

Internationalisation Strategy of Bio^M for the Biotech Clusters Bavaria and Munich

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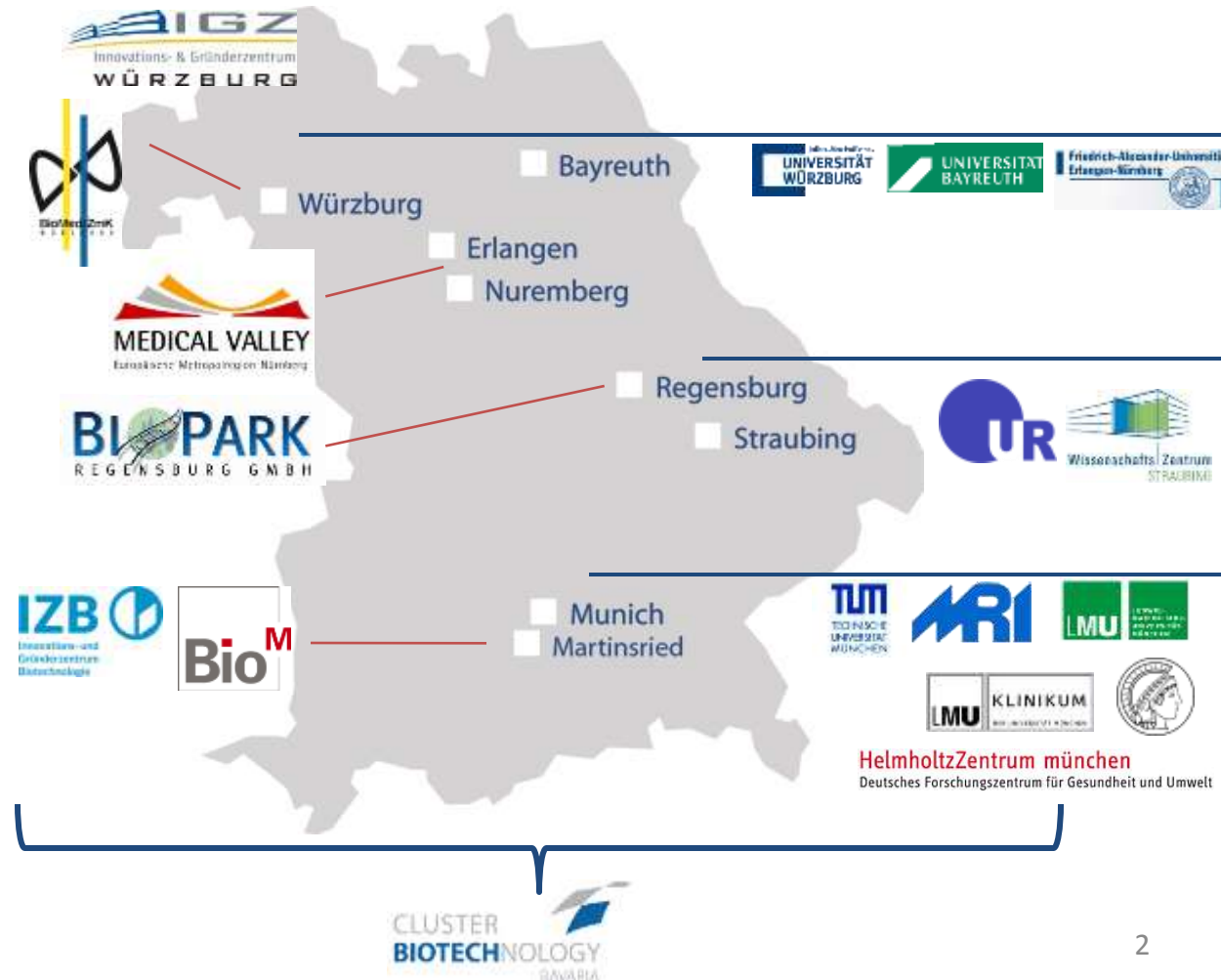
CEBR Global Cluster Hub @ BIO-Europe 2015

