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Biofit 2010 stands out as the new partnering event of the year!***Why creating Biofit?***

The tech transfer environment has entered into a new era where the public-private collaboration has never been so much desired - and facilitated. It was time to conceive a partnering event to deal with the growing needs linked to the development of Open Innovation in the life sciences sector. The idea to create Biofit was born.

Only international event focused on the pharma and biotech tech transfer, Biofit <www.biofit-event.com> is undoubtedly the refreshing event of the year in the life sciences landscape. Stating the number of major pharmas already registered to this partnering event, Biofit 2010 will give birth to some of the tomorrow's most innovative collaborative projects.

First and foremost a partnering event offering one-to-one meetings

Abbott, Ablynx, AstraZeneca, AUTM, Burrill&Company, Debiopharm, DSM, Galapagos, GE Healthcare, Genfit, GSK, J&J, Laboratoires Servier, Leuven University, LFB, Max Planck Innovation, Merck & Co, Merck Serono, Norgine, Pfizer, PXTherapeutic, Queen Mary Innovation Limited, Sanofi-Pasteur, UCB, University of Geneva, UNITEC, TEVA, Takeda, Technion T3,...

Major actors from the biotech and pharmaceutical sectors registered to Biofit, trusting its PartneringONE® software powered by the EBD Group. This software, elected number one in the life science industry thanks to the 40 000 individuals meetings it has facilitated over the last 18 months, will allow them to set up face-to-face meetings with the other participants of their choice, sending requests and managing freely their schedule. Doing so, they will give the participants the chance to find their future research and business partners among the 350 Biofit delegates of various profiles.

With 15% of participants from the pharmaceutical industry, 34% from the biotechnology sector and 37% of academics, Biofit is at the crossroads to offer representatives from three essential sectors in the life sciences sector an opportunity to meet. Given the rare participation of the academia to those kinds of partnering events, Biofit 2010 promises to be a real success, representing a major step in the history of the academia's path towards its adherence to Open Innovation.

The presentation sessions, to foster collaboration

To stimulate partnerships and tech transfer, the 20 "Presenting sessions" held by researchers, emerging life science companies and service providers will also be organized during the two days of this outstanding event. For 20 minutes, the registered participants will have the opportunity to present their technology portfolios and kick-start collaborations. The three themes of these presenting sessions (Presenting Companies, Presenting Technologies and Presenting platforms of services) will give a chance for the attendees to find the partner they were looking for in a wide scope of topics including drug development, dermatology, gene therapy, cardiovascular, cancer,...

organized by



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A cutting-edge conference program

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Already renowned for the quality and diversity of its speakers, the Biofit conference program will undoubtedly be one of the *not-to-miss* conferences of the year to explore hands-on approaches to technology transfer.

The themes of the eight conferences? Open Innovation, protecting and capitalizing on IP, managing the human resources in the new partnership models, finding financial support for collaborative projects... The conference sessions look certain to generate excellent discussions that will fulfill the expectations of its attendees.

The 30 speakers confirmed? All experts sharing their experience and expertise.

The Plenary Assembly will for instance offer the opportunity to the Biofit participants to attend to a cutting-edge discussion between 4 major actors from various sectors: the academia (M. Ashley Stevens, President of the AUTM), the pharmaceutical industry (M. Ludo Lauwers, Beerse Site Manager of J&J and M. Neil Weir, Senior VP Global Research at UCB) and the financial sphere (F. Steven Burrill, the CEO of Burrill&Company), under the moderation of the Editor at large at *Nature Biotechnology* : M. John Hodgson.

The 2010 edition: the beginning of a long series...

Co-organized by *IDIS*, the Paris-based provider of consulting, marketing, and sales services to the life science sector and *Eurasanté*, the life science economic development agency of the Lille Nord-Pas de Calais Region, the first edition of Biofit will take place in the Northern France Bio-Cluster. Biofit 2010 could not have been possible without the commitment of more than 50 sponsors and supporters who believed in this project since the beginning and supported its development.

The 2010 edition is only the beginning of a long series, as this event will be rotating within the next years in other European biotech hotspots. It will be back in Lille every four years. With a rate of internationalization of more than 50% and the diversity of the 23 countries welcomed (the USA, Canada, the Netherlands, the UK, Switzerland, Finland, Germany, Poland, Portugal, Spain, Italy, Czech Republic, Israel, India, Japan,...), internationality is a strong feature of Biofit 2010.

Patrice Talaga (Director Chemistry Outsourcing at *UCB*) sums up in a few words the Biofit's spirit: *"My expectations from Biofit 2010? Great networking, inspiring presentations, great discussions about Open Innovation, successful innovative partnering... and why not: meeting UCB's next business partner!"*

Biofit at a glance:

Date: 26th - 27th October 2010

Place: Lille Grand Palais Convention Center, Lille (France)

Main activities: Partnering event, presenting sessions, conference program

Audience: Academia, biotech, pharma, investors, IP and Licensing experts

Organizers: IDIS and Eurasanté, in cooperation with the EBD Group.

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