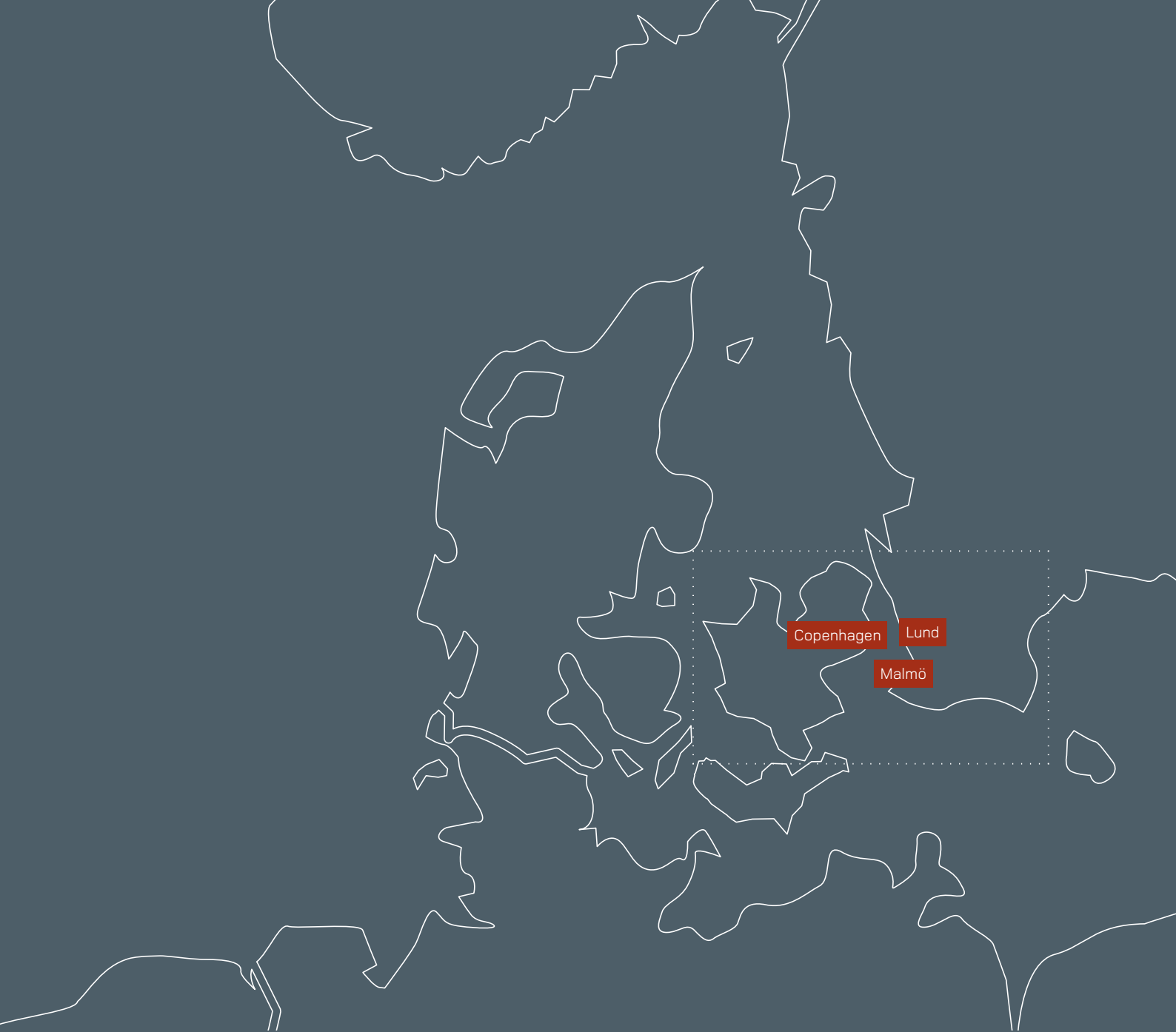


LET US MAKE MEDICON VALLEY STRONGER TOGETHER

Medicon Valley Alliance
– an organization for the entire life
science community in Medicon Valley

medicon valley **alliance**

Creating Opportunities



Foreword

Medicon Valley – the Danish-Swedish life science cluster – is home to leading pharmaceutical, medtech and biotech companies, excellent universities and hospitals, innovative entrepreneurs, CROs and many other life science service providers. Together they form a complex ecosystem. All the elements within it, small and large, depend on each other. If one part of the ecosystem struggles or disappears, it affects the rest of the ecosystem.

