



bioXclusters⁺
European Cluster Partnership
on Personalised Healthcare

bioXclusters plus

Main achievements and sharing experience

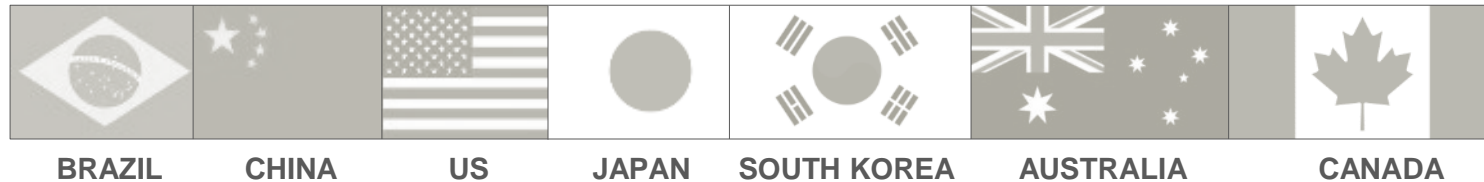
Feb. 2018



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)



Our main achievements



8 International Gateway agreements signed in 7 countries

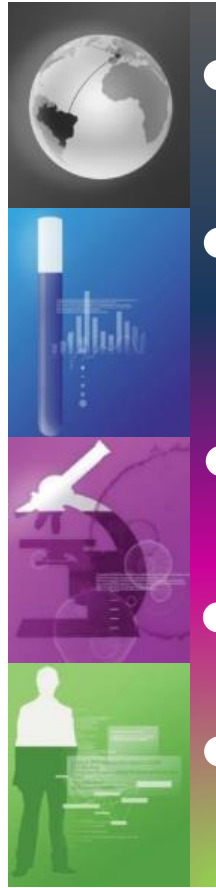
1 South Australia	1 China (Shanghai)
1 South Korea	2 Brazil (Belo Horizonte)
1 Canada (Toronto)	1 US (Greater Philadelphia)
1 Japan (Osaka)	

- ▶ 8 Cluster Networking Sessions + 4 B2B sessions (2 in Japan + 1 with a US big pharma + 1 with Australia)
- ▶ 3 fact-finding cluster missions (Japan, China – Shanghai, US – Philadelphia)
- ▶ **21 SMEs guided to gateways for tailored support**
- ▶ **Already 5 SME agreements confirmed and further to come**



Countries of interest:
 Australia – 1 request
 Brazil – 1 request
 Canada – 1 request
 China – 7 requests
 Japan – 2 requests
 South Korea – 1 request
 USA – 8 requests

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

Organization of Tailor-made meetings and B2B events with local professionals and experts

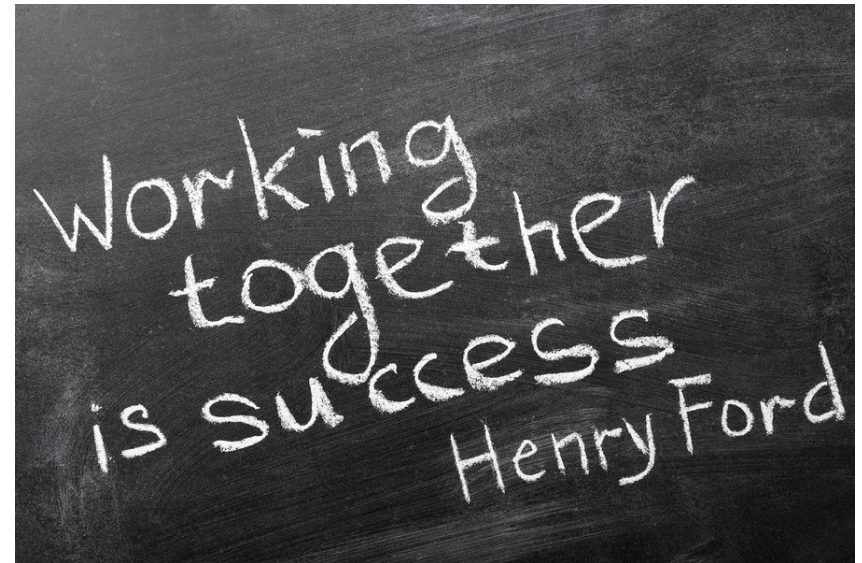
Support for a Virtual or Physical office (soft landing)
Turn-key service to set up companies or subsidiaries

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

Free of charge or on a fee-based approach depending on the needs

Why we've been successful in working together

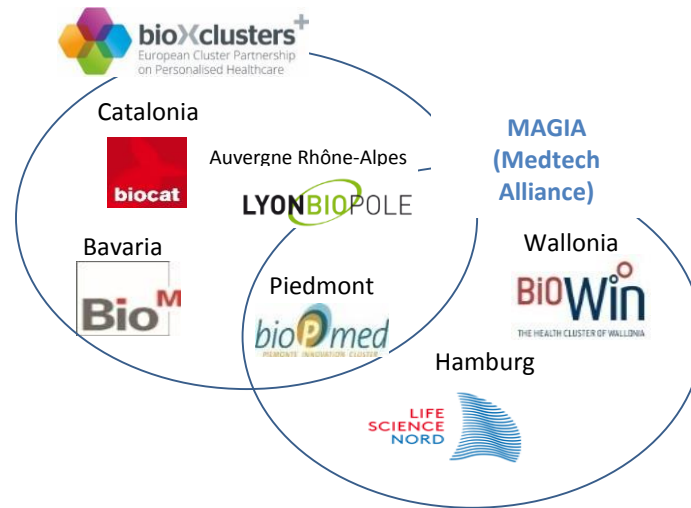
- ▶ Similar **vision(s)**
- ▶ Common problems -> common possible **solution(s)**
- ▶ Critical mass in **activities**
- ▶ Critical mass in **image/positioning**
- ▶ **Complementarity** – co-opetition
- ▶ **Sharing** efforts – TRUST
- ▶ It is fun.....



bioXclusters plus and MAGIA, the new Medtech alliance

MAGIA: « Medtech alliance for Internationalisation »

ESCP 4i – Co-funded from January 2018 to January 2020 under the EU's COSME programme (2014-2020)



Synergies between both Alliances:

- ▶ Capitalising on bioXclusters Plus experience: as the marketing approach, tools for SMEs
- ▶ Analysing synergies inside target countries and medtech opportunities in existing gateways...