the city draws talented employees from around the world with its open and cosmopolitan setting. The company’s head office, close to Potsdamer Platz and therefore right at the heart of Berlin, has particularly strong appeal. “For us it’s great that we can recruit top personnel for our company in this way”, enthuses Peter Albiez – clearly delighted with the “Berlin Effect”. *gsk*

## Pfizer – Facts, figures and data

- Over 10,000 researchers
- Around 80,000 employees worldwide
- The world’s most renowned prescription-free products: ThermaCare, VitaSprint and Centrum.
- Focuses of research: Cancerous diseases, pain, inflammatory diseases and diseases of the central nervous system, vaccines.
- In Germany, Pfizer currently employs over 2,000 staff members at three sites: Berlin, Freiburg and Karlsruhe. The head office of Pfizer Germany in Berlin is home to the human medicine and consumer healthcare divisions. Furthermore, Pfizer controls its cancer division for Europe, Africa, the Middle East, and the regions of Greater China and Asia-Pacific from Berlin.





# “BERLIN IS THE PERFECT INTERFACE”

Industry 4.0 is the phrase of the moment – also in hospitals – A Berlin company is bringing the future to the world’s clinics now

Almost no other sector demands such complex technology as the healthcare industry, although the majority of manufacturers rarely offer truly complete packages for the operating theatres of this world. S-Cape intends to change this – and it is also for this reason that the innovative company relocated to Berlin. The reason why software developers love Germany’s capital city and just why Berlin is to become the base for the company’s expansion is explained by its managing director, Björn von Siemens.

**Mr von Siemens, first things first: What exactly does S-Cape do?**

**Björn von Siemens (BvS):** We were originally an IT company, which offered visualisation solutions and IT interfaces for the operating theatre, and we have now developed into a company that delivers Industry 4.0 to operating theatres – essentially the central information intersection in the operating theatre environment. With our solutions, from the simplest medical PC to the fully-integrated system in its most complex form, it is not only the operating surgeon that has rapid and straightforward access to all of the relevant information, but also the hospital administration or an external expert. This streamlines the processes, saves time and money, and – most importantly – enables more efficient, safe and targeted treatment of the patients.

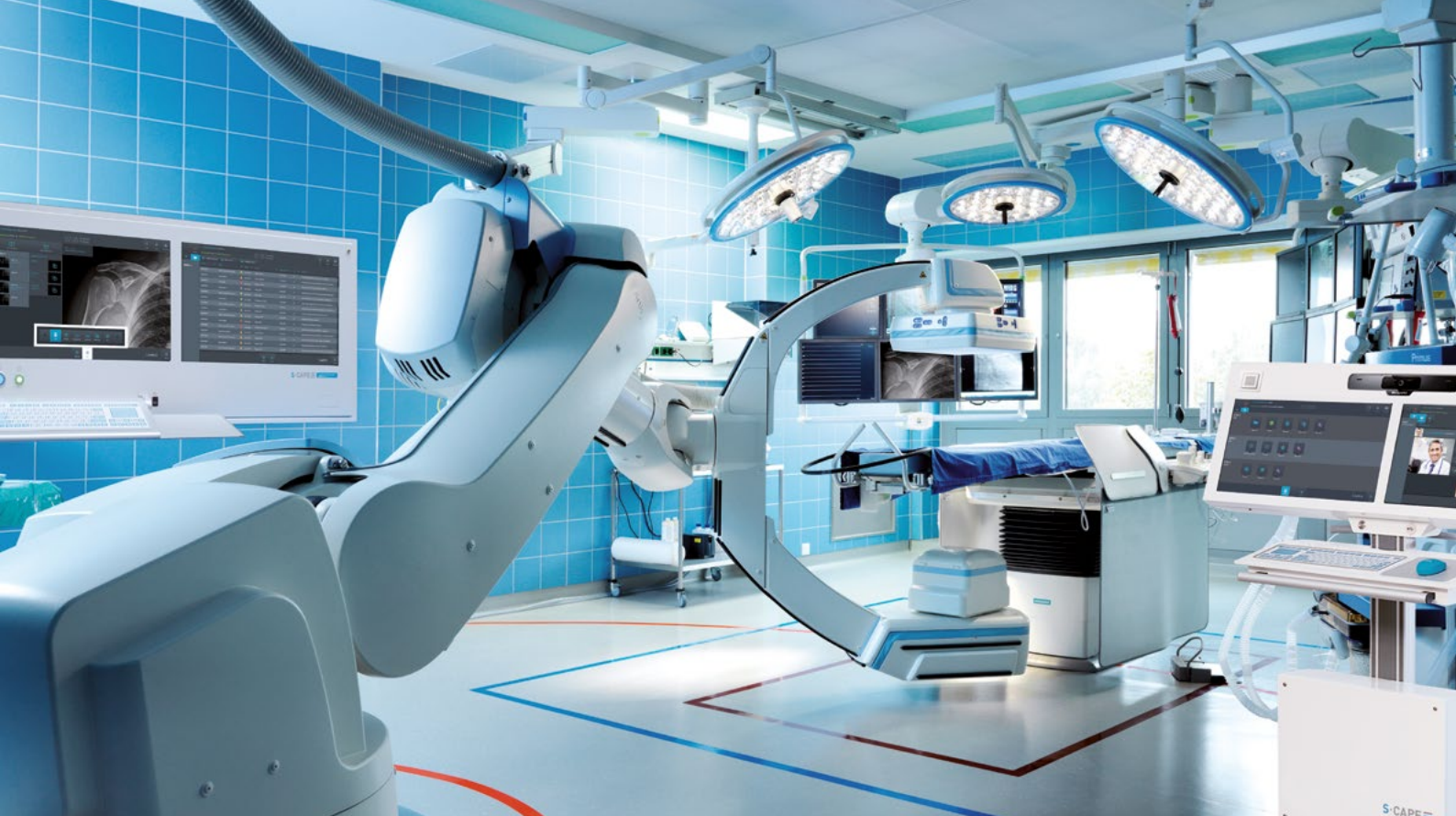
S-Cape has now installed over 5000 operating theatre solutions in over 1000 clinics in more than 50 countries. That sounds impressive. How big is S-Cape in reality?

**BvS:** We are a growing company and we currently employ over 50 specialist members of staff, although this is set to rise. We are therefore the market leader in our niche area, even if considerably larger companies also exist who have teams involved in our sector on the side. Furthermore, our specialisation and open platform is our greatest trump card and is valued by our customers.

There are a whole host of corporate groups that have many times your number of employees and are highly creative in tapping into new business fields. Why not enter into such a lucrative area as healthcare management?

**BvS:** There is certainly more than one software company that would be interested in playing a part in this sector with its own software solutions – however, the field is so specialised and the requirements are so high that it is not at all simple to tap into this market. It is not only essential to have good software, but also robust hardware that is compatible with the challenging operating theatre environment. An operating theatre console is not only required to withstand constant cleaning with aggressive cleaning products, it must also survive collisions with an instrument





trolley undamaged, and be classified as a medical device. Only those who remain fully independent of major manufacturers can offer a complete packaging in the operating theatre area. In this way, the surgeon can select the best medical devices on an individual basis and combine these with each other. Many systems that are on the market can only communicate efficiently with other systems that originate from the same company – that is like buying a computer that can only operate together with the USB stick, camera and keyboard from the same manufacturer.

**Central to the S-Cape portfolio is a range of award-winning integration solutions that are modular by design. Can you provide us with an example?**

**BvS:** Caresyntax® is a new brand that we established for the operating theatre en route to Industry 4.0. On the one hand it involves major projects, which result in elaborate solutions when completed, whilst it also encompasses new software technology and a user interface that enables the integration of these solutions. A vast number of different interfaces exist in the operating theatre: Accommodating all of these requires highly competent software developers, which we have on board, in order to develop a so-called “operating system for the operating room”.

**It doesn't sound all that easy to find skilled developers for medical information technology. How decisive is the location in employee recruitment?**

**BvS:** When it comes to Berlin: Hugely important. The possibility of finding talent here in the city is better than almost anywhere else. That is due in part to the large volume of highly qualified students at the city's own universities, and also the willingness of individuals to move to Berlin – which remains as great as ever. For example, we recruited an experienced project manager from Latvia, who moved

to Berlin not only due to his work but also because one of the world's most exciting cities awaited him here. For us this is a stroke of luck, because it is so difficult to find specialists that know their way around medical engineering and IT in equal measure.