Medicon Valley Alliance (MVA) is the only organization focused on the entire Medicon Valley ecosystem. We work tirelessly to ensure that an address in Medicon Valley creates value whether you are a start-up, a global company or a public organization.

We strengthen Medicon Valley by increasing its visibility on the global life science map and by furthering collaboration within the region. In a world with 250 life science clusters, Medicon Valley needs to stand out. We need to tell the world about our unique ability to collaborate on complex issues because the more known Medicon Valley is, the easier it is for organizations here to attract talent and capital. MVA's two strategic initiatives, the Medicon Valley Beacons and the MVA Ambassador Program, play a vital role here.

By establishing a handful of highly collaborative world-class research environments based on existing regional strongholds and by branding Medicon Valley internationally, our vision is to make the region an even more attractive destination for talent.

Think of a football club – buying up star players does not guarantee a world-class team. It is only when all the players truly play together as a team that they become nearly invincible and attract more top players. The thing is, talent attracts talent.

We see enormous potential in Medicon Valley and, with the support of our members, we will continue to create the opportunities to release it.

Join MVA today
– let us make Medicon Valley stronger together.

Stig Jørgensen
CEO, Medicon Valley Alliance

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Medicon Valley Alliance – an organization for the entire life science community in Medicon Valley

MVA is a non-profit membership organization in the Danish-Swedish life science cluster Medicon Valley. Our 250 members, who together employ approximately 140,000 people within life science, represent the region's triple helix and include universities, hospitals, human life science businesses, regional governments and service providers.

We exist to make Medicon Valley an attractive destination for the best talent within life science. We do this because talent is the single most important and valuable resource in a knowledge-intensive sector, such as life science. We create value for our members by launching and driving initiatives that put Medicon Valley firmly ahead in the global race for talent. This ensures our members access to a steady pool of highly skilled workers, who can help them grow and compete successfully in today's global marketplace.

“We create value for our members by launching and driving initiatives that put Medicon Valley firmly ahead in the global race for talent....”

Our vision is to release the full potential of Medicon Valley. We are always searching for innovative ways to make Medicon Valley more attractive. We keep raising the bar – not only because we see plenty of potential in the region, but because Medicon Valley must be where barriers in life science are continuously pushed if it is to succeed in the global battle for talent. Synergy is the key to this.

1 + 1 = 3

We are not bad at math at MVA, but we know that Medicon Valley as a whole is greater than the sum of its parts. Our distinct focus on the entire cluster enables us to spot synergies that can lift Medicon Valley in the global competition for talent. As the only representative of the region's entire life science community, we are in a unique position to explore and realize synergies.

We work relentlessly to bridge borders, disciplines and the public-private divide. The more synergies we help our members and partners unleash, the stronger Medicon Valley becomes. Luckily, we see endless amounts of potential synergies in the region.

Michael E. Porter from the Harvard Business School wrote, “a cluster allows each member to benefit as if it had greater scale or as if it had joined with others without sacrificing its flexibility” in his seminal article “Clusters and the New Economics of Competition” from 1998.

It is this exact synergy effect, which we continuously seek to unleash for our members through our strategic initiatives and day-to-day activities.

“...we know that Medicon Valley as a whole is greater than the sum of its parts.”

$$1 + 1 = 3$$

Adapting to the changing realities

New challenges and opportunities emerge all the time in Medicon Valley. MVA understands this and has adapted to meet the needs of the region over the years, yet our work always embodies our core values: courage, passion and respect.

“...our work always embodies our core values: courage, passion and respect.”

These values have been at the heart of MVA since we were founded as an EU Interreg project in 1997 ahead of the opening of the Öresund Bridge, which connects Denmark and Sweden. A brainchild of the major universities and pharmaceutical companies in the region, MVA's initial role was to strengthen the network in Medicon Valley, primarily through events.

