



## ▶ Celebrating ten years of LISAvienna - the Vienna Life Science Cluster!

On Sept. 13, 2012, a mild early autumnal day, over 350 anniversary guests gathered at the Rinderhalle, Neu Marx to celebrate the success of the organisation over the past ten years.

Deputy Mayor Renate Brauner attended the event as a well-wisher and highlighted the special importance of life sciences in Vienna with facts and figures, outlining the progress made over the past few years with the involvement of LISAvienna. "Life sciences have made a huge leap forward in recent years. Vienna seized this opportunity - not only to gain recognition as a prime life science location among international competitors, but also to achieve great success. A pivotal element of this success has been the huge commitment shown by the LISAvienna team", said the Deputy Mayor in her celebratory speech.

During her opening speech, Ulrike Unterer, of the Federal Ministry of Economy, Family and Youth, reminded the audience that the origins of LISAvienna can be traced back to the incentive program "Impulsprogramm Biotechnologie" initiated by the Ministry of Economics and Innovationsagentur in 1998.

LISAvienna's founder and Rector of the University of Veterinary Medicine Vienna, Sonja Hammerschmid, highlighted the success factors in her celebratory speech: "A decisive factor is the support package tailored to the requirements of entrepreneurs, with short decision-making processes and no bureaucratic hurdles. Only in this way can the region develop in a sustainable and internationally competitive way. Particularly during times of economic uncertainty, policies need to be even more prepared to take an acyclic approach to

absorb the repercussions of market failures." Life science entrepreneur Joachim Seipelt praised the good total package offered by the Vienna support agencies and the excellent networking between the life science companies based in Vienna.

As a representative of the global player Baxter, Harmut Ehrlich, Vice President of Global R & D and Medical Affairs BioScience, discussed the advantages of Vienna as a research location for international pharmaceutical companies and expressed clear requests to the political decision-makers: "Increased investments are required into research funding and the education of highly qualified workers to secure the Vienna region for the future".

LISAvienna Managing Director Peter Halwachs revealed the secret of the life science location of Vienna. "In addition to the infrastructure created by the federal government and City of Vienna and the coordinated funding and services provided by ZIT, Wirtschaftsagentur, aws and FFG, Vienna is particularly characterized by its combination of excellent research establishments, innovative small and medium-sized businesses and major international companies." Managing Director Johannes Sarx discussed the significance of LISAvienna: "Over the past 10 years, we have held over 600 personal consultation meetings and have been able to welcome over 5,000 people at training and network events. The most important event next year is BIO-Europe, Europe's largest biotechnology partnering event which, at the instigation of LISAvienna, will take place in Vienna for the second time at the centre of the global science community."

The climax and simultaneous end of the program was a visual look back over the evolutionary history of the life science centre of Vienna, created by the "Verein zur Förderung der Kunst von Visualisten, mediaOpera".



The celebratory cutting of the LISAvienna birthday cake.  
 Ftr: Peter Halwachs, Sonja Hammerschmid, Hartmut Ehrlich, Renate Brauner, Michaela Fritz, Ulrike Unterer, Johannes Sarx



Peter Halwachs



Johannes Sarx



## Dear Readers

A dynamic year is drawing to a close and this is reason enough to take a look back in review as well as a glance ahead into the future.

In September LISAvienna celebrated its 10th anniversary with a vibrant event at which more than 350 high-ranking congratulators from home and abroad, from politics, commerce and science were welcomed (cover story). In the field of medical technology, two exciting Business Seminars were held that attracted record numbers of participants. Likewise the Business Treff at DCX Technologies was a success with numerous participants being approached by networking vigorously until late in the evening (p.8). The boom in medical technology could also be felt at the BOB (Best of Biotech). During Phase 2 a new record number of submissions in the medical technology field was recorded, which showed in the award of prizes (p.6). Fall 2012 was marked by international trade fairs. Interested Viennese companies visited the World Medtech Forum in Lucerne, BIO-Europe in Hamburg and also MEDICA in Düsseldorf (p.4,6).

