

## Fit for Health 2.0 International Strategy Development Training: a personal strategic development workshop for Life Sciences Executives of SMEs

29-30 April 2014

Barcelona Activa, Carrer de la Llacuna 162-164

**Barcelona, Spain**

### Agenda

<b>29 April 2014</b>
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**18.00-18.30** Arrival & registration

**18.30- 19.00** Formal opening ceremony and introduction

*Ines Haberl, coordination Fit for Health 2.0, Austrian Research Promotion Agency, Austria*

*Silvia Labé, BioCat, Barcelona, Spain*

**19.00- 20.00** Keynote speech: Venture Capital Financing

*Josep L.I.Sanfeliu, Ysios Capital, Spain*

**20.00- 22.30** Reception and networking

**30 April 2014**

- 09.00** Welcome and introduction  
*Frank Heemskerk, RIMS, Belgium*
- 09.10- 11.00** Experts session  
*Josep L.I.Sanfeliu, Ysios Capital, Spain*  
*Brian Elliot, Procela, Ireland*  
*Enda Kenny, metaphase ltd, Ireland*  
*Peter Verhaeghe, VVGB Advocaten – Avocats, Belgium*  
*Morris Berrie, Tech Ttransfer Summit, UK*  
*Jörg Scherer, EURICE, Germany*  
*Aitana Peire, Venture Valuation, Switzerland*  
*Frank Heemskerk, RIMS, Belgium*
- 11.00-11.30** Coffee break
- 11.30-13.00** 1<sup>st</sup> break out session with 4 groups
- 13.00-14.00** Lunch
- 14.00-15.00** 2<sup>nd</sup> break out session with 4 groups in new composition
- 15.00-15.30** 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

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

### Experts/coaches:

**Josep L.I. Sanfeliu**- **venture capital expert** (general partner Ysios- Spain, [www.ysioscapital.com](http://www.ysioscapital.com))



(keynote speaker)

Josep L.I. Sanfeliu focuses on medtech investments and on structuring transactions.

Josep serves on the board of MedLumics and CVRx. Formerly, he was member of the board of Sabir Medical and board observer at Endosense (now St.Jude Medical).

Josep has close to 20 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 and operations. 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 (GEMBA) from IESE (University of Navarra).

**Brian Elliott**- **senior business development and access to medicine specialist** (Procela- Ireland) h



Brian 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). 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 acces to antiretrovirals, where he co-designed the UNAIDS Drug Access Initiative and established pilot projects in Vietnam, Chile, Uganda and Cote d'Ivoire. 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.

**Enda Kenny**- senior regulatory expert (Ireland)

Metaphase is an independent consultancy offering contract services in product development and project management for the biotech, pharma and medical technology industries. Previously, he was CEO of Chiroxia Ltd, Vice President, Global Regulatory Affairs and Quality Assurance of Stryker Biotech between 1996 and 2003, Manager, Quality and New Product Technology of Inamed Ireland for 3 years and Business Development Manager of Delta Biotechnology Limited (1985-1990).

**Peter Verhaeghe** senior corporate legal expert (Belgium)

Mr. **Verhaeghe** graduated magna cum laude in law from the KU Leuven in 1981. From 1981 to 1983, he was an assistant professor of tax law at the KU Leuven. He earned his LL.M. at Harvard Law School in 1984. He speaks fluently Dutch, French and English, and has a working knowledge of German. He started his career in private practice with Cleary Gottlieb Steen & Hamilton LLP (“CGSH”) in 1984 in New York. Thereafter through 1992 he worked in the Brussels and London offices of CGSH. From 1993 through the middle of 1999 he was an equity partner with Akin Gump Strauss Hauer & Feld LLP working from the Brussels office with legal and tax activities throughout the EU, Africa and the former USSR. In 1999 he joined forces with Edwin Vermulst to lay the founding of the VVGB law firm.

**Morris Berrie** Business Development expert (TTS - UK)



Dr. Morris S. Berrie is Co-Chairman of TTS Ltd and Managing Director of Tech Investor Ltd. The former is an organization that globally facilitates deal flow in TTO / the early stage start-up / SME biotech sector whilst the latter specifically aids and advises Govs and companies throughout the biotech sector on ‘the business of science’, i.e. business development, strategy, licensing and capital raising. Prior to these roles he was both the Chief Executive Officer and Editor-in-Chief of the Biotechnology Investment Group and during this period he worked with prestigious clients including: US National Institutes of Health (NIH), InvestAustralia, Trade Canada, UBS, JPMorgan, Wachovia, Nomura, Deutsche Bank, Morgan Stanley, TVM, Orbimed, SGCowen, MPM, Hambrecht&Quist Capital Management, Pfizer, GSK, Merck, BMS, J&J, Eli Lilly and AstraZeneca. He has also consulted for several well-known companies operating in the life science and media sectors. Previously he was Head of Global Intelligence and Business Development for Nature Publishing Group and responsible for the research and development of key product launches and the organization of the Business Intelligence Seminars. Dr. Berrie originally began his career at Current Drugs (now Thomson Reuters)