We have a more nuanced role today. We still run an extensive events program aimed at strengthening the network between our members and facilitating knowledge-sharing. However, 2007 saw our focus shift towards boosting Medicon Valley's ability to attract talent as it became obvious that the region was at risk of finding itself on a burning platform.

We decided there was a need for bolder, more ambitious measures to attract and retain talent in Medicon Valley. The MVA Ambassador Program and the Medicon Valley Beacons were born.



MVA Ambassador Program – a fast track to internationalization

The MVA Ambassador Program is a unique service created solely to assist private and public organizations in Medicon Valley with the internationalization process and to increase awareness about Medicon Valley in leading life science hubs around the world.

The service launched in 2008 with an MVA Ambassador in Japan. We have since expanded, and today we have additional MVA Ambassadors in San Diego, California, San Francisco, California and Boston, Massachusetts. Throughout the years, they have delivered strong results for clients from Medicon Valley by helping them develop their businesses and connect with the right people abroad.

Our MVA Ambassadors are permanently based in their respective clusters yet they maintain a close dialogue with our global headquarters in Medicon Valley and visit several times a year to meet regional clients and stakeholders. This ensures that they are up to date with the latest developments in Medicon Valley.

“...the MVA Ambassadors have unrivalled access to local networks, and a unique insight into local businesses, research, academia and healthcare”.

As embedded members of their local life science communities, the MVA Ambassadors have unrivalled access to local networks, and a unique insight into local businesses, research, academia and healthcare. Moreover, key players in their local communities know and trust them. This, combined with their expert knowledge of Medicon Valley, puts them in a strong position to support all types of clients from Medicon Valley seeking to add an international dimension to their business or research.

Insight – Trust – Access

medicon valley alliance
Ambassadors



Medicon Valley Beacons – collaborating regionally to compete globally

The Medicon Valley Beacons is a strategic initiative to attract talent to Medicon Valley by creating a handful of world-class research environments, which will act as regional landmarks on the global life science map.

Each Beacon will be characterized by a high degree of cross-disciplinary collaboration between the public and private sectors in Denmark and Sweden. We believe such research environments will create unique and powerful synergies that will give Medicon Valley a competitive edge vis-à-vis the other 250 life science clusters around the world.

Since the Medicon Valley Beacons kicked off in 2010, MVA has succeeded in developing a common vision and strategy for establishing a world-leading drug delivery center in Medicon Valley together with key representatives from industry, academia and public organizations on both sides of Öresund.

In addition to drug delivery, we have identified four other life science strongholds as potential Beacons following an extensive evaluation of Medicon Valley together with regional stakeholders: systems biology, immune regulation, structural biology and independent living.

We are currently scoping out the focus and format of each Beacon together with experts from the relevant fields. Once the focus and formats are clear, MVA will further mobilize key stakeholders and put in place processes to realize the Beacons.

The ambition is for each Beacon to be recognized internationally as a world-class research environment by 2020 and thus attract talent to Medicon Valley from all over the world.



MEDICON VALLEY
BEACONS



IMMUNE
REGULATION



STRUCTURAL
BIOLOGY



SYSTEMS
BIOLOGY



DRUG
DELIVERY



INDEPENDENT
LIVING

The ambition is for each Beacon to be recognized internationally as a world-class research environment by 2020.

Towards a Medicon Valley Beacon – the Medicon Valley Center for Drug Delivery Research

In 2010, MVA identified drug delivery as a research area where there is significant potential for creating a Medicon Valley Beacon, which can help attract talent to the region. Not only is there a great deal of existing expertise in Medicon Valley to build on, but the shift towards biopharmaceuticals has increased the demand for innovative drug delivery solutions. New drug delivery systems are also key to getting many promising drug candidates on the market.

To move the Medicon Valley Beacon forward, we sought and successfully secured funding to explore the feasibility of such a Beacon and to outline what form it should take. It quickly became clear that the goal should be to establish a physical center, which will bring together Medicon Valley's strong, but dispersed

competencies in this field to foster disruptive innovations by combining disciplines such as biology, medicinal chemistry, pharmaceutical sciences, nanotechnology, mathematical modeling, material sciences and design.

