



bioXclusters
European Cluster Partnership
on Personalised Healthcare

bioXclusters

An EU-Japan multi-partners alliance for supporting
business in health-related life sciences



This initiative is part of the project bioXclusters plus – the European Strategic Cluster Partnership (ESCP) on Personalised Healthcare which has received funding from the European Union's COSME Programme (2014-2020)





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Who we are ?

**bioXclusters is the leading European Alliance
of 4 clusters in Personalised Healthcare
since 2012**

**GATHERING STRONG FORCES
from the entire innovation value chain**

Key data



3,300
SMEs



358,000
Jobs in private and
public sector



23,000
Researchers in
public sector



16,000
Hospital beds



MAIN FOCUS AREAS

personalised medicine, *In-vitro* diagnostics, oncology, cardiovascular, inflammatory, infectious diseases and regenerative medicine





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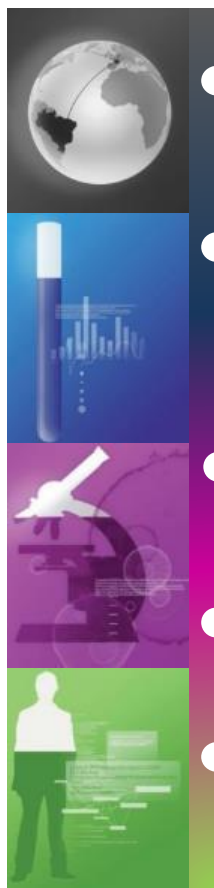
The ambition of the alliance

The objectives are :

- ▶ **Fostering the internationalisation processes of SMEs by offering tools and expertise**
- ▶ **Acting as a key entry point to Europe for global players in the sector**
- ▶ **Developing a “Gateway” approach to accelerate the success of European SMEs in important targeted markets. The Gateways...**
 - ... are facing similar challenges (tapping into customer networks, health costs level, regulatory environment, etc.)
 - ... focus on certain areas (ageing, chronic diseases, etc.)
 - ... are offering collaboration opportunities both ways
 - ... are able to facilitate market access for EU companies



The Gateway Approach: more than a simple MoU



Exchange of information about the local markets, major players, how to start a business in the Parties' countries

Support to identify the right partners (companies, universities, research centers, researchers) in the Parties' countries to develop projects or business ideas

Organisation of tailor-made meetings and B2B events with local professionals and experts

Support for a virtual or physical office (soft landing); Turn-key service to set up companies or subsidiaries

***From information...
...to tailored SME support***

Free of charge or fee-based, depending on the company needs and the Gateway

These are our active Gateways



EUROPE

> BAVARIA



> PIEDMONT



> CATALONIA



> AUVERGNE RHONE ALPES



NORTH AMERICA

SOUTH AMERICA

> US



> CANADA



> BRAZIL



ASIA

> JAPAN



> SOUTH KOREA



> CHINA



> AUSTRALIA





BioM: A European Cluster sets its strategic focus on Japan

- ▶ 2010: **Innovative SME technologies for Personalized Medicine** (BioM's ["m4 - Personalized Drugs and Targeted Therapies"](#) program)
- ▶ Strategic workshops: **Japan is the main target region** to make Bavarian innovations available in the global value chain
- ▶ **Japan-focussed seminars, Round Tables, missions** (conventions, B2B meetings, trade shows), Bavarian Representative in Tokyo
- ▶ Building up a **strong, interactive network in Japan** including a **Partnership Agreement with Osaka Bio Headquarters**
- ▶ Taking the focus on Japan into **national and European funding schemes**, Japanese staff at BioM





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bioXclusters goes Japan

bioXclusters missions and events:

▶ bioXclusters Missions to Japan starting 2016

- › SME training day, co-organized by the EU Japan Centre
- › “Japan European Biotech & Pharma Partnering Conference”, one day before BioJapan in Osaka, with the support of Osaka Bio Headquarters and the EU Japan Center
- › BioJapan Convention, mid Oct, Yokohama
- › bioXcluster at the Bio Cluster Summit from JBA, and others



▶ “EU Japan Cluster Matchmaking Event”, 8 Nov at BIO-Europe 2016, bioXcluster with the support of the EU Japan Centre

▶ bioXclusters “Global Gateways for European life science clusters and their companies”, 6 Nov at BIO-Europe 2017, with Osaka Bio Headquarters





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bioXclusters Gateway Japan: Osaka

bioXclusters ongoing cooperation with Japan

- ▶ **MoU with Osaka Bio Headquarters on 11 Oct 2016:**
 - › A “Gateway” to Osaka region for European life science companies.
 - › An entry point for Osaka region life sciences organizations to Europe.
 - › Foster agreements and joint development programs.
 - › Build a solid and long-lasting relationship for the benefit of SMEs.
 - › Exchange knowledge on lowering barriers and sharing best practices.

