

PROGRAM

Erlangen, Feb 23 - 25, 2015 Lecture Center of the University Hospital Erlangen

www.medical-valley-emn.de/medical-valley-summit_en



AN INITIATIVE OF THE Federal Ministry of Education and Research





MEDICAL VALLEY SUMMIT 2015

WELCOME TO GERMANY'S HEART OF MEDICAL TECHNOLOGY

Cooperation is one of nature's most successful principles! However, humanity did not only benefit from cooperation during the fight for survival but also during the development of modern technologies. Professionals and experts from all over the world help to advance science and research – especially in Germany. Finally yet importantly regarding Medical Technology, our German universities, research institutions and the innovative industry are acknowledged as global trend-setters and decision makers.

For the third time, as part of a three-day event, Industry and Science get together in Germany's center of Medical Engineering. Leaders of healthcare associations, research facilities and enterprises get together to discuss their opportunities and concerns about the current and future challenges in the medical technology sector. The summit is also a major opportunity to forge valuable strategic alliances, stay abreast of important international development trends and gain a solid understanding of the global cooperative movement and the business opportunities it offers. Various associations will use the opportunity to present their strategic work and results to the public to profit from potential synergies.

FEBRUARY 23rd, 2015

MEDICAL VALLEY SUMMIT - DAY 1 (PRESENTATIONS IN GERMAN)

In numerous sessions, you have the chance to learn about new ideas and projects of our regional partners of the Medical Valley EMN. Also, there is the opportunity to actively find funding and/or collaborates for your project ideas. Technological focus of the sessions will be healthcare IT & medication, in-vitro-diagnostics, implants / transplants / bone tissue materials, as well as "healthcare meets games & IT".

GET-TOGETHER AND BUFFET

In the evening, there will be a Get-Together in the "Palmeria" of the University Hospital Erlangen.

All national and international participants of the Medical Valley Summit have the possibility to develop their networks and get in touch with new potential partners. This is a good moment for one-on-one's and finding out about interesting talks for the following day.



FEBRUARY 24th, 2015

EIT HEALTH INNOVATION SUMMIT

As part of the 8th European Union Research Program Horizon 2020, the European Institute of Innovation and Technology (EIT) has extended its focus to "Healthy Living & Active Ageing". Using about 80 million Euros in funding for the next 7 to 15 years, the aim of the European consortium is to connect excellent medical research networks. Within those networks, the objective of joint projects is to promote creative entrepreneurship, develop joint innovations for healthy living and active aging, and leverage the Europeans to more health, higher productivity and improved well-being. Join us on February 24th, 2015 in the morning, when the European Consortium gets together and presents itself to the public.

INTERNATIONALIZATION OF OUR CLUSTER AND HEALTH MARKET ENTRIES

Over the last years, Brazil and China have been strategic partners for the Medical Valley serving as key markets for the international focus of our partners. Highly qualified speakers from both countries will present valuable insights regarding market entries, collaboration opportunities, their public health systems, clinical studies, current developments and health market demands. Due to similar needs of our local players and partners from different countries, the board of the Medical Valley has introduced a strategy to create international platforms – so called "Medical Valley Hubs". These hubs use strong commitment on both sides and a trustworthy networks to help overcome bureaucratic barriers and foster business opportunities.

FEBRUARY 25th, 2015

INTERNATIONAL NETWORKING AND OPTIONAL INDUSTRY TOURS

As follow-up on the presentations and early discussions, there will be a chance for personal One-on-One meetings to talk about potential agreements and next steps for projects. In the afternoon, there will be industry tours with Siemens Healthcare, adidas AG, Fraunhofer IIS and the university hospitals. (In case of an early departure, please feel free to contact us for industry tours on Monday, February 23rd (during the German part of the conference).



