



bioXclusters
European Innovation Worldwide

Training mission in the USA

Topics: Personalized Healthcare
Target: European biotech & medtech SMEs

From October 28th to 30th, 2013
Boston, USA (Massachusetts)

Organized in the framework of
the European project bioXclusters

Project Partners



Coordinated by



This initiative is supported by the European Commission's Directorate-General for Enterprise and Industry and financed under the Competitiveness and Innovation Framework Programme (CIP)



PROGRAM (preliminary, 17.09.2013)

Location of the training sessions: Sanofi – Cambridge

Sunday, October 27th	Morning/ afternoon	Arrival of the participants
	Evening	Joint diner for the delegation
Monday, October 28th	Morning	<p>Welcome Reception by Sanofi Personalized Medicine / Oncology – General presentation on the U.S. market (Roscoe Brady amphitheater at the Genzyme Center)</p> <p>Training Workshop – How to present your company?</p> <ul style="list-style-type: none"> ❖ Interactive exercise with US consultants to optimize your presentation ❖ Specific feedbacks on your websites
	Afternoon	<p>Site visits – Incubator Labs – Business Parks</p> <ul style="list-style-type: none"> ❖ Cambridge Innovation Center (CIC Cambridge) http://cic.us/ ❖ LabCentral http://www.labcentral.org ❖ Forest City http://www.forestcity.net/properties/work/science_technology/Pages/default.aspx
Tuesday, October 29th	Morning	<p>Training Workshop - The US life science market, regulatory and patent systems.</p> <ul style="list-style-type: none"> ❖ Global overview on the US market ❖ Where to find a softlanding place ❖ Training on regulations in the US ❖ Training on patent in the US ❖ One-to-one sessions
	Afternoon	<p>Site visit: MassBIO http://www.massbio.org/ This is confirmed for the afternoon.</p> <p>Probably in combination with a meeting with Massachusetts Life Sciences Center</p>
	Evening	Networking diner/reception Possibly early evening cocktail. To be confirmed.

Wednesday, October 30th	Morning	<p>Training Workshop - Investors and Investments, what opportunities are there in the US for European SMEs?</p> <ul style="list-style-type: none"> ❖ Round table discussion with finance, in particular venture capital experts Karin ❖ Presentation from the SMEs in front of the experts ❖ Presentation of public funding by academic or NIH representatives
	Afternoon	<p>Site Visit</p> <ul style="list-style-type: none"> ❖ GNS Healthcare http://www.gnshealthcare.com ❖ Boston Children's Hospital
	Evening	Departure

❖ **Which opportunities are there for you?**

✓ **High quality training sessions**

Participating to this mission in the USA will ensure you valuable exchanges with several experts and consultants. The objective of the training sessions is to facilitate your strategy and guide your first steps towards the American market.

Among the topics, you will find:

- ❖ How to attract investors?
- ❖ How to present my company and pitch?
- ❖ What are the main rules to know in terms of regular affairs and patents?
- ❖ Where to find a softlanding space or incubator?

✓ **A structured preparation of the mission (TBC)**

Before the mission in the USA, you will be asked to prepare a short PowerPoint presenting your company. It will be analyzed by two experts: Karin Hollerbach, CEO of Taku Group (<http://www.takugroup.com/>) and Jamie Harkrider, North East Director of ERAI USA (<http://us.era1.org/front/index.php?lvid=1&lang=en>). A short document, with some advice and some feedbacks will be drafted in response. The aim of this “homework” is to make sure you are at least prepared to present yourself when arriving in the USA.

✓ **High level site visits (TBC)**

- ❖ Boston Children’s Hospital
- ❖ GNS Healthcare, a big data analytics company that has developed a scalable approach for the discovery of what works in healthcare
- ❖ CIC – Cambridge Innovation Center, one of the biggest start-ups incubators in the state
- ❖ LabCentral, a premier, biotech-capable shared lab facility
- ❖ MassBIO, the nation’s oldest biotechnology trade association
- ❖ Sanofi - Genzyme facility in Cambridge

✓ **Personal feedbacks and one-to-one sessions with different experts**

As soon we will have the definitive names & functions of the experts, we will include them in this paragraph

- ❖ Investors
- ❖ Industry peers
- ❖ Industry experts that can provide concrete feedback specific to your company and needs
- ❖ Attorneys
- ❖ US business experts that can help you shape your US market entry roadmap based on today's reality in a changing market

This mission is meant to be interactive and highly value-added for the companies.

❖ **A European mission**

bioXclusters is a project supported by the European Union that unites four leading biotechnology and health care clusters with the objective of **fostering the internationalization of the wide and innovative network of Small and Medium Enterprises** in the participating regions.

Bavaria (Germany), Catalonia (Spain), Piedmont (Italy) and Rhône-Alpes (France) join their knowledge, skills, best practices and dynamic companies in life sciences, with a focus on drug development, healthcare and medical technology. Together, we are a strong and multifaceted partner for other regions of the world.

The project also benefits from the know-how and the long-standing experience of the ERAI agency (Entreprise Rhône-Alpes International), who is the key enforcer of the Rhône-Alpes region for its international economic development.

bioXclusters partners chose the USA as a target market to develop a common internationalization strategy.

❖ **Why the USA?**

The USA represent a key market in life sciences, and notably for Personalized Healthcare. With a life sciences sector weighting \$61 billion and counting about 1.455 companies, among which 300 quoted in stock exchange, the USA is without any doubt the top-leading economy on this market. The life sciences sector is indeed one of the most dynamic one of the American economy were not less than \$30 billion were invested for R&D in 2010. The American life sciences market alone accounts for 70% of the world turnover and for 15 % of the total sales of the biotechnologies market.

Overall investment in personalized medicine increased by 80% between 2006 and 2010, and is expected to grow by another 60% between 2011 and 2015. Expenditures for cancer treatments are projected to reach \$173 billion in 2020, an increase of more than 20% annually, representing 44% of drugs in the biopharmaceutical pipeline.

❖ **Boston, a Life Science hub**

Boston is at the heart of "North East BioMed Corridor", first biotech region of the country, going from Washington DC to Boston, by way Philadelphia and New York. In this area, figure the most prestigious universities specialized in the life sciences among which John Hopkins University as well as the big federal center of research, the National Institutes of Health (NIH).

The geographic distribution of biotech companies reveals a concentration in Boston. Most active American city in the Biotech field, Boston concentrates not less than 150 companies specialized in Biotechnology and a representation of many international pharmaceutical companies. Genzyme, a Sanofi company, has long been the largest employer in the industry in Massachusetts

The top three NIH-funded independent hospitals in the U.S. in 2012 are in Boston. Nine of the top 18 are in Massachusetts. The state accounts for 11.3% of the U.S.-based drug development pipeline. Massachusetts-headquartered companies account for 5% of the global biologics pipeline.