

EUROBIOHIGHTECH - Smart Health: research for business innovation

From 21 to 22 September, Trieste will host the first trade show devoted to innovation in the biomedical sector, biotechnology and bioinformatics to be held in Central-Eastern and Balkanic Europe.

A sector worth a billion euro in sales in the Italian region of Friuli Venezia Giulia

Science, innovation and business within the Esf 2020 territorial platform will dialogue at a specialised trade show

Globally, the **BioHighTech** and the pharmaceutical industries are about to face a number of new challenges, brought about by the dynamics of the market and R&D.

EuroBioHighTech aims to meet the needs arising out of the new context by providing an exhibition and an opportunity to discuss the R&D projects implemented by enterprises in cooperation with research centres. «The biomedical sector is worth 600 billion worldwide, which is six times the global sales of ship engineering – commented Mr. **Diego Bravar**, President of the company network **BioHighTech-NET**. This is undoubtedly a less well-know industry, but lately it has reported an annual growth of 7%. A fundamental role in this trade show will be played by the 34 companies that make up the regional network I represent.»

In the Friuli Venezia Giulia region, the biomedical sector comprises 150 companies reporting a total of one billion in sales: in particular, three of such companies are worth over €100 million in sales each. In terms of employment, 5,000 people work in this field locally. Interestingly, Trieste can boast the highest ratio in Italy between innovative companies and total number of companies registered in the Business Register. «All of these factors have led us to organise a trade show together with our partners: this is a unique event with a focus on the market of Central-Eastern and Balkanic Europe – commented **Antonio Paoletti**, President of the Venezia Giulia Chamber of Commerce.» **EuroBioHighTech** aims to become a bridge between Italian and European companies and research centres and the operators of the healthcare systems in the 15 countries of Eastern Europe, which have as many as 220 million users. «This trade show is an example of how productive networking can be: through this kind of initiatives, the region is able to attract further researchers and companies – commented **Laura Chies**, President of the CBM – Molecular Biomedicine District, the lead partner of the Smart Health Cluster FVG.»

Stefano Fantoni, President of the Fondazione Internazionale Trieste, and the local promoter of Esf 2020, guaranteed his full support. «The appointment of Trieste as the European City of Science 2020 – Fantoni said – is perfectly reflected by the city hosting this **EuroBioHighTech** event: it should not be forgotten that Trieste was chosen to organise Esf 2020 precisely to act as a platform representing a larger territory stretching from north-east Italy to the Balkan countries. The biomedical trade show is a right step in that direction as it operates by involving those countries and putting science, innovation and business together.»

The Municipality of Trieste has expressed its full satisfaction for the organisation of the event. In particular, City Councillor **Maurizio Bucci** stated that «this type of events demonstrates how effective the European funding programmes (specifically Pisus) can be to give national and international visibility to the city of Trieste.» Also the administration of the Friuli Venezia Giulia Region, through Regional Councillor **Loredana Panariti**, stressed that

«**EuroBioHighTech** is in line with the regional strategies for smart specialisation, in order to make the Friuli Venezia Giulia region more competitive with highly skilled jobs, and it also confirms the role of Trieste as a city of science and as a contact point with Central-European and Balkan Europe.»

Claudio Sambri, Managing Director of MIB Trieste School of Management, has guaranteed that the MIB will raise awareness among its financial and insurance partners to bring them closer to the companies during the event, and that the School is already focusing its attention on training managers for innovative companies.

Milan Vranic, Director of the Serbian Chamber of Commerce Agency in Italy and the Coordinator of the Balkans Secretariat, both having their Headquarters at the Venezia Giulia Chamber of Commerce, has assured «action is being taken in the various reference countries to have entrepreneurs and representatives of the healthcare sector come to Trieste, so as to launch a new path of growth and knowledge in the sector of public healthcare.»

The programme features several events devoted to researchers, companies, research centres, financial institutions, state-run organisations, as well as other operators working in this innovative, dynamic and constantly evolving sector. In order to participate, please register in the website www.eurobiohightech.it, which will provide all the updates and contents before the opening of the trade show.

Organisers

The event – organised by **Aries – Venezia Giulia Chamber of Commerce**, the company network **BioHighTech-NET**, **CBM - Molecular Biomedicine District**, the lead partner of the Smart Health Cluster FVG, and by **Confindustria Venezia Giulia** (Confederation of Italian Industries) in cooperation with the Directorate for Labour, Education, Equal Opportunities, Youth Policies, Research and University of the **Friuli Venezia Giulia Regional Administration**, as well as with the support of **Pisus programme**, Trieste Active City – Culture, Tourism, Sustainability.

EURO BIO HIGH TECH an event of the European Biotech Week

«The relevance of this initiative – added **Antonio Paoletti** – is also demonstrated by the fact it was included in the fifth **European Biotech Week**»

<http://www.biotechweek.org/events/eurobiohightech-smart-health-research-business-innovation-trieste/>

The European Biotech Week celebrates an innovative sector launched by the discovery of the DNA molecule in 1953: the first European Biotech Week was held in 2013, i.e. the 60th anniversary of this fundamental discovery in human history.

Goals

This unique exhibition has multiple goals:

Innovating, thus favouring the ongoing search for cutting-edge solutions in the field of healthcare.

Connecting the BioHighTech sector of innovative enterprises with universities, research centers, general hospitals co-managed by universities, social and healthcare systems, financial institutions, as well as training and communication centres that operate in the healthcare field in order to create new business opportunities.

Promoting in a proactive way the collaboration between the research and healthcare services in Central-Eastern and Balkan Europe in order to develop research projects in transnational medicine.

