

# Strategies for Life Science Cluster Development Conference



10-11 April, 2008  
Konzerthaus, Freiburg, Germany

Organised by



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Supported by:



# Strategies for Life Science Cluster Development Conference

THURSDAY 10TH & FRIDAY 11TH APRIL 2008

## Conference Partners

The Strategies for Life Science Cluster Development Conference is taking place with the support of BioValley, the life science cluster for the bioregions of Alsace, France; South Baden, Germany; and northwest Switzerland, with centres in Strasbourg, Freiburg and Basel. BioValley is one of the first European initiatives in the field of life sciences, and in the past 10 years has given significant emphasis and impetus to life sciences development in the tri-national European region. Today, BioValley is a unique, global, cross-border life science cluster with one of the world's highest densities of life science activities and around 40 per cent of all international pharmaceutical companies can be found in the BioValley.

Life Science CLUSTERS magazine is the first magazine exclusively dedicated to the life science cluster sector. The magazine assists the reader in the process of decision making on where to locate successful life science businesses. Now entering its second year of publication, Life Science CLUSTERS is published quarterly and is establishing itself as a highly sought-after source of information for decision makers in this sector.

## Strategies for Life Science Cluster Development

The Strategies for Life Science Cluster Development conference features speakers from life science clusters; regional development agencies; and legal, financial and market research specialists, plus other strategic partners and consultants. It will cover a range of topics within the framework of life science cluster development.

Delegates will come from recently established biotech companies, emerging biopharma and large biotech and pharma companies who are looking to set up or expand their businesses in a particular region.

The conference is aimed at strategic decision makers from Life Science companies, including CEOs, COOs, CFOs and others involved in long-term decision making for their companies.



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## Conference programme:

Chaired by Tim Williams – Editor, Life Science CLUSTERS Magazine

### CONFERENCE DAY ONE – Thursday, 10 April, 2008

- 9.15am Introduction and Welcome: Dr Bernd Dallmann – CEO, BioValley
- 9.30am Dr Bernd Dallmann – CEO, BioValley:  
“BioValley – The Leading Trinationl BioCluster in Europe”
- 10.00am Dr Linda Magee – Biotechnology Sector Head and Head of Bionow. Northwest Development Agency:  
“Building a Regional Biomedical Cluster – what are the key ingredients for success?”
- 10.45am-11.00am Coffee and time to visit exhibition
- 11.00am Professor Roel Bellens, CEO – Strategus:  
“Bridging science and finance over the biotech lifecycle optimizes strategic decision making”
- 11.45am Dr Tony Jones, Director of Biotechnology & Healthcare - London First  
“Role of regional life science business networks”
- 12.30pm Roundtable discussion
- 1.00pm Lunch and time to visit exhibition
- 2.15pm Fred Sorenson – General Manager, Analytica International:  
“Value-Based Pricing and Reimbursement - Strategies for Start-up Companies within Life-Science Clusters”
- 3.00pm Dr Andrew Reason - Managing Director, M-Scan GmbH and M-Scan Ltd:  
“Establishing a contract analytical laboratory in the BioValley”
- 3.45pm Dr Emanuela Todeva - SEHTA International Cluster Developer and Senior Lecturer at the University of Surrey, UK:  
“The Scope and Depth of the Health Technology Cluster in the South East of England”
- 4.30pm Coffee and time to visit exhibition
- 6.00pm Networking Reception  
Venue to be advised

