

Medicon Valley Alliance

an organization for the entire life science community
in Medicon Valley



medicon valley **alliance**

Creating Opportunities

Foreword

Medicon Valley Alliance (MVA) was founded in 1997 as an EU Interreg II project under the name Medicon Valley Academy. However, informal discussions about creating the organization were set in motion already in 1992 when construction work on the bridge between Denmark and Sweden was started. As the bridge became a reality, expectations of closer interaction between research and business communities in the two countries grew.

Today, MVA is a non-profit membership organization in the Danish-Swedish life science cluster Medicon Valley with 250 members. The members employ approximately 140,000 people and represent the region's triple helix and including universities, hospitals, human life science business, regional governments and service providers. The vision is to release the full potential of Medicon Valley.

MVA is always searching for innovative ways to make Medicon Valley more attractive. MVA keeps raising the bar — not only because there is plenty of potential in the region, but also because MVA must be where barriers in life science are continuously pushed if it is to succeed in a highly competitive global environment.

MVA's role in the Danish-Swedish life science community has changed over time as the life science industry conditions has shifted. At the end of 2014, a process for a new strategy was initiated by the MVA Board of Directors in order to find a new direction for the organization and streamline its activities accordingly.

Through this strategy, MVA has been given a new strategic scope for the coming years with the aim to strengthen the relations between life science stakeholders in Medicon Valley.

We want to reboot the commitment of strengthening optimism in regional cooperation and at the same time address the importance of finding the right position for MVA in relation to other cross-border initiatives and platforms.

The basis for this work of change is a need to shift focus. Since 2009, MVA has had its focus on addressing the huge global challenges that the region is facing concerning the attraction of capital and talent. The Ambassador Program and The Medicon Valley Beacon Initiative were important tools in this approach. This work will now be revised and the new MVA strategy will have its focus on the region and the local life science community.

The activities in MVA will focus on strengthening conditions for a vibrant life science ecosystem in Medicon Valley through networking events, increased collaboration, analysis and communication activities. For MVA to reach the goals as described in this document, it will be necessary to have a clear prioritization of assignments and to establish strategic agreement of cooperation with relevant regional organizations. The changes are necessary in order to meet the challenges for the future and to maintain MVA's position as a successful cluster organization for one of Northern Europe's most vibrant life science clusters — Medicon Valley.



Søren Bregenholt
Chairman of the Board



Morten Sommer
Vice Chairman of the Board

Executive summary

The Danish-Swedish life science cluster Medicon Valley is home to world-leading pharmaceutical, medtech and biotech companies, excellent universities and hospitals, innovative entrepreneurs, CROs and many other life science service providers. Medicon Valley Alliance (MVA) is the only organization focused on the entire Medicon Valley ecosystem.

The international life science industry is undergoing major changes driven by globalization, cost containment and increasing regulatory demands, which force companies to re-evaluate their operations, geographical presence and business paradigms.

In addition, several reports have shown a decrease in the enthusiasm for Oresund integration since the financial crisis emerged back in 2008. This has caused a negative impact on the region's potential to create growth and favourable conditions for the region's life science stakeholders. In order for Medicon Valley and its triple helix stakeholders to be a serious contender in the highly competitive global life science race, the cluster as a whole needs to strengthen its ability to foster regional collaboration, and at the same time help reinforce the integration between Skåne and the Capital Region of Denmark.

Hence, the focus of MVA changed from a position where global outreach and internationalization have been essential aspects to a concentration of networking activities in the regional life science environment.

This new strategy intends to provide a roadmap for the coming years and states that MVA shall be a member-driven network organization, focusing on strengthening the regional life science environment through intensified efforts in four strategic areas:

Networking — Connect, share & learn: The aim of our events is to bring together the entire ecosystem — researchers, investors, service providers, entrepreneurs, life science companies and government — to strengthen the networks in our region.

Collaborating — Let's make Medicon Valley stronger: The aim is to increase collaboration in the region and provide a platform for the triple helix where new ideas and partnerships can emerge. MVA will also be able to facilitate cross-border projects to some extent.

Analysing — The state of Medicon Valley: The aim is to provide a more comprehensive evaluation of the state of the ecosystem and a measurement of the many different parameters that affect the competitiveness of the Medicon Valley cluster. The analyses will give input — and ensure a relevant content — to MVA's other activities.

