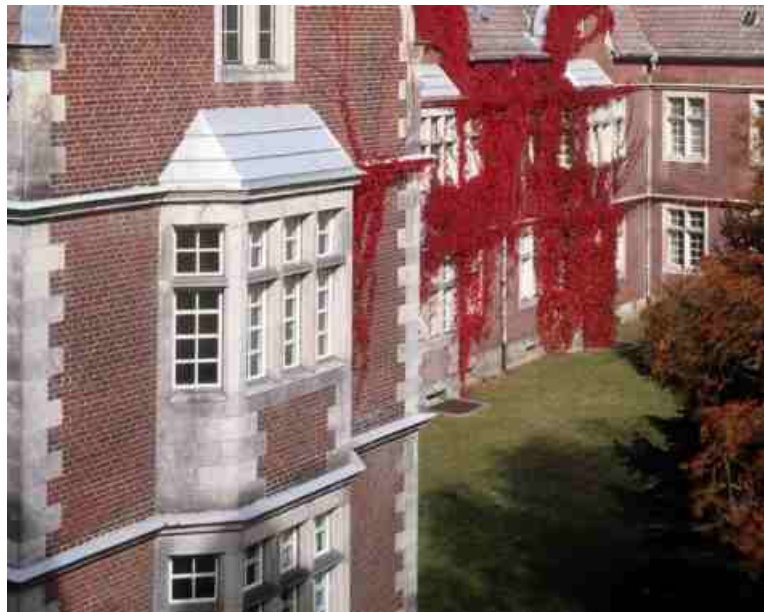


# BERLIN-BUCH. THE HEALTH REGION.



Vision and  
Potential for the  
future



*Berlin-Buch Management GmbH  
Regional Management*

## Vision

In 2002 Berlin-Buch rightly became a synonym for the place which offers all that is covered by the term of the lifesciences, namely healthcare provision, medical research and its applications, and biotechnology located just outside the gates of the capital in a rural setting.

As far as its construction is concerned, Berlin-Buch is set out as a number of functional Campuses, with the Schlosspark at its center. Genome research is carried out on the Robert Rössle Strasse Campus. This is an entirely new field of research in the life sciences. It allows very fundamental and entirely new insights to be obtained into the most basic events involved in the origin of life and the development of human beings as well as offering a new way of thinking about health and disease and, so, new options for care, diagnosis and treatment. As far as the foundation and establishment of companies are concerned, the Robert Rössle Strasse Campus has a biotechnology park with one of the largest business development centers in Germany.

Berlin-Buch has committed itself to the topic "Health". This means that acknowledged alternative methods of healthcare and welfare including traditional Chinese medicine and thermal hydrotherapy also need to be developed in Berlin Buch on an equal footing with more recognized approaches. Healthy living practiced by all age groups involving innovative methods of architecture and healthcare will become a trademark of Buch. In the future, better health through prevention will play an increasingly important role, and so Buch offers a healthy environment and a large Sport and Wellness Center offering scientifically based health advice.

In the mature location of Buch with its kindergartens, schools, local clubs, societies and churches, the town offers a cultural environment and facilities to encourage a dialog about future research methods and the application of the results obtained using the latest advances in technology, between the ordinary citizens and those who are engaged in science, the biotechnology companies, hospitals and service companies. Buch should be a place where sick people from all over the world can come in search of a cure. Here visitors from near and far will be given all the information they require about health matters and national and international experts will pursue their search for knowledge and understanding.

In this way Berlin-Buch is becoming a real model for future knowledge-based business involving all that affects human beings. It derives its power from new knowledge which can be applied in many different fields and in the optimistic active redesigning of everyone's personal environment.

## The Unique Characteristics of Berlin-Buch

- Berlin-Buch combines the advantages of a peaceful, green parkland on the edge of Berlin while being close to the pulsating center of Germany's capital.
- Berlin-Buch can look back on a hundred years of history as a hospital site. For the last seventy years Buch has been a center for health research.
- Berlin-Buch is shaped by the architecturally unique hospital facilities built in the Dutch neobaroque style by the Berlin city head of planning, Ludwig Hoffman.
- Berlin-Buch offers everything a modern health facility requires: clinics, science, biotech companies, training.
- Berlin-Buch offers the most up-to-date diagnostic methods, treatments and prevention modalities for all the important diseases of the present day, including cardiovascular diseases, cancer and diseases of the nervous system.

## The health, science and technology site that is Berlin-Buch

Berlin-Buch is located to the north-east of Berlin and is a link between town and country. In less than 30 minutes a direct fast-train link takes you directly into the heart of the German capital to the Potsdamer Platz, the Museum Island or the Hachesche Höfe. The glacial valley of the Panke links Berlin-Buch in the north with the nature reserve of Barnim and the woods and the lakes of the Brandenburg region described by the celebrated German writer, Theodor Fontane, and in the south with the River Spree in the center of Berlin.

As a health site, Berlin-Buch lays claim to an outstanding **tradition**. At the start of the twentieth century, the then head of planning for Berlin, **Ludwig Hoffmann**, built five hospital facilities there which today still shape the character of Buch: in its time this was the largest hospital complex in Europe. Scientific institutes soon grew up next to the clinics: the Kaiser Wilhelm Institute for Brain Research erected a new laboratory facility at the start of the 1930s in Berlin-Buch. Later, the Academy of Sciences of the German Democratic Republic established itself there with its life science institutes as well as special clinics for cancer and cardiovascular diseases. For decades now the Buch clinics have been well known and highly regarded by the people of Berlin as well as at a national and international level.

