

Joint press release – 19 July 2022

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## Technology and health cluster offers opportunities for transformation in the region of Stuttgart

**A potential analysis confirms that the region has many strengths and development options within the technology and health cluster. The aim is to develop a strategy that will support regional stakeholders to help shape the medicine of the future and boost transformation. Artificial intelligence, robotics and engineering are to bring about improvements in personalised treatment.**

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STUTT GART: BioRegio STERN Management GmbH is keen to work with Wirtschaftsförderung Region Stuttgart GmbH (WRS) to develop a technology and health cluster. It was with this in mind that BioRegio STERN commissioned consultancy company Capgemini to conduct a potential analysis. The results of the analysis identified both strengths and opportunities that are particularly generated by bringing together the health sector and industry. Interviews and workshops with decision-makers from hospitals and the care sector, biotech and medtech companies, engineering firms and research institutes provided a sound basis not only for identifying strengths and opportunities, but also for deriving concrete recommendations for action.

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### Strengths and opportunities

One of the strengths of the Stuttgart region is its clinical environment, with its intense focus on patients, medical care and research. The key life sciences technologies of artificial intelligence (AI) and robotics – with a particular focus on personalised medicine – are also well represented in

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the region. What's more, the region of Stuttgart boasts highly inventive and  
30 internationally renowned engineering specialists.

Opportunities are generated by forging links between the engineering and  
health sectors with the help of existing and established network structures.  
The industrialisation of personalised medicine, which has so far taken place  
in factories, can be advanced further with the help of expertise from the  
worlds of mechanical engineering, automation and sensor technology. The  
aim is to go on developing expertise that will make healthcare for the  
broader public affordable – such as intelligent plasters that can recognise  
blood sugar or dehydration, or skin screening using intelligent apps.  
Another equally important area is helping elderly people retain their  
40 independence, such as by utilising sensors in walls or floor tiles that assess  
the risk of a person losing their balance, for example, by checking the  
symmetry of their gait.

### **Recommendations for action**

“It is important to seize all these opportunities so that the region helps  
shape the medicine of the future,” explains Dr. Klaus Eichenberg,  
Managing Director of BioRegio STERN. Some of the recommendations for  
action that Capgemini and Dr. Eichenberg derived from the analysis relate  
to the networking and integration of health data so that all relevant data can  
50 be put to use. Another recommendation is that a medical study centre  
should be set up as a contact point and coordination hub for projects  
relating to medicine, science and business.

Dr. Alexander Lahl, Regional Director of Verband Region Stuttgart and  
member of the Supervisory Board of BioRegio STERN, emphasises: “The  
combination of strengths provided by the technology and health cluster,  
industry and technological flair for invention in this region is unique in  
Europe. That offers huge development potential and we ought to seize this  
as a matter of urgency given the current process of transformation. That is  
what we want to push forward, in partnership with BioRegio STERN and  
Wirtschaftsförderung Region Stuttgart GmbH.”

Dr. Walter Rogg, Managing Director of Wirtschaftsförderung Region  
Stuttgart GmbH, adds: “We want to help industrial companies that have  
been particularly affected by the transformation to tap into new business  
sectors. For example, we believe the ever-growing health market offers an

opportunity for industrial players to offer technical solutions for this sector and thus make up for dwindling sales in other areas.”

**Background:**

BioRegio STERN Management GmbH promotes economic development in the life sciences industry, helping to strengthen the region as a business location by supporting innovations and start-up companies in the public interest. It is the main point of contact for company founders and entrepreneurs in the Stuttgart and Neckar-Alb regions, including the cities of Tübingen and Reutlingen.

60 The STERN BioRegion is one of the largest and most successful bioregions in Germany. Its unique selling points include a mix of biotech and medtech companies that is outstanding in Germany and regional clusters in the fields of automation technology and mechanical engineering.

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*19 July 2022*