Communicating — Speak up for Medicon Valley: The aim is to ensure stakeholder commitment to Medicon Valley, ensure qualified information about Medicon Valley's scientific strongholds and ensure positive press coverage of Medicon Valley in relevant media.

Strengthening the networks and fostering collaborations are the top priorities. All the actions must be characterized by a balance between Danish-Swedish interests, and activities should be carried out in both countries. Creating value for the members shall always be the starting point.

In order to avoid internal competition and foster a collaborative environment, MVA will strive to create new relations and strategic partnerships with other regional and national stakeholders.

Strategic positioning

Medicon Valley is one of about 300 similar life science clusters around the world, and the competition between regions increases as a result of globalization. Nevertheless, Medicon Valley is still regarded as one of Europe's most important life science clusters. The key to success lies in reinforcing cooperation within Medicon Valley and leveraging synergies created by combining the region's positions of strength.

Even though the geographical proximity constitutes a foundation for the cooperation within Medicon Valley, it also causes a dilemma and cannot alone ensure the success of a cluster. In fact, the importance of geographic location tends to decrease as a result of globalization.

One of the most important factors for creating a thriving life science ecosystem is to differentiate Medicon Valley from other competitors in order to maintain the position as a leading European cluster. This can be achieved by adopting a regional approach based on the historical, cultural and scientific strongholds that exist in the region, rather than focusing on internationalization and an outreach perspective. However, creating synergy is easier said than done. Synergies arise only when we complement each other and when the cooperation across Oresund inspires new innovative solutions to our common challenges.

A report from the Danish and Swedish Chamber of Commerce in 2014 concerning tendencies in the Oresund integration has shown a stagnation of the initial optimism after the Bridge was opened. As a result of the financial crisis, the degree of integration decreased for a number of years, resulting in several cross-border initiatives and triple helix platforms eventually closing down. This indicates that a constant increase in integration and cooperation cannot be taken for granted. However, in June 2015, Øresundsinstituttet declared that there are reasons to be optimistic and that the negative trend has turned.

The region has a long tradition of academic excellence. According to QS World University Ranking 2014/2015, Medicon Valley is home to the highest-ranked universities in the Nordic countries. An additional factor that may have a major impact on research capacity in the Medicon Valley is the extensive investments in research infrastructure in both Sweden and Denmark for the coming years. Medicon Valley will host the most brilliant synchrotron X-ray source (MAX IV) and the most powerful neutron source (ESS Scandinavia) in the world. A study estimates that up to 5,000 international scientists will visit Lund each year due to the new infrastructure. The co-location of the two facilities in Lund and the data management centre in Copenhagen will thus offer extraordinary possibilities for conducting ground-breaking research in the public and private sector.

“The key to success lies in reinforcing cooperation within Medicon Valley and leveraging synergies created by combining the region's positions of strength.”

It is important that MVA can support these initiatives and at the same time clarify in what way the organization can provide an additional value to the life science environment in the region. With the Cluster Management Excellence Gold Label recently awarded by The European Secretariat for Cluster Analysis (ESCA), MVA is well positioned to successfully execute an ambitious and lean strategy aimed at creating such substantial and noticeable value to its members.

The industrial Life science environment in Medicon Valley is characterized by a radical process of change, which directly and indirectly influences the conditions for growth in the region.

Pharma: It continues to become more expensive to develop new and innovative drugs and at the same time the possibilities for making a profit are being limited by a public economy under pressure. As a result, there is a clear trend among the pharmaceutical companies to reduce costs by merging research and production units, outsourcing, acquisitions and by establishing strategic partnerships.

Medtech: The challenges for the medtech companies are in many ways similar to those of the pharmaceutical industry. However, the medtech industry in Medicon Valley is characterized by fewer large global companies. The industry is more heterogenic, and in Medicon Valley there are a large number of smaller companies and only a few big companies, with Coloplast and Baxter-Gambro as the two largest.

Biotech: The Biotech industry is dominated by financial challenges. The competition for venture capital means that relatively few companies reach a size comparable to the traditional pharmaceutical companies. In Medicon Valley there are approx. 65 Biotech companies focused on drug development, with a total of approx. 1,400 employees.

