



## From Berlin to Brussels - and back Integrating German and international lobbying

Christian Thams  
Senior Director Government Affairs  
Gilead Sciences Germany

---

## Gilead Sciences

- Gilead Sciences is a biopharmaceutical company, which has been researching and developing innovative therapies and medication for more than 30 years and based in Foster City, USA.
- Our goal is to provide patients with highly innovative therapies in order to assist them in their fight against life-threatening diseases and, if possible, to cure them.
- We research and develop medication and therapies in the areas of HIV, oncology/hematology, liver diseases such as HCV, the nonalcoholic fatty liver disease (NASH) and hepatitis B, inflammatory diseases (rheumatoid arthritis, bowel diseases) as well as newly emerging diseases (Ebola, Zika).

---

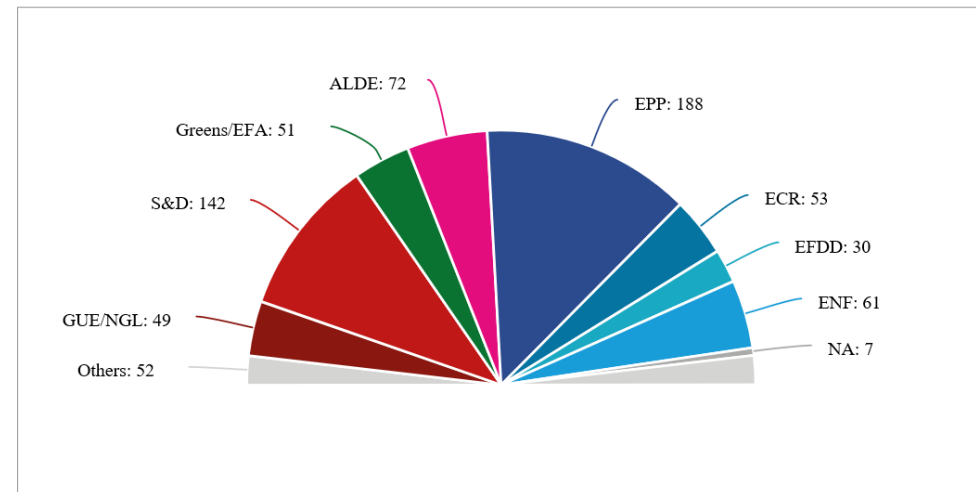
## GOVERNMENT AFFAIRS AT GILEAD

- Lean organisation
- EMEA as lead and coordination centre
- National markets / EU 5 have a very important role
- German team: GA experts focusing on disease areas



## Projections by seats at EU level

29/03/2019



---

## Main Challenges in Berlin (and Brussels) in 2019

- Germany's new role in Europe – and the lack of self-confidence of the political Berlin
- New policymaking in an era of populism and national interest with the AfD and other populist parties and national priorities gaining ground
- Agility & speed of German and EU debates and decision-making in social media age
- Integrated and at the same time separated policy-making in Berlin and Brussels with EU and regional elections
- Potential collapse of the German government after the elections

# How to integrate German and international government affairs and tackle these challenges?

---

## 5 rules

- Handle disruption: Expect the unexpected in a time of fast moving communication and political disruption, e.g. new elections or further rise of populist parties
- Agility: Be agile and keep moving with political activities as
- Long game: At the same time, play a long game and be consistent in strategy and activities
- Merge the bubbles: integrate issues, bring politicians from Brussels to Berlin and vice versa and integrate lobbying
- Plan B: you (still) always need a Plan B if things change or something goes wrong



## Toolbox

- Good old lobbying still rules in Germany (and Brussels): make your argument, communicate it, create a network and deliver potential solutions
- Integrate the bubble teams: Teamplay across markets and capitals is essential, even if it requires work and time
- Digital: Digital advocacy and social media are relatively cheap, effective and reaches audiences across Europe
- Planning: Plan ahead integrated for the long-term even if politics are moving very fast

---

## Outlook

- The EU's influence for member states will actually grow - plan this in
- Populism and national interests will not go away any time soon - deal with it
- Regions will play a strong role - do not forget them
- Social media is here to stay - the speed of politics will actually accelerate
- Government affairs will remain relevant - for the external world and for your organisation