### CONFERENCE DAY TWO – Friday, 11 April, 2008

Chaired by Tim Williams – Editor, Life Science CLUSTERS Magazine

#### Confirmed Speakers:

- 9.15am Dr Stella Clark – CEO, The Bio21 Cluster:  
“A vibrant life sciences research cluster in Melbourne, Australia”
- 10.00am Dr Christian Garbe – Managing Director, FIZ Frankfurter Biotechnologie GmbH:  
“FIZ Frankfurt Biotechnology Innovation Center – A Business Oriented Cluster Initiative”
- 10.45am-11.00am Coffee and time to visit exhibition
- 11.00am Dr Susanne Daniel – Event Manager, Innocel Innovation-Center Lörrach:  
“Innocel Innovation-Center Lörrach – Area Development in a Trinationl Region”
- 11.45am Richard Hayhurst – CEO, Hayhurst Media  
“Effective PR and Marketing for a Life Science Cluster Region”
- 12.30pm Roundtable discussion
- 1.00pm Lunch and time to visit exhibition
- 2.00pm Frederick Druck, Director Communications – BioWin:  
“Title to be advised”
- 2.45pm Joel S. Marcus - CEO, Alexandria Real Estate Equities:  
“Clusters and Commercialisation in Life Sciences”
- 3.30pm Conference round-up – Tim Williams
- 3.45pm Conference Closes

*The organisers reserve the right to amend the conference programme as circumstances dictate*

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## Top-Quality Speaker Line-up

The Strategies for Life Science Cluster Development conference presents a range of key topics essential for establishing a life science company in a particular region. Through practical experience, case studies and in-depth discussions the conference features a distinguished speaker line-up with experts in the field from industry, cluster regions, research institutes and real estate. Prominent expert speakers presenting include:



**Tim Williams – Editor, Life Science CLUSTERS Magazine.** After gaining a degree in Botany and working as a data analyst for the UK Ministry of Defence, Tim went into publishing, first of all with IPC in London and then with two newspaper groups in Wales where he was director in charge of the introduction of new technologies into *The Brecon and Radnor Express* and *The Cambrian News*. During this time he was editor of *Skywings* magazine for which he gained a certificate of merit from the Royal Aero Club. His interest in biosciences was kept alive through work for *Nature* and other science publishers whilst being a technical director at Cambrian Printers led him into the Life Science Clusters project and to take on work in Technology Transfer at Aberystwyth University. Tim lives with his wife Liz on his family-owned sheep and wind-farm in Wales, enjoys sailing, arboriculture and the fun his son and daughters bring him through their work and social circles in New York, London and Cardiff.



**Dr Bernd Dallmann – CEO, BioValley.** Dr. Dallmann has been director of the Management and Marketing organisation for the City of Freiburg (FWTM) since 1987. He is also chairman of the Technology Foundation BioMed Freiburg, which was founded in 1996 and coordinates the activities of the BioRegion Freiburg as well as of the German platform BioValley. From the beginning Dr. Dallmann has shaped the BioValley initiative significantly. From the middle of 2004-2006 he was president of the BioValley Central Association. Today, he is its vice president.



**Dr Linda Magee – Biotechnology Sector Head and Head of Bionow, Northwest Development Agency.** Linda is the Biotechnology Sector Director and Head of Bionow® for the North West Development Agency (NWDA). Her role is to develop the North West Region's biomedical cluster, one of the largest in the UK, and to support and promote the biotechnology, pharmaceutical and healthcare industry sectors, and interaction with the academic, research and clinical communities. Linda is also the Project Director for £34M (\$68M) National Biomanufacturing Centre® at Speke, Liverpool and manages the NWDA funds for a major portfolio of life science based projects with a total value of some £130M (\$260M). Linda represented the English regions on the UK's Bioscience Leadership Council for its lifetime and currently sits on a number of national committees including the Industry Strategy Panel of the Biotechnology & Biological Sciences Research Council (BBSRC) and the Steering and Strategy Committee of Bioprocess UK (a DTI funded Knowledge Transfer Network). The NWDA is also the lead RDA for biotechnology for the UK Government Dept. for Business, Enterprise & Regulatory Reform (formerly the Dept. of Trade & Industry). Linda has a PhD in Medical Biochemistry from the University of Southampton and has written several articles and spoken widely on various aspects of bioincubation, start-up requirements for biotech companies, biotechnology clustering and biomanufacturing.



