

# SPOTLIGHT on INTERNATIONALISATION



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## What is the 'secret sauce' for successful internationalisation?

You are working with people. Get in touch with them, listen to them, learn more about their culture and draw your conclusions from that.

## First step towards internationalisation. Young start-ups struggle in establishing an internationalisation strategy, based on the available resources. What would be your tip to them, to maximise the impact of their actions?

Internationalization should be in your mind from the first moment. Coming from the scientific field the international scientific network might give you a clue where to start with. In addition all existing contacts are very important. Attend the congresses, get in touch with the people in the field, ask for their demands and offer cooperations.

## Hand-on experience. Could you please summarise the internationalisation activities of your company in few sentences?

Regarding our services in a niche field we have started our business with international clients all over the world. We had to realize that most of the requests and final contracts came from the US. That is the reason to start our first subsidiary over the ocean. On the other side we have many clients within the European Union, contacts resulting from our former scientific research grant networks. Finally 50% of our staff comes from abroad, originate from 10 different nations. This is the most fruitful impact on tolerance and an open mind.

## About GeneWerk

Based on more than two decades of expertise in the field of gene- and immunotherapy, GeneWerk GmbH was founded 2014 in the heart of biotechnology metropolitan area Rhein-Neckar, Germany. Our business partners appreciate our worldwide unique experience in assessing vector safety and efficacy in gene therapy and immune repertoire studies as well as partner for research projects based on Next Generation Sequencing. We provide highly sensitive molecular services and standardized as well as customized bioinformatics analyses. Applications include clonality and safety assessment of gene-modified cells by using integrating and non-integrating viral vectors in gene therapy; On/off-target specificity of designer nucleases (TALEN, ZFN, CRISPR-Cas9 and Meganucleases) and immune repertoire studies in T and B cells. Operating within several research consortia, such as EU horizon 2020 SCIDNet, RECOMB, and GSK/Novartis founded CRACK-it challenges, allows us to focus on our mission - to improve the safety of novel gene and immune-gene therapies for patients and help reducing the reliance on animal models.

<http://www.genewerk.com>

## About CELIS Project

CELIS project combines some of the world-class life science ecosystems in Europe, where cross-sectoral fertilisation has given rise to promising new technologies and products, resulting in new value chains. The project builds on the existing Health Axis Europe Alliance, with the aim to professionalise and expand this inter-regional cooperation and increase its impact, especially for SMEs among their members.

<https://www.health-axis.eu/celis>

CELIS project can support the development of new international cooperation through travel vouchers (up to 1 100 Euro), within the so-called ClusterXchange. We can help you navigate through the process and application.

More information: <https://clustercollaboration.eu/clusterxchange>