The start into the next year will be eventful with LISAvienna visiting Arab Health in Dubai as early as in January. March will be dedicated to BIO-Europe Spring®, which will take place in Barcelona and in April the BIO International Convention in Chicago will be visited as well. A further point of focus in 2013 will be the Life Science Trip to South Korea and China, which is being prepared in cooperation with the Chamber of Commerce in Vienna and organized and managed by ADVANTAGE AUSTRIA, the official austrian internationalization agency and their offices in Seoul and Beijing. The trip will be headed by the President Brigitte Jank.

Doubtlessly one of the 2013 highlights is the BIO-Europe, which is brought to Vienna for the second time by LISAvienna. From November 4 to 6 more than 3,000 decision-makers

from the International Life Science Community from over 1,800 Life Science enterprises in 50 countries will visit Vienna to complete a high-level networking marathon over three days. Be sure to mark the dates in your calendar!

Enjoy reading the LISAvienna Newsletter!

Peter Halwachs and Johannes Sarx

*LISAvienna Managing Directors*

## LISAvienna Services

LISAvienna provides a broad range of essential services free of charge to entrepreneurs, investors and researchers in Austria's largest life science location:

- ❖ **Consulting** – Contacts and advice on financing and subsidies, infrastructure, technology competences and collaborations, human resources as well as internationalization
- ❖ **Marketing** – Positioning Vienna as a significant research and business location at international trade fairs and providing information about the life sciences in Vienna in the local and national media
- ❖ **Qualification** – Life science related seminars for entrepreneurs, researchers and students on the market and regulatory environment, legal aspects as well as financing and organization
- ❖ **Networking** – Setting up and strengthening networks in the life science community with the aim of fostering fruitful exchanges of ideas and experiences
- ❖ **Knowledge** – Preparation of analyses, background papers and studies on the strategic development and positioning of Vienna as a life science location

### Arab Health 2013

Dubai, January 28-31, 2013  
[www.arabhealthonline.com](http://www.arabhealthonline.com)

### BIO-Europe Spring® 2013

Barcelona, March 11-13, 2013  
[www.ebdgroup.com/bes](http://www.ebdgroup.com/bes)

### conhit

Berlin, April 09-11, 2013  
[www.conhit.de](http://www.conhit.de)

### BIO International Convention

Chicago, April 22-25, 2013  
[convention.bio.org](http://convention.bio.org)

### BIOequity Europe 2013

Stockholm, May 22-23, 2013  
[www.biocentury.com](http://www.biocentury.com)

### eHealth 2013

Vienna, May 23-24, 2013  
[www.ehealth2013.at](http://www.ehealth2013.at)

### Life Science Trip to South Korea

Seoul, May 26-28, 2013

### ChinaBio® Partnering Forum 2013

Beijing, May 29-30, 2013  
[www.ebdgroup.com/cbpf](http://www.ebdgroup.com/cbpf)

### BIO-Europe 2013

Vienna, November 4-6, 2013  
[www.ebdgroup.com](http://www.ebdgroup.com)

### MEDICA 2013

Düsseldorf, November 20-23, 2013  
[www.medica.de](http://www.medica.de)

## Life Science Events in Vienna\*

### 8th Congress of the ECCO

February 13-16, 2013  
[www.ecco-ibd.eu/ecco13/](http://www.ecco-ibd.eu/ecco13/)

### ASTP annual conference

May 22-24, 2013  
[www.astp.net](http://www.astp.net)

### MedicReS World Congress on

Good Medical Research  
June 13-15, 2013  
[www.ic2013.medicres.org](http://www.ic2013.medicres.org)

### Viral Safety for Biologics 2013

June 18-19, 2013  
[www.informa-ls.com/event/viral13](http://www.informa-ls.com/event/viral13)

\*) This list is not exhaustive – for more information, visit our homepage: [www.LISAvienna.at](http://www.LISAvienna.at)