**Professor Roel Bellens is Founder and Managing Director of Strategus, the biggest independent valuation consultancy in the Low Countries.** He is also Professor and co-founder of the Department of 'Finance & Risk Management' at the European College, Brussels and is visiting professor for special financial topics and value management at the universities of Louvain, Belgium; Groningen, The Netherlands; Sofia, Bulgaria; Saint Petersburg, Russia; and Stalowa Wola, Poland. He is a specialist in the field of risk and value management and is advisor to several private and public companies worldwide. He acted also as Group Controller, Area Director and Board Member for Johnson & Johnson in, among others, Japan and the UK. Roel Bellens has published 3 books and more than 100 articles and case studies, including the original Marlboro Friday case study. He acts also as an independent advisor to the Board of Directors of several Belgian and international companies. He founded Strategus in 1999 to bridge the gap between academia and corporate finance. The company is a specialist, among others, in the valuation of research compounds and portfolios, intangible items and brands.



**Dr Tony Jones, Director of Biotechnology & Healthcare - London First.** After completing a PhD in Biochemistry (1992) from the University of Southampton UK, Tony undertook several years of post-doctoral research in the oncology field, primarily with the Imperial Cancer Research Fund taking novel neuropeptide antagonists into Phase 1. In 1997, he moved into Technology Transfer with the Medical Research Council and later (1998) moved to University College London. Tony was Business Development Manager at the Wolfson Institute for Biomedical Research until November 2003, responsible for the commercialisation of the Institute's intellectual property, negotiation of collaborative deals and the creation of spin-out companies. In November 2003, he took up the post of Director of Biotechnology & Healthcare at London First, managing the London Biotechnology Network and promotion of London's excellence in healthcare research and delivery. Recruited as Director in late 2003 for the London Biotechnology Network (LBN), Tony has moved the LBN from a primarily inward looking London group to an outward facing business network. Over that time he introduced membership fees, greater international links and much greater visibility for London's life science cluster.



**Fred Sorenson – General Manager, Analytica International:** Fred has worked for the past 25 years on behalf of the pharmaceutical and medical device industries as an external consultant in varying capacities including biostatistician, data manager, auditor, medical writer and project manager on a wide range of drug/devices and diseases. He began in the industry working in the field of health economics and was one of the co-authors of "EUROCARE", a book that systematically examined the health care systems, including reimbursement, of 5 European countries. In 1995, he co-founded the Institute for Medical Outcomes Research (IMOR) in Lörrach, Germany and worked as one of the Managing Directors for its entire 8 years before it merged with The Analytica Group in NYC to become Analytica International. Prior to that, Fred worked for 10 years at a medical research institute in Switzerland where he was Vice President and Head of Biostatistics.

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**Dr Andrew Reason - Managing Director, M-Scan GmbH and M-Scan Ltd.** Dr Reason joined M-Scan Limited in January 1994 as a Biochemist to develop the Biochemistry/Biotechnology group within the company. He was promoted in September 1999 to a Director of the company and in October 2002 became Managing Director of M-Scan Ltd. In August 2006, he was also appointed Managing Director of M-Scan GmbH. Prior to joining M-Scan, Dr Reason undertook postdoctoral research at University of London, Imperial College, into the characterisation of glycoproteins including parasitic excretory-secretory antigens, in particular those excreted by the parasitic nematode *Trichinella spiralis*.

Dr Reason is a First Class Honours graduate in Biochemistry of University of Wales, Swansea. He obtained his Ph.D. at Imperial College under the supervision of Professors Anne Dell and Howard Morris and in collaboration with the group of Professor Gerald Hart at the University of Alabama (Birmingham, USA). The thesis was entitled 'Characterisation of O-linked GlcNAc in nucleoplasmic and cytoplasmic glycoproteins'



**Dr Stella Clark – CEO, The Bio21 Cluster.** Stella Clark is CEO of the Bio21 Cluster, a health sciences/biotechnology cluster of research institutions which facilitates collaboration to maximise opportunities from Melbourne's biomedical research strengths and translate them into outcomes that address issues related to human health and disease. Prior management experience was as General Manager, School of Graduate Studies, University of Melbourne and Scientific Executive Officer at the Baker Medical Research Institute. Before this she was an active biomedical research scientist in the area of diabetes. After gaining a PhD from the University of Melbourne in 1984, Stella spent three years as a CJ Martin Fellow at the Imperial Cancer Research Fund in London before returning to a research career in Australia. Her involvement on the Board and Executive of the Australian Society for Medical Research, culminating as President (1995), heightened her interest in broader aspects of medical research including politics, policy and PR and led to her move into research management. In 2000, Stella was President of the Australasian Research Management Society.

