



Great Minds THINK & WORK Alike

Wisconsin and Hessen Driving the Future of Biohealth

Personalized Medicine – Digital Labs - Medical Data & Devices

Networking Event @ Hessische Landesvertretung, Berlin

April 8, 2025 18:00 – 20:00 (Doors Open 17:30)

Hessen and Wisconsin share a 49-year-old formal friendship, the oldest official friendship agreed between a German Bundesland and a U.S. state. The two locations are also leaders in the biohealth industry and the subsectors of biotech, medical biotech, medical technology, diagnostics, analytics and digital health. The biohealth sector both in Wisconsin and Hessen is experiencing rapid growth.

Wisconsin is home to one of the largest diagnostics and medical analytics business communities in North America. It is home to Merck's biggest presence outside Hessen and the headquarters of GE HealthCare. Recently Eli Lilly announced a \$3 billion (USD) investment in a state-of-the-art manufacturing facility, while Microsoft has announced a \$3.3 billion (USD) center for synthetic data used in artificial intelligence (AI) applications. EPIC, the U.S. market leader for patient data is another great company from Wisconsin.

For European companies, Wisconsin has become an ideal and efficient hub for their operations. Hessen and Wisconsin work closely together in leveraging their partnership and Hessen's strength in pharmaceuticals, cyber, and biotech. Hessen and Wisconsin invite you to explore this state-to-state collaboration, which is particularly valuable in today's complex world.

Agenda

17:30 Registration Opens

18:00 High Level Welcome Address & Keynote from Wisconsin

18:10 Meet Wisconsin: Biohealth - Where Biotech Meets Medical and Data
Missy Hughes, Secretary of Economic Development, CEO WEDC
Nicolas Paris, President BioForward Wisconsin & CEO Gilson Inc.

18:30 Shared Opportunities: From Personalized Medicine to Data-Driven Diagnostics
Dr. Rainer Waldschmidt, CEO Hessen Trade & Invest
John Schaeffler, Executive Director, Global Government Affairs & Policy,
GE HealthCare Vice President, GE Healthcare Foundation
Nicolas Paris, President BioForward Wisconsin & CEO Gilson Inc.
Moderation: Stefan Peikert, Director Europe Wisconsin Office Berlin

19:00 Q&A, Closing Remarks and Takeaways:
How to Learn and Benefit from the Hessen-Wisconsin Partnership?

19:10 Networking and Buffet Dinner

20:00 Event Concludes



Who should attend?

- ✿ Exhibitors and visitors of DMEA Digital Health Exhibition, Members of the GHA and Spectaris
- ✿ Medical device, digital health & BioTech companies and institutions with interest in transatlantic business opportunities
- ✿ Experts and company representatives active in diagnostics, lab automation, analytics and medical technology, or digital medicine
- ✿ Members of the Transatlantic Business Community in and around Hessen and Berlin

Location: Vertretung des Landes Hessen beim Bund, In den Ministergärten 5, 10117 Berlin

To Register use the link. Registration closes April 1st. Space is limited, so register soon!

⇒ CLICK HERE TO OPEN THE REGISTRATION LINK ←

More about the Sister States Wisconsin & Hessen

<https://wedc.org/key-industries/biohealth/>

<https://www.bioforward.org/>

<https://www.invest-in-hessen.de/key-sectors/chemical-and-pharmaceutical-industries-life-sciences/>

<https://www.technologieland-hessen.de/life-sciences-biooekonomie>

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(click Logos for more)

For more Information about the event, please contact:

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