

## International Strategy Development Training: a personal strategic development workshop for Life Sciences Executives of SMEs

***Do you want to strengthen your business plan for your company?, or refresh your thinking about the way to market?, somewhere can you talk to expert advisers, VCs, lawyers, regulatory experts and compare notes with other SMEs in a private no-risk setting?***

The "Fit for Health 2.0" consortium, in collaboration with Barcelona Activa and BioCat, organizes an European international strategy development training for Life Sciences Executives.

The event will take place from **29-30 April 2014 in Barcelona, Spain.**

### **Venue:**

The training will take place at **Barcelona Activa:**  
Carrer de la Llacuna 162-164, 08018 Barcelona, Spain

This training offers Executive level managers and business owners of Life Science SMEs with a unique opportunity to discuss how to overcome the strategic challenges to unleash high growth potential.

Senior experts and trainers in financing & venture capital, regulatory affairs, IPR & legal issues, internationalization strategies and business development management will contribute to this unique opportunity for life sciences entrepreneurs.

*The workshop is a 24 hour experience:* the training starts on 29<sup>th</sup> April late afternoon with a key note lecture and some first interactive sessions. The following day, both, short lectures for the whole groups as well as plenty of time for individual modules are planned. The training contains keynote speeches which paint some of the difficulties that executives usually face developing their technology, products and their organization over a span of 5 years or longer. In the subsequent 3 personal development modules the participants join small groups to work through the issues that are of most relevance to them: you will be able to learn from each other and from the successful industry experts assisting each workshop.

The workshop will accept up to 40 delegates and there is no registration fee, but travel to Barcelona and accommodation should be born by the participants themselves.

The workshop is open to established high-tech/ research intensive companies (SMEs) in the sectors of MedTech, Therapeutics, Diagnostics, high-end research services, etc, with a clear growth potential, and who have not completed their product/services development yet.

Please do consider that registration for the event is not open to consultants!

**Deadline for pre-Registration is 20<sup>th</sup> April 2014.** Selected companies will then receive a formal invitation; as the number of participants is limited don't wait too long to pre-register.

Please find **further information** and **registration** under:

<http://www.fitforhealth.eu/content/international-strategy-development-training>, where the final Agenda will be available soon as well.

**For more information please contact:** Dr Frank Heemskerk, Research and Innovation Management Services; [Frank.Heemskerk@telenet.be](mailto:Frank.Heemskerk@telenet.be), Tel: +32 16 47 40 92

## Strategy Trainings FitforHealth 2.0

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**Concept:** group of SMEs brought in contact with renowned experts on regulatory/legal/IP/public and private funding/CRO-ethics/marketing/etc for **open group discussions**, with the aim to share thoughts and concerns on major barriers to grow their companies, bring technologies to market and to discuss possible solutions. Learning from other entrepreneurs from the same or different sectors, networking, learning from advice from experts, optimizing their business strategy, meeting other experts, meeting potential clients, etc .

**Target group:** up to 40 high-tech SMEs in Biotech, pharma/therapeutics discovery /preclinical and clinical development, diagnostics, Medtech, e-Health, Bio-Informatics, Research services, etc . Business owners, CEOs, VP Business Development, etc . (NOT junior staff, they need to be able to think at strategic level). Added value is in part by participating in mixed groups, learning about possible business models, each other's challenges and possible solutions.

**Selection criteria:** after promotion and collection of pre-registered companies a list of up to 40 companies will be invited based on:

- 1- high tech/ research intensive SMEs in Biotech/Healthcare
- 2- early to mid stage development (after startup, but not yet at mature stage with large private investment)=> established companies
- 3-partnering potential (ie could H2020 participation have a big added value for the company, is there a clear international focus, what experience is there with publicly funded projects)
- 4- growth potential (size of market, leading position, potential to attract further investments, IPR)

**NB:** we foresee a healthy mix between med devices, therapeutics, diagnostics, high-end services, etc and a reasonable geographical spread across Europe

**Venue:** Barcelona Activa. One room for 60 people for plenary, where 2 session groups can continue in separate corners, with access to 2 break out rooms and/or coffee area to host the other 2 groups. Coffee/ catering area for breaks and/or for dinner + lunch.

**Timing:** 29+30 April 2014.

**Agenda:** for draft see next page



## DRAFT Agenda Fit for Health 2.0 Strategy Training

**Venue:** Barcelona Activa

### 29 April 2014

**18.30- 19.00** – formal opening ceremony (speakers from BioCat, Barcelona Activa, Barcelona City)

**19.00- 19.15** – Welcome and Introduction Fit for Health 2.0 (Ines Haberl, Austrian Research Promotion Agency)

**19.15- 20.00** - **Keynote speaker** (Josep Sanfeliu, TBC)

**20.00- 22.30** – Reception

### 30 April 2014

**09.00** opening

**09.10- 11.00** each of the experts (please see their expertise and background below) to present themselves (8x, 10' each)

