

Profession: Bio-Entrepreneur/ 2004

Entreprenre in health-care Biotech

Tuesday 16, and Wednesday 17, March 2004, 10h00-18h00
Paris, Palais des Congrès, Porte Maillot.

INDUSTRIALISATION OF BIOTECHNOLOGIES IS ON THE MOVE **HEALTH-CARE ENGINEERING -and- BIOTECHNOLOGIES**

*How to create an environment favoring
the development of ethically responsible
health-care biotechnologies within a difficult socio- economics context...*

For the third year, CENTRALE-SANTE, of the Centrale Alumni's Association, leads the way:

With the sponsorship & presence of:

- *The Leem (The Pharmaceutical Enterprises Association)*
- *The Association for Innovation and Biotechnologies (APIB: the Bio-Pharma Association)*
- *JETRO PARIS*
- *Ministries of Economy, Finances and Industry*

And with the participation and support of:

- *Foundation for Medical Research*
- *CNISF (National Council of the Scientifics and Engineers in France)*
- *Ministries of Economy, Finances and Industry*
- *Ministry of Research*
- *Ecole Centrale Paris*
- *CNRS, INSERM, ANVAR, INPI**
- *ECRIN, ADEBIO, ORGANIBIO*
- *BIOMEDEX* (Canada), BIODATA (Suisse)*
- *BIOVISION (France)*
- *BIOMEDEX* (Canada)*
- *BIODATA (Suisse)*
- *BIOVISION (France)*
- *LaJaPF (Japan pharma enterprises Association in France)*
- *BIRD & BIRD*
- *BIOCITECH*
- *ALSACE-BIOVALLEY*
- *L'Institut Biotechnologique de Troyes*
- *La cité de la Biotech (Canada), Montreal International*(Canada)*
- *Biotech Info, Biotechnologies & finances*, Biofutur**

For information: www.lemedec.com , www.ecp.fr, www.centrale-sante.net

The Country (Japan*), Guest of Honor at « Profession: bio-entrepreneur » 2004.

Within the context of MEDEC, the foremost European Medical Convention & natural communication plate-form for Health-care Biotechnologies.

The program background

LEARNING TO RECOGNISE & UTILISE NETWORKS.

- **An association's initiative:** Centrale Santé, 1st open & multi-disciplinary group of Centrale Alumni's Association, is one of the most original & unique initiative of its class.
- **A targeted medical and pharmaceutical plate-form:** the MEDEC; a direct connection with the physicians & the pharmaceutical industry.
- **A concrete experimental basis:** the new health-care-Biotech pole at Ecole Centrale Paris, a proof that biotech is highly attractive to students and enterprises.
- **A European and International opening:** institutional but also industrial.

Personalized objectives

- *Lift biotechnologies out of the deadly loop Research/Venture Capital by opening up to all the key players, from engineers to physicians, at the earliest possible stage.*
- *Propose a plate-form for genuine pluridisciplinary interactions potentially regrouping the future members of a founding team, with and without experience in biotech (engineers, physicians, bio-informaticians, lawyers, marketing, business development, etc.).*
- *Re-direct health-care biotechnologies onto their natural medical and pharmaceutical targets.*
- *Offer to bio-entrepreneurs a « better equality of chances so that the best shall win »: a Free, objective & no-charge access to all the key actors in health-care biotechnologies for a better efficiency in terms of time and money.*
- *Bring the necessary « insider vision » required to help future entrepreneurs in biotech to ask the right questions prior to taking the big leap.*
- *Offer to future bio-entrepreneurs a clear & realistic deciphering of the « gauntlet run » and bring on a same site all the necessary information to better their chances of success without misrepresentations nor “double-talk”.*

A pedagogical project

- *Unity of time & place: All the information over two days, in a same room.*
- *Open to all entrepreneurs, actual or future, wishing to discover the Biotech universe.*
- *Free-of-charge for bio-entrepreneurs and new biotech project bearers.*
- *Physical presence of « facilitators » (institutions, organizations, partnerships, etc...)*
- *Individual targeting: the presentations and witness reports are not for the sole benefit of biotech initiates.*
- *Organization of sessions follows a clear pedagogic pathway.*
- *Free on-site access to all MEDEC conferences.*
- *Presence and contacts with the Pharma Industry, the biotech natural partners.*