CRO and service providers: The local CRO-business is characterized by only one international actor (Trial Form Support), which has the size and ability to expand internationally. Large international companies, such as Quintiles, Paraxel and Covance, are represented in the region, but due to the general trend of moving clinical trials to Eastern Europe and Asia, their contribution to job creation has been limited. There is also a number of smaller and growing companies within Medicon Valley, such as CMC Biologics, Bioglan, Medicon Valley Inhalation Consortium and Galenica.

Pre-clinical development: Within pre-clinical development there are a number of smaller companies, who are very specialized in order to carry out very specific research projects for the pharma, medtech and biotech industry





Life science definition

Life science can be defined as the study of living organisms (including microorganisms, plants, animals and human beings), but when describing a life science cluster, life science is perceived in a broader context. It includes the pharmaceutical, biotechnological and medical technology industries, as well as the academic institutions conducting research within life science and hospitals treating patients in the clinic.

The Future of MVA - Mission and Vision

MVA is the last remaining network organization operating across Oresund, gathering members from the public, private and academic sectors. New challenges and opportunities emerge continuously in Medicon Valley, and MVA is committed to execute its many and complex activities to the highest standard of quality. MVA has a good track-record in securing progress, and the work always embodies the core values: courage, passion and respect.

MVA is committed to realizing the potential of Medicon Valley by facilitating collaboration, networking and knowledge-sharing within the region, strengthening and developing existing strongholds, analysing challenges and potentials and mobilizing support from key opinion leaders.

The vision is to be a well-known and respected member-driven contributor to the realization and positioning of Medicon Valley as the most competitive and vital life science cluster in Northern Europe. For the years to come, MVA will shift its focus from international outreach and a permanent presence in selected life science environments to a more content-based regional perspective and to building bridges for stronger networks and collaboration within Medicon Valley. In this way, MVA will contribute to the growth of the life science industry and create a regional life science environment of the highest international standard.

MVA will create value for its members by providing networking opportunities across sectors and national borders, visualizing the potential in academic and commercial collaborations and increasing the awareness of scientific strongholds in Medicon Valley.

Guiding principles for MVA's activities

- MVA is a non-profit member-driven organization for the entire life science cluster aiming to release the full potential of the cluster by strengthening the network between the members.
- MVA creates value for the members by facilitating and supporting collaboration initiatives between Danish-Swedish public organizations, academic institutions and life science businesses.
- Fee for service - Members and non-members have from time to time requested assistance from MVA, for example hosting events and delegation visits. MVA will continue to work with different stakeholders regarding individual requests in order to ensure value creation. These kinds of activities will be invoiced.

MVA needs to address the following challenges in the years ahead

- A need for stronger relationships and networks across Oresund and an increased need for recurring meeting platforms for stakeholders within Danish-Swedish life science environments.
- A lack of knowledge about — and the coordination of — processes and ongoing initiatives in the life science sector in Denmark and Sweden.
- A need to gather stakeholders from the public, academic and private sectors to establish partnerships aiming at strengthening the scientific strongholds in Medicon Valley.

Four strategic focus areas

MVA has set ambitious goals to improve the conditions for life science collaboration within the region and to assist our members to create a vital and thriving life science ecosystem.

The political landscape that governs the cross-border collaborative environment is changing over time and involves many different stakeholders with different interests. Private companies have their own and more business-oriented agenda.

As the organization has experienced a transformation, including a new strategic focus and a streamlined organization designed to optimize the value creation for its members, MVA must be very clear on deciding and prioritizing an agenda that focuses the limited resources on issues where MVA can actually make a difference.

For the years to come, MVA will serve as a member-driven organization aiming to strengthen the networks and leverage synergies within the regional life sciences environment. Based on this premise, the main activities will revolve around four strategic areas, where networking activities and fostering of new collaborations will be considered as top priorities. The four strategic focus areas are:

