

The Berlin Center for Gene and Cell Therapies

Successful Implementation of Public Affairs Strategies


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— Berlin Center
for Gene and Cell
Therapies

Berlin Center for Gene and Cell Therapies

Daniel Forler
Berlin, 26.8.2024

The concept.

The Gene & Cell Therapy Center will consist of

- **Incubator** with equipped labs and office space
- **GMP** (Good Manufacturing Practice)-certified facility for process and product development
- The Center will also offer **consulting and mentoring** services (e.g. regulatory, clinical and business development, IP and patent law).



The partners



Europe's largest University Hospital and among the top 5 in the world¹



Federal-funded research institute at the Charité focuses on translation

Unique set-up

- First CGT-dedicated ecosystem with the Center as nucleus
- Combination of expertise from leading players in academia and industry
- Optimal foundation to close the translation gap and leverage potential in GER/EU to bring novel CGTs to patients



State of Berlin – committed to contribute to the funding of the Center



Experienced Bio Pharma with strong CGT commitment

¹Newsweek Ranking 2022: <https://www.newsweek.com/worlds-best-hospitals-2022>



Startups

More advanced Startups/Biotechs

Mature Biotechs

Target **users.**

Young and innovative companies in the field of Gene & Cell Therapies.

We support **you** in your growth and your ambitions to bring your ideas to the clinic and the patients.

At the heart of Berlin.

In the middle of the city in walking distance to the main train station and the two campuses of Charité and the Bayer Pharma Headquarter.

Opening in 2028



**Reality check I:
It`s a PA strategy, stupid!**

Comprehensive planning vs. ability to quickly adapt.

- **Expectation:** PA needs comprehensive, meticulous planning: Comprehensive stakeholder mapping and management. Detailed timelines and outreach plans. Large teams and budgets. Lengthy position papers.
- **Reality:** Identify the influential stakeholder. Define the final objective and be flexible on the way towards the objective. Limit team and budget. Propose a wording, instead of an idea.



Reality check II: Shaping and timing

Shaping and **timing**.

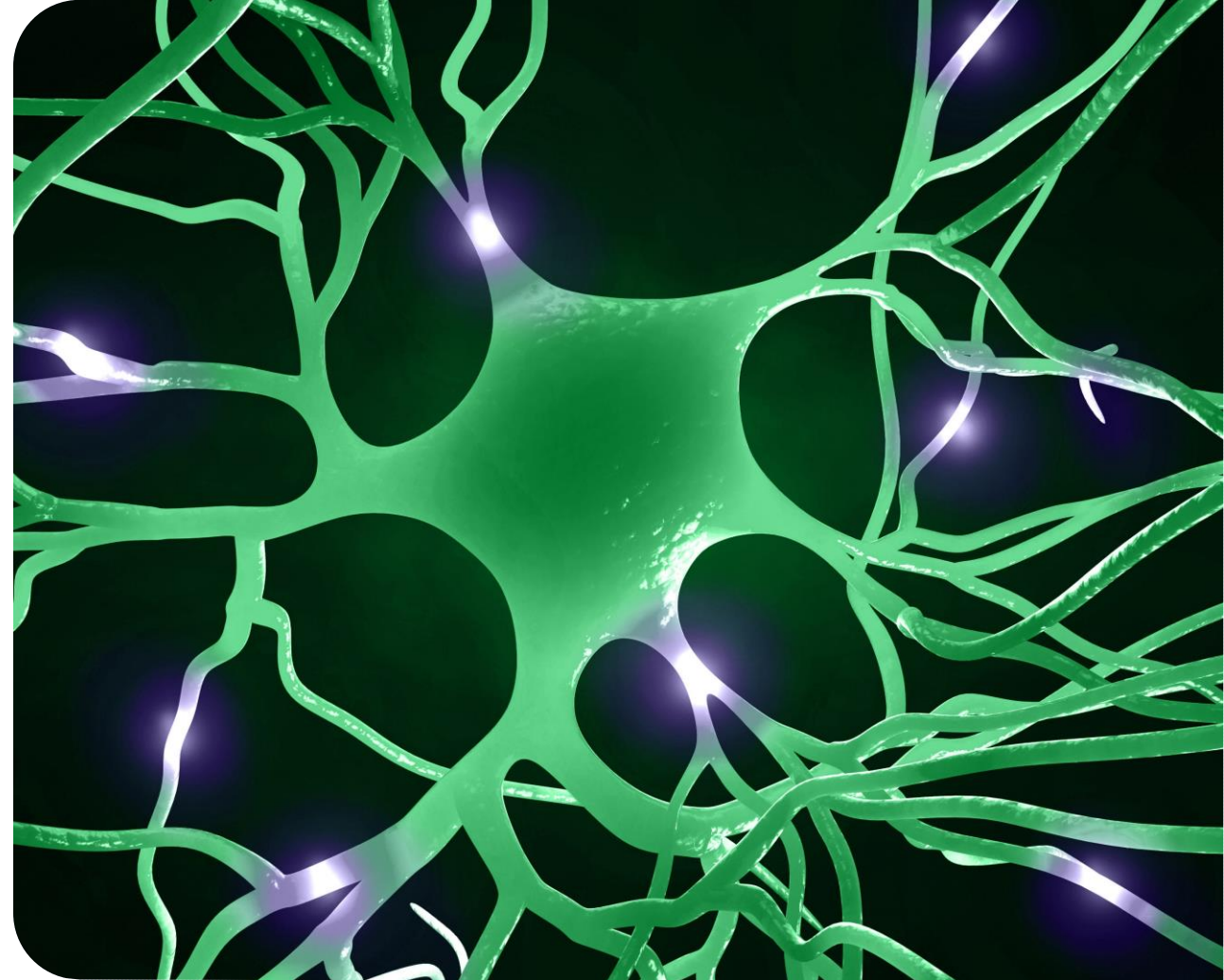
- **Expectation:** Demonstrate value of PA by adopting commercial strategies - planning, execution and measuring.
- **Reality:** Successful PA work depends on shaping and the timing.