They spoke at the 2003 edition

- **Olivier Amédée-Manesme:** Director Paris Biotech
- **Dominique André:** BD PME International Delegate
- **Laurent Arthaud Vice-President Aventis Capital**
- **Pierre Bélanger,** CEO Cité de la BIOTECH - Laval-Québec (Canada)
- **Jean-Jacques Bertrand:** Chairman, CANVAC, Former Chairman Aventis-Pasteur
- **Hervé Biais:** Director, Ecole Centrale Paris, Former Director Centrale Research (ECP)
- **Jean-Pierre Cassan:** Chairman, Pharmaceutical Industry Association (Leem)
- **Borys Chabursky:** Biotechnology Expert-Counselor to the Canadian Ministry of Industry.
- **Dominique Debiais:** Head of Pharmacology, Amgen
- **Odette Corbu:** Commerce Attaché, Canadian Embassy.
- **Gérard Dine:** Head of the Biotechnology Dept. Ecole Centrale de Paris.
- **Jean-Yves Dionne:** Investments Counselor, Canadian Embassy.
- **Paule Drouault-Gardrat:** Partner, Bird & Bird LLP.
- **Jean-Jacques Farhi:** General Director, Takara Bio Europe (Japan)
- **Antoine Fillet;** Head of Financial engineering, Centrale-Santé
- **Marc de Garidel:** CEO Amgen France, APIB Chairman
- **Manuel Gea:** Chairman, Centrale-Santé (Centrale Alumni's Association)
- **Yves Geoffrion:** Science et Technology Counselor, Canadian Embassy.
- **Daniel Grimm:** Assistant Director Ecole Centrale Paris.
- **Eric Halioua:** Senior Manager Life Sciences practice Arthur D. Little.
- **Didier Havette:** General Director, PME Agency.
- **Marine Hiance:** National Industrial Property Institute (INPI)
- **François Iris:** Founder & Chairman, Bio-Modeling Systems.
- **Olivier Kitten:** Manager "Carrefour des biotechnologies" Nantes 2003
- **Gilles Lachkar:** CEO Sérono France
- **Marc le Bozec:** Chairman, BioProtein Technologies
- **Jacques Lhomel:** Senior Director Aventis Pharma
- **Pierre-Noël Lirsac:** Head of the Health-care Biotech Division, Ministry of Economy, Finances and Industry.
- **Jacques Martineau:** General Delegate, ECRIN
- **Alain Monfret:** Investments Director, CDC PME
- **Jean-Michel Nicolai:** Director ESABIO
- **Gilles Nobecourt:** Head of Life Sciences Division, Lcf Rothschild Asset Management
- **Edith Nuss:** Co-founder, Gobitwin Biotech
- **Philippe Parmentier:** Manager Special Projects, General Direction of Industry, Ministry of Economy, Finances and Industry.
- **Chantal Parpex:** Chairman, BioAm.
- **Claude Rameau:** Co-Chairman France Angels (Former Dean of Insead)
- **Pola de Rose:** Canadian Government Representative for Biotechnologies to the EEC
- **Renaud Vaillant:** Chairman, Cryolog
- **Pierre Laurent:** Chairman, Voluntis (member of the ALFA club)
- **Christian Saguez:** Head of Applied Mathematics ECP, CSO of CS.
- **Karl Simpson:** Ontario Representative for Biotechnologies to the French Government.
- **Hedwige Schaepelynck:** Project Leader, Biotech Atlanpole
- **Annick Schwebig:** CEO, Actelion France.
- **Carole Jabet:** Head of the Biotech Division, Anvar
- **Lionel Segard,** Director Inserm Transfert
- **Patrick Tricoli:** Director, Innovation & Valorization Division, Sanofi-Synthélabo
- **Jean Saint-Jacques,** Minister-Counselor, Economy & Commerce, Canadian Embassy.
- **Françoise Xavier:** Head of Biology, Health-care & Life Sciences Technologies, ECRIN
- **René-Luc Bénichou:** Head of Communication, Bernard Gregory Association
- **Anne-Marie Masquelier:** CEO, MDS PHARMA SERVICES
- **Claude Douetteau:** Senior Vice President MDS INC.
- **Michaël Zartarian:** Professor University of Marne la Vallée, Chairman of Centrale Competitive Intelligence.

LEARNING TO BECOME A BIO-ENTREPRENEUR

Pre-program

Manuel Gea, Founder & Chairman of Centrale Santé, moderator

TUESDAY 16, MARCH

MORNING

10h00-10H15 Welcome.

