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# Czech-German Partnership for Innovative, Resilient and Accessible Healthcare

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A strategic platform for health innovation, resilience and prosperity



COOPERATION



RESILIENCE



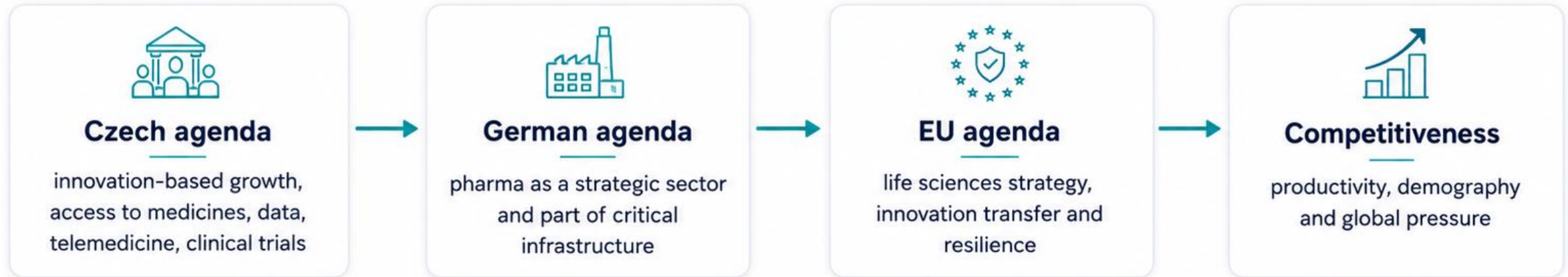
PROSPERITY

| Project presentation for the Czech-German Chamber of Commerce and Industry



# Why this project and why now?

The political and economic window is open for changes: Life sciences = competitiveness agenda.



## STRATEGIC THESIS

**Healthcare and the pharmaceutical industry are no longer a narrow sectoral agenda.  
They are a core part of European competitiveness, system resilience and long-term prosperity.**



The Czech-German economic relationship is already exceptionally strong.



The next step is to move from traditional industrial supply chains toward higher value-added cooperation:

- research,
- health technologies,
- data,
- clinical trials,
- life sciences.

# About the initiative

The goal is to establish a long-term platform — not a one-off conference or a corporate showcase.



## CORE POSITIONING

The project should be perceived as a platform anchored in credible Czech-German institutions, with the Chamber serving as a natural bridge to the bilateral business community.

# Strategic ambition of the project

Four goals that make the forum relevant for politics, business, healthcare and reputation.

01



## Political goal

Make healthcare, pharma R&D, clinical trials and health technologies a visible theme of Czech-German economic cooperation.

02



## Economic goal

Position life sciences as a high value-added sector generating investments, skilled jobs, know-how transfer and productivity.

03



## Healthcare goal

Open the debate on faster access to innovation, clinical trials, data, digitalisation and value-based models.

04



## PA & reputation goal

Create a legitimate, long-term and institutionally safe platform for strategic health topics on the CZ-DE background.



## Guiding rule

**Business partners should not be seen as organising a conference about itself.  
They should be seen as enabling a platform with public value.**

# Core content: Five workstreams

The memorandum should turn the event into a structured agenda.

1



**Clinical trials & research**

2



**Access to innovative treatment**

3



**Digitalisation & health data**

4



**Research and academic cooperation**

5



**Resilience & pharma competitiveness**



## EXPECTED OUTCOME

**A politically light, but strategically strong Memorandum of Understanding / Joint Declaration / Letter of Intent that commits the partners to continuing a structured dialogue.**

The objective is not a legally binding instrument. The objective is a visible, credible commitment to practical cooperation.

# Launch moment: The conference

A political-economic summit in Prague that publicly opens the long-term dialogue.



