Bayer launches new LifeHub in Monheim focused on the Future of Agriculture in Europe

- The newest LifeHub in the Bayer network will connect the company more closely to the German innovation ecosystem of scientists, researchers, decision makers, and entrepreneurs
- Focus lies on dialogue and innovation through open approaches that contribute to achieving the objectives of the European Union’s Green Deal

Monheim, October 26, 2022 – As part of Bayer’s continuing dedication to developing innovative solutions to the challenges facing farmers, consumers and our planet, the company announced today the official kick-off of the LifeHub Monheim, a future partnership-focused facility located on the campus of Bayer’s global Crop Science Division headquarters in Monheim, Germany.

As the newest addition to Bayer’s global LifeHub network, LifeHub Monheim will bring together innovators, entrepreneurs, and scientists from all over Europe to share knowledge, experience and resources that will help enable sustainable food security for the world’s growing population. To promote innovative scientific approaches and dialogue with society that contribute to achieving the objectives of the European Union’s Green Deal, LifeHub Monheim will work with leading innovators from the European open innovation ecosystem, providing expertise and resources for partners of all sizes. The Green Deal is the European Commission’s roadmap towards a net-zero carbon emissions and circular economy in 2050.

“The challenges that agriculture faces in feeding a growing population in spite of accelerating climate change and extreme weather events are bigger than anyone can solve alone,” said Bob Reiter, Head of Research and Development for the company’s
Crop Science Division. “Making sure that we are a supportive part of the innovation ecosystem is a critical way to ensure that novel solutions for these issues get the support they need. Our global network of LifeHubs is an important way to connect with leading innovators locally and to support where Bayer can help make the most impact.”

The permanent home of the new LifeHub is scheduled to be completed in different phases during the course of 2023 and 2024, but the hub has already started building relationships in Germany, especially in North Rhine-Westphalia, by hosting collaborative events from its interim facility.

In May 2022, the LifeHub joined entrepreneurs and start-ups with Bayer scientists in a start-up pitch day jointly organized with European Institute of Innovation, EIT Food. In November, a second pitch day is planned with “High-Tech Gründerfonds” a leading German venture capital investor for innovative technologies and business models. As part of the kick-off today, Bayer hosted a gene editing symposium on the Monheim campus, bringing together leaders from around the world to discuss trends and discoveries in this rapidly advancing field.

“Building a community of innovators starts by bringing people together, and that’s what LifeHub Monheim is all about,” said Axel Trautwein, Head of Regulatory Science at Bayer’s Crop Science Division. “From decision makers and financial resources to scientists, the Bayer LifeHubs around the world make connections and pair resources and expertise with those that need them. We’re excited to be showing so clearly our commitment to the growing innovation ecosystem of Germany and can’t wait to see what we discover together.”

**About Bayer**
Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros. For more information, go to www.bayer.com.
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