# BIO-Europe 2012

LISAvienna and LISA present Austrian biotech innovative power at Europe's largest partnering conference



© Christina Koerte

Fotr: Johannes Sarx, Renate Brauner, Hinrich Habeck, Hans Fabian Kruse

The Austrian life science scene introduced itself at Europe's leading biotechnology conference with a record number of 46 domestic companies, universities and research institutes of which 29 were from Vienna alone. The LISA pavilion was organized this year as well by the cluster organization LISAvienna. The life science location Vienna, as in previous years, was able to set its mark with innovative ideas, well-educated staff and excellent funding landscape. Besides the pharmaceuti-

cal giants Baxter and Boehringer Ingelheim, established Viennese enterprises such as AFFiRiS, Apeiron, Hookipa and Savira as well as research institutes such as the AIT – Austrian Institute of Technology and IMBA – Institute of Molecular Biotechnology, were also present this year.

As the host sponsor of the BIO-Europe 2013, LISAvienna also organized this year's closing reception at which Vienna's Deputy Mayor

Renate Brauner gave the welcoming address and accepted the symbolic hand-over of the fair from Hamburg to Vienna: "The life science location Vienna is a true success story. One thing is clear from its development: the economic and research policy decision by the City of Vienna to fully draw on a segment with high potential, such as life sciences, not only represents a unique opportunity on the whole for our city. It is also a great opportunity for a small country such as Austria to advance from being recognized to being successful in the international competition among business locations. Therefore, I am particularly happy that Vienna will have the opportunity in 2013 to organize the largest partnering conference, the BIO-Europe, for a second time." The event took place on the last day of the fair and was sponsored by the Austrian Business Agency (ABA).

## Outlook on the BIO-Europe 2013

As the host sponsor for the BIO-Europe 2013, the Vienna life science cluster organization LISAvienna has attracted the largest partnering event in the biotechnology field to come to Vienna again after just four years. The BIO-Europe 2013 will take place from November 4 to 6. Be sure to save the date!

# MEDICA 2012

LISAvienna at the largest medical technology trade fair worldwide



From November 14 to 17 the international trade fair MEDICA took place in Düsseldorf. LISAvienna participated to learn more about the latest developments and trends in the medical technology industry. The MEDICA

is a world trade fair in the health and medical technology sector attracting some 4,500 professional visitors each year. Austrian companies traditionally use MEDICA as a platform for meeting their international distributors, as a forum for advertising new technologies and innovations, and as an ideal instrument for worldwide competition and market observation. Growth guarantors in medical technology are the increasing awareness of health issues, medical progress and an aging society.

In total 63 Austrian companies and institutes were presented at the MEDICA in Düsseldorf exhibiting their products and services. Among

them were 12 Viennese companies, almost half of which operate in the IV diagnostics segment. All Austrian participants were listed in a directory of exhibitors and excelled at the fair because of their outstanding quality.

As a tradition, LISAvienna invites the Austrian and Viennese medtech exhibitors to a networking dinner on the first evening of the fair. Forty participants enjoyed an evening of intense discussions at the LIDO Restaurant at Düsseldorf Medienhafen.

The next MEDICA will take place from November 20 to 23, 2013.



# News Release + + + Academia

## **MedUni Vienna: Epilepsy in children: surgery can eliminate the need for medication**

November 19, 2012 - Around one in every hundred people worldwide is affected by epilepsy, with 40 per cent of them developing the condition before the age of 15. If patients with epileptic fits do not respond to antiepileptic drugs, epilepsy surgery can be used to remove the part of the brain that is responsible for the fits so that the patient can be free of them. Afterwards, the prompt discontinuation of medication is of significant therapeutic interest. Until now, it was not known when the most favourable time was for this without running an increased risk of further fits. Now, an international team of researchers, with collaboration from the MedUni Vienna, has discovered that discontinuing medication even immediately after the operation represents a promising approach.