We have mobilized and gained support for the Beacon from several of the major universities and pharmaceutical companies in Medicon Valley and are currently exploring ways to finance the Medicon Valley Center for Drug Delivery Research. Once funding is in place, MVA will help appoint an internationally renowned drug delivery expert to lead and develop a detailed plan for the Center so the first Medicon Valley Beacon can become a reality.



The overarching aim of our events is to provide a platform for the triple helix in the region where new ideas and partnerships can emerge.

MVA events – connect , share & learn

MVA organizes approximately 30 events each year, which bring together Danish and Swedish representatives from across our membership base to exchange knowledge, network and learn from each other.

Our events are where members receive timely updates on specific issues in their business or research areas and get the opportunity to connect with people in their respective fields.

The overarching aim of all our events is to provide a platform for the triple helix in the region where new ideas and partnerships can emerge.

The first step towards realizing a new venture is often as simple as getting the right people together at the

right time and giving them the opportunity to exchange business cards. This is why we always make sure that there is plenty of time to network at our events.

Bringing together the entire ecosystem – researchers, investors, service providers, entrepreneurs, life science companies and government – also plays an important role in terms of strengthening Medicon Valley's image abroad.

Greater cohesiveness and collaboration within Medicon Valley send an important signal to talent contemplating a move to the region and investors considering whether to place money in a business here.



Join our 250 members today – let us make Medicon Valley stronger together

MVA is the only organization that brings Medicon Valley's entire life science community together and works to further the region as a whole.

Help us release the full potential of Medicon Valley by supporting our efforts to attract talent and promote the region at home and abroad. Show your stakeholders that your organization understands the value of

belonging to our vibrant cluster and that you are committed to strengthening Medicon Valley's attractiveness, cohesiveness and competitiveness – for your own and the region's benefit.

MVA membership also gives your organization exclusive access to our network, events and a series of discounts.

Membership benefits

Network & events

MVA members have access to the approximately 30 events, which we organize each year. We arrange a series of smaller events throughout the year in collaboration with the science parks in Medicon Valley and our members that focus on a wide range of issues including R&D, regulatory issues, outsourcing and more commercial aspects of life science. Meanwhile, we place the spotlight on key trends and challenges in Medicon Valley at our Annual Meeting and other major events.

Money-saving deals

MVA has negotiated a series of discounts for our members and we are working towards securing more deals, which will help you save money. Members also get a reduced rate when using the services of the MVA Ambassador Program.

For full details, please visit
www.mva.org/membership

MVA strengthens Medicon Valley in 3 ways

We make Medicon Valley even more attractive for talent

MVA is working hard to get the Medicon Valley Beacons off the ground so the region becomes even more attractive to talent. Having identified five Beacons, which build on existing strongholds in Medicon Valley, we are busy bringing together regional experts and stakeholders to decide what shape each Beacon should take and how to realize them. As a driver of regional collaboration, MVA makes Medicon Valley a stronger competitor in the global race for talent and capital.

We brand & promote Medicon Valley internationally

MVA's large regional and global network gives us unparalleled access to key decision-makers. Instead of you spending resources on explaining the merits of Medicon Valley, we tell the world exactly why Medicon Valley is an attractive place to work, study and do business. Each year we receive several delegations from large economies including China, Japan, South Korea and India.

Meanwhile, the MVA Ambassadors raise awareness about Medicon Valley on a daily basis in some of

the world's leading life science hubs – Japan, Boston, San Francisco and San Diego. All these activities increase Medicon Valley's visibility on the global life science stage and help attract talent, capital and new businesses to the region.

We speak up for Medicon Valley in Sweden & Denmark

The bi-national geography of Medicon Valley can be a challenge when communicating the cluster's value to Danish and Swedish policy-makers and journalists, who tend to have a national focus. MVA is committed to ensuring that Medicon Valley has a clear voice in these fora. We participate in the public debate through the media and by entering into a dialogue with regional and national politicians.

We publish analyses about Medicon Valley in order to inform opinion-formers and decision-makers about the vital contribution that organizations in Medicon Valley make to the national and regional economies. Our efforts also focus on the need for attracting capital and talent. In this way, we help ensure that decision-makers at all levels provide optimal conditions for the region's life science community.



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[Join MVA today](#)

Let us make Medicon Valley stronger together
Simply register via www.mva.org/apply-membership