Biotech Cluster Bavaria



Key Facts 2015

Start	1997/1989
Biotech Incubators in Bavaria	7
no. Biotech and Pharma Companies	330
No. Biotech SMEs	170
Public Biotech Companies	7
Total no. Employees in Biotech/Pharma/Life Sciences	more than 35,000
Main Focus: Therapeutics, Diagnostics, Devices, Reagents, DNA-/Protein Analysis, Agriculture, Food, Environment	
Approved drugs on the market	6
invested in Bio-tech since 1995	> €3.5 billion



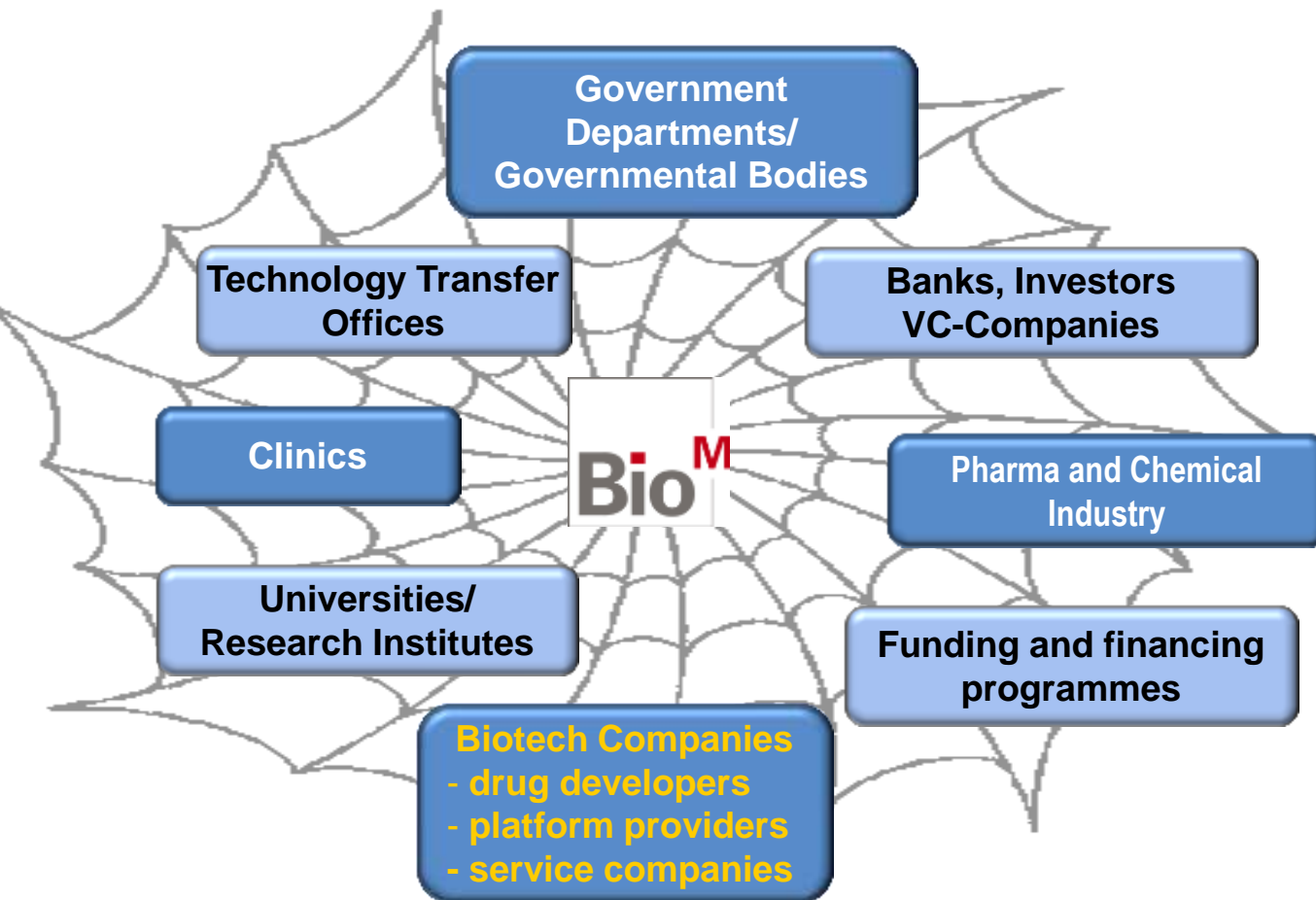
Bio^M : Two Companies – One Goal



- **Central Point of Contact** for incoming global players and outgoing Bavarian Life Science Companies, Universities & Research Institutes, Start-ups, Investors ...
- Nurturing the unique Bavarian **innovation culture**
- **Supporting connections** within the industry itself as well as between research institutions and clinicians and the industry
- Advice on **finance opportunities & funding programs**

<p>Bio^M AG</p>		<ul style="list-style-type: none"> • Seed Financing • Consulting
<p>Bio^M GmbH</p> 		<p>Biomedical Cluster Greater Munich Area</p> <ul style="list-style-type: none"> • Business Development & Start-up Services • Funding & Financing Support • Location-Marketing & PR • Networking and Internationalisation • Conferences, Training & Events
		<p>Biotechnology Cluster Bavaria</p> <ul style="list-style-type: none"> • Scouting & Innovation Transfer Support • Coaching & Training for SMEs & Start-ups • Networking & Marketing for Bavaria
		<p>Munich m⁴ Programme (2010-15) Personalised Medicine: Targeted Therapies & Diagnostics</p>
		<p>European Bio Region EC co-funded projects (e.g. eLSi, bioXclusters+), ESCP, Gold Label award (ECEI), CEBR, EIT KIC Health ...</p>

Network of Players



Bi-directional networking targets for Bio^M:

SMEs – Pharma & Biotech

SMEs – Research/TTOs

Big Pharma & Biotech – Research

SMEs – VC, Investors, Banks

SMEs – funding & financing bodies

SMEs, Biotech, Pharma – Service Providers (also academic)

SMEs – experts, coaches, staff, other key players (e.g. Clinicians)

Internationalisation of the **Munich** Biotech Cluster



Focus: Pharmaceutical Biotechnology: Personalised Medicine

No. 1 in Germany in the field of drug development SMEs, leading position in Europe, recognition as a top location globally

Bio^M = One-Stop-Shop for Biotechnology in Bavaria (regional/international)

