

EUROPEAN COMMISSION - European Innovation Council and SME Executive Agency – EISMEA

# Call: Clusters Go International COS-CLUSINT-2019-3-01



## GEN.ERA

diGital gENomic Alliance to Explore new maRket for Acceleration

### Deliverable D2.7 Title: B2B meetings

\*Dissemination Level: PU: Public

\*\* Deliverable Type: O: Other

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# Table of Contents

1. Introduction.....	4
2. Organisation of the GEN.ERA Market Intelligence and matchmaking event.....	5
3. Minute of the GEN.ERA Market Intelligence and matchmaking event.....	8
4. Results of the social media communication.....	18

## **DISCLAIMER**

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## Document History

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15-12-2021	00	<b>GENOPOLE</b>	Alexis Biton, Alain Lusardi	Draft document
20-01-2022	01	<b>GENOPOLE</b>	Alexis Biton, Alain Lusardi,	Consolidated contributions
31-02-2022	02	<b>GENOPOLE</b>	Alexis Biton, Alain Lusardi	Final Document



# 1- Introduction

## 1.1 Purpose of this document

This report presents the matchmaking session for B2B meetings between SMEs organised in conjunction with the GEN.ERA Market Intelligence event, which were open to all interested parties in the field of health genomics.

It also presents the results of the pitch session for SMEs on their activities, the products and/or services they provide and their interests in cooperation, which was merged with the GEN.ERA Market Intelligence and matchmaking events.

Objectives:

- To present a market overview of the 5 pre-selected promising and accessible markets for European genomics SMEs
- To carry out a preliminary analysis of the five selected markets in order to select the 3 most promising and accessible markets
- To present the SMEs involved in the GENERA project to increase international contacts.
- To organise B2B meetings between SMEs and SMEs, Clusters involved in GENERA, SMEs and between SMEs and international stakeholders focused on genomics.

This report has been developed in line with D3.1 (Benchmark reports on the 8 selected markets), D3.2 (First selection report) and includes some conclusions of the GEN.ERA Market Intelligence event resulting from the conclusions of the experts invited to present the 5 selected markets and the exchange of information between the pool of experts of each presented market and the participants during the roundtable organized



Market Intelligence & Matchmaking Event 2021  
PARIS, 21 October 2021 at 9:00am (CET)  
Free meeting





## 2- Organisation of the GEN.ERA Market Intelligence and matchmaking event

As described in D3.1 and D3.2, the GEN.ERA consortium initially selected eight target markets (USA, China, Taiwan, Singapore, South Korea, Australia, India and Japan) and then it was decided to select only five markets.

A team of external experts was carefully selected based on their experience and cost-effectiveness in dealing with the five pre-selected markets and in particular the general criteria on which the report was to be based.

The selected subcontractors were also asked to focus on soft-landing structures, direct investment facilitation mechanisms and the next generation of relevant products.

Therefore, the selected subcontractors produced a report including a market overview on five countries USA, Australia, China, Japan and Singapore.

Based on this report, the Genera consortium partners decided to organise a Market Intelligence event in order to present to companies and stakeholders interested in genomics, an overview of the 5 markets but also to give the companies involved in the project the opportunity to do a Speed Pitching of their company. Due to time constraints, only two were selected to make their presentations.

It also emerged that it was necessary to take advantage of this opportunity to organize, following this presentation, a time of exchange of experience with experts who know well or live in one of the markets presented.

It was decided to combine the 5 market presentation event with a matchmaking event to allow the companies to present their business to other SMES, international stakeholders but also for the consortium to get to know other companies and other stakeholders that might be interested in joining the GEN.ERA alliance.

Taking into account the health situation, it was decided that these two simultaneous events should be held free of charge and hybrid meeting (physical and virtual). For this, a digital platform was selected to enable this organization and particularly the All-In-One B2B Matchmaking Platform.

Thanks to the contribution of all GEN.ERA's partners, an agenda was defined for this mixed market presentation and networking event: The event was scheduled for the 21/10/2021 at Genopole premises. The language of this event was English, and participation was free of charge.



# Programm

## 9:00 – GEN.ERA project presentation

Dr. Laurent PEPIN & M. Alexis BITON  
GEN.ERA Coordination Team

## 9:05 – GEN.ERA partnership presentation

M. Alain LUSARDI – Genopole Cluster (F)  
M. Roberta LAURO – Campania Bioscience (I)  
M. Sven PARKEL – Tartu BT Park Ou Cluster (EE)  
M. Tero PIISPANEN – Turku Science Park Ltd (FI)  
M. Niek WELLINK – OOST NV (NL)e

## 9:15 – GEN.ERA associated partnership presentation

Ms Daniela ONOFRI – Medice Paris Region (F)  
Ms. Azla DELL'AGNOLO – Trentino Sviluppo S.p.a. (I)

## 9:25 – Speed Pitching from digital genomic SMEs

Philippe JAIS – Eukarÿs (Genopole)  
Valter RÖNNHOLM – Abacus Inc. (Turku Science Park)

## 10:35 – BREAK

## 10:45 – Emerging Markets presentation

M. Sven PARKEL Tartu partner – session moderator  
Dr. Sachin GAUR – InnovatioCuris

## 11:35 Connecting the Dots for a Global Genomics Market

Dr. Sachin GAUR – InnovatioCuris – Session moderator  
Nidhi Gani (USA)  
Tomoko Mitsuoka (Japan)  
Molshree Pandey (Singapore)  
Teppo Laaksonen (Gen.ERA partner, Finland)

## 13:00 – BREAK

## 14:00 – 17:30

Matchmaking session between companies in the genomic field

This event was divided into different parts of the day:

This morning event, dedicated to Market Intelligence, was to aim to

- present the project and its progress,
- present the project partners,
- present some partners associated with the project,
- present the 5 pre-selected markets,
- present some companies of the GEN.ERA project in speed pitching,
- organize a discussion roundtable between experts and participants on the 5 markets presented.