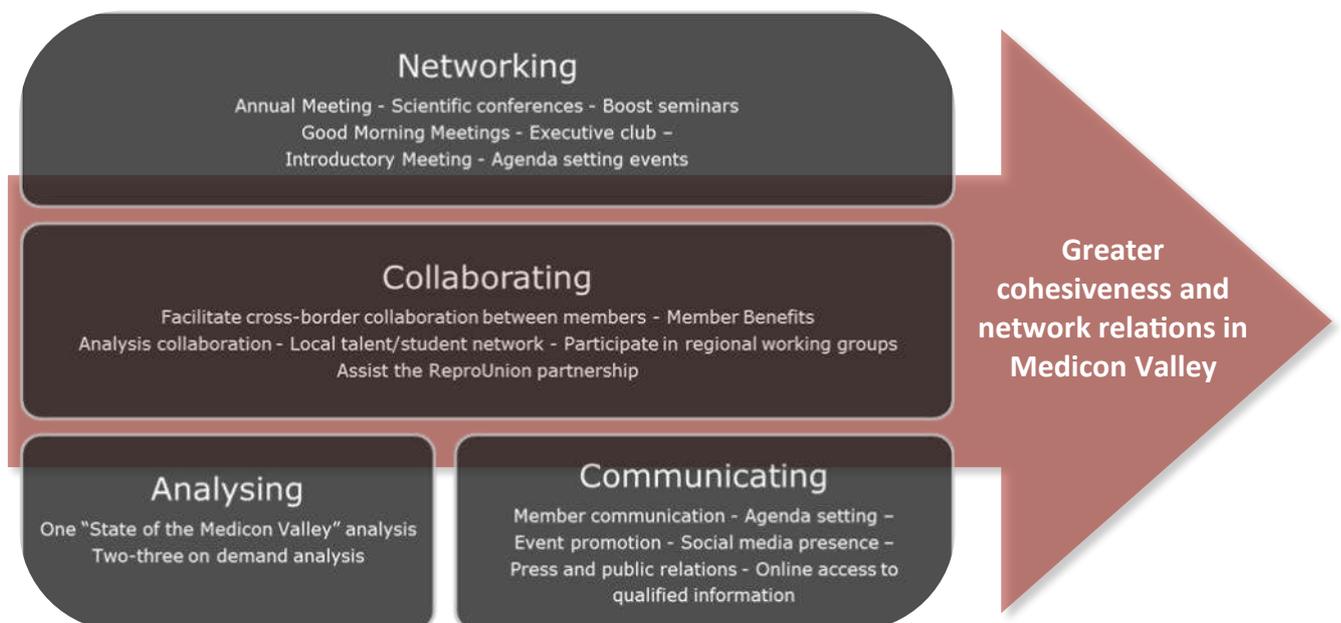
1. Networking: MVA will use events to strengthen the networks between researchers, investors, service providers, entrepreneurs, life science companies and governmental organizations in the region.

2. Collaborating: MVA will continue to play an important role in facilitating cross-border projects. MVA will also work for a deepened collaboration between Swedish-Danish research teams based on the region's scientific strongholds and support the Greater Copenhagen collaboration.

3. Analysing: MVA will publish analyses about Medicon Valley in order to inform opinion-formers and decision-makers about the vital contribution that organizations in Medicon Valley make for the national and regional economies.

4. Communicating: MVA will ensure more qualified and content-based information about Medicon Valley's scientific strongholds and positive press coverage of Medicon Valley in relevant media.

This will also enhance MVA's unique position as the only network organization for cross-border cooperation between Danish and Swedish life science stakeholders.





1. Networking – Connect, share & learn

MVA is the only organization that brings Medicon Valley's entire life science community together and works to further the region as a whole. MVA organizes approximately 30 events each year which gives our member base a unique chance to exchange knowledge, network and learn from other life science colleagues in Medicon Valley. The overarching aim is to use the MVA events to strengthen the networks between researchers, investors, service providers, entrepreneurs, life science companies and governmental organizations within the region.

MVA's events are exclusive platforms for MVA members. When supporting Medicon Valley by becoming a member of MVA, several advantages will be offered. Almost all MVA events are free of charge for members.

MVA has extensive experience in arranging different types of events. At the Annual Meeting, MVA places the spotlight on key trends and challenges in Medicon Valley. This is a very popular event with more than 200 participants each year. MVA also arrange a series of smaller events throughout the year in collaboration with different stakeholders in Medicon Valley. The events focus on a wide range of issues including R&D, regulatory issues, outsourcing and more commercial aspects of life science.