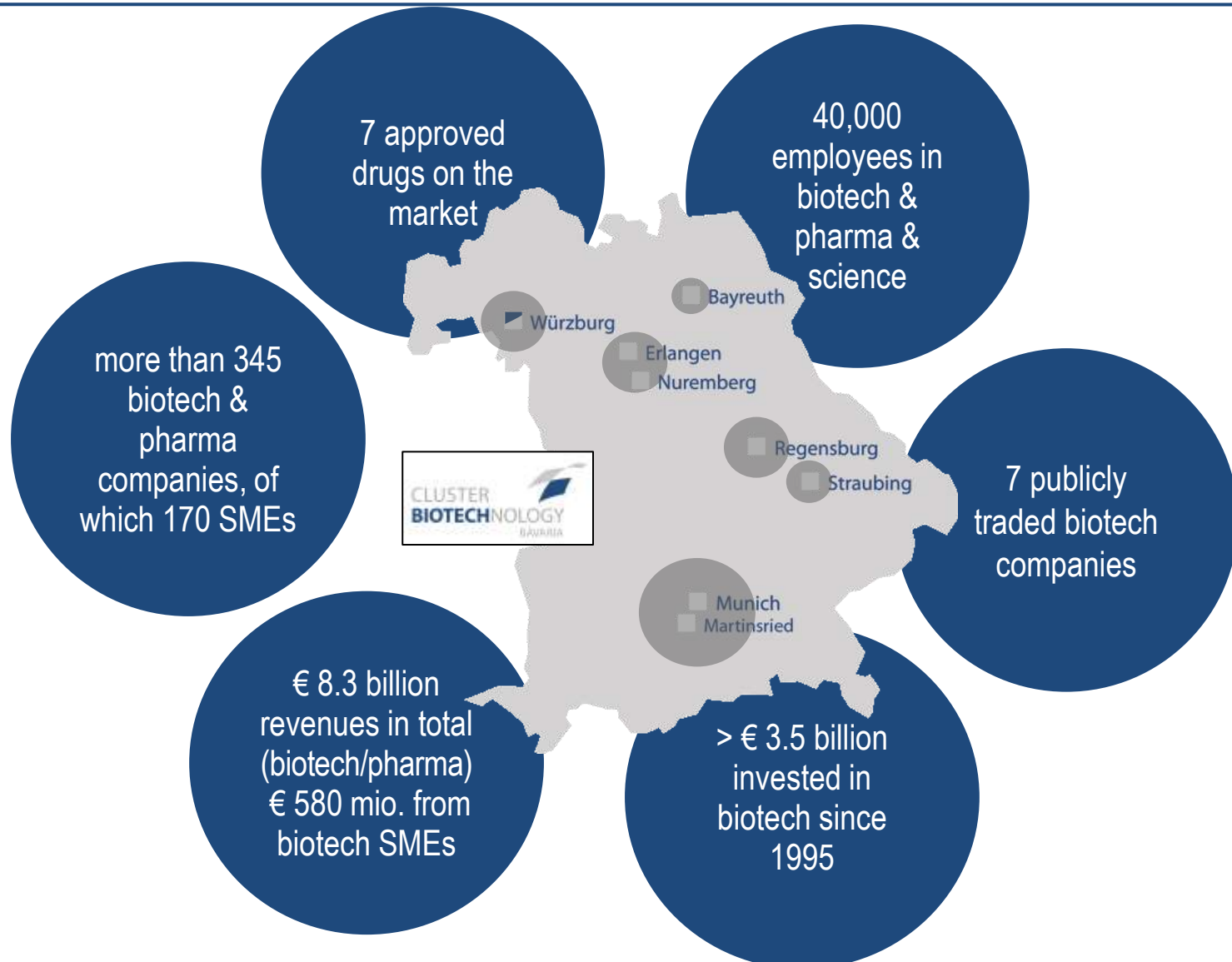
Significant expansion of cooperation potentials for the region

Attraction of key players for pharmaceutical biotech into the region

Munich leading the way as a centre of expertise in pharmaceutical biotechnology and personalised medicine, attracting knowledge, human resources and investments with a strong international context

**„Accelerating biomedical innovation“:
Bio^M recognises the challenges of the medicine of the future and promotes the innovation process by identifying and bringing together the relevant partners**

Cluster management success?



Selected International Cooperations

AMGEN

micromet

- 1996: LMU Munich spin-off **Micromet**
- BITE antibodies
- 2012: Amgen acquires **Micromet** for \$ **1.16 billion**
- 2014: **FDA approval** for Blinatumomab

SuppreMol **Baxter**
BioScience

- 2005: Max Planck Institute of Biochemistry spin-off **SuppreMol**
- Protein therapeutics, autoimmune
- 2015: **Baxter Bioscience** acquires SuppreMol for € **200 million**

U3^{PHARMA}



- 2001: Max Planck Institute of Biochemistry spin-off **U3**
- Monoclonal antibodies, cancer
- 2008: **Daiichi Sankyo** acquires U3 Pharma for € **150 million**

proteros   **MSD**

- 1999: Max Planck Institute of Biochemistry spin-off **Proteros**
- Protein structure guided drug discovery
- 2015: oncology collaboration with **Merck Sharp & Dohme: \$126 million**