## Opening

Czech-German partnership for Europe's future



## CEO-level keynote

From industrial partnership to health innovation partnership



## Panel I

Pharma as a strategic sector of European competitiveness



## Panel II

Clinical trials, research and patient access to innovation



## Panel III

Digitalisation, health data and modern system management



## Panel IV

Public-private partnerships in healthcare



## Closing

Joint declaration / memorandum

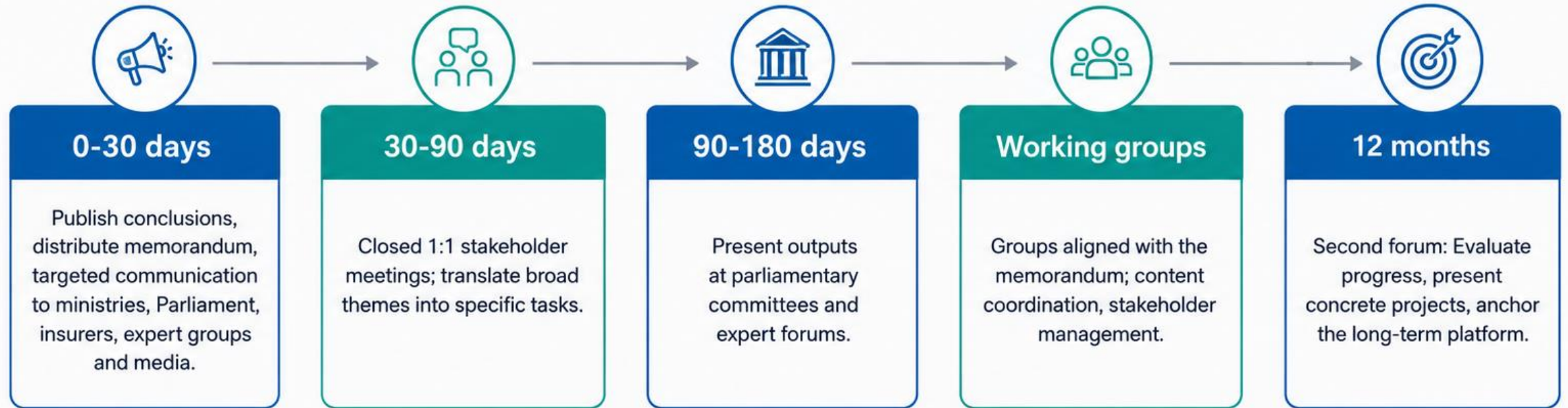


## Design principle

High-level, strategic, institutionally neutral — not a technical seminar.

# The real value starts the next day

The conference is the opening move. The platform is built through follow-up.



## Operating logic

Move from a public political moment into structured workstreams, policy outputs and repeated institutional touchpoints.

# Value added of the project

The initiative creates value for multiple stakeholder groups at the same time.



## For AHK / Czech-German relations

- A new high value-added topic for bilateral cooperation
- Stronger visibility of healthcare, data and life sciences
- A neutral bridge between public policy and business



## For Czech & German institutions

- Specific workstreams instead of abstract diplomacy
- Access to cross-border expertise and best practices
- Agenda aligned with resilience and competitiveness



## For healthcare system

- Better debate on clinical trials and patient access
- Digitalization and data as system infrastructure
- Modernization through partnership



## For business partners

- Reputation as a system partner
- Trusted access to stakeholders
- Leadership beyond product communication



## For the Czech economy

- Investments and skilled jobs
- Productivity and research capacity
- Life sciences as prosperity engine



The project delivers concrete benefits across institutions, healthcare, business and the economy – **strengthening cooperation, resilience and long-term prosperity.**

# Our proposed role

Strategic architect and Public Affairs partner for the full initiative.

## Strategy



Narrative, political relevance, stakeholder map, institutional anchoring.

## Stakeholder engagement



Government, ministries, Parliament, AHK, embassy, associations, hospitals, universities, insurers and patients.

## Program dramaturgy



Conference structure, panels, speaker briefs, moderation, questions and partner coordination.

## Content & policy



Memorandum, policy briefs, talking points, Q&A, media materials and recommendations.

## PR & media



Media relations, press outputs, op-ed, interviews, reputational risk management.

## Follow-up PA process



1:1 meetings, committees, working groups, regular reporting and annual summit preparation.



**The objective is to keep the initiative credible, useful and politically safe while ensuring that the platform produces measurable outputs.**

# Success metrics and next steps

Measured by institutional impact.

|                                         |                                                           |                                                                    |
|-----------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------|
| ✓ Signed memorandum / joint declaration | ✓ Participation of Czech and German institutional leaders | ✓ Establishing a working group (parliament, business chamber etc.) |
| ✓ Follow-up 1:1 stakeholder meetings    | ✓ Topic placed on parliamentary or expert forums          | ✓ Specific policy recommendations                                  |
| ✓ Quality media outputs                 | ✓ Reputation shift: business as a system partner          | ✓ Basis for the second annual summit                               |

## Bottom line

This is not about organising a conference. It is about creating a platform that helps formulate one of Europe's key future agendas: How Czechia and Germany can strengthen innovative, accessible and resilient healthcare together.