*Managing director Björn von Siemens talking to Berlin to go.*

**So it's the soft skills that make Berlin so interesting?**

**BvS:** It's not just that. Aside from the search for talent and customer loyalty, Berlin is also interesting for us as a medical engineering company because it boasts a large and diverse range of clinics. We are equipping ten operating theatres at the Charité this year, and we have already supplied over 100 devices to the various facilities. The close proximity to customers is also a very important factor

– in particular when it comes to feedback. Or expressed in the language of S-Cape: Berlin is the perfect interface between the healthcare and IT sectors. And we are hopeful of a certain level of political support here in Berlin too. Up to now, our cooperation was highly fruitful and we naturally hope that it will continue in this way. And last but not least, it was decisive that we have major growth ambitions in Asia and the Americas, and our international customers can make their way to Berlin more easily. In other words, Berlin is an important base for the expansion of our company.

**Thank you for talking to us.** *Interview Julian Vetten*

# PROJECTS FROM BERLIN'S HEALTHCARE INDUSTRIES

From a breakthrough in cancer cell research to scientific brain jogging – an overview of developments in the Health Capital

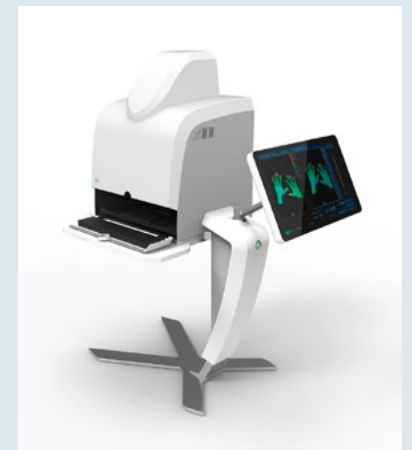


## Promoting health in the workplace

The promotion of occupational health is gaining in importance. However, it is often difficult for companies to cater for the various needs of their entire workforce under one roof, without the expenditure rising too high. As a healthcare service provider, machtfitt GmbH supports companies in implementing health promotion in the workplace in an attractive, staff-orientated and effective way. Corporate customers of machtfitt receive their own web-based health platform ([www.musterfirma.machtfitt.de](http://www.musterfirma.machtfitt.de)), on which their employees can choose from a wide range of regional prevention programmes.

## The innovator in imaging joint diseases

mivenion GmbH is a young medical engineering company from Berlin. It develops, produces, registers and distributes devices worldwide for the more precise diagnosis of serious diseases such as rheumatism. Xiralite® is the point-of-care-solution of mivenion GmbH. The process allows modern imaging in the case of joint diseases of the hands, and facilitates early diagnosis of diseases such as rheumatism and psoriatic arthritis.



## Scientific brain jogging

The founders' enthusiasm for the potential of the human brain laid in place the founding stone for NeuroNation. Together with the Free University of Berlin, NeuroNation has developed over 60 exercises, individual progress analyses, a social network and informative brief explanations on brain jogging. Following distinctions from the federal association of AOK and the Federal Ministry of Health, NeuroNation is the only brain training system in the world to be covered by a health insurer.

## DNA extraction, made in Berlin

LGC Genomics GmbH in Berlin-Oberschönweide has been offering so-called DNA purification for over 20 years now. By verifying bacterial or viral nucleic acids it is possible to precisely and specifically diagnose diseases. The major challenge here lies in the purification of the DNA or RNA from different sample materials such as blood, saliva or stools. One innovation from the house of LGC Genomics is the DNA extraction kit (sbeadex™ Human). It is based on magnetic particles and is therefore suitable for automated purification. During the process, the nucleic acids bind with the particles and can be purified during multiple washing stages, whereby different sample materials can be used.



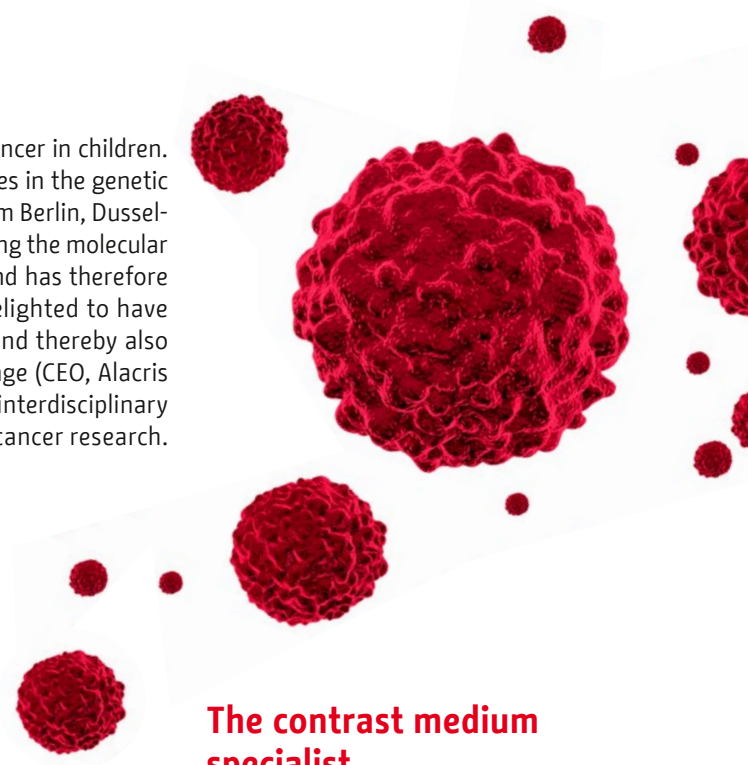


## BERLIN SHOCKS!

With a special campaign, the Workers' Samaritan Federation (ASB) is attracting attention to the subject of life-saving measures with a heart attack. Working under the slogan "BERLIN SHOCKS!", the ASB now wishes to register all defibrillators available in Berlin – so that it is possible to locate the nearest available defibrillator in an emergency, using the BERLIN SHOCKS app. The app also briefly presents life-saving emergency measures, whilst an emergency call is also triggered. Companies are requested to register their defibrillators with the ASB, so that all Berliners can gain access to them. Because every registered defibrillator can save a life in an emergency! For more information visit [www.abs-berlin.de](http://www.abs-berlin.de)

## Breakthrough in cancer cell research

Acute Lymphoblastic Leukaemia (ALL) is the most common type of cancer in children. It can appear in various forms, which vary due to the different changes in the genetic material of the cancerous cells. An international team of scientists from Berlin, Dusseldorf, Hanover, Heidelberg, Kiel and Zurich has now succeeded in decoding the molecular characteristics of a previously incurable form of this blood cancer and has therefore opened up approaches for new treatment possibilities. "We are delighted to have contributed to this important project with genomic data analyses and thereby also to decoding genomic changes in this disease", explains Dr. Bodo Lange (CEO, Alacris Theranostics). The results of this study show the great potential of interdisciplinary research approaches in conjunction with the latest possibilities for cancer research.



## Progress with a 4K camera

WOM is a pioneer and one of the world's leading manufacturers in the field of minimally invasive surgery (MIS). With the new 4K-Medical-HD® video management system, WOM is presenting a combined solution that unites three different devices to deliver superb imaging and documentation with MIS procedures in a single product. The system is equipped with a 4K camera with specially orientated application profiles. These enable documentation in the form of images and videos during the procedure. Furthermore, an active information exchange with doctors, nurses and usability experts has resulted in the development of innovative device control.

photos: ASB; iStock/wildpixel; WOM



## The contrast medium specialist

Contrast media are a simple way of making structures and functions inside the body clearly visible. nanoPET Pharma GmbH specialises in the research, development and production of innovative active agents for diagnostic imaging. One milestone in small animal imaging is the contrast medium portfolio Viscover™ produced by the biopharmaceutical company. nanoPET also possesses patented basic technology for the use of inorganic nano-particles for Positron Emission Tomography (PET) in clinical applications. The company places great value on animal protection in all business segments.





## Comprehensive software solution for GP practices and health centres

Berliner Doc Cirrus GmbH develops, markets and distributes future-orientated IT solutions for healthcare facilities. The core product, inSuite, is the first browser-based practice software on the market to be certified by the National Association of Statutory Health Insurance Physicians (KBV), and is therefore a turnkey 360° solution for GP practices and healthcare centres from appointment scheduling right through to bill settlement. With it, doctors and medical personnel are free for the first time

to choose which end devices they wish to use, and they can concentrate fully on their patients – without needing to take care of installations, updates, backups, etc. as before. Furthermore, with the aid of the integrated health portal, this doctor-patient communication no longer ends at the door of the practice, but can instead take place online: For appointments, reminders, document and information exchanges, telemedicine services or online consultations.