pieris
Target Therapeutics



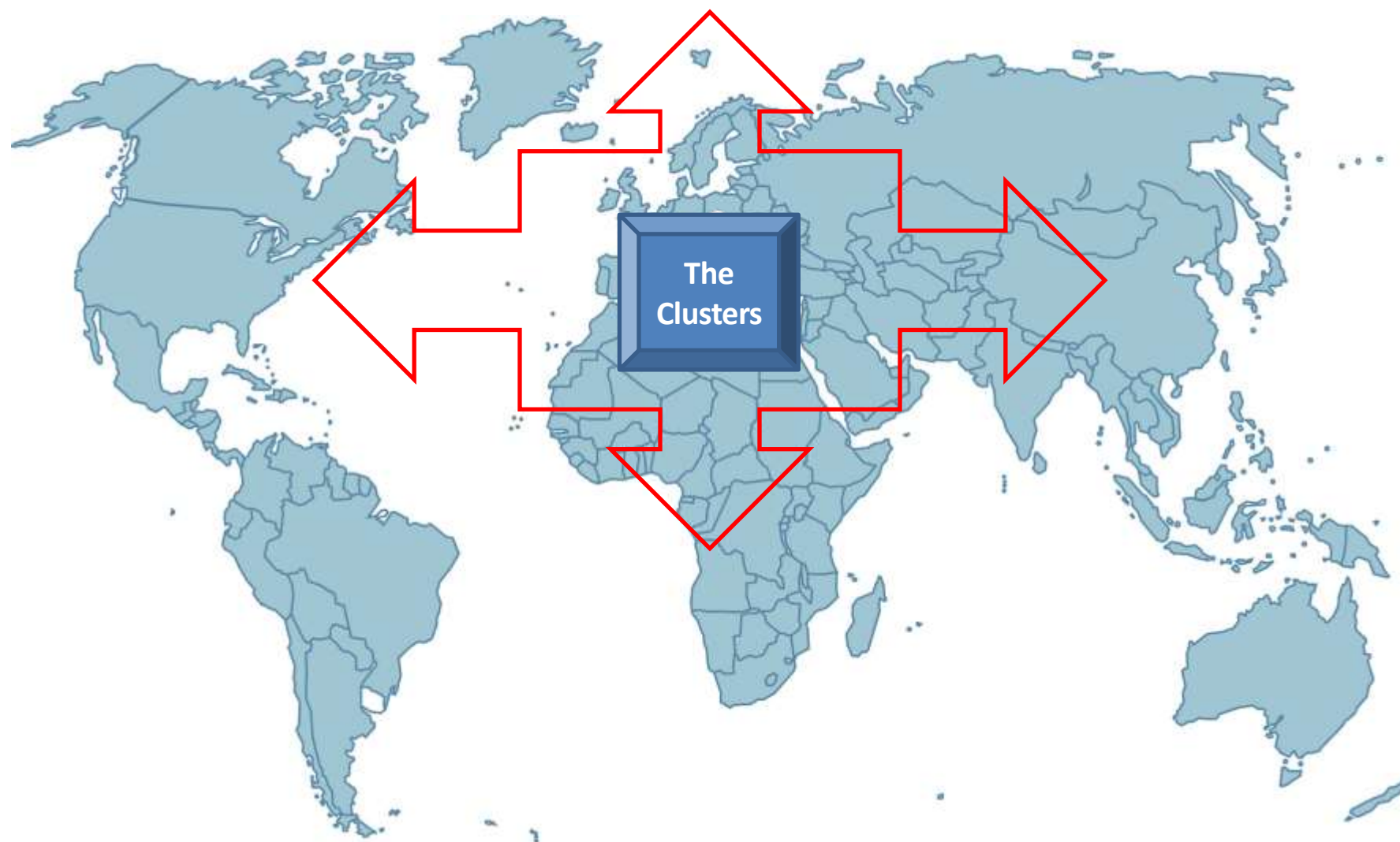
- 2011: Technical University Munich spin-off **Pieris**
- Anticalin® therapeutics
- 2011: discovery deal with **Daiichi Sankyo** worth € **207 mio.**
- 2014: Pieris: **NASDAQ listing**

KINAXO
BioTechnologies GmbH

 evotec

- 2005: Max Planck Institute of Biochemistry spin-off **Kinaxo**
- proteomics platform for cellular profiling of kinase inhibitors
- 2011: **Evotec** acquires Kinaxo for € **12 million**

International Cooperations



Needs Assessment

Annual survey on internationalisation needs:

- In which non-EU markets is your company active already?
USAJapan....
- Where would they like to go in the future (non-EU)? China, **USA, China, Japan**India, Asia

Strategy workshops every 2-3 years:

- Invited company representatives from different company types: drug development, service /platform provider, manufacturing (instruments)
- Brainstorming: which target markets are important? why & how can Bio^M help?