FEBRUARY 24th, 2015 - EIT HEALTH INNOVATION SUMMIT

8:00 - 9:30 a.m. 9:30 - 10:30 a.m.	Opening and Presentation EIT Health Reception Key Notes Prof. DrIng. Joachim Hornegger, Vice President of Research at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) Dr. Markus Dicks, Federal Ministry of Education and Research Dr. Ronald Mertz, Bavarian State Ministry for Economic Affairs and Media, Energy and Technology Introduction of EIT Health Dr. Susanne Arbogast, Head of Innovation & External Affairs Roche Diagnostics GmbH Dr. Armin Pscherer, Head of Project and Science Management at BioRN Cluster Management GmbH, and Prof. DrIng. Klaus Diepold, Senior Vice President for Diversity and Talent Management at TUM		
10:30 - 11:00 a.m.	Coffee-break		
11:00 a.m 1:00 p.m.	EIT Health with Europe's top MedTech/BioTech Locations - Public Part 2 Thematic Contributions of the European Co-Location-Centers for EIT Health		
1:00 - 2:00 p.m.	Lunch		
2:00 - 4:00 p.m.	Session A: Internal EIT Health Workshops - Part 1 Best Practice Examples how to create, select and start EIT Health Projects Presentation of Ideation and Partnering with Open Innovation Platforms Presentation of Project Selection Criteria Workshop Discussions with individual Examples	Session B: International Networking – Part 1: "Market entry Brazil/China" Soft landing opportunities and advantages of local production China • 6 Strategic Challenges in Chinese Healthcare System • Product Approval in China after the regulation updates Brazil • Business Incubation and Softlanding in Brazil	
4:00 - 4:30 p.m.	Coffee-break		
4:30 - 6:30 p.m.	Session A: Internal EIT Health Workshops - Part 2 "Setting up Processes how to create, select and start EIT Health Projects" • Presentation of "Ideation with Incentive Schemes" (e.g. m4 / Medical Valley Award) • Workshop Discussions with individual Examples	Session B: International Networking - Part 2: Worldwide "Medical Valley Hubs" as platform for trusted business partners China • Project presentation Medical Valley Hubs • International Medical Valley in China Brazil • Medical Technology in Porto Alegre and a Medical Valley in Brazil • Technology Parks in Brazil as Collaboration partner for German companies	
7:00 - 9:30 p.m.	Get-together (at Medical Valley Center, Henkestraße 91, Erlangen)		

CONFERENCE SCHEDULE FEBRUARY 24TH, 2015

Status: February 11th, 2015

Opening and Presentation EIT Health

8:00 - 8:30 a.m.

Reception

8:30 - 9:30 a.m.

Key Notes

Moderation: Prof. Dr.-Ing. Joachim Hornegger, Vice President of Research at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU)

- **Dr. Markus Dicks,** Federal Ministry of Education and Research
- **Dr. Ronald Mertz,** Bavarian State Ministry for Economic Affairs and Media, **Energy and Technology**

9:30 - 10:30 a.m.

Introduction to EIT Health

Moderation: Dr. Kurt Höller, FAU Erlangen-Nürnberg, Central Institute of Medical Engineering (ZiMT), Managing Director

- Dr. Susanne Arbogast, Head of Innovation & External Affairs Roche Diagnostics GmbH ■ The Idea of "Healthy Living and Active Aging"
- Dr. Armin Pscherer, Head of Project and Science Management at BioRN Cluster Management GmbH ■ Next steps in setting up EIT Health
- Prof. Dr.-Ing. Klaus Diepold, Senior Vice President for Diversity and Talent Management at TUM ■ Next steps in setting up the International Headquarter of EIT Health

10:30 - 11:00 a.m. Coffee-break 11:00 a.m. – 1:00 p.m.

EIT Health with Europe's top MedTech/ **BioTech Locations - Public Part 2**

11:00 a.m. - 1:00 p.m.

Thematic Contributions of the European Co-Location-Centers for EIT Health

Moderation: Prof. Dr.-Ing. Erich Reinhardt, Chairman of Medical Valley EMN e. V.

One speaker per node will present how the CLC and its core or associated partners will support one or two out of the six InnoLife flagship/example projects. It might me useful to choose the most advanced one and/or the internationally most open one to gain new European partners for the application process. The focus on example projects will help to understand which interdisciplinary tools or pan-European processes might be fitting best for each node to connect industrial and scientific partners in light of the knowledge triangle and the three key challenges.