Coffee break

**11.30-13.00** 1<sup>st</sup> break out session with 4 groups

Lunch

**14.00-15.00** 2<sup>nd</sup> break out session with 4 groups in new composition

Coffee break

**15.30-16.30** 3<sup>rd</sup> break out session with 4 groups in new composition

**16.30-17.15** wrap up with general conclusions presented by the Rapporteurs (10' each)

## Experts/coaches:

**Josep L.I. Sanfeliu**- **venture capital expert (tbc)** (general partner Ysios- Spain, [www.ysioscapital.com](http://www.ysioscapital.com)) focuses on medtech investments and on structuring transactions. Josep serves on the board of MedLumics and is a board observer at Endosense. Josep has over 15 years of experience in law, corporate finance and business development in connection with entrepreneurs and with intellectual property related companies. Before joining Ysios, Josep worked for the pharma and healthcare industries, in areas such as business and corporate development. This included managerial positions at Almirall and SAR-Quavita. Joe also worked at Cuatrecasas, KPMG and Eurohold Corporate Finance, where he was involved in mergers and acquisitions, and financing of innovation and technology. Josep holds a degree in Law from Universitat Pompeu Fabra of Barcelona, a Master of Laws (LL.M) degree from the University of Michigan at Ann Arbor, and an MBA (Global Executive MBA) from IESE (University of Navarra).

**Brian Elliott**- **senior business development and access to medicine** specialist (Procela- Ireland) has spent over 35 years in Senior Management positions in the pharmaceutical industry and the health related public sectors. Following 10 years service with the Irish Government Industrial Development Authority in Ireland, France and Lesotho, Brian entered the pharmaceutical industry where he held positions as International Sales Director with Norton Healthcare Generics (IRL and UK). Brian was International Trade Director, Janssen China, Africa, Middle East, West Asia. Subsequently he served as Senior Vice President, Corporate Alliances and Business Development Tibotec-Virco NV, a Belgian biotech company and was also CEO of Tibotec Virco, Ireland. He established Axios International Consultants Ltd in Ireland, and was Chairman of the organization for 5 years during which he undertook many developing country health related projects including: UNAIDS negotiator with pharma industry on access to antiretrovirals, where he co-designed the UNAIDS Drug Access Initiative and established pilot projects in Vietnam, Chile, Uganda and Cote d'Ivoire. In addition, he acts as an advisor to the Danish Government Overseas Aid Ministry on International HIV/AIDS policy. The design and implementation of several global access initiatives including: BMS, Abbott, Pfizer. Executive Director of The Medical Transparency Alliance MeTA, an alliance of DFID, World Bank, WHO aimed at increasing access to essential medicines in 7 pilot countries and also became a member of AMfM Expert Advisory Panel on review of the project evaluation process. Recently he has advised a number of pharmaceutical companies on the establishment of Global Access Programs.

**Meinhard Good**- **senior regulatory expert** (Switzerland, [www.targetbio.ch](http://www.targetbio.ch) (tbc))// received his Ph.D. in Biochemistry (1987) and a certificate (Executive MBA) in «General Management» (2002), both from the University of Zurich. He has extensive knowledge and experience in the Pharma and Biotech industry since 1987 as Medical Director with Boehringer Mannheim (now Roche), Project Manager at Sandoz (now Novartis), Head Marketing & Sales at Swiss Serum Vaccine Institute (now Crucell) and as Consultant with Target BioScience since 1994.

He has performed a number of consulting projects on a national and international level (i.g. AstraZeneca, Aventis Pharma, Biogen Idec, GlaxoSmithKline, Merck Sharp & Dohme-Chibret, Schering, Wyeth as well as for small/medium Pharma and Biotech enterprises.

**Corporate law- Legal expert** (tbc)

**Morris Berrie** - **business development expert** at Tech Transfer Summit (UK) is Founder & Co-Chairman of Tech Transfer Summit Ltd. and Managing Director of Tech Investor Ltd. Senior strategic adviser to governments, regions and companies throughout the biotech sector on “the business of science”, i.e. strategic business development and capital raising. Previously he was the Chief Executive Officer and Editor-in-Chief of the “Biotechnology Investment Today Group” where he worked with prestigious clients. Prior to that he was Head of Global Intelligence and Business Development for Nature Publishing Group and before that the Compound Director of the Life Science patent and drug registry content of the Investigational Drug database (IDdb) owned by Thomson Reuters. He has worked at Schering AG, is a Chartered Chemist, a Member of the Royal Society of Chemistry and was the recipient of an European DG Post-Doctoral Fellowship upon completing his Ph.D. at Imperial College, London. He also holds a seat at the Business Strategy, Publishing and Awards Committees of the Society of Chemical Industry.

**Frank Heemskerk** - **int’l cooperation, innovation and public funding expert** (Research & Innovation Management Services- RIMS- Belgium) has 15 years academia plus 17 years international business experience, expert on EU funding, best practices in research and innovation management, founder of tech transfer association of Europe.

**Claudia Schacht** - **IPR expert** (Eurice- Germany) European IPR Helpdesk, is heading the LifeScience division of Eurice. With a background in Medicine and languages, Claudia has been working in EU funded research projects since the year 2000 and is currently coordinating a portfolio of 28 ongoing FP7 LifeScience projects. Furthermore, she is working as an adviser and trainer within the IPR-Helpdesk team in particular with regard to FP7- Life Science topics.

**Aitana Peire** - **valuation and investment expert** (Venture Valuation, Switzerland)