Today, the **HELIOS Klinikum Berlin** operates many of the Buch clinics with around 1000 beds in all. HELIOS includes the **Buch Clinic**, an intensive care hospital with a comprehensive variety of facilities, as well as the special clinics of the Charité University Clinic (Medical Faculty of the Humboldt University of Berlin) the **Robert Rössle Clinic** for Tumor Diseases and the **Franz Volhard Clinic** for cardiovascular diseases. Doctors are working in these special clinics on research projects and are developing new treatments which are based on the results of genetic research.

At present, the HELIOS Klinikum Berlin occupies a large part of the clinic buildings of the architect Ludwig Hoffmann. By 2005, HELIOS will have completed a new clinic facility which will essentially bring all the departments under one roof.

Right next to the HELIOS Klinikum there are two specialist clinics with a history that goes back over fifty years: the **Specialist Clinic for Respiratory Medicine and Chest Surgery** and the **Berlin-Buch Rheumatic Diseases Clinic** each with about 100 beds. The **MEDIAN Clinic for Geriatrics and Rehabilitation** is also located in Buch.

The **Training Center for Health Service Professions Berlin Brandenburg e.V.** provides teaching for medical staff from 21 hospitals in Berlin and Brandenburg and it too has a long history.

The nucleus for modern science and technology in Buch is the **Berlin Buch Campus**, Robert Rössle Strasse, where currently about 2,200 doctors, scientists, office staff and entrepreneurs can be found. In the last 12 years about 250 million Euros have been invested in the 32 hectare site. The initial impetus for this was the foundation of the **Max Delbrück Center for Molecular Medicine (MDC)** in 1992 and, within a few years, it had established an international reputation. In 2000, the **Research Institute for Molecular Pharmacology** (German abbrev. FMP) moved to the Buch Campus.

The easy access to research and clinics on the campus encouraged **biotech companies** to develop innovative treatments and diagnostic procedures. About 30 companies have set themselves up in the biotechnology park and in the buildings of the associated Biotechnology and Business Development Center. The newly opened **Max Delbrück Communications Center (MDC.C)** on the campus offers opportunities for the exchange of scientific information and ideas through meetings and congresses.

The Buch researchers and entrepreneurs are aiming at the general public with the **Life Sciences Learning Lab**. Here everyone can see how a modern gene laboratory functions

and they can even carry out simple experiments themselves and get information about the latest developments in molecular medicine and gene technology.

There is also a private Berlin university in Buch, the **European College of Liberal Arts (ECLA)**. The ECLA already attracts students and staff from all parts of the world and it is currently undergoing expansion.

## Outlook

Berlin-Buch has based its future development on the megatrend “health”. In recent years health has achieved the highest degree of importance by far in the eyes of the Germany public replacing former priorities like “safety” or “prosperity”. The health sector is growing at a faster rate than the total gross national product.

As far as its potential in this field is concerned, Buch still has some way to go. Building on the strengths of its location, a variety of projects are underway which should help bring Buch a little closer to its ultimate vision.

In the field of clinical research and development, a Buch network has sprung up in connection with the **Innoregio Project** which involves the sustained development of a value-creating chain of biomedical basic research leading on to the development of innovative clinical applications. As far as the core of this project is concerned, the partners will construct volunteer and patient files with a pharmacogenomic database which will further increase the attractiveness of the regional on-site clinics and clinical testing facilities for internationally active pharmaceutical companies. Overall, the project will receive 5.2 million Euros in funding up to 2005.

There are plans for a Berlin-Buch **Life Science Center** a modern museum of the life sciences which should attract many visitors from outside the region. Due to the close proximity to the Buch research facilities and clinics, this site of knowledge exchange will stand out due to its special credibility and authenticity which make it unique in Germany.

The Life Science Center is an important component in a regional “**Life Science Training Cooperative**” which has just been mooted. Also taking part in this will be the Life Sciences Learning Laboratory, the ECLA and the Training Center for Health Professions. This cooperative could lead to the development of unique training concepts due to collaboration between the institutions.

An Info-Box in the center of Buch will be the first information point in the health region. Here visitors, patients and residents can obtain information about the place and what it has to offer

as far as health matters are concerned. The **Ludwig Hoffmann Clinic Building** set in generous parkland represents a great development potential for Buch. New uses are planned for a large part of this building which is listed as a historic monument, after HELIOS Klinikum Berlin moves to its new location in 2005. In one of the five areas there are plans for the expansion of the biotechnology park. Another investor is interested in the castle-like "Waldhaus" and would like to convert it into sophisticated accommodation for the elderly.

The **Regional Management** was set up in Buch at the start of 2002. Buch participants have decided to begin a controlled development of Buch in and beyond the boundaries of the region. A company specifically set up for the regional management, Berlin Buch Management GmbH, will receive support for three years via a program of the Federal Industry and Commerce Ministry, Berlin State, the district of Pankow and the Technology Foundation Innovation Center Berlin (TSB).

The regional management brings Buch participants into contact with one another in order to make use of the resulting synergies to develop the location. It serves as a point of contact for partners and investors. It will bring problems into focus and hasten decision-making in Buch by acting consistently in the coordination procedures of the two-tier Berlin administration. It also has the task of marketing Buch at a regional and supraregional level as well as raising its profile. One of the many ways in which this will be done is by setting up a Berlin Buch internet portal in early 2003.

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