Manuel Gea, Chairman, Centrale Santé, CEO Bio-Modeling Systems

Tsuyoshi Nakai: General Director JETRO PARIS

10h15-10h45: **Opening Speech:**

Mrs. The minister of industry: Nicole Fontaine

10h45-11h00: **Introductory Speech**

Dr. Pierre le Sourd: President of the Leem (ex: Snip, the pharma industry Association)

11h 00-11h30

SESSION 1

HEALTH-CARE & BIOTECHNOLOGIES: A MEDICAL ENVIRONMENT UNDERGOING PROFOUND MUTATIONS

- **1b: The patient: A major actor:** His/her needs & expectations (Patients Associations)
- **1c: Medicine high & dry for treatment:** Orphan diseases, ageing populations.
- **1d: The major medical mutations today and tomorrow**

BREAK: 11h15-11H45

11h45-12h45

SESSION 2

HEALTH-CARE & BIOTECHNOLOGIES: AN INDUSTRIAL & ECONOMICAL ENVIRONMENT UNDERGOING PROFOUND MUTATIONS

- **2b: Health-care engineering:** In the French health-care policies environment, he plate-form for remodeling health-care organizations. The Ecole Centrale de Paris proposes **the only plate-form of integrated studies where Health-care professionals and Cantrale's students work together** to define & establish the new health-care organizations.
- **2c: And Europe in all this:** The Eurêka programs still in existence;
- **2d: the European projects** (PCRD, networks of excellence, etc...)
- **2e: An innovative development model of the innovation: The CNRS project deciphered**
- **2f: The research in the High Scientific Schools in France. A contribution generally forgotten: A case study: Ecole Centrale Paris**

AFTERNOON

14h00-15h00

SESSION 3

BECOMING AN ENTREPRENEUR IN BIOTECH: A « GAUNTLET RUN » BECOMING MORE & MORE COMPLEX

- **3b:** The key stages to integrate prior to, during & following the creation of an enterprise.
- **3c:** Taking into account, as early as possible, **the impact of technologies** upon the medical environment
- **3d:** A stumbling block not to be ignored: **the regulatory issues**
- **3e:** « **Who pays for what** » a concept that must be integrated as early as possible.
- **3f:** **The traps to anticipate** (legal issues, contracts, business & personal taxes, etc...).
- **3g:** **The new laws and the entrepreneur:** what are their impact?

15h-15h30

SESSION 4

4a: A BIOTECH COUNTRY AT THE HEART OF EUROPE: SWITZERLAND*

4b: The Swiss biotech model in the hart of Europe deciphered

4c: Business development presented by a major Swiss pharma

BREAK: 15h30-16H00

16h00-17h00

SESSION 5

WHAT TECHNOLOGIES FOR WHICH APPLICATIONS: MERE HOPES OR OPERATIONAL & ECONOMICAL REALITY

« Systems biology », Integrative Biology, Bio-Informatics, imagery, nanotechnologies:

- **5b: The heavy weights of medical equipment** take an interest into biotechnology Siemens Medical Systems.
 - **5c: Nanotechnologies:** State of the art and perspectives.
- 4th Generation Biotechnologies: From dream to reality!**
- **5d:Operational Integrative Biology: In depth re-engineering of the drug development process.** Presentation by the author of the very first, experimentally validated, biological model of a human pathology published in the Oxford University journal “Nucleic Acids Research” (Dr.françois Iris). Development potential.

17h00-18h15

SESSION 6

6: SELECTED COUNTRY (Japan): GEST OF HONOUR

Which environment for biotech, what type of development?

- *Session President: Mr. Toshikazu Masuyama (45 mn): Counselor of the Japan Embassy*
- *Japan presentation (country, organizations,..).*
- *The Pharma and Biotech business environment.*
- *Global biotech Innovation development strategy and support.*
- *Public, Institutional, Professional organizations.*
- *International deployment strategy and action plan.*
- *Collaboration needs and proposals.*

- *Mr. Christian Vicenty (10 mn) In charge of Japan and Korea at the Ministry of Industry/ The Japan attractiveness for France.*
- *The European and French Pharma industry reality: Pierre Morgon (10 mn) Secretary of the LaJaPF (Japan pharma enterprises Association in France: (Chugai*

19h30-22h30

S1: COCKTAIL CONFERENCE (by invitation only and confirmation)

Centrale-Santé, of the Centrale Alumni's Association, hosts at the Centralien's House

HEALTH-CARE TECHNOLOGIES:

TWO COUNTRIES: RESPECTIVE ATTRACTIVENESS:

Accueil Manuel GEA : Chairman of Centrale-Santé (5 mn)