The MVA events play a key role in activating the MVA members in their membership. MVA must secure that the participants of the events have the right distribution between R&D-oriented attendees from pharma, biotech or med-tech companies and service providers.

To respond to this challenge, the MVA events will to a higher extent be carried out with a clear scientific and commercial content, based on regional strongholds. This will help raise the bar and increase opportunities for researchers from industry and academia to meet, and at the same, time promote expertise where the region has a high international competitive edge.

Events will, insofar as possible, be co-hosted and located at different member organizations in order to increase commitment and knowledge sharing. An important prerequisite for the knowledge-based events is the production of relevant analyses that provide information on how the region performs in relation to comparable clusters.

MVA's network meetings can also play an important role in communicating specific messages related to the implementation of different regional strategies. The events give an opportunity for regional development organizations to obtain input from the numerous stakeholders involved in the Danish-Swedish life science environment. Regional branding- and investment organizations will be invited by MVA in order to engage in dialog about how the events can contribute to a more successful implementation of regional strategies.

“The aim is to use the MVA events to strengthen the networks between researchers, investors, service providers, entrepreneurs, life science companies and governmental organizations within the region.”



MVA organizes events, which give our members a platform to exchange knowledge, network and learn from other life science colleagues in Medicon Valley

Annual Meeting — The Annual Meeting is a grand celebration event which is held every year in October/November. The event addresses important topics of general interest for the life science sector and encourages the establishment of new connections among life science professionals in and outside Medicon Valley.

Boost Seminars — Boost Seminars are MVA's concept for collaborative events organized in partnership with one or more of MVA members. The overall objective of the half day Boost Seminars is to contribute to improving knowledge and competences among MVA's member companies and organizations. All seminars have a clear focus on life science – some focusing on R&D, others on the commercial or financial side of the sector.

Scientific Conferences — The Scientific Conferences are a way of focusing on a specific regional scientific stronghold and will be arranged together with relevant Medicon Valley companies and universities. The aim is to strengthen the awareness of the region and for stakeholders to meet on a regular basis around relevant scientific topics to enhance their competence level and to network.

Good Morning Meetings — Good Morning Meetings are an initiative by MVA that aims to facilitate networking and knowledge sharing in Medicon Valley. The objective of the Good Morning Meetings is to improve knowledge and competences among Medicon Valley's companies and organizations. The only limitation for the topics is that the focus must be on life science.

Introductory Meeting — At MVA's Introductory Meeting, new members are updated on recent events, MVA's strategic initiatives and find out how to benefit from the membership.

The Medicon Valley Executive Club — The main objective for the Medicon Valley Executive Club is to provide a relevant and informal setting for networking among executives in Medicon Valley. The initiative strengthens the ties between Medicon Valley's executives as well as their commitment to the Medicon Valley region.



2. Collaborating - Let's make Medicon Valley stronger

The ability to collaborate across Oresund is an essential aspect of releasing synergies and helping the region's life science community grow stronger. The cluster as a whole is greater than the sum of its parts. A distinct focus on the entire cluster enables MVA to spot synergies that can lift Medicon Valley in the global competition. MVA works relentlessly to bridge borders, disciplines and the public-private division. The more synergies MVA help members and partners unleash, the stronger Medicon Valley becomes.

Increased cooperation is required in many areas to deepen the relations across Oresund. It is therefore crucial that MVA will intensify its efforts to support opportunities for collaboration between life science stakeholders in the coming years. MVA should furthermore seek to establish partnerships and alliances with other relevant actors on a regional and national level to meet the strategic challenges that the region must address in order to preserve its attractiveness and competitiveness. MVA should, for instance, serve regional investment organizations with information about scientific strongholds for branding purposes and participate in the working group hosted by Wonderful Copenhagen focused on attracting conferences to the region.

Access to capital and funding from the EU is an important issue for many of MVA's members, and there seems to be a great need for support in the implementation of cross-border projects. MVA has a strong track record when it comes to writing applications and successful implementation of EU-funded projects. The Medicon Valley Beacon Initiative is one example of such a strategic initiative in which MVA managed to mobilize regional actors in order to address the importance of identifying a handful of world-class research environments.