**Richard Hayhurst – CEO, Hayhurst Media.** Richard has a proven track record and wide experience in PR and marketing in the Life Science sector. In addition to his responsibilities at Hayhurst Media he is a consultant to Alto Marketing, a member of the London Biotech National Steering Committee, a member of the Institute of Public Relations and founder director of De Facto PR. Recent projects include heading up PR for EuroGentest, the European Commission's genetics programme, London Biotechnology Network, consultancy and media relations for the Genesis London Biotech Conference. Life Sciences Norway – strategic consultancy on developing Norwegian biotech sector. Other clients have included GlaxoWellcome, Macmillan, UCB Pharma and Affymetrix.



**Dr Christian Garbe – Managing Director, FIZ Frankfurter Biotechnologie.** Since 2002 Dr. Garbe has been the Managing Director of FIZ Frankfurt Biotechnology Innovation Center. FIZ facilitates knowledge and expertise that set new standards for biotechnology business partnerships. Before taking charge as Managing Director of FIZ, he was Senior Manager at DZ Bank in Frankfurt am Main, Germany, from June 2000. He successfully managed the Biotech STARS Certificate of DZ Bank, a portfolio of biotechnology and genomics stocks and was responsible for the bank's advisory services to biotechnology and genomics companies. Prior to joining the DZ Bank, Dr. Garbe spent three years working as a business analyst and business chain manager at Novartis AG in Basel, Switzerland, and later in Frankfurt am Main, Germany. Dr. Garbe was awarded his Doctorate in Economic and Social Sciences from the Department of Agronomy at the University of Göttingen in 1996.

To date, Dr. Garbe has written over 80 biotechnology/pharmaceutical investment articles and reports within the European Union, including the books "Chance Biotechnologie – Leitfaden für Investoren" as well as "Investing in Biotechnology".



**Dr Susanne Daniel – Event Manager, Innocent Innovation-Center Lörrach.** Susanne Daniel, Ph.D. is founder and CEO of Scivent, located in Lörrach, Germany. Scivent is specialized in project management and in the planning and organization of events including scientific conferences and business meetings. Since 2000 she has been engaged in the event management of the Innocent Innovation Center in Lörrach, where she is responsible for the concept and organization of networking activities for Life Sciences companies (e.g. BioValley-Treffpunkt Lörrach, Science et Cité Lörrach, collaborations with BioValley Basel, e.g. BioValley Life Sciences Week). Prior to founding Scivent she worked for six years in conference management at the Convention Center in Basel and at Bureco AG, Switzerland. She organized the MipTec meetings from 1996 until 2000 and many other regional and international events. She studied biology at the University of Münster, Germany. Following her Ph.D. in biochemistry she did a post-doc in cancer research for four years at the Institute of Immunology, University of Freiburg, Germany.



**Dr. Emanuela Todeva, Ph.D. (Sociology)** is International Cluster Developer for the South East of England Health Technology Alliance, and a Senior Lecturer in Strategy and International Business at the University of Surrey in the UK. Her recent research is focused on international business networks and business clusters, cooperative business strategies and alliances, industrial analysis of the health technology sector and the global information sector, privatisation, foreign direct investment and the restructuring of business networks in the transition economies in China, India, Central and Eastern Europe. Her most recent book on 'Business Networks: Strategy and Structure' has received a wide popularity among academics and business practitioners.



**Joel S. Marcus - CEO, Alexandria Real Estate Equities. J.D., C.P.A. – Chairman/Chief Executive Officer.** Founder and Director of Alexandria Real Estate Equities, Inc., a \$5.6 billion total market capital NYSE company. Joel Marcus has extensive expertise, experience and contacts in the life sciences and real estate industries. He is highly experienced in real estate, finance and capital market matters, venture capital and mergers/acquisitions. He has been involved with the formation, financing and operations of companies ranging in size from multi-billion dollar conglomerates to start-ups. He won the 1999 Ernst & Young "Entrepreneur of the Year" Award: Los Angeles – Real Estate. He was the New York Academy of Sciences Economic Development for Science Award recipient for leadership in support of New York City as a center of scientific excellence. He received his undergraduate and graduate degrees from the University of California, Los Angeles.