## Medical engineering from Berlin: Help for the sick heart

Berlin Heart GmbH develops, produces and distributes cardiac support systems for seriously sick heart patients. With its products, Berlin Heart is the only company in the world that is able to provide medical care to people of every age and body size – from newborn babies to adults. The special systems support the pump function of the heart on a short to long-term basis, and therefore constitute a life-saving treatment option: They help to bridge the waiting time for a transplant, or offer permanent treatment.

## Delivering services to the Charité

Planning, constructing and modernising healthcare facility buildings, and operating the complex technology in a hospital – Vamed has been specialising in this for over 30 years, Vamed Deutschland delivers services to almost 200 hospitals nationwide. By far the most visible project in the capital city is the modernisation of the central Charité Bettenhochhaus, including a new building for operations, intensive care medicine and an emergency ward.



## Germ detective for the pharmaceutical sector

The microbiologists at the ifp Institute for Product Quality are highly familiar with germs. Working on behalf of the pharmaceutical and food sectors, they identify germs present in samples sent to them using state-of-the-art MALDI-TOF technology. During this process, the micro-organisms are ionised and identified in a matter of seconds with the help of a database. The manufacturers of pharmaceuticals and medical devices might also be keen to hear about the institute's new isolator: The system allows the testing of samples for sterility under germ-free conditions. The Adlershof ifp Institute for Product Quality is presently the only pharmaceutical lab and service provider in Berlin to have a MALDI-TOF mass spectrometer and an isolator in use.

# Wer in Deutschland was zu sagen hat, hat hier was zu schreiben. **DER HAUPTSTADTBRIEF** in der **Berliner Morgenpost.**

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## TWO WORLDS, ONE GOAL: INNOVATIONS INTO THE MARKET

How can the transfer of technology be successful on a long-term basis? This question clearly motivates Dr. Andreas Eckert, chairman of the executive board of Eckert & Ziegler AG

**In the Berlin region, the potentials that result from the dense scientific landscape are frequently invoked. Berlin to go chatted with the chairman of the executive board of Eckert & Ziegler AG and venture capitalist, Dr. Andreas Eckert, who – as an experienced entrepreneur and enterprise founder many times over – takes a look at the current situation and the possibilities afforded by the local scene.**

**Dr. Eckert, how do you assess the potentials of the transfer of technology, and how successful are cooperations of research and industry in reality?**

**Dr. Andreas Eckert (AE):** It's not possible to paint the various academic fields with one brush, it functions different from area to area. For the qualified artist at the Berlin University of the Arts the situation is entirely different to that of natural scientists, and even here there are differences between one subject and another. In life sciences for example, the transfer of technology essentially takes place only via patents. The costs of clinical trials and approvals are too high for one to even start developing medication without ensuring protection against copycats. If it can't be patented, it won't be developed. Thousands of ingenious ideas therefore go undeveloped in the archives.

**Despite this, the pharmaceutical industry is interested in Berlin's science community?**

**AE:** The industry is not really interested in where discoveries come from. Even medium-sized pharmaceutical groups are internationally active today, and can utilise patents from American and Asian researchers in equal measure to those that originate from universities and institutes in Berlin. These are presently suffering from the fact that far fewer of their discoveries are leading to medicines than satisfies their own expectations and would correlate to the number of scientists they employ. This is usually an organisational problem. A well-organised, streamlined transfer of technology, which also creates the right incentives within the organisation, is a rarity.

**In your opinion, what is the cause of this discrepancy between theory and practice, if we consider the transfer of technology to be a model?**

**AE:** The majority of life science researchers are based at the university hospitals. For their boards and managers, the primary focus is on safeguarding medical care, after which comes the battle for the investment budget with the indigent land, then the publicity research upon which their careers depend, and possibly education and training. After all this, very little energy remains for the transfer of technology, especially since neither industry nor venture capital investors are standing in line. A laborious business. With extra-university research the initial situation is more favourable, although the outcome is



similar. Many are content with performing publicity research. They scarcely tap into the potential actually available here with realisation. Commonly, groups of worthy people of a certain status form, whose scientific lyricism is read by other poets with appreciation, but who make no further discernible or attributable contribution to the improvement of medical care.

**Has Berlin therefore taken just the right step with the establishment of the Berlin Institute of Health?**

**AE:** Absolutely. A clear mandate for applied research only, referred to in industry jargon as “translation”, with EUR 300 million in additional funding from the federal government during the first stage, plus a board with its own administrative staff. An excellent model. Until recently the combat mission merely consisted of “interdisciplinary cooperation”, but the selection committee has now succeeded in gaining an interesting management personality. We are delighted to welcome Mr Böttinger, and hope that he will be able to utilise his unique institutional position to bring additional stimuli to the Charité and the Max Delbrück Center. One can achieve a lot with EUR 80 million per year, and bring praxis to the university.

**However, let's take a look beyond the capital city's region – where could bonds be formed for a successful transfer of technology?**

**AE:** One could certainly mention the USA here, although Israel and Switzerland also seem to work well. The grounds are multifaceted. One thing that does stand out for example, is that non-acceptance based on social standing is less prevalent in other countries. In America, a non-scientific businessman can head up a university or institute if he has proven himself to be an assertive and successful administrator. Here in Germany, it is common for positions to be filled only in accordance with social status, whereby it is essential to present just the right

number of education certificates depending on the post. In life sciences for example, highly responsible research positions are almost always unattainable without medical specialist certification. Anyone below the age of 40 is simply not viable.

**You wish to inspire others to participate in the transfer of technology?**

**AE:** I certainly wish to promote an increase in academic competition and free up the path for young talent and career changers. For me, diversity of social status appears even more important than diversity of gender and ethnicity. It would be conceivable to utilise the junior professorships as an instrument for social reform. The Berlin Higher Education Act provides an opportunity here. If the selection committees were to make their decisions without considering formal pre-qualifications then we would discover more gems than we imagine.

**How do you sum up the successful transfer of technology?**

**AE:** It must be desired and it must be organised. For better outcomes it is essential to level the path for young people and career changers.

**Thank you for talking to us.** *Interview Ines Hein*

**About Dr. Andreas Eckert**

Chairman of the Executive Board of Eckert & Ziegler Strahlen- und Medizintechnik AG, founder of several companies in the manufacturing health care sector, venture capital investor and Chairman of the Supervisory Board of Berlin Partner for Business and Technology.

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# SUCCESSFUL INNOVATION THROUGH COOPERATION

The Business Technology Package from Berlin Partner offers instruments for the transfer of technology and innovation management with subsidy and financing possibilities

**More than a good idea alone is required today, in order to drive innovations in companies and secure technologies for use in the market. Because an exchange between science and industry is essential if new products and processes are to be successfully generated. Berlin Partner therefore employs the Business Technology Package with its diverse opportunities for the transfer of technology.**

“Small and medium-sized companies in particular can profit from cooperation with research establishments, scientific institutions or global players”, says Siegfried Helling, head of the Technology Services | Sponsorship | Financing division at Berlin Partner. His team cooperates with further players in technology and business development to support a wide range of companies and projects. “In a time of complex system developments and cross-sector digitalisation, it is rare to find companies that have all the skills relevant to product development under one roof. Interdisciplinary cooperation with other companies and institutes therefore plays a major role here”, explains Siegfried Helling. Berlin Partner therefore supports the search for specialist cooperation partners from science and industry. “We also help for example with the concept development, project plan and the development of financing possibilities for innovation projects”, says Siegfried Helling.

Berlin is the perfect location for this. Because in addition to numerous small and medium-sized companies, the capital also boasts a superb scientific and university landscape, as well as a high concentration of innovative and technology-orientated start-ups and large companies. Interested partners can get to know each other and enter into mutual discussions via specially organised cooperation forums. In the best case, they can then support each other in the development of new technologies right through to market maturity. And when it comes to patents, Berlin Partner for Business and Technology also provides assistance to the companies and utilises the SIGNO program promoted by the Federal Ministry for Economic Affairs and Energy. The support initiatives help to legally safeguard and economically develop innovative ideas. Anyone who utilises the service of Berlin Partner can also avail themselves of the research opportunities in-house, for example when looking into published patent applications. “The entry support is provided free of charge. We generate a cost-based proposal for formulating market research or feasibility studies”, says Siegfried Helling.