[www.meduniwien.ac.at](http://www.meduniwien.ac.at)

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## **MedUni Vienna: Dermatitis could be suppressed as it develops**

November 7, 2012 - Excessive immune reactions against the body's own skin cells can lead to painful and even chronic dermatitis. An international team of researchers at the MedUni Vienna, the MedUni Graz and the Salk Institute in California, led by Herbert Strobl, has now unencrypted the mechanism that contributes towards this unwanted autoimmune reaction being suppressed. This may in future lead to common conditions such as chronic allergic dermatitis or psoriasis being halted as they develop and treated.

[www.meduniwien.ac.at](http://www.meduniwien.ac.at)

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## **AIT gains K-Project**

November 7, 2012 - CO MET subsidizes 1.7 million Euros AIT-project. The AIT Austrian Institute of Technology gains funds from the COMET program for the OptiBioMat project. In the next three years AIT-researchers will work on the use of medical implants based on magnesium. The success of the project and the realization of the research results shall be based on a close cooperation with the industry.

[www.ait.ac.at](http://www.ait.ac.at)

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## **TU Vienna: Electron Microscopes With a Twist**

November 5, 2012 - Vortex beams, rotating like a tornado, offer completely new possibilities for electron microscopy. A method of producing extremely intense vortex beams has been discovered at the Vienna University of Technology (TU Vienna).

Nowadays, electron microscopes are an essential tool, especially in the field of materials science. At TU Vienna, electron beams are being created that possess an inner rotation, similarly to a tornado. These "vortex beams" cannot only be used to display objects, but to investigate material-specific properties - with precision on a nanometer scale. A new breakthrough in research now allows scientists to produce much more intense vortex beams than ever before.

[www.tuwien.ac.at](http://www.tuwien.ac.at)

## **IMBA: Breast cancer advance wins IMBA \$7.4m US award**

October 22, 2012 - A new approach to possible future prevention of breast cancer and slowing the spread of tumours has won Austrian researcher Josef Penninger, director of the Institute of Molecular Biotechnology of the Austrian Academy of Sciences (IMBA) in Vienna, a \$7.4 million innovator's award to continue his research, from the USA's Congressionally Directed Medical Research Program.

[www.imba.oeaw.ac.at](http://www.imba.oeaw.ac.at)

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## **Vetmeduni Vienna: Directing change: how do they do it?**

October 19, 2012 - Since 1859, when Darwin's classic work "On the Origin of Species" was published, we have known that populations change over the course of time. The ability to adapt to changing surroundings is the basis for evolution and is crucial for animals and plants to come to terms with new environmental conditions, for example as a consequence of climate change. Despite the obvious importance of the process, however, we still do not understand the underlying mechanisms. It is clear that organisms change their DNA in response to selection pressures. But how? Important clues come from the work of Pablo Orozco-terWengel in the group of Christian Schlotterer at the University of Veterinary Medicine, Vienna. The results are published in the current issue of the journal "Molecular Ecology".

[www.vetmeduni.ac.at](http://www.vetmeduni.ac.at)

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## **LBI CR: Research in animal model identifies new lymphoma treatment**

October 18, 2012 - Scientists of the Ludwig Boltzmann Institute for Cancer Research (LBI CR) lead by Assoc. Prof. Lukas Kenner have now analysed the anaplastic large cell lymphoma (ALCL). While this disease remained problematic to cure in many patients, the researchers have now suggested a new treatment, which already proved lifesaving for the first patient. Their research based on an animal model of the disease revealed PDGFR as a central signal integrator. Strikingly, a patient suffering from ALCL without any other treatment option benefitted from PDGFR inhibition and survived without any recurrence of the tumour for 22 months. Without this treatment the patient would not have survived, but now is back at work. The results have recently been described in the prestigious journal "Nature Medicine".

[www.lbg.ac.at](http://www.lbg.ac.at)

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## **IMP: How the brain forms categories**

October 18, 2012 - How the brain forms categories Neurobiologists at the Research Institute of Molecular Pathology (IMP) in Vienna investigated how the brain is able to group external stimuli into stable categories. They found the answer in the discrete dynamics of neuronal circuits. The journal Neuron publishes the results in its current issue.