- Dr. Armin Pscherer, Head of Project and Science Management, BioRN Cluster Management GmbH, representing the German CLC
- Prof. Dr. Menno Kok, Director Medical Delta, Delft, representing the Benelux CLC
- **Prof. Dr. Josep Samitier,** Director of the Institute for Bioengineering of Catalonia (IBEC), representing the Spanish CLC
- Lefkos T Middleton, MD, FRCP, Professor of Neurology, School of Public Health, Imperial College, London, representing the UK CLC
- Magnus Persson, PhD, Chairman Managing Director at Karolinska Institutet Innovations AB, representing the Scandinavian CLC
- Jean-Marc Bourez, Sanofi, representing the French CLC
- Lilla Farkas, Director of the Innovation Center of Semmelweis University in Budapest, and Balázs Fürjes, National Development Consulting Zrt, National Asset Manager Zrt,

1:00 - 2:00 p.m. Lunch

No Collaboration without Trust -**Development of Future Innovation Tools**

Sessions A will be limited to KIC members. Sessions B are an alternative for all remaining participants of the Public Parts on Tuesday morning, who are not members of a core, associated, project or network partner within EIT Health.

2:00 - 4:00 p.m.

Session A: Internal EIT Health Workshops - Part 1 Best Practice Examples how to create, select and start EIT Health Projects

Moderation: Andy Browning, PhD, Uppsala University, Project Leader Life Sciences

2:00 - 2:20 p.m.

■ Prof. Dr. Kathrin Möslein FAU, Chair of Information Systems I - Innovation & Value Creation | Presentation of Ideation and Partnering with Open Innovation Platforms

2:20 - 2:40 p.m.

Dr. Nora Benhabiles, Manager Program, Health Sector, CEA List Institute at CEA, and **Prof. Dr.-Ing. Erich Reinhardt,** Chairman of Medical Valley EMN e. V. | Presentation of Project Selection Criteria

2:40 - 4:00 p.m.

Workshop Discussions with individual Examples:

In each group, a representative of each node will illustrate best practice examples for the group topic using a single power point slide. After presentation of all representatives within the different groups, the participants of each group start to jointly elaborate new approaches and solutions referring to their group topic. Real example projects from different disciplines addressing the EIT Health targets are highly welcome for fruitful discussions.

Group 1: Innovation by Design Projects

Moderation: Prof. Dr. Bart Haex / Dr. Stan Snowball

Open Questions: Design of Application Process, Timeline, Requirements for Call and Application, Minimum Number of SMEs and Partners from Industry, Academia and Medicine. Content.

Group 2: Innovation by Idea Projects

Moderation: Prof. Dr. Magda Rosenmöller / Philip Klingenberg

Open Questions: Advanced Values for SMEs, Design of Application Process, Timeline, Requirements for Call and Application, Minimum Number of SMEs and Partners from Industry, Academia and Medicine, Content.

Group 3: Head Start Projects

Moderation: Krim Talia / Kresten Dorup

Open Questions: Advanced Values for SMEs, Design of Application Process, Timeline, Requirements for Call and Application, Minimum Number of SMEs and Partners from Industry. Academia and Medicine. Content.

Group 4: Ideation with Incentive Schemes

Moderation: Dr. Nora Benhabiles / Jean-Marc Bourez

Open Questions: Design of Incentive Schemes, Timeline, Requirements for Ideation, Building up Networks from Industry, Academia and Medicine, Content.

Group 5: Ideation with Open Innovation Platforms

Moderation: Tony Davis / Prof. Dr. Graham Armitage (tbc)

Open Questions: Design of Open Innovation Platforms, Timeline, Requirements for Open Innovation, Building up Networks from Industry, Academia and Medicine. Content for Platforms.

Group 6: Seed Funding for Preparation and Application

Moderation: Dr. Bernward Garthoff / Dr. Sebastian Engel

Open Questions: Design of Seed Funding Processes, Timeline, Requirements for Funding, Building up Networks between Investors and Industry, Academia and Medicine, Content for Pitches to Investors

2:00 - 4:00 p.m.