Becoming an annual event at which regional and national institutions from Central-Eastern and Balkan Europe can meet and share new technologies, applications and processes also connected to digital innovation in order to guarantee better and more effective social and healthcare services.

Why Trieste?

Trieste lies at the heart of the largest concentration, at the national and international level, of operators in the biotech sector:

— **because since 1964 the city has attracted, promoted, created and hosted a wide number of national and international institutions, which are the main players in the sector:** the International Centre for Theoretical Physics (ICTP), today the Abdus Salam International Centre; the International School for Advanced Studies (SISSA); the AREA Science Park; the International Centre for Genetic Engineering and Biotechnology (ICGEB), having operations also in New Delhi and Cape Town; CBM - Molecular Biomedicine District of the Friuli Venezia Giulia region, lead partner of the Smart Health Cluster FVG; the Academy of Sciences for the Developing World (TWAS); the Immaginario Scientifico Science Centre; FIT “Fondazione Internazionale Trieste”; ELETTRA, the synchrotron light source; the Children’s Hospital IRCCS Burlo Garofolo; the University of Trieste.

— **because it hosts the headquarters of the Smart Health Cluster**, which – in the Friuli Venezia Giulia region – can count on a favourable ecosystem comprising over 150 companies working in the biomedical, biotechnology and bioinformatics fields, boasting total annual sales in excess of €800 million and over 5,000 employees. The Cluster, in collaboration with the company network BioHightech NET, already organised two successful “BioHighTech Companies Days” in 2015 and 2016.

— **because, owing to its special location, the city plays a prominent role in strategic, political and economic terms**, favouring direct contact with Central and Eastern European countries. In the past few years Trieste has become a bridge between Western Europe and the EU and such countries, thanks to the fruitful institutional and economic relations it has always maintained with them.

In addition, Trieste will be the **European City of Science in 2020 (ESOF 2020)**. Such event will be aimed at discussing scientific subjects in relation to business innovation, like the smart health sector.

Why Euro Bio High Tech?

In the context of the events being held in the sector, Euro Bio High Tech stands out because it has a few remarkable distinctive features:

UNIQUENESS

It represents a concentration of local centres of excellence in the Bio High Tech field that is truly unique in the world

CROSS-DISCIPLINARY NATURE

It introduces in an integrated and synergic way BioHighTech companies working in the fields of biomedical technologies (BioMed), biotechnologies (BioTech) and bioinformatics (BioICT)

COMPLETENESS

It represents all the components of a production chain, ready to enter the market: research and

development, production, finance and communication in the healthcare sector.

How the event is structured

The event offers a comprehensive overview of the Bio High Tech sector, condensed over two days of exhibitions, meetings and workshops.

- **Exhibition area** devoted to companies, where they can present their research projects, innovations and products
- **Match-making meetings area** and scheduled one-to-one meetings
- **Conferences, Seminars and Workshops area**, also on the projects managed by the technological transfer departments and the scientific committees from research centres, universities, state-run and private healthcare and social services.

Exhibitors

- High-tech companies specialising in:
 - Biomedical engineering, in-vivo diagnostics
 - In-vitro diagnostics
 - Medical informatics and bioinformatics
 - Innovative therapy
 - AAL – Ambient Assisted Living
- Universities and research centres
- General hospitals co-managed by universities
- Diagnostics and analysis laboratories (healthcare, agriculture and food, environment)
- Social and healthcare organisations

Visitors

- Technological transfer departments from universities and research centres
- Buyers & procurement departments from biomedical, biotechnological, pharmaceutical and ICT companies
- Purchase departments: **analysis laboratories that operate independently or in the framework of an agreement with the National Healthcare Service; wholesalers and distributors of medical devices and analysis equipment, healthcare technicians working in biomedical laboratories; local health authorities, residential care institutions; EGAS: Authority for the centralised management of shared services**
- Rehabilitation centres, nursing homes, private hospitals
- Companies dealing with cosmetics and food supplements
- Investors; life insurers, banks and private banking
- Physicians, biologists, pharmacists, biomedical and clinical engineers, physicians, researchers and entrepreneurs
- Reporters and media companies

The exhibition venue

Surrounded by the sea along three sides, and located just a few steps away from Piazza Unità d'Italia, the main square of Trieste, the Maritime Station provides visibility and prestige to the events held there. It is also easily accessible by visitors, as they can reach it on foot from several hotels located in the city centre or by parking their cars in the reserved parking spaces. The exhibition areas, adjacent to the workshop and conference rooms, will feature booths and meeting areas guaranteeing privacy and comfort for the operators willing to hold a meeting.

One-to-One meetings with operators from Austria, Slovenia, Croatia and Serbia

Thanks to Aries, which is part of the Friend Europe Consortium of the Enterprise Europe Network, the trade show will host one-to-one meetings sessions involving operators from Austria, Slovenia, Croazia and Serbia. In addition, the exhibition will see the participation of operators, research centres and healthcare organisations from Israel, Canada, Switzerland and France, leading countries in the field of medical biotechnologies, although the reference focus area still is Central and European Europe (with ad hoc workshops), which also acted as a support to the successful nomination of Trieste as the Esóf city, which is inevitably connected to this BioHighTech initiative.

EURO BIO HIGH TECH
21-22 SEPTEMBER 2017
TRIESTE - ITALY

Admission

Only professional visitors

Opening hours

10 am - 6.30 pm

Venue

Stazione Marittima di Trieste, Molo dei Bersaglieri 3
34123 Trieste, Italy

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Trieste, 30 August 2017