The service has certainly proven its worth, as numerous examples show. From IT technology to the pharmaceutical sector, Berlin Partner brings together various companies and thereby promotes successful cooperation. *gsk*

## Successful cooperation

### azeti meets Cisco

azeti Networks is a global manufacturer and provider of M2M technologies with comprehensive experience in the field of monitoring and managing complex industrial infrastructures. A further focus lies on IT-monitoring, as well as cloud-based industrial applications. And azeti is treading new paths here, shoulder-to-shoulder with Cisco. In cooperation with the innovation centre from Cisco, azeti has developed intelligent sensor systems that perform pre-selection and evaluation with large volumes of data. The Social Sensor Cloud from azeti Networks tackles the challenges posed by the Internet of Things. Berlin Partner has provided support to the company in contact initiation and with the preparation of corresponding development projects.

### Adakom meets Rudolf Wild GmbH & Co. KG

A special measuring system for capturing the operating characteristics of heat exchangers, and also for identifying the non-optimum operation of heat exchangers and issuing action recommendations for optimisation – this is the objective pursued by Adakom GmbH within its business segment. Adakom developed a non-invasive measuring process here, for the optimisation of the energy and operating efficiency of heat exchanger systems. In order to align the necessary development and research project with the customer requirements of the market, the company was seeking cooperation partners or pilot partners for trialling the measuring equipment and measurement processes under development. Berlin Partner established contact with a number of companies, who utilise a range of heat exchangers in their production processes. One of these companies is the globally active Rudolf Wild GmbH & Co. KG. At the same time, Berlin Partner also supported Adakom in its search for a suitable funding programme for this project.



### www.marktreif.berlin: Partner search for innovations

Berlin's economy is booming, and that is due in part to the innovative strengths of the capital city's companies. Another reason is successful cooperation. For the purpose of networking science and industry, and strengthening market-relevant research and development in the area, Berlin Partner for Business and Technology, the Berlin chamber of commerce and industry and the Berlin Chamber of Small Businesses and Skilled Crafts have established the cooperation platform [www.marktreif.berlin](http://www.marktreif.berlin). The online portal presents the skills profiles and project plans of companies and scientific institutes, for whom cooperative partners are sought. The spectrum of projects here ranges from term papers and dissertations, right through to major research projects.

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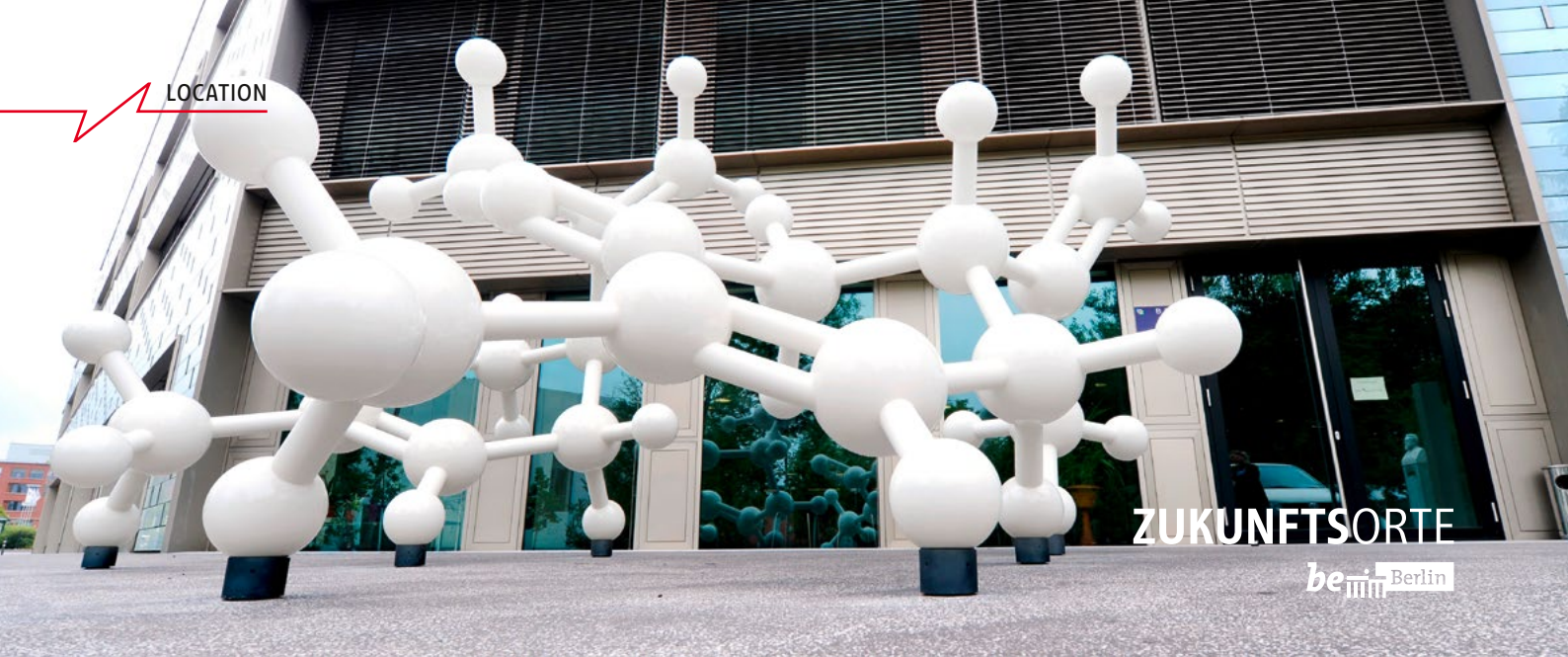


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## EXCELLENT RESEARCH

In Buch, doctors and researchers have been dedicating themselves to the future of medicine and human health for 100 years

**As a location for science and healthcare, Buch is one of Berlin's established centres for the future. Fundamental biomedical research is closely linked with clinical research in Buch, with the aim of bringing newly developed processes in diagnostics, treatment and prevention into use rapidly.**

Berlin-Buch enjoys an international reputation as an excellent location for science, medicine and technology, and – with its focus on the healthcare sector, life science, biotechnology and medicine – it is one of the most significant players in the healthcare industries cluster in the capital city region. Decisive here are the Max Delbrück Center for Molecular Medicine (MDC), the Leibniz-Institut für Molekulare Pharmakologie (FMP) and the Experimental and Clinical Research Centre (ECRC), which is mutually run by the MDC and the Charité – Universitätsmedizin Berlin.

The facilities work closely together and form the basis for unique, patient-orientated fundamental research. With the Berlin Institute of Health (BIG), the MDC and Charité consolidate their experimental and clinical research under a holistic, systemic medical research approach. The aim is to gain a better understanding of diseases through new scientific and technological approaches, and develop new diagnostic, treatment and prevention processes. Outstanding technologies are available for the research: Scientific platforms for genomics, proteomics, metabolomics, Ultra High-Field Magnetic Resonance Imaging, NMR spectroscopy and a screening unit for identifying active agents.

Clearly focussed on biomedicine, the healthcare location of Buch offers life science companies and research institutions unique conditions for synergies and added value networking. This research cooperation leads to increasingly improved and marketable processes for the diagnosis and treatment of human diseases: One of the largest biotech parks in Ger-

many has established itself on the research campus, and this is increasingly characterising the economic force of the area. Companies in Buch are positioning themselves on international markets with molecular diagnostic processes, medical engineering devices, active treatment agents and services for research and the pharmaceutical sector. The biotechnology companies on the Berlin-Buch campus include the globally active Eckert & Ziegler Strahlen- und Medizintechnik AG, the systemic RNA-interference specialist Silence Therapeutics AG, and Glycotope GmbH, a leading technology and service provider in the fields of glycomics and immunotherapy. The biotechnology park's 56 companies employ 776 personnel.

Buch has traditionally occupied an important position in the medical care of the residents of Berlin and Brandenburg. The HELIOS Klinikum Berlin-Buch – which has over 1,200 beds and is a maximum care hospital – and the two specialist clinics Immanuel Krankenhaus and Evangelische Lungenklinik, are today concentrated within a historic hospital area. Furthermore, the healthcare hotspot is also home to a polyclinic and numerous consultants' practices, which work closely together with Buch's hospitals.

The Buch area employs a total of 6,000 staff in the healthcare sector – of which 2,900 work on the research campus and a further 3,200 on the neighbouring hospital and clinic sites, and in various other care facilities – who are committed to sustainable health.