- *Japan: Mr. Tsuyoshi Nakai: General Director JETRO PARIS (10 mn)*
- *France: Clara Gaymard: President: French Agency for International Investments.(10 mn)*
- *The European and Japanese Biotech deciphered: Mr. Shinichi Tamura President & CEO SOSEI (15 mn).*
- *The Japanese Pharma laboratories in France: Patrick Errard: President of LaJaPF (Japan pharma enterprises Association in France) and General Director FUJISAWA (10 mn).*
- *The Pharma industry in France and Japan? : Pierre Le Sourd: President of Leem (Pharma industry Association in France), President BMS France (10 mn).*

- *QUESTIONS (10 mn)*

MORNING

10h00 - 11h15

SESSION 7

FINANCING: STILL SEARCHING FOR THE MISSING LINKS

- *7a: Session President: Antoine Fillet: CEO Finance Sector BMSystems*

Adapting finances to the core business and the development stages

- **7b:** The financing process deciphered: analysis through experience.
- Cash flow and/or added value: **the advantages of financial engineering for a global approach.**
- **7c: The classics** (Family, Business Angels, Anvar, Bioam, Venture Capital)
- **7d:** Finances/Subsidies for development and technological proof of concept.
- **7e:** Bigpharmas need results at the right cost: Biotech must equitably share the industrial & financial risks. **An innovative deal structure deciphered.**

BREAK: 11H15 – 11H45

11h45- 12h45

SESSION 8

AT LAST...THE INDUSTRY GETS ORGANISED FOR THE DEVELOPMENT OF HEALTH-CARE BIOTECH

- **8b:** Big pharma get organized: **Leem biotech deciphered: Biotech are becoming a major stake for the Drug Industry.**
- **8c:** Bio-pharmas get organized to **develop the links between pharma & biotech (APIB)**
- **8d: Big pharma deciphered:** How to find one's own way
- **8e: Ministry of Industry:** which projects, which reforms.
- **8f: Ministry of Research:** which projects, which reforms.

AFTERNOON

14h00-14h30

SESSION 9

LE CANADA: THE 2003 COUNTRY INVITED: WHAT NEWS ONE YEAR AFTER

- **9a :** 30 mn : *Pierre Bélanger, President and CEO Cité de la BIOTECH - Laval-Québec (Canada)*

14h30-15h00

SESSION 10

STARTING A BIOTECH PROJECT: A CHOICE OF ENVIRONMENTS:

- **9b: Paris biotech:** The Parisian incubator 100% health-care biotech.
- **9c: Alsace Biovalley:** Biotech in the European heart
- **9f: Biocitech/Aventis:** The reconversion program of the Aventis (Romainville) R&D site. A year later.

BREAK: 15H00 – 15H30

15h30-16h20

SESSION 10

**THE END OF BLIND INDUSTRIAL PROPERTY/ INTELLECTUAL PROPERTY
ENGINEERING: PROTECTING INNOVATION & CREATING VALUE:**

- **10 b:** How to **construct one's strategy**?
- **10 c:** To each stage its **added value and/or protection**
- **10 d:** Lets talk about the costs and investments facing the project bearer and then the company.
- **10 e:** What if **Patent Applications were NOT to be considered...?**
- **10 f:** Comparative analysis of the **International and European** contexts.

16h20-17h20

SESSION 11

BECOMING A BIOTECH ENTREPRENEUR: IS IT REASONABLE?

**INTEGRATE TO FAVOUR THE ARISAL OF « INTELLECTUAL & CREATIVITY
SPILL-OVER SITES»: A TRUE ENTREPRENEUR'S JOB....**

- *11a: Session President: Michaël Zartarian: Professor University of Marne la Vallée, Chairman of MART Competitive Intelligence.*

Various experiences:

- **11 b:** Creating the Boston antenna of BioTeam Paris Region: A Frenchwoman in the land of American biotech.
- **11c:** Creating the first research pole for transversal & applied health-care biotech engineering within a prestigious French School: Ecole Centrale Paris
- **11d:** What has become of our 2003 edition witnesses?
- **11e:** Becoming a Biotech entrepreneur: Who can help, who can inform? (Adebio, Association Bernard Gregory)
- **11f:** Organibio: The Biotech Association representing France in the European Biotech organization Europabio
- **11g:** BioVision, the International life Science event talks to the biotech post docs
- **11h:** Centrale-Santé: Its new bilingual website

17h20-17h30

SYNTHESIS OF THE TWO DAYS EVENT

Manuel Gea, President of Centrale-Santé

17h30-18h00

C1: CONCLUSION

*** To be confirmed**