

# MEDIA ADVISORY - SAVE THE DATE

## GLOBAL LAUNCH - VIRTUAL EVENT FROM BERLIN - 9 JULY 2020

### NEW INITIATIVE TAKES ON THE ANTIBIOTIC INNOVATION CHALLENGE

**Thursday, July 9, 2020, 2:30 pm CEST press conference  
follow by high-level event 3:15 PM CEST**

*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.*

**Join us on Thursday, July 9 at 2:30 PM CEST for a virtual press conference followed by a high-level virtual launch event at 3:15 PM CEST from Berlin to launch a new groundbreaking effort to address the AMR challenge.**

#### **2:30-3:10 PM CEST: Press conference on launch of new pharmaceutical initiative to tackle lack of funding for new antibiotics to fight the global threat of superbugs:**

- 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
- As well as pharmaceutical industry federation representatives: Thomas Cueni, Director-General, IFPMA, & Nathalie Moll, Director-General, EFPIA

#### **3:15-5:00 PM CEST: High-level interventions and panel discussions including:**

- Jens Spahn, Federal Minister of Health, Germany
- Ibrahim Baylan, Minister for Enterprise and Innovation, Sweden TBC
- Agnès Pannier-Runacher Secretary of State for Economy and Finance, France TBC
- Tiemo Wölken, MEP S&D German, vice-chair of European Parliament MEP Interest Group on AMR
- Dr Tedros Adhanom Ghebreyesus, Director General World Health Organization TBC
- Stella Kyriakides, European Commissioner for Health and Food Safety
- Werner Hoyer, President, European Investment Bank
- Dame Sally Davies, UK Special Envoy on Antimicrobial Resistance
- Jeremy Farrar, Director, Wellcome Trust TBC
- Florence Séjourné, CEO, Da Volterra and President BEAM Alliance

**[REGISTER NOW - click here to sign up](#)**

Please feel free to share with other colleagues. Media will be able to submit questions in writing during both the press conference and panel discussions.

Following registration, the full programme and details on how to join will be shared on July 2. Registration is valid for the event hosted from Berlin only.

The AMR initiative global launch events will 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](#))

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