MEDIA INVITATION & PROGRAMME
GLOBAL LAUNCH – VIRTUAL EVENT FROM BERLIN
Thursday July 9, 2020

PRESS CONFERENCE 14:30 to 15:10 CEST AND **LAUNCH EVENT** 15:15 to 17:00 CEST

NEW INITIATIVE TAKES ON THE ANTIBIOTIC INNOVATION CHALLENGE

Acting now – public and private sector – shared goal to develop a robust pipeline of effective new antibiotics to safeguard our future.

The world is losing its most powerful tool in healthcare: antibiotics. The reason is rapidly rising antibiotic-resistant infections – also called antimicrobial resistance, or AMR. The world needs new antibiotics to stem the toll superbugs are having on patients, but there are few in the pipeline. This is the result of a long-standing paradox: despite the huge societal costs of AMR, there is currently no viable market for new antibiotics. In the long run, the uncontrolled rise of AMR could have public health and economic consequences greater than COVID-19. But unlike COVID-19, AMR is a predictable and preventable crisis – we must take action now.

PRESS CONFERENCE - 14:30 to 15:10 CEST
- Hubertus von Baumbach, Chairman of the Board of Managing Directors, Boehringer Ingelheim
- Kasim Kutay, CEO, Novo Holdings
- Stefan Oelrich, CEO Bayer Pharmaceuticals
- Stefan Oschmann, Chairman of the Executive Board and CEO of Merck
- Paul Stoffels, Chief Scientific Officer, Johnson & Johnson
- As well as pharmaceutical industry federation representatives: Thomas Cueni, Director-General, IFPMA

LAUNCH EVENT – 15:15 to 17:00 CEST

Introducing the new initiative - Bridging the gap between science and patients
- The problem, complication, and solution: Thomas Cueni, Director General, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)
- The pharmaceutical industry investors:
    - Hubertus von Baumbach, Chairman of the Board of Managing Directors, Boehringer Ingelheim
    - Messages from: Emma Walmsley CEO GSK, Deborah Dunsire, President & CEO Lundbeck, Vas Narasimhan, CEO Novartis, Severin Schwan CEO Roche Group

The AMR public health challenge: Dame Sally Davies, UK Special Envoy on antimicrobial resistance (AMR)

Public health response to the initiative
- Dr Tedros Adhanom Ghebreyesus, Director General, World Health Organization
- Werner Hoyer, President, European Investment Bank
- Jeremy Farrar, Director, Wellcome Trust

PANEL: The inventor, investment and partnerships to bridge the gap
- Tiemo Wölken, MEP S&D German, vice-chair of European Parliament MEP Interest Group on AMR
- Florence Séjourné, CEO, Da Volterra and President BEAM Alliance
- Paul Stoffels, Chief Scientific Officer, Johnson & Johnson & member of the IMI Governing Board
- Kasim Kutay, CEO, Novo Holdings
- Stefan Oelrich, CEO Bayer Pharmaceuticals

PANEL: The world urgently needs new antibiotics – politics, leadership and public health

Health Ministers and the need for antibiotics innovation to tackle AMR
- Jens Spahn, Federal Minister of Health, Germany
- Magnus Heunicke, Minister of Health and Senior Citizens, Denmark

Joined by
- Agnès Pannier-Runacher Secretary of State for Economy and Finance, France
- Stella Kyriakides, European Commissioner for Health and Food Safety
- Stefan Oschmann, Chairman of the Executive Board and CEO of Merck
- Nathalie Moll, Director General, EFPIA

What's in a name: launching the new initiative - Director General, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)

REGISTER NOW – click here

Following registration, details on how to join the webstream will be sent by email. During the virtual event, participants will be able to put questions in writing to the speakers.

Please feel free to share this link with other colleagues.

The AMR initiative global launch events take place in Berlin and Washington, D.C. simultaneously on July 9, with an event in Tokyo to follow on July 10, 2020. Use this link for more information about the global launch and to sign up to these events.

Organized by the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) with the support of EFPIA and Vfa.