Buch, as a future-orientated location, boasts space for companies to grow and for the development of further residential developments. Attractive residential space is therefore presently under development in the historic hospital area. With environmentally friendly mobility, Buch will establish itself even more strongly as the "Green Health City" in the future – in which home, work and life can be exceptionally well combined. *at*



# THE FUTURE IS BEING MADE HERE

The new CleanTech Business Park in Marzahn has everything that industrial companies in the clean technology sector require to grow

**With the CleanTech Business Park (CBP), the largest industrial estate for clean and sustainable technologies has been established in north east Berlin. The CBP is optimally aligned with the needs of production-orientated companies in the sunrise industry of clean technologies. The inner-city industrial space in the district of Marzahn-Hellersdorf, which covers 90 hectares, offers everything that companies in the segment need in order to expand – namely good transport connections, high flexibility with favourable conditions, and location factors of particular interest to industrial companies. As Berlin's largest continuous industrial estate, the CBP is also a designated area for companies with hazardous materials zones in accordance with the Federal Emission Control Act. This allows companies to perform almost all industrial production processes. A further advantage of the site is that the plot sizes are not fixed, and are instead individually tailored to the specific requirements of each company. This also allows companies with larger industrial facilities to settle here.**

The facilities offered by the CBP are aimed in particular at companies from the clean technology sectors of renewable energy and energy storage, energy efficiency, sustainable mobility, recycling and sustainable water management, raw materials and material efficiency, as well as green chemistry. Cleantech is a sunrise industry and key sector in the development of new Smart City concepts. The CBP is intended to consolidate clean technology companies on the site, to facilitate the creation of

synergies through which to drive innovative solutions in the Smart City field. Suppliers and service providers to the sector can move to the 1,200 hectare "Berlin eastside" industrial estate directly neighbouring the CBP.

New companies are supported by business development funding when settling here and will be integrated in local networks involving both science and industry. The CleanTech Innovation Centre (CIC) is located in the immediate vicinity of the CBP. The CIC offers economical workplace and workshop space in an inspiring environment to young companies that are focussed on clean and sustainable technologies. Focal to the CIC are production start-ups in their growth phase, which are supported in the innovation centre with an attractive mentor programme. In addition, the young companies can utilise any space on the CleanTech Business Park site that has not yet been sold for demonstration purposes.

From the 2nd September, the CleanTech Business Park Marzahn was officially opened by Christian Gräff, district councillor for economy and urban development in Marzahn-Hellersdorf, and Dr. Stefan Franzke, Management Spokesperson of Berlin Partner. *at*

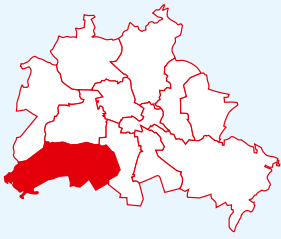
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*The CBP site between Hohenschönhausener and Bitterfelder Straße.*







# WHERE OPPOSITES ATTRACT

## FACTS:

Population: 296,475

Area: 10,261 ha

Companies: 13,689

Steglitz-Zehlendorf is a “green oasis” in the south west of the capital city and it has numerous highlights to offer, such as the Free University of Berlin, Schloßstraße, the botanical gardens and much more besides

Lush green, as far as the eye can see, historic and contemporary architecture, as well as its favourable connections with the railway and Berlin’s motorway network make Steglitz-Zehlendorf an attractive location. The district is characterised by a fascinating mixture of tradition and progress: Listed buildings and modern shopping centres, family-run companies and a lively science landscape – this district unites diversity to create something unique. Furthermore, Steglitz-Zehlendorf is a centre for life sciences that

has been growing for decades. Lichterfelde is home to the Campus Benjamin Franklin of the Charité – Universitätsmedizin Berlin, the joint human medicine faculty of the Humboldt University of Berlin and the Free University of Berlin. The district boasts 19 clinics in all, including a special clinic for minimally invasive surgery, 29 institutes and research facilities, as well as more than 40 manufacturing and development companies involved in medical engineering, pharmaceuticals and biotechnology.

## “Germany’s Oxford University” – Excellence combined with tradition

The **Free University of Berlin (FU)**, established in 1948, is one of eleven universities participating in the Excellence Initiative of the federal government. Over 28,000 students and around 4,300 PhD candidates are currently studying and researching in over 150 courses at the campus in Dahlem, which was conceived at the start of the 20th century as “Germany’s Oxford University”. This excellence is also impressively underlined by recognition of the research results with multiple Nobel Prizes. The following Nobel Prize winners are alumni of the FU Berlin or its predecessor institutes: e.g. Max von Laue (Nobel Prize for physics in 1918), Albert Einstein (for physics in 1921), Gerhard Ertl (for chemistry in 2007) and Herta Müller (for literature in 2009).



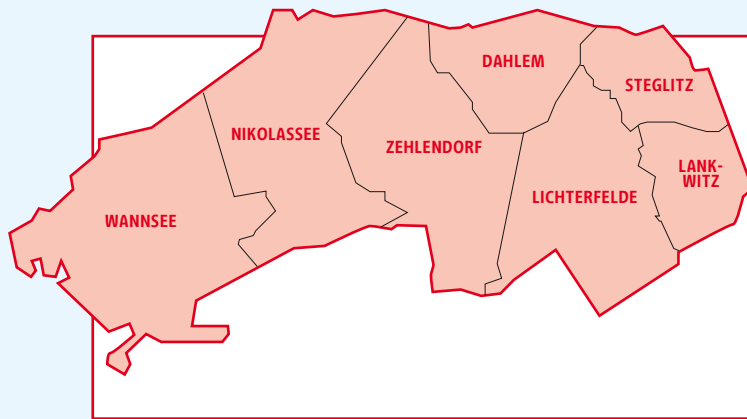
## Young and established companies

Technology-orientated spin-offs meet with innovative medium-sized companies: Steglitz-Zehlendorf is home to spin-off companies from the FU, the Federal Institute for Materials Research and Testing, as well as the Max-Planck Society (incl. **Erdmann Technologies, GrasseZur, Alacris Theranostics**), in equal measure to long-established industrial and family companies (**BOGEN Electronic, KNAUER, Knick Elektronische Messgeräte**). With the **IMD Institute for Medical Diagnostics**, which delivers laboratory services and analyses for doctor’s practices and patients, the district is also home to the market leader in laboratory diagnostics in Berlin, Brandenburg and Mecklenburg-Western Pomerania.

## Life Science Day and Technology & Start-Up Centre

For the fifth time now, the “Life Science Day” – initiated by the local authority and south-west regional management – is set to take place on the 15th October, hosted by the Free University of Berlin (Henry Ford Building). The programme will be based on the topic of “geriatric medicine in the future”. Within the framework of a symposium with forums and a podium discussion, experts from science and industry will come together to debate current developments from medical research, as well as applications and examples from practice. [www.lifescienceday.de](http://www.lifescienceday.de). Incidentally, the massive start-up dynamism within the FU Berlin environment has induced the local authority and regional management to promote the establishment of a Technology & Start-Up Centre (TGZ). According to current planning, the TGZ is set to open its doors to technology-orientated companies on the former site of the “US Hospital” in Fabbeckstraße 60-62 by 2018 to 2020.





## Advantages of the location at a glance

- Economically favourable and research-orientated location
- Important life sciences location with clinics, institutes, manufacturing and development companies
- Historic commercial area encompassing 77 ha and home to 170 companies
- Botanical gardens with the tallest greenhouse in the world and a total area of 42 ha
- Wannsee lido and further urban lakes, as well as numerous green spaces for local recreation



## Business services visualised

Be it metal façades for the E-Werk, brass escalator cladding for the “Boulevard Berlin” or a special structure for the roof on the Reichstag building – when it comes to the construction of high quality metal façades and roofing, and the supply of simple to highly complex sheet metal parts, you’re in the right place with **Karl Dieringer**, based in Steglitz. The company stamps, cuts and rolls individual parts right through to large production series, and profiles façade panels and metal roofing. The proprietor-run company was originally founded in 1903 as a plumber’s workshop in Berlin-Kreuzberg. Now managed by Christopher Kern, it is already under the proprietorship of the fourth family generation. Its renowned commercial customers include the Federal Chancellery, the Ritz Carlton and the Berlin Philharmonic Orchestra. In 2006 and 2009, Karl Dieringer received the German Architecture and Façade Award. Over the past three years a highly innovative production company has been established at the site in Nicolaistraße – with its own milling machining centre and the largest folding press in the region. Berlin Partner has stood alongside Dieringer throughout this expansion and provided the company with support in dealing with authorities, and with questions of subsidies and finance.

## Hidden champion

Implants for ENT medicine, maxillofacial surgery, plastic surgery, gastroenterology, pulmonology and thoracic surgery are all areas of expertise of the **bess company group** in Zehlendorf. Founded in 1988 as a medium-sized, proprietor-run family company inside the Berlin wall, **bess medizintechnik gmbh** represented globally active medical companies at local level. Following the reunification, the company’s sales territory was expanded to include the rest of Germany and in-house products were developed, characterised by their simplicity, user-friendliness and patient compatibility. To this end, the company is in constant discussion with doctors, patients, scientists and specialists in clinics and industry, and today exports its products around the world.