[www.imp.univie.ac.at](http://www.imp.univie.ac.at)

## **MedUni Vienna: Lymphoma cancer: women respond better to treatment with antibodies than men**

October 10, 2012 - Women respond much better than men to the treatment of chronic follicular lymphoma with a monoclonal antibody that targets CD20 (rituximab). These are the findings of a multi-centre, Austria-wide study by the Arbeitsgemeinschaft medikamentöse Tumorthherapie (AGMT) carried out under the supervision of the University Department of Internal Medicine I and study leader Ulrich Jäger, which has now been published in the highly respected journal "Haematologica". It was also discovered that the volume of lymphoma cells has an important role to play.

[www.meduniwien.ac.at](http://www.meduniwien.ac.at)

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## **CeMM: Winter et al.: Understanding off-target synergy for kinase inhibitors against drug resistant CML**

September 30, 2012 - The off-target activity of two drugs that target an oncogene, called BCR-ABL, explains their synergistic and selective ability to induce cell death in gatekeeper mutated chronic myeloid leukemia (CML) cells. The findings of scientists in the research groups of CeMM Scientific Director Giulio Superti-Furga, Keiryn L. Bennett (Mass Spectrometry), and Jacques Colinge (Bioinformatics) together with research group of Forest M. White, Massachusetts Institute of Technology, Cambridge, Massachusetts and colleagues of the Medical University of Vienna, esp. Peter Valent and Martin Bilban have been published online on September 30th, 2012, in Nature Chemical Biology.

[www.cemm.oeaw.ac.at](http://www.cemm.oeaw.ac.at)

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## **MedUni Vienna: Brain tumours: artificial stimulation of the immune system could mean less aggressive treatments**

September 25, 2012 - Brain metastases are common secondary complications of other types of cancer, particularly lung, breast and skin cancer. The body's own immune response in the brain is rendered powerless in the fight against these metastases by inflammatory reactions. Researchers at the MedUni Vienna have now, for the first time, precisely characterised the brain's immune response to infiltrating metastases. This could pave the way to the development of new, less aggressive treatment options.

[www.meduniwien.ac.at](http://www.meduniwien.ac.at)

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## **IMP: The Biology of Emotions**

September 11, 2012 - Neurobiologist Wulf Haubensak, Group Leader at the Research Institute of Molecular Pathology (IMP) in Vienna, has been awarded one of the prestigious Starting Grants by the European Research Council ERC. The grant is worth 1.5 Million Euros and will support an ambitious project to explore the neural basis of emotions.

[www.imp.ac.at](http://www.imp.ac.at)

# Best of Biotech confers the Medtech Award “Das goldene Wiener Herz” for a second time

Two teams from Vienna win in an international business plan competition

Vienna, October 18, 2012 - The international life science business plan competition – Best of Biotech, financed by the Federal Ministry of Economics and organized by the Austrian federal funding bank, austria wirtschaftsservice (aws), registered a record number of participants in the current round: 26 teams participated in the final phase of the two-staged competition - 7 of these teams had their focus on medtech. More than half of the participants came from Austria. Three winning teams from Austria outperformed their international competitors and convinced the expert panel in the final presentation. The entrepreneurial talents received prize money of 40,000 euros in total – sponsored by Boehringer Ingelheim, AFFIRiS and the Tiroler Standortagentur.