where he managed the life science patent and drug registry content of the Investigational Drug database (IDdb). He has worked at Schering AG, GlaxoWellcome, is a Chartered Chemist (CChem), a Member of the Royal Society of Chemistry (MRSC) and was the recipient of a European DG Post-Doctoral Fellowship upon completing his Ph.D. at Imperial College, London. He also sits on the Business Strategy, Publishing and Awards Committees of the Royal Society of Chemical Industry.

**Frank Heemskerk** - int'l cooperation, innovation and public funding expert (Research & Innovation Management Services- RIMS- Belgium).



After an academic background of 15 years in neurochemistry and pharmacology in the Netherlands (U Utrecht), USA (National Institutes of Health) and France (U Pasteur), Dr Frank Heemskerk joined a small Bio-pharmaceutical company in Belgium, world leader in R&D for HIV drug discovery, development and diagnostics. As Director Research Coordination & Funding, he was responsible for the Co-ordination, Management and Administration of all publicly funded Research projects in the company and the Business Development aspects of the external Research collaborations. In this position he supported the growth of the company from 28 to more than 250 employees over 4 years, through a merger, multiple private placements and finally an acquisition for 500 M€ by Johnson & Johnson. His leadership positions as President of EARMA ([www.earma.org](http://www.earma.org), a network of research managers in hundreds of academic and industrial European organizations), as co-founder of ProTon Europe ([www.protoneurope.org](http://www.protoneurope.org), Europe's largest association of University Technology Transfer offices of over 500 universities) and as founder and CEO of RIMS ([www.rimsinternational.com](http://www.rimsinternational.com)). This way he combines 15 years of academic research with >17 years in the private sector. He has been involved in >42 EU projects since FP4 and served on the Board of several start-up companies. Since 17 years he serves regularly as an expert Evaluator to the European Commission, as innovation expert for various government and European organizations, and as Senior Associate of the European Institute for Asian Studies ([www.eias.org](http://www.eias.org)).

**Jörg Scherer** - IPR expert (managing director Eurice GmbH- Germany) European IPR Helpdesk



Jörg Scherer has over 15 years of experience providing IP consultancy and support services within the framework of international research and technology and business cooperation projects. He is the founder and Managing Director of the European Research and Project Office (Eurice) GmbH, a

German SME consultancy company offering high-level services in the field of research and innovation management. He has a demonstrated track record in the coordination and management of over forty European RTD projects spanning the 4th-7th EU Framework Programs for Research and Technological Development. According to the latest FP7 monitoring report of 2013, Eurice ranks among the Top 20 SME participants in FP7. He started his career in the European innovation business with a traineeship at the European Commission (DG Energy), followed by a Robert-Schuman Fellowship at the European Parliament (DG Internal Market) and positions as European Liaison Officer at the Universities of Paderborn and Saarbrücken. Besides Eurice, he founded two further SME consultancy companies in Germany and Italy, and has been working as an advisor of different business incubators and technology transfer centers in Europe. Within EU programs, he has coordinated eight research and innovation support measures such as Elan2Life to set-up National Contact Points under FP7 in Latin American countries, and CREATE to establish technology transfer centers at Croatian universities. Jörg is frequently invited by the EU Commission, by national and regional governmental agencies for science and technology as well as by research institutions and companies to speak on and conduct training sessions about IP and innovation-related activities within EU Framework Programs. He has been appointed by the EC as an evaluator for the Enterprise Europe Network as well as for programs addressing knowledge and technology transfer within academic-industrial collaborations. He has been involved in the activities of the European IPR Helpdesk since 2005. Within the current service provider team, he is coordinating a comprehensive IP capacity-building program scheme with over 50 training sessions per year in the field of IP Management. He is involved in Enterprise Europe Network activities for over 10 years, since 2013 as a full staff member.

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



Before joining Venture Valuation in 2013 as business analyst, Aitana worked as Pharma equity research analyst for Kepler Cheuvreux, covering Valneva, Basilea and Lonza. Prior to that, she worked as consultant for Stratas Partners, based in Basel, focusing on projects on market access, pricing and reimbursement, and budget impact modelling. Finally, she started her career in Finance with a position as investment analyst for London-based hedge fund Carval Investors, as part of the NPL team, where she assisted in the pricing and performance analysis of investments across several geographies. Aitana holds a PhD in Evolutionary Genetics from the University of Groningen (Netherlands) and is a CFA Level II candidate.