## Three questions to ...

### District Mayor Norbert Kopp

#### Mr Kopp, what distinguishes Steglitz-Zehlendorf from other districts?

From an economic perspective I would describe the district of Steglitz-Zehlendorf as a centre for life sciences. With 19 clinics, 29 institutes and over 40 manufacturing and development companies in this sector, we are very well positioned here. The Free University, as one of eleven German universities with the University of Excellence status, complements this portfolio.

#### What would you recommend to those who are visiting Steglitz-Zehlendorf for the first time?

Where do I start? As a UNESCO World Heritage Site, the Klein-Glienicke Palace Park with its peacock island is well worth a visit, as are the district's unique museums such as the Liebermann Villa, the Brücke Museum and the Allied Museum. For fans of architecture, the Philology Library at the Free University of Berlin – designed by the renowned architect Norman Foster – is an absolute must. And for those who love to shop, I can only recommend the 2.1 km Steglitzer Schloßstraße, which boasts the most modern shopping centre in Berlin. In short: The district has something of interest for everyone!

#### What would you like to change about your district?

Unfortunately many spin-offs and start-ups from the Free University and the institutes established here find no space in the district in which to develop their young companies in close proximity to the university. We therefore lose many companies with a scientific orientation to other locations. Bearing in mind the upcoming Technology & Start-Up Centre in Dahlem's Fabekstraße, this is thankfully set to change.

#### Thanks for talking to us.

*Interview Gabriele Schulte-Kemper*



#### Business consultant for Steglitz-Zehlendorf

##### MARC PAPPERT

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## Did you know ...

... that the first electric tram in the world was put into operation in Berlin-Lichterfelde in 1881?



... that the Gutshaus Steglitz is one of the last buildings in the Early Prussian Classicism style?

... that the district is home to numerous traditional and family-run companies, which can look back on a lengthy history, such as Autohaus Max Saparautzki (founded in 1923), Bernhard Halle Nachfolger GmbH (1911), Karl Dieringer (1903), BOGEN Electronic (1952), Knick (1945), KNAUER (1962) and Schröder Galvanik (1919)?



... that today's Titania Cineplex in Steglitz held the first film festival after the Second World War?

... that Zehlendorf is a popular shooting location for film-makers, and was used for example in the production of "The Reader" / Rathaus Zehlendorf, "James Bond 007 – Octopussy"/Hüttenweg, access to AVUS/or "Didi – Der Doppelgänger"/urban railway station at Mexikoplatz?



# INNOVATIVE TREATMENTS

The Berlin start-up OMEICOS Therapeutics has successfully developed a new active pharmaceutical ingredient against atrial fibrillation

**Atrial fibrillation is the most common form of human cardiac arrhythmia. A growing number of patients with atrial fibrillation are faced with often limited medication-based treatment options. This situation could be remedied by a new treatment approach, which is being developed by OMEICOS Therapeutics.**

The Berlin start-up company, founded in 2013, has been successfully working for a number of years on a new active ingredient for minimising atrial fibrillation. This is based on research, in which a metabolic product of omega-3 fatty acids was identified as having a stabilising effect on the rhythm of the heart. Because attempts at effectively utilising the omega-3 fatty acids in treatments were previously not particularly successful, these were specifically produced as synthetic molecules with

an identical structure. The preclinical data to date has shown that the synthetic active ingredient from OMEICOS is significantly more effective and stable than omega-3 fatty acids and their metabolic products, and that it is therefore better suited for use as a therapeutic agent. In contrast to conventional medications, the OMEICOS active pharmaceutical ingredient activates a natural, heart-protecting effect mechanism that also stabilises the rhythm of the heart. The aim of OMEICOS is to professionally develop the therapeutic approach with the active ingredient to the point of clinical use, and to make the medication available for heart patients. The management team of the innovative start-up consists of Dr. Robert Fischer, scientific director, and Dr. Karen Uhlmann, who brings with her many years of experience in the transfer of technology.

## Omeicos in an interview

**How would you describe the innovative aspect of your treatment approach in simple words?**

**Dr. Karen Uhlmann:** Previous treatments tended to deal only with the symptoms, they attempt to fight against the rhythm disturbance through electrical influence. With the new active mechanism, we want to tackle the cause of atrial fibrillation instead.

**Dr. Robert Fischer:** In contrast to today's treatments, which have numerous side-effects, we also anticipate better tolerability and therefore less side-effects in the long-term treatment of the disease.

**What support are you experiencing in Buch as a start-up company?**

**Dr. Karen Uhlmann:** Without the support from the Max Delbrück Center for Molecular Medicine (MDC) before found-

ing our company, and the ongoing cooperation with the laboratories on the Buch campus, our work would have been almost impossible. Excellent cooperation with the campus management in particular was a great help. Their good understanding of the needs of a start-up company has made the Buch campus the ideal location for our company.

**What are your plans for the future?**

**Dr. Robert Fischer:** We are currently concentrating on further developing the active ingredient against atrial fibrillation for clinical trialling. Additionally, we are working on being able to treat further cardiovascular or chronic inflammatory diseases in the future with an active ingredient based on the OMEICOS technology platform.

**Thank you for talking to us.** *Interview Anke Templiner*



# BERLIN – A START-UP HOTSPOT

There are not only start-ups from the digital sector that are booming in the capital city, newly established enterprises in the life sciences sector are also growing constantly

**In Berlin, new start-ups are founded daily. A growing number of companies are dedicating themselves as accelerators or incubators. And successful investment rounds are speaking for themselves. But start-ups are not only focussing on digital technologies and web-based applications; many companies are also forming in the life science sector.**

In recent years, more start-ups have been established in the life science sector than ever before. Since 2010, over 100 new companies have been founded in the field of life science. Their business models and their research and development costs differ significantly from those of the digital industry. Start-ups in the life science sector have a significantly greater capital requirement for example, they bear higher inherent development, research and market entry risks, and they must withstand longer development times. In the biotechnology and pharmaceutical industry, and also in medical engineering, the average development period is a number of years for one new product – until it reaches market maturity and the break-even threshold. In the event of success, the risks and high capital consumption are compensated for with high returns.

The large number of new companies is also a result of numerous initiatives for the foundation of enterprises, the well-developed infrastructure and highly favourable location factors. These include seven biotech parks, which provide laboratories at comparatively low cost, as well as the numerous

scientific establishments that yield highly qualified experts. The universities are committed to supporting spin-off companies with comprehensive programmes and services. A numerous business plan competitions, at which founders gain initial feedback regarding their business ideas, also play an important role. One example here is the Berlin-Brandenburg Business Plan Competition, which is one of the largest in Germany with 140 events, a network of over 200 consultants and more than 500 business plan submissions every year. The digital technologies and life sciences sectors are also increasingly merging, for example with web-based applications in medical areas. Berlin, with its high density population of IT and life science players, is a particularly suitable location for the formation of new companies. Examples of newly founded companies include caterna with its online vision therapy, and NeuroNation, which offers a platform for digital brain jogging. Furthermore, this new division also encompasses various incubators such as XL Health, which specifically focuses on digital health. *at*

photo: Bayer HealthCare AG

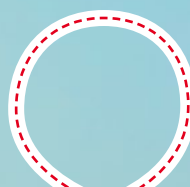
## CoLaborator – the incubator for young biotech companies from Bayer HealthCare

In May 2014, Bayer HealthCare opened state-of-the-art laboratory and office space for biotechnology start-ups with the “CoLaborator” on Müllerstraße in Wedding. As a company driven by innovation, Bayer supports start-ups in quickly testing out their innovative ideas. The CoLaborator in Berlin is the pharmaceutical company’s second incubator. The first CoLaborator for biotech start-ups was opened in San Francisco in 2012. In the CoLaborator, young companies from the chemical and bio science sectors can utilise suitable and fully equipped laboratory and office spaces in close proximity to their own research facilities. In this way, the company intends to promote research and innovation, and serve as the first point of contact to the biotechnology start-ups in their search for possible cooperation partners. Start-ups that wish to use the CoLaborator on a rental basis remain independent. At the present time, Calico GmbH, DexLeChem GmbH, provitro AG, Eternygen GmbH and NMI TT Pharmaservices are all based at the CoLaborator in Berlin.