- ▶ **Cooperation agreement extension on 9 Oct 2019:**
 - › Promotion of market entry of SMEs
 - › Promotion of Biotech/Medtech events & missions

- ▶ **Ongoing bioXclusters support for the Osaka Partnering Conference**





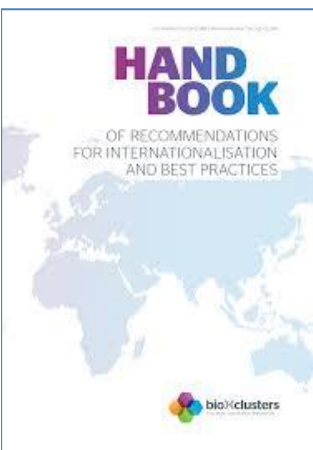
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Building competence

bioXclusters offers online tools to support doing business with Japan:

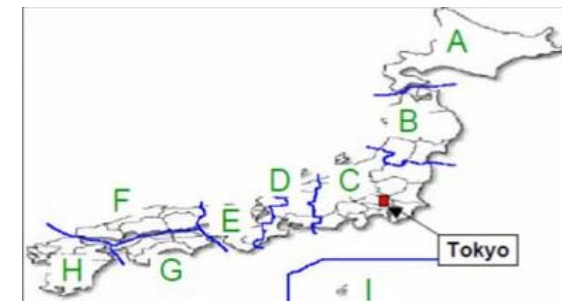
► eLSi business support information on the target market Japan:

- › The life science industry in Japan
- › Life Science business culture and negotiation process in Japan
- › Business etiquette in Japan - Dos & Dont's
- › Starting your business in Japan
- › Language - basics & tip



► bioXclusters “Handbook of recommendations for internationalisation and best practices”

► bioXclusters Japan Country Report (health and technology sector)





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Success factors: macro

benefits for bioXclusters alliance:

- ▶ Direct SME support for market entry: market reports, matching with Japanese companies, introduction to service providers to support market entry, training
- ▶ Long-term bi-directional relationship with Osaka Bio Headquarters accelerating business success of cluster members: Osaka Conference!
- ▶ Expertise gained and tools developed as stepping stone for further Japan-related programs and initiatives
- ▶ Higher visibility of European business opportunities in Japan
- ▶ Establishment as competence centres for Japan in Europe





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Success factors: micro

Japan-related achievements of BioM:

- ▶ 2 MoUs (Osaka, Kawasaki)
- ▶ 8 Japan missions: 93 Bavarian SME participations
- ▶ 2.7 mio EUR public funding for R&D projects with Japan
- ▶ 2017-2018 approx. 500,000 EUR public funding for BioM just for dedicated Japan projects
- ▶ Contact point for Japanese companies interested in doing business in Bavaria: Bavarian Representative Office in Tokyo



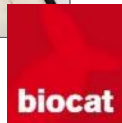
- ▶ Bavarian Round-Table Japan
- ▶ EU-Japan Cooperation platform
- ▶ Market entries for Bavarian companies in Japan, cooperations with agents and distributors, cooperations amongst Bavarian companies sharing their networks
- ▶ Trade missions to Osaka Event; German booth at BioJapan





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bioXclusters alliance contact details



Montse DABAN

Scientific and international relation director

mdaban@biocat.cat

+34 93 310 3330

www.biocat.cat



Dr. Stephanie WEHNELT

Head of International Affairs

wehnelt@bio-m.org

+49 (0)89 89 96 79 29

www.bio-m.org



Alberto BALDI

Cluster coordinator

baldi@bioindustry.park.it

+39(0) 125 561.311

www.biopmed.eu



Simon GUDIN

Head of International Affairs

Simon.gudin@lyonbiopole.com

+33 (0)4 72 76 53 30

www.lyonbiopole.com