# Registration for Strategies for Life Science Cluster Development

10-11 April, 2008, Konzerthaus, Freiburg, Germany

## Conference Registration includes:

- Attendance at all conference sessions
- Unlimited access to the BioFine Europe Exhibition
- Lunch & refreshments on each day
- BioFine Europe Convention Networking Reception on 10 April

## REGISTRATION FORM

### DELEGATE FEES

2-DAY CONFERENCE – £595 OR €892

REGISTER 3 DELEGATES, SAVE 10%

### FIRST DELEGATE

COMPANY: .....

NAME: .....

JOB: .....

TITLE: .....

ADDRESS: .....

.....

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POSTCODE: .....

COUNTRY: .....

EMAIL: .....

TELEPHONE: .....

MOBILE: .....

FAX: .....

### SECOND DELEGATE

NAME: .....

JOB TITLE: .....

ADDRESS: .....

EMAIL: .....

TELEPHONE: .....

### THIRD DELEGATE

NAME: .....

JOB TITLE: .....

ADDRESS: .....

EMAIL: .....

TELEPHONE: .....

### METHOD OF PAYMENT

CREDIT CARD

CHEQUE

INVOICE ME

ALL PAYMENTS MUST BE RECEIVED BEFORE THE EVENT DATE. CONFIRMATION OF YOUR REGISTRATION WILL BE SUPPLIED BY FAX OR E-MAIL AND YOUR INVOICE WILL BE SENT TO YOU BY POST.

### CREDIT CARD DETAILS

AMEX  VISA  MASTERCARD

CARD NO: .....

3-DIGIT SECURITY CODE: .....

EXPIRY DATE .....

CARDHOLDERS NAME: .....

ADDRESS (IF DIFFERENT FROM FIRST DELEGATE NAME): .....

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SIGNATURE: .....

### INVOICE TO:

NAME: .....

COMPANY: .....

ADDRESS (IF DIFFERENT FROM FIRST DELEGATE NAME): .....

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TELEPHONE: ..... FAX: .....

### Terms and Conditions of Business

#### Exhibition & Sponsorship opportunities

Discounts. Complete the details for all three delegates and your 10% discount for the combined total will automatically be applied. The offer only applies where all delegates are booked simultaneously and at the same billing address. Attendee names can be substituted at any time prior to the conferences taking place, but please notify us of this as soon as possible. Substitutions/Cancellations. Should you be unable to attend and cancel in writing by March 10, 2008 at the latest, avakado Conferences will refund your registration fee less £200 to cover administration costs. It is regretted that after March 10, 2008 refunds are not possible. Substitutions can be made at any time.

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#### Venue Information

The conference is taking place at the excellent facilities of the Kongresszentrum Konzerthaus Freiburg, located in the heart of the city in Konrad-Adenauer-Platz. A shuttle bus service operates directly from EuroAirport Basel Mulhouse Freiburg to the Konzerthaus. In addition, the venue is situated just 50 metres from Freiburg's Central Railway Station, and it also has 1,000 parking spaces.

#### Hotel Information

The Novotel Freiburg Hotel is attached to the convention venue. To reserve your accommodation or for further information go to [www.biofineurope.com](http://www.biofineurope.com) and click on the Travel & Stay link.

#### The Exhibition

Now in its fifth year, the BioFine Europe Exhibition has become an important annual event for drug discovery and development. Leading companies will be showcasing their products and services to support drug discovery and development. Entrance to the BioFine Europe Exhibition is free of charge to all registered conference attendees. For further information visit [www.biofineurope.com](http://www.biofineurope.com)



For more information contact  
Tom Mulligan, Conference Director,

avakado Ltd, 13 Market Square, Horsham  
West Sussex, RH12 1EU, United Kingdom  
Tel: +44 (0)1403 220755 Fax: +44 (0)1403 220761  
Email: [tom@avakado.eu](mailto:tom@avakado.eu)  
[www.biofineurope.com](http://www.biofineurope.com)