*Bayer Healthcare supports Berlin’s enterprise founders with the “CoLaborator”.*



CoLaborator



# OFFERING A NETWORK TO COMPANY FOUNDERS

Berlin Partner recently began offering start-ups the opportunity to become a member of a powerful network

**Companies that are active around the world, have thousands of employees, and offer products and services that are indispensable in our everyday lives today all started off somewhere. They all began life as a start-up, established themselves and became what they are today through hard work and dedication.**

Berlin is a superb starting point for this. The city has not only proven what it is capable of with its history, the same history has shaped the character of the metropolis and made Berlin what it is today: A city of opportunities. The fact that these opportunities can be even better utilised together with a strong partner is something that is demonstrated by the Berlin-Partner Network. With a lively network of innovative companies and scientific organisations, Berlin Partner creates the ideal preconditions for the establishment and development

of young companies. It is therefore now offering all start-up founders the opportunity to benefit from the unique Berlin-Partner Network. Integration in the business network opens up numerous opportunities for matchmaking with Berlin Partner companies, as well as providing direct access to Berlin's economic, political and scientific communities. It provides frequent opportunities for meetings and discussions with other partner members during a range of different events, such as the regular Jour Fixe, the Berliner Hoffest and the Business Day. Furthermore, the involvement in industry and cluster-specific events also contributes to companies establishing themselves within the capital city's business environment. And in the best case scenario, start-ups grow during their time as a Berlin Partner member to become role models, such as 6wunderkinder and Wooga to name just two. *gsk*

## The Berlin-Partner Network

For over 20 years now, Berlin's companies and scientific institutions have been committed to their capital city location, within the Berlin-Partner Network. Initially formed as a union designed to draw attention to the capital after the wall came down, the partners can now reflect back on successful development: Berlin is established as a powerful economic capital with strong and international powers of attraction – that draw talent, enterprise founders, scientists and entrepreneurs. Over 200 partners from industry and science are committed to the network today. They are as diverse as Berlin's economy – and have one thing in common: With their dedication, they wish to co-shape and promote the location.

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### An overview of the start-up category

- Annual contribution of € 2,000 (year 1), € 3,500 (year 2) and € 5,000 (year 3)
- Targeted matchmaking with Berlin Partner companies
- Inclusion in sector and cluster-specific events
- Personal invitation at board and business manager level to at least 15 exclusive networking formats annually, and with availability to further exclusive networking events
- Use of the exclusive internet area



# ADDED VALUE FROM THE AMPOULE

With its Pharma Berlin plant, the international healthcare provider B. Braun has expanded in the capital city region

**The traditional company B. Braun from North Hesse employs around 55,000 people worldwide, with around 500 employees working in the Hospital Care division at the Pharma Berlin site. Here, sterile injection solutions are produced in around 500 million plastic and approx. 80 million glass ampoules every year for the global market. In mid-November, a further production facility will go into operation – the expansion project bears the promising name “Sunrise”. Berlin to go caught up with the site manager of Pharma Berlin, Marc Riemenschneider.**

Anyone who has received primary medical care will recognise the turquoise logo lettering of B. Braun. Roughly 22 times per second, a B. Braun injection solution is in use somewhere in the world. Regardless of where this takes place, it is likely to originate from the German capital city. The company – active today in 62 countries around the globe – can reflect back on 176 years of company history. It supplies the healthcare market with products in areas including anaesthesia, intensive care medicine and cardiology, as well as providing services for doctors, clinics and the homecare sector. The company from North Hesse has been at home in the capital city region since the end of the 1970s. The Pharma Berlin site and its roughly 500

employees produce around 250 different solution formulas, which are encapsulated in plastic and glass ampoules. The bestseller is physiologic salt solution, although anaesthetics, lipid emulsions and solutions containing other active pharmaceutical ingredients are also produced, packaged and prepared for worldwide dispatch on Berlin's Mistelweg. “We are the group's competence centre for small-volume parenteral products, in other words for all those sterile pharmaceutical products that are injected”, explains plant manager Marc Riemenschneider. Being a competence centre means: “We are setting company-wide standards with our work, and establishing processes for the products that we manufacture.”

Over the past year, sales of EUR 120 million were generated by this particular capital city branch – a further branch in the Aesculap division is also based in Berlin, on Sieversufer. Rising trend. Since 2012, B. Braun has been preparing for the expansion of its Rudow facilities. The construction project named “Sunrise” held its topping-out ceremony in January 2013 and production is scheduled to formally start in mid-November 2015. “We have invested over EUR 50 million in our factory expansion. With it, we are increasing our production capacities on the one hand, whilst also creating possibilities for new products”, explains Riemenschneider.

schneider. The project speaks volumes about the Pharma Berlin facility and its employees. The connection with the site is just as palpable here as the identification with the company's values, which are: Innovation, efficiency and sustainability. This is underlined not least by the new building with its ultra-modern equipment and 4,500 m<sup>2</sup> production and logistics space. Because it is one of the first pharmaceutical production buildings in Europe and the first in the B. Braun Group to receive the LEED Gold Certificate – a high-ranking award for ecological and sustainable construction of the U.S. Green Building Council.

A Berlin Buddy Bear was recently positioned in front of the factory door, bearing company motifs, which immediately catch the eye when walking across the site. "We are proud to be based in Berlin and to underline the capital city's region not only as a creative hotspot, but also as a powerful production location from which we gain tangible added value. For us, the *be* Berlin industry campaign "Wir in Berlin ..." got right to the heart of this matter", stresses Riemenschneider.

When it comes to the search for young talent, the clear appeal of the location and company constitutes a decisive competitive advantage. For years now, the factory has been a recognised training organisation and supports degree and master's students. All pharmaceutical production technicians who later move to the head office in Melsungen are trained here. Strong employee orientation, personalised career models and the targeted advancement of high potentials are all part of company policy. Riemenschneider himself – who, as an industrial engineer worked in various



*Also finding the Berlin-Brandenburg location to be an advantage in attracting talent: Marc Riemenschneider, site manager of the Pharma Berlin factory, B. Braun*

company positions abroad during his studies, and has been employed at the Berlin site since 2004 – is proof of this. With the production expansion, the workforce is set to grow too. 25 new jobs have been created. "For us, site development doesn't just mean expanding our operations", explains Riemenschneider. "Alongside our site, we always develop our specialist personnel, our expertise and our added value too." The home region of Berlin-Brandenburg plays a significant role in this. "We have the unique opportunity here of networking with other experts from research, science and industry who are close at hand, in order to remain prepared for the future – a potential that we in the health-care industries cluster intend to utilise even more fully in the future", concludes Riemenschneider. It is not without reason that the B. Braun motto is "Sharing Expertise". *ih*





# FROM BERLIN INTO THE WORLD

With the “*be Berlin*” campaign, Berlin Partner is assuming an ambassadorial role for the capital city and presenting Berlin as the city of opportunities

**The combination of business development and capital city marketing under the one roof of Berlin Partner is a unique model with numerous synergies: As a service provider for companies and scientific institutes during establishment and expansion, Berlin Partner supports growth and networking in the region. The success stories resulting from this and written by the companies based in Berlin are then communicated around the world by Berlin Partner through its marketing of the capital city, in order to win over new entrepreneurs, enterprise founders, scientists and talent in favour of the location. For example, this year *be Berlin* and its strong ambassadors were present at the Expo in Milan, and in Silicon Valley.**

## Berlin start-ups in Silicon Valley

Berlin Partner for Business and Technology, in cooperation with the start-up federation Bundesverband Deutsche Startups, was a guest of Silicon Valley in June of this year together with selected start-ups from the capital city. The aim of the trip was to network enterprise founders from Berlin with established technology companies and experienced venture capitalists in the Valley. However, it was not only possible to secure important business contacts, at the same time Berlin Partner presented the capital city to investors and talent in the Valley as a booming centre for innovations and a start-up hub. Amongst those in attendance was the Berlin games start-up Aeria Games, which specialises

in online games. Aeria Games has belonged to ProSieben SAT.1 Media AG since 2014. “Berlin is often referred to as the Silicon Valley of Europe, and it is therefore a huge opportunity for every Berlin start-up to travel to the Valley, exchange experiences with the companies there and learn from them”, enthuses Managing Director Pascal Zuta. A highlight of the trip was the Berlin Night held there. In order to bring Berlin's flair to the Valley, the Berlin Night included the presentation of start-up innovations from the capital city such as the 360 degree throwable camera from Panono, accompanied by Berlin sounds.

