



Transatlantic Business Council
Transatlantic Healthcare Investment Summit
Schloß Reinhartshausen, Frankfurt, Germany

15th/16th November 2010

With an ever-increasing number of barriers in developing medical device products, start-ups and growing companies need to adopt new strategies to accelerate the time to market.

The Transatlantic Healthcare Investment Summit will focus on the hurdles and opportunities of developing a medical device business on both sides of the Atlantic. It will provide first hand perspectives and case studies and will act as a unique networking opportunity with leading MedTech VCs, CEO's, Corporates and Investment Bankers to facilitate deal flow, share information, address concerns and explore new opportunities for transatlantic joint ventures.

This summit will provide companies looking to grow their business on both sides of the Atlantic with a first-hand opportunity to engage in a process designed to stimulate and accelerate this activity.

Draft Programme

Schloß Reinhartshausen, Frankfurt, Germany

15th – 16th November 2010

Time	Event
0800	Registration and Breakfast
0900 - 0915	Conference Chairman's Welcome
0915 -1230	Morning Session 15th November
0915 - 1000	Developing Medical Devices to the point of commercialization
1000 - 1045	Building a Transatlantic Medical Device Company
1045- 1115	Coffee and networking
1115 – 1230	Interactive Session Joint Ventures in Europe & the USA: Setting Them up but Avoiding the Bear Traps
1230 - 1400	Lunch & Networking
1400-1700	Afternoon Session 15th November
1400 - 1515	Investment Panel: Investing in Medical Devices in the Current Global Economic Climate
1515 - 1545	Coffee & Networking
1545-1700	Interactive Session: Regulatory compliance on both sides of the Atlantic
1715 - 1815	One to One meetings
1900 - 2100	Conference Dinner and Networking
0900 -1230	Morning Session 16th November
0900 - 0945	Selling to the EU Market The UK NHS as a Case Study
0945 – 1030	Selling to the US Market
1030 -1100	Coffee & Networking
1100 - 1145	Planning an exit strategy: Evaluation, purchase and sale process of healthcare businesses
1145 - 1230	Summing up and next steps Conference Chairman's Closing remarks

The cost of attending the Transatlantic Healthcare Investment Summit is \$650.00
Details of Hotel Accommodation are available on request from John Baldwin
jab@jabaldwin.com or Ann Starkey email ann.starkey@medipex.co.uk

PLEASE NOTE THAT PLACES AT THIS CONFERENCE ARE STRICTLY LIMITED AND WILL BE ALLOCATED ON A FIRST-COME, FIRST-SERVED BASIS

KEYNOTE SPEAKERS



Ariane Mansouri, President, AMC-Healthcare, Heidelberg

From product development to the assessment and negotiation of partnerships, she has contributed to the growth of several European and US groups. Her industry experience in solid organ and bone marrow transplantation has allowed her to build a solid network in **acute care**, in particular in **Europe, Latin America and the USA** (hospitals, research centres, pharmaceutical industry, medical devices, distributors...)



Michael Krüger, Managing Partner, Platinum Partners GmbH, Bad Homburg

Michael Krüger, whose career has encompassed senior level posts with KPMG and J.H. Schroder, London, is Managing Partner of Bad Homburg based Platinum Partners GmbH. A graduate of the European Business school he brings to the table years of experience in corporate finance (mergers and acquisitions, business valuations and capital transactions) and financial transaction services



Philip Jenkinson, Triplet et Associé, Paris

Philip Jenkinson holds dual British and French nationalities, is bilingual in English and French and is a member of the French Bar. He is Managing Partner of Triplet et Associé, one of the principal legal practices in Lille and Paris covering French Company Acquisition, French Employment Law, French Property Law, French Tax Law and Litigation in France.



Robert Brown, Founding Partner and CEO, Boyland Brown, Rochester, NY

Robert Brown is a graduate of Yale Law School, and has a broad range of experience in state and federal taxation and particular expertise in the use of ESOPs. He is a member of the executive committee of the Tax Section of the New York State Bar Association, chairing many of their subcommittees. He is a professional member of the ESOP Association, and a member of the National Center for Employee Ownership. Robert is listed in *The Best Lawyers in America* (Tax Law, 1993-present) and Fellow of the American College of Employee Benefits Counsel.



Dr Christopher Gayde, Managing Director, Hunter Wise Financial Group, Inc, LA

Dr. Gayde's focus at Hunter Wise is in the Healthcare and Biomedical Industries. He brings to Hunter Wise a unique combination of healthcare and business backgrounds. He has practiced dentistry for 20 years and has been active in the evaluation, purchase and sale process of dental practices. He also has participated with Hunter Wise in the areas of medical devices, dental marketing, oil and gas and foreign holding companies.



James G. Greer, President, Garrison Consulting GmbH, Karlsruhe

Over twenty-five years of experience in international financial management and business development. He combines a practical hands-on approach with a keen sense of how to obtain profitable growth. He began his career with the International Consumer Products Division of Schering-Plough, followed by finance and business development roles at Carrier Corporation, a division of United Technologies.