Reality check III: Public vs. private interests?

A successful strategy needs a public purpose.

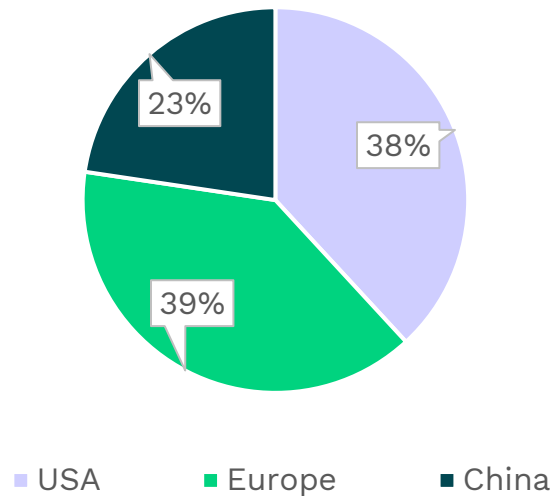
- **Expectation:** Formulate your demands loud, long and bold.
- **Reality:** Embed your goals in a larger narrative. Create a positive meaningful impact for society and business. Explain why your goal serves the public interest.



Untapped potential in Europe & Germany.

Academic research

GCT research is on par with US and China



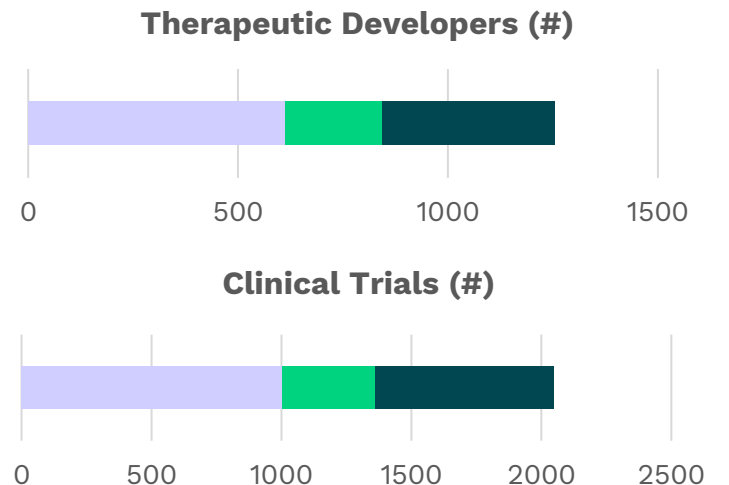
Source: Biotech in Europe: Scaling Innovation, McKinsey Report, 2019

Summary

- Only a minor fraction of both GCT clinical trials happen in Europe
- Strong academic landscape and reputation
- Top-notch university hospital infrastructure
- Reputation in engineering and manufacturing of high-tech products
- Advanced healthcare system attracts leading pharma companies

Clinical application & commercialisation

Only a fraction of GCT development happens in EU



Source: Alliance for Regenerative Medicine, Disrupting the Status Quo 2021

The vision.

- Bring advanced therapies earlier to patients who need them
- Successfully accelerate the translation of cell and gene and cell therapies in Germany and Europe
- Make Germany one of the world's leading biotech ecosystems for novel therapies



Discussion