## Berlin's creative scene at the Expo

At the Expo 2015, which took place in Milan in June, Berlin presented itself to visitors for one week in the German Pavilion. Under the Expo's guiding theme “Feeding the Planet – Energy for Life”, *be Berlin* introduced the German capital as the city of opportunities. Berlin's cuisine presented its diversity for example: In attendance were the Gebrüder Eggert, who interpret Milanese dishes in a Berlin style, the Milanese baker Alfredo Sironi from Markthalle Neun and top Berlin chef Roel Lintermans. They prepared dishes live on the Expo stage. As a “living” Berlin exhibition, players from Berlin's industry, as well as its culture and music scene transported the flair of the capital city to Milan: For example, innovative Berlin-based company Teufel presented its loudspeakers made in Berlin. *gsk*



Andrea Joras in an interview with Berlin to go.

## An interview with Andrea Joras

**Berlin international** – Berlin is drawing global attention to itself with the Berlin campaign. Since July of this year, Andrea Joras has been a managing director of Berlin Partner and is responsible for areas including capital city marketing – a glimpse at the international activities.

**Mrs Joras, you lived and worked for some time in the Near East. What experiences did you make there, and which of these are you able to utilise when marketing the capital city?**

**Andrea Joras (AJ):** My time in the Near East had a strong influence on my awareness of inter-cultural cooperation – even just through managing a team of varying nationalities. I have been able to preserve my “view from the outside”. In the Near East, and also when travelling through other coun-

tries, I have learned how Germany is seen in the world. I am now able to reflect back on this and utilise this knowledge when marketing Berlin.

**And how is it seen?**

**AJ:** Germany is still viewed internationally as a land of inventors. Our country stands for technological innovations and efficient work. And Germany's strong role within the European Union is also internationally recognised. Berlin, as the capital of Germany, is strongly linked with this image.

**Are these aspects that you wish to express when marketing the capital city?**

**AJ:** The technology-orientated image of Germany fits very well with Berlin, with Berlin's innovative entrepreneurship and its excellent scientific landscape. Furthermore, Berlin also has an image that is embodied by no other German region: It is seen as a creative metropolis, a capital city for enterprise founders, a place where one finds open space. It is with this unique blend that we promote Berlin throughout the world.

**Thank you for talking to us.** Interview Gabriele Schulte-Kemper



# POP INTO BERLIN: BERLIN GOES ON EUROPEAN TOUR

*visitBerlin* and Berlin Partner present trend products and innovations from Berlin in pop-up stores in five European capital cities

In cooperation with the *be* Berlin campaign created by Berlin Partner, *visitBerlin* will be opening pop-up stores in five major European cities from September under the slogan “Pop into Berlin”, and promoting creative and innovative Berlin with its excellent quality of life. The stores at top inner city locations in Stockholm, London, Vienna, Amsterdam and Paris will each present innovative and fashionable Berlin brands and start-ups over a one-week period. Visitors are invited to find out about Berlin as a travel destination and an exciting high-tech and start-up location, and to experience the Berlin Spirit for themselves.

## Berlin – capital of founders

*be* Berlin, together with five Berlin start-ups, will be revealing the enterprise-founding spirit of the capital city in the pop-up stores. The close proximity between established industry and new business in Berlin is part of its recipe for success: Traditional companies value the innovative strengths of the new enterprise founders and work together with them on technologies for the future. For example, 3yourminD and BigRep will be presenting the latest 3D printing technology in the pop-up stores, whilst Panono will demonstrate the first 360-degree throwable camera. Wireless audio systems from Raumfeld will provide suitable sound. VFX Box, a young company from Berlin specialising in special effects & animations, will project the small robot Myon in the stores through augmented reality.

## High quality Berlin labels on trend

*visitBerlin* will be bringing 15 brands with their innovative ideas and products to the pop-up stores: In addition to Berlin spirit manufacturers, designs and furniture made in Berlin will also be on show. Visitors can purchase the latest glasses models from “IC-Berlin”, as well as sophisticated designer bicycles from “Standert” and stylish natural products from the cosmetic brand “Und Gretel”, a true Berlin start-up that was only established in February. And when it comes to treats, the pop-up store will be presenting a typical Berlin mix: From the sustainably brewed craft beer “Brlo” from Mitte, to sample packets from “Try Food” and “Retos Candyfarm”, a producer from Kreuzberg’s popular “Markthalle Neun”. *gsk*

## “Pop into Berlin” tour plan

**Stockholm, Sweden** 21st to 27th September

**London, Great Britain** 5th to 11th October

**Vienna, Austria** 2nd to 7th November

**Amsterdam, Netherlands** 16th to 21st November

**Paris, France** 7th to 12th December

### Store opening times:

11 hrs to 20 hrs (Mon – Fri) · 10 hrs to 18 hrs (Sat – Sun)



## Stefan Oelrich

### In service to health



#### Mr Oelrich, you have lived and worked in many parts of the world. What makes Berlin unique in your eyes?

In my opinion, Berlin is the most dynamic city in Europe. In no other place in the world the unification of east and west – and with it the associated creation of a new, united and free Europe – is as perceptible as it is on every street corner here. And our city is also the only true metropolis in Germany.

#### In your opinion, what challenges are facing the Berlin of tomorrow?

Being a metropolis alone is not enough to guarantee a successful future. Berlin must also transpose its dynamic population growth into high quality growth in science and industry. This naturally applies in particular to our key competence areas of health, IT and mobility, where we are not always absolute world leaders in many areas – despite positive developments.

#### Where can you be found outside of work?

When the weather's good together with my wife and two daughters on Wannsee, or frequently at business meetings in one of the city's many restaurants.

#### What would you recommend to someone visiting Berlin for the first time?

Immerse yourself in the city's diversity – start with a curried sausage on the Kurfürstendamm and photos in the C/O Berlin, for lunch grab a doner kebab in Kreuzberg and take a trip to the Jewish Museum, then finish off on the museum island and enjoy the impressionists and expressionists at the Alte Nationalgalerie.

#### What are your aims as the region's cluster spokesman?

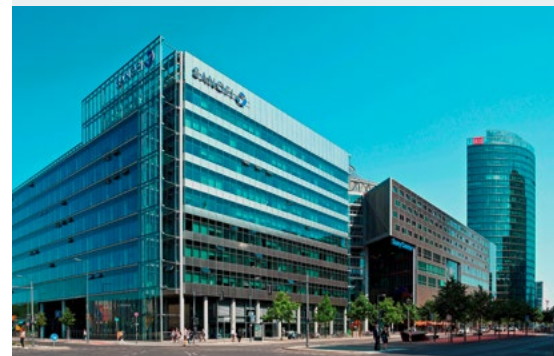
In addition to new companies settling here, innovations in particular play a central role for Berlin as an industrial and scientific hotspot. The city is home to Europe's largest university hospital and has over 6,000 scientists: With this, we need to generate greater output for innovations. We must improve framework conditions which allow us to develop the good ideas of Berlin's researchers into more patents and products.

#### Thank you for talking to us.

*Interview Gabriele Schulte-Kemper*

### Introducing Stefan Oelrich

Stefan Oelrich has been managing director of Sanofi-Aventis Deutschland GmbH since 2011. He is responsible for the marketing and sales organisation in Germany, Switzerland and Austria, with over 1,500 employees and sales of EUR 1.5 billion in 2012. Sanofi is one of the largest healthcare companies in the three countries and has strategic growth platforms for diabetes, oncology, cardiovascular health, as well as generic medicines and consumer healthcare products. Oelrich has been



a member of the board of the association of research-based pharmaceutical companies (Verband Forschender Arzneimittelhersteller) since 2013. Stefan Oelrich set out on his career path in 1989, at the Bayer Group in Leverkusen. This was followed by periods spent in positions abroad, on both sides of the Atlantic: After five years in South America he was appointed General Manager in Belgium in 2000, before becoming Vice President Marketing in the USA in 2003. This was followed by a post in Paris at the head of Bayer Healthcare. From January 2007 until his move to Sanofi in September 2011, he headed up the Women's Healthcare division of Bayer in the USA as Senior Vice President, where he was responsible for 700 employees. Since 2015, Stefan Oelrich has been spokesman for the Health Capital cluster.

Photo Portrait: Sanofi/Elke A. Jung-Wolff; photo: Sanofi

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## The Future of Berlin TXL.

Tegel Airport might be closing, but its appeal will long outlive the last take-off and landing. The site will then be developed as a research and industrial estate: an experimental laboratory for the city of the future. Entrepreneurs, students, investors, industrialists and scientists will all come together here to plan and develop tomorrow's cities. Berlin TXL will become a hub for designing, manufacturing and exporting urban technologies. The ideas and designs created here will be in demand not only in Berlin, but also in cities around the world.

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