Fotr: Johannes Sarx, Peter Halwachs, Nina Sallacz-Berger, Tamas Haidegger, Melinda Nagy, Reinhold Mitterlehner

The Medtech Award “Das goldene Wiener Herz” went to “Hand in Scan”, a Hungarian team, and was awarded for the second time by the cluster organization LISAvienna. “Hand in Scan” develops, validates and commercializes hand hygiene for the direct and objective evaluation of hand washing by means of digital imaging technology. Two Viennese teams won the 2nd and 3rd prizes of the interna-

tional business plan competition. The second place went to SIMCharacters, which breaks new ground in the development of small training simulators and combines know-how in the medical area, lifelike anatomy and high-class animation technology. The third place went to EveliQure, a recently founded Vienna based biotech company focusing on the development of live attenuated bacterial vaccines for

the prevention of diarrheal diseases. The first prize was awarded to the young biotechnology company Vira Therapeutics, focusing on oncolytic virus.

[www.bestofbiotech.at](http://www.bestofbiotech.at)

## World Medtech Forum Lucerne

The first World Medtech Forum (WMTF) took place from September 25 to 27, 2012 in Lucerne, Switzerland. The WMTF offered a newly developed concept consisting of congress, partnering meeting and trade fair. Around 3,200 visitors attended the event. LISAvienna was represented together with three other Austrian life science clusters and two medtech companies as well as ADVANTAGE AUSTRIA and the Austrian Business Agency (ABA) in one shared pavilion under the umbrella organization LISA. The fair

brought together a mix from the international supplier scene with 250 exhibitors and the latest developments in Swiss medtech research and as such displayed the full spectrum of exciting innovations in medical technology along the value added chain. The main attractions were the fascinating lectures at Speakers Corner, the Swiss Lounge and the Center of Attention.

LISAvienna presented itself at the first international cluster meeting under the auspices

of the Medical Cluster Switzerland as part of a cluster promotional project with the Standortagentur Tirol. Another highlight was the opening of the 2-day market sounding journey “Swiss Innovation - Medtech of Central Switzerland” by the Austrian Foreign Trade Center Bern & Zurich, beginning with lectures (SwissDRG, IMS Consulting Group, You Can Biz), and culminating in a reception at the LISA pavilion.

# Success Story

## 100 years of Carl Reiner

The medical technology company Carl Reiner is celebrating its centennial anniversary in 2012. This provides a special occasion to take a closer look at the success story of the Viennese company.

The company name Carl Reiner GmbH stands for many years of tradition of the family business, which was founded in 1912 and produces medical instruments. This business segment continues to be a small unit at the company in the present day, but it has not been at the core of operations for many years. As the exclusive representative of numerous manufacturers at home and abroad, Carl Reiner has become a flourishing commercial enterprise over the years, which first conquered the domestic and then the global market. Owing to innovative problem solving and investment in research and development, the company was highly successful with their own products. In 2006 Carl Reiner not only attained technological leadership in the segment of jet ventilation by virtue of the microprocessor-controlled, superimposed high-frequency jet respiration device TwinStream™, but also established its company successfully in the international market. The success of TwinStream™ in addition revitalized the segment of surgical instruments manufacturing, which had long been thought to be passé. To the contrary, Carl Reiner now trains apprentices again in this venerable discipline.

Based on the company's many years of experience and worldwide competency, the planning of whole medical facilities and the installation of integrated system solutions has thereby opened up another field of business.

### About TwinStream™

The TwinStream™ is the first microprocessor controlled superimposed high-frequency jet respirator and offers a completely new standard in jet ventilation technology. Facilitated by the optimized fluidic technology of the patented jet endoscope and accessories in combination with the jet respirator, the system guarantees safety in all areas of jet-assisted respiration and for all patient categories. It has two separate or simultaneously-working ventilation parts and allows ventilation on two different pressure levels plus tubeless respiration. This means there is no tube or jet catheter that might obstruct the surgeon during surgery and the operative area is not constricted. Also any potential fire hazard is ruled out as there are no combustible materials in the respiratory tract, thus enabling sufficient ventilation without time limits.