Ann Starkey, Deputy Chief Executive Officer, Medipex Ltd

Over 25 years experience of working at the interface between Higher Education and Healthcare Sector. Prior to joining Medipex she was part of the Executive Team that set up the Company and her role is that of general and operations manager with responsibility for Membership, Marketing, Finance, HR, and large scale projects, for example mapping of all areas of clinical expertise within the Yorkshire and Humber region. In April 2010 she was appointed Chair of the Transatlantic Business Council's newly formed Healthcare Advisory Board.



Dr Chris Herbert, Business Development Manager, Medipex Ltd.

Originally a Molecular Biologist with an interest in cancer and gene therapy, Chris's focus, since joining Medipex in 2006, has been on identification of promising innovations, evaluation and commercialization and how the development and adoption of innovative products can be accelerated. Chris is recognized for his expertise on the ever-changing NHS procurement landscape and the wider barriers within the NHS for the adoption of innovations, producing a number of reports and presentations on this subject.



Ralph Hummel, Partner, Avocado-Law, Frankfurt

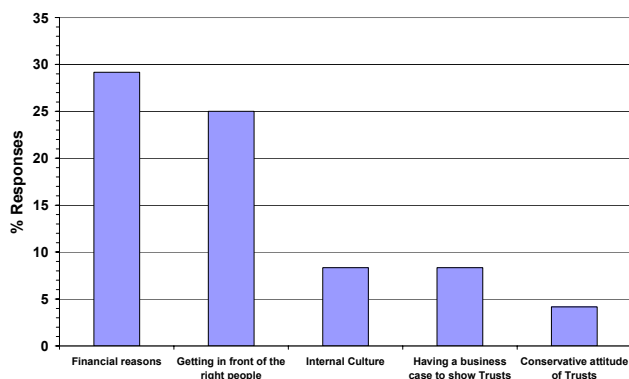
Ralph advises German and foreign businesses regarding their domestic and international activities. In particular, he is experienced in corporate law, mergers & acquisitions, reorganization and tax laws. He has a particular emphasis on handling cross-border transactions between the USA and Germany. He also advises direct selling businesses in the structuring of their sales organizations and drafting of standard terms based on German and European statutory requirements.



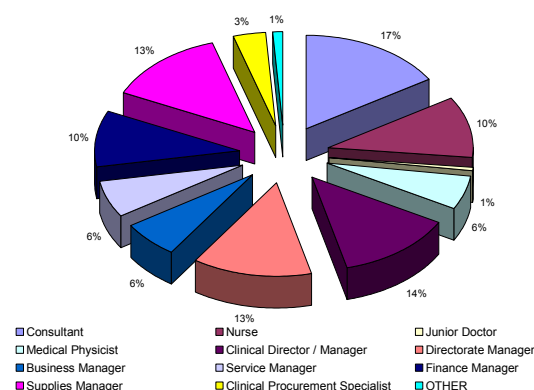
- Transatlantic Investment Summit Delegate Offer - SELLING TO THE UK HEALTHCARE MARKET

The NHS in England was first recognised as a slow and late adopter of innovative products by the Wanless report published in 2002, yet in 2010, the situation seems to have improved little, if at all. Before a product can be used in the clinic it must be purchased and the NHS's procurement process can represent a significant obstacle to a product being used. The report "Selling to the UK Healthcare Market" is the result of an extensive period of in-depth research looking at how the NHS buys its goods, what the barriers to uptake are, how decisions are made, who the decision makers REALLY are and the key factors considered in deciding what to purchase.

Suppliers of products to the NHS in England have as their customer base 172 Hospital Trusts, 149 Primary Care Trusts, 10 Collaborative Procurement Hubs and NHS Supply Chain. PCT providers do not have well-defined procurement structures in place for products and the PCT provider landscape is changing with more private companies and social enterprises being contracted to deliver the services. For this reason, the report specifically looks in-depth at how goods are bought by NHS Hospital Trusts, but also examines the changing structure of the NHS and what the policies of commissioning and Payment by Results (PbR) mean for Innovation. Because NHS organisations are publicly-funded, there are a number of set rules and regulations which must be abided by which can mean the contracting process is lengthy. Each NHS Trust also has its own internal policies, processes and politics which potential suppliers must understand if they are to be successful in selling to a Trust.



The top 5 barriers faced by companies selling to the NHS



The typical make-up of a decision-making "committee"

Case studies within the report illustrate the ways in which innovative products can be / have been taken up by NHS Trusts and a number of "critical success factors" are proposed which products need to satisfy if they are to be taken up by the NHS.

The full report "Selling to the UK Healthcare Market" is available to conference delegates at a reduced price of \$230 (normal price \$380)

This will be included in your delegate pack and given to you at registration