

**EURASANTÉ**

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EBD Group, Eurasanté and IDIS create a new international pharma-tech transfer event : **BioFIT, October 26-27 2010**

Biofit positioned to become a leading event focused on biotechnology innovation

Zurich, Switzerland; Lille, France and Paris, France – March 3 2010:

IDIS, the Paris-based provider of consulting, marketing, and sales services to the life science sector; Eurasanté, the life science economic development agency of the Lille Nord-Pas de Calais Region; and EBD Group, the leading partnering firm for the life science industry with six partnering events worldwide, today announced the launch of "Biofit".

Biofit <www.biofit-event.com> is a new, international event aimed at stimulating and facilitating technology transfer and collaborative projects in the life sciences between universities, research institutes and biotech and pharma companies.

The first edition of this event will be held in Lille, October 26-27 2010 at the Lille Grand Palais convention centre. It will provide a forum for the effective transfer of ideas, technologies and innovation into the business world by providing a unique and efficient partnering platform.

Over 600 key players of innovation in the life science sector will come together to explore successful public-private partnerships. During the two-day event, academics, industry stakeholders and CEO entrepreneurs, together with practitioners in technology transfer, intellectual property and licensing will share best practices, know-how and practical information. Biofit is also an excellent opportunity for emerging biocompanies to highlight their technology portfolios and kick-start collaborations.

"Europe's Universities and Institutes are a tremendous source of innovation. With pharma showing a strong interest in early stage projects, Biofit has the potential to grow into a major technology exchange," said Carola Schropp, President of EBD group.

One-to-one partnering at Biofit will be powered by EBD Group's renowned partneringONE[®] software, which has facilitated over 40,000 one-to-one meetings at conferences worldwide during the past 18 months and is the most widely used partnering software in the life science industry.

"Biofit will be an international event from the get go, one that addresses a need in the market for a robust exchange of technology and ideas between academia and industry. With pharma's decisive shift to acquiring early stage technology from external sources, Biofit is poised to become an important forum for drug discovery and research organizations worldwide," said Etienne Vervaecke, Directeur Général of Eurasanté. *"We are excited to collaborate with EBD Group. Their proven ability to facilitate partnering on a large scale brings immediate credibility to Biofit".*

About EBD Group

EBD Group is the leading partnering firm for the global life science industry. Since 1993, biotech, pharma and medical device companies have leveraged EBD Group's partnering conferences, technology and services to identify business opportunities and develop strategic relationships essential to their success.

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EBD Group's conferences are run with the support of leading corporations and international trade associations and include:

- BIO-Europe and BIO-Europe Spring®, the world's largest stand-alone life science partnering conferences, supported by the Biotechnology Industry Organization (BIO)
- BioPharm America™, EBD Group's North American partnering event
- EuroMedtech™, EBD Group's new partnering event for the innovative medical technology industry
- BioEquity Europe, the investor conference co-organized with BioCentury Publications and BIO
- ChinaBio® Partnering Forum, the first dedicated biotech/pharma partnering conference in China

EBD Group's sophisticated web-based partnering service, partneringONE®, is used as the partnering engine at numerous third-party events around the world. Outside of the conference format, EBD Group's consultants provide hands-on assistance for firms seeking to in- or out-license products and technologies. EBD Group has offices in the USA and Europe.

For more information please visit www.ebdgroup.com.

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About Eurasanté

Eurasanté is an economic development agency dedicated to health and life sciences sectors in the Lille Nord-Pas de Calais Region.

Eurasanté ensures all activities linked to economic development in these sectors by enhancing the know-how of health professionals, by assisting local companies, by promoting internationally the regional bio-health pole and Eurasanté Park and by attracting foreign companies in the Nord-pas de Calais.

Since 2002 Eurasanté has shown its involvement in the interfacing of public research with private research by organizing major conferences fostering tech transfer activities such as EuroBiO and Nutrevent.

For more information please visit www.eurasante.com

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About IDIS

IDIS consulting and marketing services group, is specialized in supporting economic development corporations in their innovative strategies.

IDIS offers a global solution, from economic development to event organization, and is divided into 3 departments: consulting and market study, marketing, and events.

Over the past 4 years, IDIS has become a leader in business and technology events in France and abroad.

The consulting group, thanks to a Joint Venture, IC Strategy, is also present in the US (New York), where it offers its services to innovative companies in the health care sector.

IDIS REACH, a subsidiary of IDIS dealing with REACH regulation, has become the leading reference for operational consulting in this area.

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