

enterprise europe network



GLOBAL BUSINESS ACCELERATOR VISIT TO SWITZERLAND FOCUSING ON THE PHARMA TECHNOLOGY INDUSTRY

Date:

Monday 12 - Thursday 15 March 2018

Closing date:

Friday 12 January 2018

The Enterprise Europe Network, supported by Innovate UK, are organising a company visit to Switzerland for companies in the pharmaceutical technology industry. Delegates will have the opportunity to meet pharmaceutical companies and key stakeholders based in Basel and attend ProcureCon Pharma in Zürich for the next three days.

WHY SWITZERLAND?

The Swiss pharmaceutical sector is a major employer with more than 40,000 people working directly for the industry. If the indirect work created through ancillary industries is included, as many as 172,000 jobs are related to the pharmaceutical industry. In addition, it accounts for up to a third of all Swiss exports, and the productivity of the industry is four times as high as that of the economy as a whole. Three big clusters – the Lake Geneva area,

the Basel region and Zürich-Zug-Lucerne – account for the lion's share of the gross value added of the Swiss pharmaceutical industry.

BASEL REGION

The pharmaceutical cluster Basel is home to the headquarters of pharmaceutical companies steeped in tradition, such as Bayer, Boehringer Ingelheim, Novartis and Roche, as well as the biopharmaceutical company Actelion.

ZÜRICH-ZUG-LUCERNE

The Zürich-Zug-Lucerne cluster has grown into an attractive centre for international life science companies and is home to AbbVie, Alcon, Amgen, AstraZeneca, Bayer, Biogen, Bristol-Myers Squibb, Gilead, Janssen, Lundbeck, Merck, MSD (Merck Sharp & Dohme), Novartis, Pfizer, Roche and Vifor Pharma.

PROCURECON PHARMA

The ProcureCon Pharma, organised by Worldwide Business Research, will take place from 13 to 15 March 2018 in Zürich.

Delegates will have the opportunity to join 200 senior procurement professionals from Merck, Astra Zeneca, Roche, Sanofi, Lonza and other world-leading pharmaceutical businesses over three days. There will be 40 interactive sessions to help them make better outsourcing decisions, speed up transformation, co-create value with business partners and unlock greater innovation from suppliers.

Key business sectors:

- Clinical Research organisations
- Chief Medical Officers
- Consultancy: healthcare specialists, procurement specialists
- Outsourcing: tech, contract manufacturing
- Indirect specialist: laboratory equipment

For eligible companies joining the visit, flights, three nights' accommodation and the participation fee for the ProcureCon Pharma 2018 (for one representative per company) will be funded through the Business Accelerator Programme.

THE PROGRAMME (Subject to change)

DATE	ACTIVITY
Monday 12 March (AM) AM + PM PM	Depart London – Arrive Basel Visit pharmaceutical companies and relevant stakeholders in Basel Transfer to Zürich by bus
Tuesday 13 March ALL DAY	Attending ProcureCon 2018 The Role of Procurement in Enabling Digital Transformation
Wednesday 14 March ALL DAY	Attending ProcureCon 2018 Optimising Business Partnering with Clinical Stakeholders
Thursday 15 March ALL DAY	Attending ProcureCon 2018 Unlocking Supplier Innovation and Performance
	Depart Zürich – Arrive London

Full details of the ProcureCon 2018 programme can be found here: procureconhealthcare.wbresearch.com/procurecon-pharma-ondemand-mt

BENEFITS OF JOINING THIS COMPANY VISIT

- Pre-visit and in-country briefings providing market information and advice on how to do business in the pharmaceutical technology sector, plus a training course on how to improve your pitching skills
- Full access to the ProcureCon conference 2018 and the opportunity to meet key players in the pharmaceutical sector
- Your profile in the visit brochure that will be distributed at the conference
- A programme of meetings with pharmaceutical companies and key stakeholders in Basel
- Space to display your literature at the UK stand

THE COST

- Commitment fee: £800 (refundable after the mission).

TRAVEL ARRANGEMENTS AND SUBSIDIES

This company visit is part of Innovate UK's Global Business Accelerator Programme. For approved companies, Innovate UK will organise and fund flights, three nights' accommodation and ProcureCon 2018 participation fee (for one representative per company).

ELIGIBILITY

To participate in this company visit, your business must be established within the UK and selling or marketing a British product or service.

HOW TO APPLY

You may apply for this company visit here <https://form.jotformeu.com/73183559692368>

Applications are subject to approval by Innovate UK, UCL and LCCI and will be evaluated on first come, first served basis.

If your application is successful you will receive the information pack and the final registration documents.

FOR MORE INFORMATION

For more information please contact the Mission Manager: Marta Zanfrini, International Business Manager, London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP. E: mzanfrini@londonchamber.co.uk, T: +44 (0)20 7203 1822.