© Carl Reiner GmbH

By implementing the *TwinStream Global Connectivity* in the existing system, Carl Reiner took a leap into the future. Further development of the system in terms of digital data processing and networking has achieved a flexible integration into the Patient Data Management System (PDMS). The challenge was to be able to communicate with different hospital management systems and allow digital data logging and especially the exchange of data. This exciting project received support from the promotional program Innovation of ZIT – The Technology Agency of the City of Vienna. With the implementation of Global Connectivity, Carl Reiner GmbH is now in a position to solidify its position in the intensive care unit market sector.

After 100 years, Carl Reiner's continuously successful market presence, and more so its claim to technology leadership, is largely owed to the very good relations with its customers. This factor in the company's success has seen it through the lackluster 1980s when hospital budgets were substantially lowered due to the establishment of purchasing departments for the streamlining of medical technology products purchases.

Carl Reiner's CEO Peter Rossegger explains the company's long-term success by the fact that customer-oriented work is the top priority at the company with long tradition: "At any

time our customers can rely on our 100% commitment to them. If there is a problem with our own products or also with products of foreign manufacturers, we try to help as quickly as possible without the red tape. The solution to the problem is always our prime concern."

The fact that Carl Reiner can respond fast and flexible to its customers' requests can be attributed to the company's lean size and the international business location at the heart of Europe. 30 committed employees and the excellent location in the vicinity of Vienna's Medical University have provided Carl Reiner with brilliant conditions for success.

Today Carl Reiner already earns 35% of its turnover from its own TwinStream™ product and this trend is rising. It is worth tapping new markets such as America and China in the future to expedite the further development of its own products and the ongoing expansion of its medical product portfolio. It can be said with certainty: Carl Reiner will remain a key player in medical technology and influence it sustainably.

[www.carlreiner.at](http://www.carlreiner.at)

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## Save the date!

## ► LISAvienna Events Review

### LISAvienna Business Seminar

#### Strategic planning in the development of medicinal products: from clinical trial and evaluation to HTA and reimbursement

On September 20, LISAvienna invited to its Business Seminar and 54 participants from 46 enterprises and organizations followed the call. Valuable information was provided in four lectures on the topic of the individual stages in the development of a medical device. Wolfgang Ecker, Manager of Department III/3 for drugs and medical devices at the Federal Ministry for Health highlighted in his lecture "Clinical trial and evaluation" the fundamental requirements for the approval of a medical device. In addition, the audience gained a first insight into the imminent revision of the Medical Device Directives. Claudia Wild, Institute Director at the Ludwig Boltzmann Institute for Health Technology Assessment in Vienna illustrated by means of examples how the HTA is used as an aid in scientific decision-making for effective and efficient use of resources in the provision of medical care. Jon H. Hoem,

CEO of the Vienna based company Miracor Medical Systems GmbH, demonstrated by means of practical examples in his lecture, the different stages in the development of PICSO® technology and at the same time examined particular hurdles that had to be overcome by the start-up company in the process. Martin Schmid, founder and CEO of the company en.co.tec Schmid KG explained how to go about strategically planning the development process of a medical device at an early stage against a background of regulatory requirements.

After intense discussions with the presenter, the Business Seminar ended with casual networking over sandwiches and Viennese wine.

### LISAvienna Business Treff At Biomedica Group & Braincon Handels-GmbH

On October 24, twenty-three participants representing 14 companies gained an insight into the R&D and marketing activities of the two Viennese companies Braincon Handels-

GmbH and Biomedica Group. After the presentation of both companies, the newly developed DCXpert of AMS Braincon for room and surface disinfection that is used for preventing nosocomial infections in hospitals was at center stage.

The joint venture DCX Technologies GmbH was specifically founded for distribution and services and professional advice with equal contributions from Braincon and Biomedica. Both companies want to combine their know-how for international sales and marketing and the future development of DCXpert. The introduction of the companies was followed by a very productive discussion engaging the participants as well as the hosts and CEOs Dr. Stefan Marenzi (Biomedica), Dr. Bernhard Kuenburg (Biomedica and DCX Technologies) and Davul Ljuhar (Braincon). The networking in subsequence was accompanied by a practical product presentation of the DCXpert while beverages and snacks were served.