Session B: International Networking -Part 1: "Market entry Brazil/China"

Soft landing opportunities and advantages of local production

Moderation: Dipl.-Ing. Tobias Zobel, Managing Director at Central Institute of Medical Engineering (ZiMT) at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU)

China

- Thomas Kapitza, attested expert (Chamber of Commerce and Industry) and health expert Chinaforum Bayern e.V. | 6 Strategic Challenges in Chinese Healthcare System
- Dr. Chao Xu, Managing Director of Germany Branch at OSMUNDA Medical Device Service Group | Product Approval in China after the regulation updates
 - Dr. Kristina Kilian, Strategy, Healthcare, Siemens AG | Meeting market access challenges in China

Brazil

- Dr. Manuel Steidle, Director CME, CERTI Foundation Florianópolis | Business Incubation and Softlanding in Brazil
- Luis Correa, Integration Consulting London, UK | Brazil: Country Overview -Pros & Cons of Doing Business
- Dr. Fábio Leite Gastal, Hospital Mãe de Deus, Porto Alegre | Clinical Studies at Hospital Mãe de Deus and its Health System

Coffee-break 4:00 - 4:30 p.m.

4:30 - 6:30 p.m.

Session A: Internal EIT Health Workshops - Part 2 "Setting up Processes how to create, select and start EIT Health Projects"

Moderation: Dr. Kurt Höller, FAU Erlangen-Nürnberg, Central Institute of Medical Engineering (ZiMT), Managing Director

4:30 - 4:50 p.m.

Presentation of "Ideation with Incentive Schemes" (e.g. m4 / Medical Valley Award)

- Dr. Karin Jacob. BioM Biotech Cluster Development GmbH. Cluster Management
- Jörg Trinkwalter, Medical Valley EMN e.V., Cluster Management

4:50 - 6:30 p.m.

■ Workshop Discussions with individual Examples: The groups continue working on their draft and discuss the results with their group moderator.

4:30 - 6:30 p.m.

Session B: International Networking - Part 2 Worldwide "Medical Valley Hubs" as platform for trusted business partners

Moderation: Dipl.-Ing. Tobias Zobel, Managing Director at Central Institute of Medical Engineering (ZiMT) at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU)

China

- Matthias Hiegl, Member of the Managing Board of Medical Valley EMN e.V. Proiect presentation Medical Valley Hubs
- Dr. Hui Wu, Deputy General Manager, Division of Strategic Development at AVIC International International Medical Valley in China

Brazil

- **Dr. Matthias Frattini,** Project Management Agency part of the German Aerospace Center (DLR) | German-Brazilian Cooperation in Science and Technology
- Prof. Dr. Carlos Eduardo Pereira, Federal University of Rio Grande do Sul (UFRGS) | Medical Technology in Porto Alegre and a Medical Valley in Brazil
- Susana Kakuta, CEO of Tecnosinos, Health Cluster of Rio Grande do Sul State An Opportunity at Tecnosinos Technology Park

7:00 - 9:30 p.m.

Get-together with "Invest in Bavaria" (at Medical Valley Center, Henkestraße 91, Erlangen)

During a visit to the Medical Valley EMN, you should never miss the chance to see our headquarter, the Medical Valley Center. Join us for drinks and food and witness how close academics and industry can work together.

OVERVIEW



FEBRUARY 25TH, 2015 - EIT HEALTH INNOVATION SUMMIT

8:30 a.m.	Welcome		
8:45 - 10:45 a.m.	Session A: Internal EIT Health Workshops - Part 3 Moderation: Prof. Dr. Bart Haex, Director of Research Policy at Maastricht University • Presentation and Discussion of Workshop Results by the Group Moderators	Session B: International Networking - Part 3 (STARTS AT 10:00 A.M.!) Moderation: DiplIng. Tobias Zobel, Managing Director at Central Institute of Medical Engineering (ZiMT) at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) Optional One-on-One Meetings in Brazil only with confirmed appointments Location: Medical Valley Center, Henkestraße 91, Erlangen	
10:45 - 11:00 a.m.	Coffee-break		
11:00 a.m. – 12:30 p.m.	Discussion of Future Innovation Tools and further Steps with EIT Health Moderation: Prof. DrIng. Erich Reinhardt, Chairman of the Board at Medical Valley EMN Common Agreement and Clear Definition of Process and Time- line for Project Calls and Application		
12:30 - 1:30 p.m.	Lunch		
1:30 - 4:00 p.m	Optional Industry Tours Industry Tours with Siemens Healthcare, adidas AG and Fraunhofer IIS		

Status: January 21th, 2015

8:30 a.m.

Welcome

8:45 a.m. -12:30 p.m.

SESSION A Internal EIT Health Workshops - Part 3

8:45 - 10:45 a.m.