Events:

- Bavarian bioregions round tables involving regional government & trade agency
- Speakers and experts from international hot spots present business opportunities
- Questionnaires at Bio^M events about “hot topics” and internationalisation interests

Internationalisation priorities: USA



Interests

- cooperation partners for Bavarian companies (drug development with Pharma)
- market access (product sale, e.g. test kits)
- technology cooperations in R&D
- centers for clinical studies
- access and support in FDA administration
- access to stock market



Challenges

- easy country/company access, relatively low business culture & language barrier
- difficult access to the right networks and investor circles
- huge competition
- no/non-supportive US cluster structure



Bio^M activities

Direct contribution of Bio^M to internationalisation success in US is limited

- Bavarian representatives in New York and San Francisco (not sector-specific)
- Bavarian booth at BIO Intl. Convention, partnering meetings with US companies & investors
- initialisation and support of a “Biotech Accelerator”, financially supported by the German Government and staffed by experts located in the US
- close relationship with Quebec, Canada (entry point to US)
- “Pharma Day”: 1-on-1 meetings for US companies in Martinsried
- US focus in EC co-funded projects (internationalisation services of clusters for SMEs), e.g. country package for life science companies who wish to enter the US market

Internationalisation priorities: Japan



Interests

- cooperation partners for Bavarian companies (drug development with Pharma)
- market access (appointment of distributor)
- technology cooperations in R&D



Challenges

- difficult country/company access
- high business culture & language barrier
- access to the right networks and investor circles nearly impossible
- competition unknown
- complex governmental district structure



Bio^M activities

Direct contribution of Bio^M to internationalisation success in Japan is potentially high

- Bavarian representative in Japan (biotech expert) with good network
- Bavarian booth at BioJapan, partnering meetings with Japanese pharma companies, industry associations and cluster managers
- good contacts to Japanese universities
- formal partnership agreement with Osaka BioHeadquarters (access to Pharma and the entire Kobe/Kansai region)
- “Pharma Day”: 1-on-1 meetings for Japanese pharma companies in Martinsried
- good contacts to Japanese pharma companies in Munich/Bavaria
- Japan focus in EC co-funded projects (internationalisation services of clusters for SMEs), e.g. country package for life science companies who wish to enter the Japanese market



Interests

- cooperation partners for Bavarian companies (drug development with Pharma)
- market access (appointment of distributor)



Challenges

- difficult country/company access
- high business culture & language barrier
- access to the right networks and investor circles nearly impossible
- competition with cheaper services / products
- IP protection issues



Bio^M activities

Direct contribution of Bio^M to internationalisation success in China is potentially high

- Bavarian representative in Shandong Province (not sector specific)
- occasionally: Bavarian booth at Chinese LS conferences/trade fairs, trade missions
- China focus in EC co-funded projects (internationalisation services of clusters for SMEs), e.g. country package for life science companies who wish to enter the Chinese market
- supporting German Ministry of Economic Affairs in establishing a German office for business relations with China
- numerous visiting experts and delegations from China

Europe:

- EC co-funded projects with a consortium of several EU bio regions: eLSi, bioXclusters+
- European Initiatives: CEBR, EIT Health KIC
- Close contacts to other Bavarian and EU players -> shared contacts abroad, exchange of best practice, increased visibility by combining European regions into one “center of competence”

Worldwide:

- Trade missions & partnering events at international fairs / trade shows, Bavarian Booth
- Delegation visits (political visits to facilitate easier access to decision makers)
- Close cooperation with “Bavaria International” (Bavaria’s agency for trade missions abroad) and Bavarian trade representatives abroad
- Training of Bavarian trade representatives in biotech / pharma topics
- Incoming: Foreign delegations visiting Bio^M, Pharma Days for Big Pharma worldwide
- Close contacts to biotech/life science clusters, experts, networks and committees worldwide
- International Events: BIO-Europes in Munich, Munich Biomarker Conference
- Exchanges with clusters worldwide
- Focus on internationalisation services in EC co-funded projects
- Bio^M Net-News

Thank you for your attention

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