MVA will continue to play an important role in facilitating cross-border projects through extensive experience on project implementation and its unique position as a Danish-Swedish cluster organization. MVA's contributions may cover a number of services including help finding the right partner, project development consultation, administrative support, finding information about different EU foundations and how to gain political support.

MVA will also work for a deepened collaboration between Swedish-Danish research teams based on the region's scientific strongholds. The establishment of MAX IV, ESS Scandinavia and other investments in the regional research environment will require stronger coordination in order to release the full potential of the region. MVA will therefore take active part in regional working groups to improve the conditions for the industrial use of research infrastructure.

MVA has more than two-hundred members with just as many different expectations and needs, which makes securing overall satisfaction concerning performance and value generation quite challenging. The MVA member benefits are one way of creating value, and at the same time stimulating collaboration between members.

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EU funded cross-border collaboration: ReproUnion - becoming world leading in overcoming infertility

In Europe, fertility rates have declined below the numbers needed to secure generation replacement, and thus it is a topic of great societal concern. In both Sweden and Denmark, the fertility rate is below two per woman. Between 15 and 20 % of all couples require assisted reproduction making infertility as common as e.g. diabetes. Today, infertility is recognized by the WHO as a disease. Therefore, more efficient, personalized and cost efficient treatment regimens are warranted.

Historically, the Medicon Valley area has held a high international position within reproduction medicine in relation to patient management and research. However, there is a need to strengthen the collaboration between the partners at public hospitals, universities and industry in order to maintain and develop reproductive medicine.

The first step towards the establishment of a high competence centre within reproduction medicine in Medicon Valley was taken back in 2010. Since then, the cooperation has resulted in a formal acceptance of a collaboration agreement between the Capital Region of Denmark and Region Skåne in Sweden, allowing free mobility for some categories of patients with reproductive disorders. The project has also led to the establishment of the Oresund Fertility Counselling, consisting of one unit in Denmark and one in Sweden, and the initiation of joint research projects to ensure cutting-edge translational research. In December 2013 the project was awarded "Oresund Award in Health" by the Capital Region of Denmark and Region Skåne, given for ground-breaking cross-border patient care within the Oresund area. During 2015, intensive effort has been made to prepare for the next phase of the collaboration, called ReproUnion. The Partnership has been broadened and now includes ten clinical and research units within the Capital Region of Denmark, Region Zealand of Denmark, Region Skåne in Sweden and Medicon Valley Alliance (MVA).

The vision is to become world leader in overcoming infertility by focusing on research, prevention and treatment, education and the creation of a one point of entry for the customers — the patients, industry, regional authorities, universities, students, the public and researchers outside the region. Developing a common reproduction medicine centre based on a multi-disciplinary concept will meet the future demands of managing and preventing infertility problems.

MVA will host the ReproUnion Management Unit and assist the partners in relation to:

- Project management and administrative coordination
- Communication, agenda-setting and events
- Coordination of cross-border research initiatives
- Ensuring political support and contact to the industry
- Support the ReproYoung network

**The project will run for three years, starting in September 2015.
The project has a total budget of EUR 15.300.000.**



3. Analysing – The state of Medicon Valley

There is a demand for high quality data that demonstrates the crucial importance of the life science sector for the Swedish and Danish economies and the growth of the Oresund Region. The public debate on how the two nations can improve their competitiveness and develop the economies into being truly innovative/knowledge-driven is ongoing. In these discussions, life science is often highlighted as a knowledge-intensive sector that historically has generated growth, jobs and innovative healthcare solutions for Sweden and Denmark.

However, there is a lot of talk about the importance of the industry and the specific companies, but often there is no appropriate data to document these claims. Nevertheless, it is very important to have hard facts when arguing why political initiatives, growth plans, etc. — often tied to substantial financial resources — should be directed towards the life science sector.

The analysis is a means to an end, not an end in itself. Documenting how Medicon Valley is doing in comparison with other clusters will provide the information needed to address current or emerging challenges. The analysis will be produced by at least one external partner and will be used to ensure the relevance of other MVA initiatives, such as the events, new collaboration projects and communication activities.

MVA will publish the analysis 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. This will help ensure that decision-makers at all levels provide optimal conditions for the life science community of the region.