Moderation: Prof. Dr. Bart Haex, Director of Research Policy at Maastricht University

Presentation and Discussion of Workshop Results by the Group Moderators (10 min Presentation and 10 min Discussion for each Workshop)

10.45 - 11.00 a.m. Coffee-break

11:00 - 12:30 p.m.

Moderation: Prof. Dr.-Ing. Erich Reinhardt, Chairman of the Board at Medical Valley EMN e. V.

Discussion of Future Innovation Tools and further Steps with EIT Health

Common Agreement and Clear Denfinition of Process and Timeline for Project Calls and Applications

10:00 a.m.

SESSION B International Networking - Part 3

Moderation: Dipl.-Ing. Tobias Zobel, Managing Director at Central Institute of Medical Engineering (ZiMT) at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU)

Location: Medical Valley Center, Henkestraße 91, Erlangen

10:00 a.m. - 12:30 p.m.

Optional One-on-One Meetings only with confirmed appointments (contact Tobias Zobel)

10.45 - 11.00 a.m. Coffee-break

12.30 - 1.30 p.m. Lunch

1:30 -4:00 p.m.

Optional Industry tours

Industry Tours with Siemens Healthcare, adidas AG and Fraunhofer IIS

Please register exclusively online on our homepage: www.medical-valley-emn.de/medical-valley-summit en



Registration fees

Day	Member of Medical Valley EMN	No Member of Medical Valley EMN	Students
Single ticket 23 rd	85,-	150,-	30,-
Single ticket 24 th	85,-	150,-	30,-
2-Day Combo	150,-	250,-	45,-

All prices are shown exclusive of value added tax.

Food and refreshments will be provided during the conference.

Do you have any questions?

Please contact

Tobias Zobel

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The Medical Valley EMN Association (e.V.) was founded in 2007 to steer the development, coordination and marketing within the medical engineering cluster. The association assumes crucial tasks of the cluster and supports all members with comprehensive consulting services. Medical Valley EMN (e.V.) organizes the exchange of knowledge in the network, promotes the cluster in Germany and the rest of the world, offers further education courses and provides consulting services for new start-up companies. The association is also involved in marketing and international activities. More than 160 stakeholders from the fields of politics, business, science and healthcare services work hand in hand in the Medical Valley EMN Association (e.V.).

www.medical-valley-emn.de



FINDING THE CONFERENCE VENUE

We welcome you to the EIT Health Innovation Summit at the Hörsaalzentrum (Lecture Center) of the

Universitätsklinikum Erlangen **Ulmenweg 18** 91054 Erlangen, Germany

ARRIVING BY CAR

On the Autobahn A73 (Nuremberg - Bamberg), take the exit Erlangen-Nord and follow the signs "Uni-Kliniken". From Spardorfer Strasse, turn right onto Palmstrasse (runs into "Palmsanlage"). After crossing the Schwabach stream, the auditorium center is immediately on your right hand side. The entry to the "Uni-Kliniken" parking structure is here.

PARKING SITUATION

Parking is available in the parking structure "Parkhaus Uni-Kliniken". From there, it is brief walk to the lecture center of the Universitätsklinikum. As this parking lot is occupied quickly, we recommend you to use the "Großparkplätze" behind the central train station. From there, it is a short taxi drive or approximately 15 minutes' walk to the venue.

ARRIVING BY TRAIN

Erlangen Station is around one kilometer from the lecture center. Erlangen is a stop for ICE (Intercity-Express), IC (InterCity), RE (Regional-Express) and S-Bahn service. Taxis may be found at the square in front of the central train station "Bahnhofsplatz".

ARRIVING BY PLANE

From Nuremberg Airport, the U2 underground takes you directly to Nuremberg Main Station. From there, the train trip to Erlangen Station takes about 20 minutes. Nuremberg Airport is around 20 kilo-meters from the center of Erlangen. Taxis are available at the airport.

ACCOMMODATION

Numerous hotels are situated close to the conference venue. You can download a list of them on our website, www.medical-vallev-emn.de/medical-vallev-summit en

SIEMENS



Universitätsklinikum Erlangen









The 3rd Medical Valley Summit takes place in cooperation with:









Industrie- und Handelskammer Nürnberg für Mittelfranken









aufgrund eines Beschlusses des Deutschen Bundestages