- The ambition is to publish a "State of Medicon Valley" analysis once a year, e.g. in connection to the MVA Annual Meeting. Such an analysis should provide a comprehensive view on the importance of Medicon Valley as a driver for regional and national growth.
- The second strategic element consists of a few on demand analyses that will shed light on selected therapeutic areas or trends affecting the life science ecosystem in Medicon Valley.

There are a number of other organizations in Sweden and Denmark that publish a variety of smaller and larger analyses on subjects related to life science. MVA's analysis will, however, differentiate itself from many other analyses by covering aspects that affect the entire ecosystem of Medicon Valley, not just the business aspect or the academic aspects, but provide a more comprehensive evaluation of the state of the ecosystem and a measurement of the many different parameters that affect the attractiveness of the Medicon Valley cluster.

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MVA will seek to establish strategic partnerships with relevant regional stakeholders in order to optimize the analysis activities

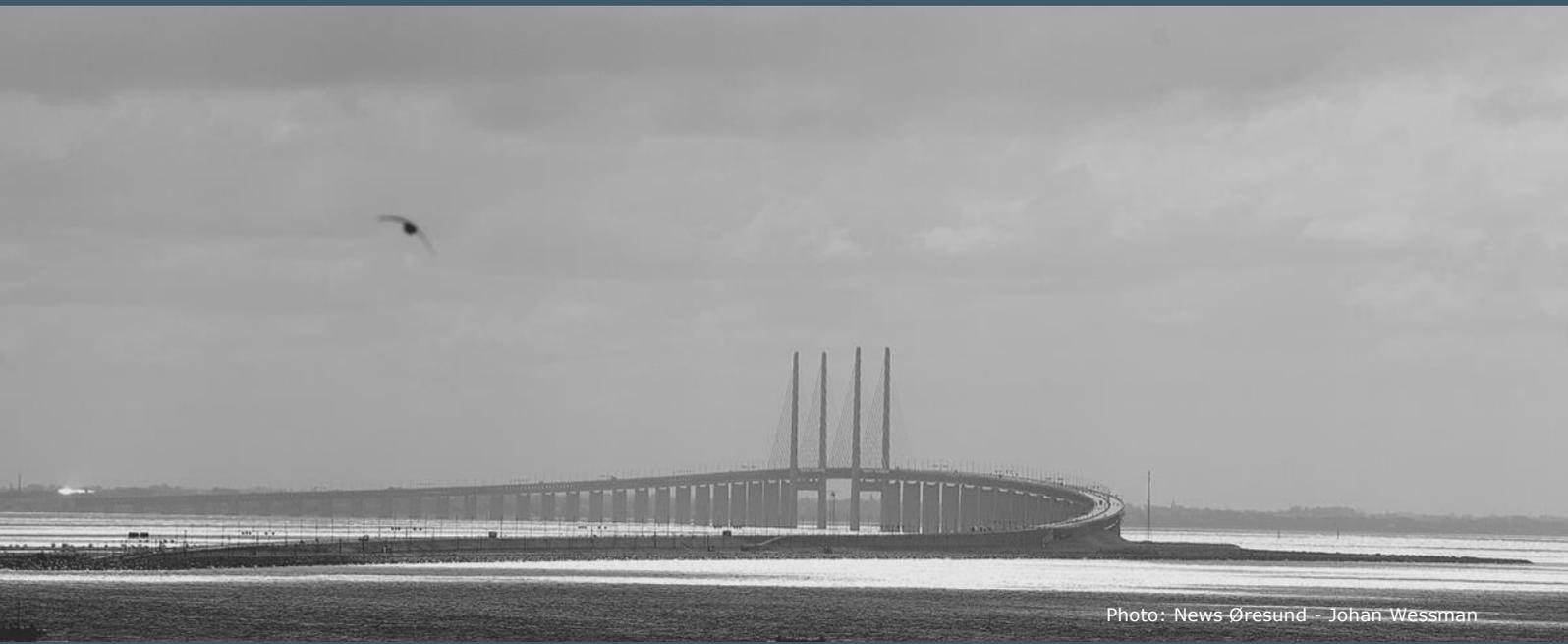
One of the biggest challenges for realizing the long-term goal for the analysis work is that it is a costly business. Further, there already exist several actors, who in various ways are working with analysing and documenting the development across the Oresund region. As part of the new MVA strategy, MVA will establish a new cooperation for the analysis work with at least one regional partner. Such collaboration provides MVA with the flexibility to outsource the analysis tasks for the years to come. The aim with such a cooperation will be:

- To further increase the quality of the analysis work
- To create more cost effective and flexible analyses
- To avoid internal competition between different Oresund platforms

MVA has initialized a dialog with possible partners for an analysis collaboration. One of the actors is Øresundsintitutet (ØI). ØI is an independent Danish/Swedish knowledge centre, which through analysis, conferences and media contributes to increased awareness about the development in the Oresund Region.

MVA and ØI have a lot in common. For instance, both organizations are non-profit and member-financed cross-border platforms and represent a regional triple helix structure through their member base. During 2014, ØI has worked on a strategy that promotes independent analysis and knowledge communication as core business and cooperation as an important part of their business.

The basis for establishing a partnership between MVA and ØI is to create mutual cooperation, which will result in an increased amount and improved quality of the analysis work of the region. ØI is planning to apply for an Interreg project with focus on development of innovative methods for data collection and analysis of the development of companies and clusters in the region. As part of the partnership between ØI and MVA, an investigation will be conducted to see whether MVA can act as project facilitator and ensure the administrative coordination of the Interreg project. Through specialization between the organizations, ØI and MVA can create a more streamlined format and more cost-effective cooperation based upon the synergies across Oresund.



4. Communicating – Speak up for Medicon Valley

In accordance with the mandate from the MVA chair and board and based on the chair's prioritization of MVA's objectives, MVA can serve as an agenda-setting body. MVA's agenda-setting function will allow the organization and its chair to participate proactively in the public debate through the media and by facilitating a constructive dialog with relevant life science key opinion leaders and opinion leaders influencing the framework conditions for life science in Medicon Valley.

The aim is to ensure stakeholder commitment to Medicon Valley Alliance's strategic objectives and to ensure relevant decisions-makers qualified and timely information about Medicon Valley and its challenges, potentials and success stories.

MVA will furthermore work to facilitate online access to relevant and qualified information about Medicon Valley's scientific strongholds and contribute to the positive storytelling about Medicon Valley and the "inhabitants" of the Medicon Valley life science ecosystem as well as the sharing of best practice across the Medicon Valley.

The bi-national geography of Medicon Valley can be a challenge when communicating the cluster's value to Danish and Swedish decision-makers and journalists, who tend to have a national focus. Hence, it is important to strengthen the awareness of initiatives, activities, practices, projects and events on the "other side" of the region, including both capital regions.

- MVA wants its external communication to be clear, concise and relevant to all the members and stakeholders.
- MVA wants to strengthen the dialog and engage members through regular feedback and participation in communication and agenda-setting activities in order to make the communication even sharper and more member grounded.
- MVA wants to build up more information and communication activities in collaboration with individual MVA members, as well as other explicitly Medicon Valley, life science and Greater Copenhagen stakeholders, such as Invest in Skåne, Copenhagen Capacity, Wonderful Copenhagen and Øresundinstituttet (see for instance chapter about Analysis).

The communication activities (PR, member communication, online and social media presence, conference attendance, event promotion and marketing, etc.) ensure that life science talents and professionals as well as key opinion-makers are aware of, acknowledge and contribute to Medicon Valley being an attractive location for studying, working, doing business and living.

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Setting the agenda for political interest in Danish-Swedish life science

MVA has a long tradition of creating political interest in Danish-Swedish life science conditions. In 2014, MVA and Region Skåne arranged a seminar in Folketinget, the Danish Parliament, at Christiansborg. The topic of the session was how Sweden and Denmark could strengthen their competitiveness in research and development in the life science sector and how the two countries could optimize the investments in the research facilities MAX IV and ESS. About a hundred politicians and professionals from both Sweden and Denmark attended the seminar, including Denmark's former Minister of Research Sofie Carsten Nielsen and State Secretary Peter Honeth.

The program included the following elements:

- How to run successful life science companies in the Oresund Region
- Main results and policy messages to the Sound from OECD Reviews of Regional Innovation - Regions and Innovation - Collaborating Across Borders (Dec 2013)
- What is the future for life sciences? Is the Oresund Region competitive enough?
- A political panel discussion
- Visions for future Oresund collaboration



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