The afternoon event was to aim to

- present products, technologies, skills, systems that SMEs are proposing to potential European and international cooperation partners,
- understand what kind of cooperation SMEs are looking for,
- promote SMEs as potential partners for joint development or research projects with European and international actors.
- present what ideas SMEs would like to discuss with potential partners,
- meet several potential co-operation partners in one day, reducing the amount of time and money needed to find new partners and/or stakeholders.

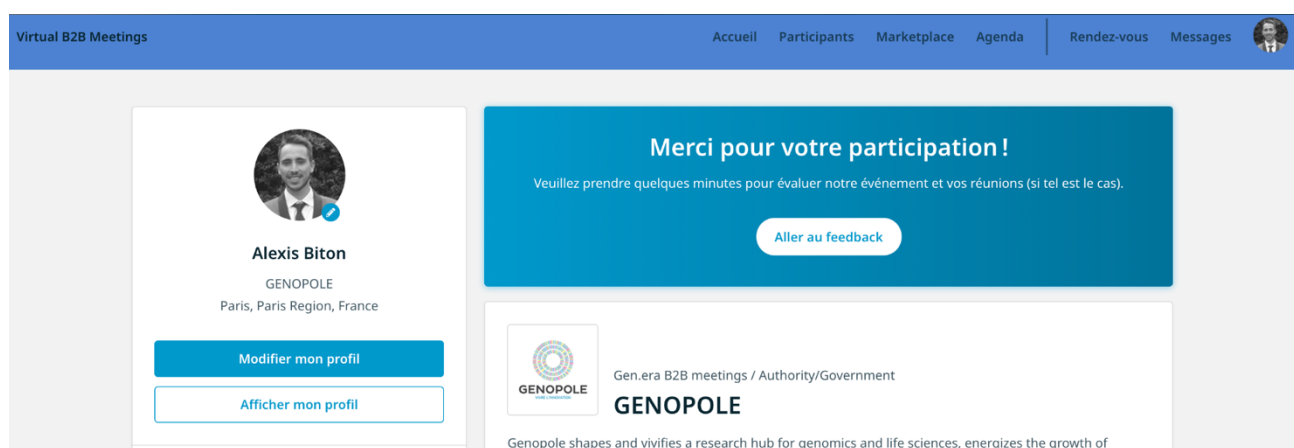
This afternoon event consisted of pre-validated 30-minute bilateral meetings. It represented a good opportunity to increase international contacts.

Registration for B2B meetings was based on the use of a platform dedicated to this type of event and participants were able to register one week before the event.

For this Matchmaking event, it was decided to use the virtual platform *B2Bmatch*. This made it possible to:



- Allow participants to send meeting requests to interesting participants through their personal networking profiles where participants could express areas of activity, needs and interests. All networking profiles were visible in the participant catalogue and could be enriched with documents, images and videos,
- Giving more visibility to the participating organisations through dedicated company pages where meetings with representatives of the listed companies could be requested directly. On the pages, companies could present themselves as well as the business opportunities they were looking for.
- Send meeting requests to participants directly through the Marketplace where participants could post services and ideas to increase their visibility and find suitable partners more easily - each opportunity could be presented on a separate page which could be enriched with documents, images and videos.



Once the agenda was agreed upon, Genopole in collaboration with Distretto Campania Bioscience (Partner 2-CBIOS) decided to set up an event-specific communication strategy in order to better and more widely disseminate it at national and European level.

A direct invitation to the main European stakeholders and in particular to the SMES involved in the field was used. Social media such as LinkedIn and Twitter were used.

To disseminate these two events better and more widely, it was decided to build a list of contacts to whom the invitation should be sent. This mailing list was built by the partners and focused on European stakeholders interested in digital genomics.

It included:

- lifescience clusters across Europe, based essentially on the members of the Council of European BioRegions (CEBR), a network of clusters and bio communities across Europe and worldwide, with the mission to defragment biotechnology and its support in Europe (<http://www.cebr.net>),
- stakeholders interested in digital genomics, identified by each GEN.ERA partner,
- SMEs that are members of the project partners and SMEs operating at European level in the field of digital genomics.

Furthermore, in order to define the stakeholders, the SMEs more precisely, we decided to extend the value chain structure we had built (D2.1) in order to add contacts with other X-omics companies in Europe. To do this, we first favoured a biocluster-to-biocluster approach by relying on European networks such as the ECCP (European Cluster Collaboration Platform) or the CEBR.



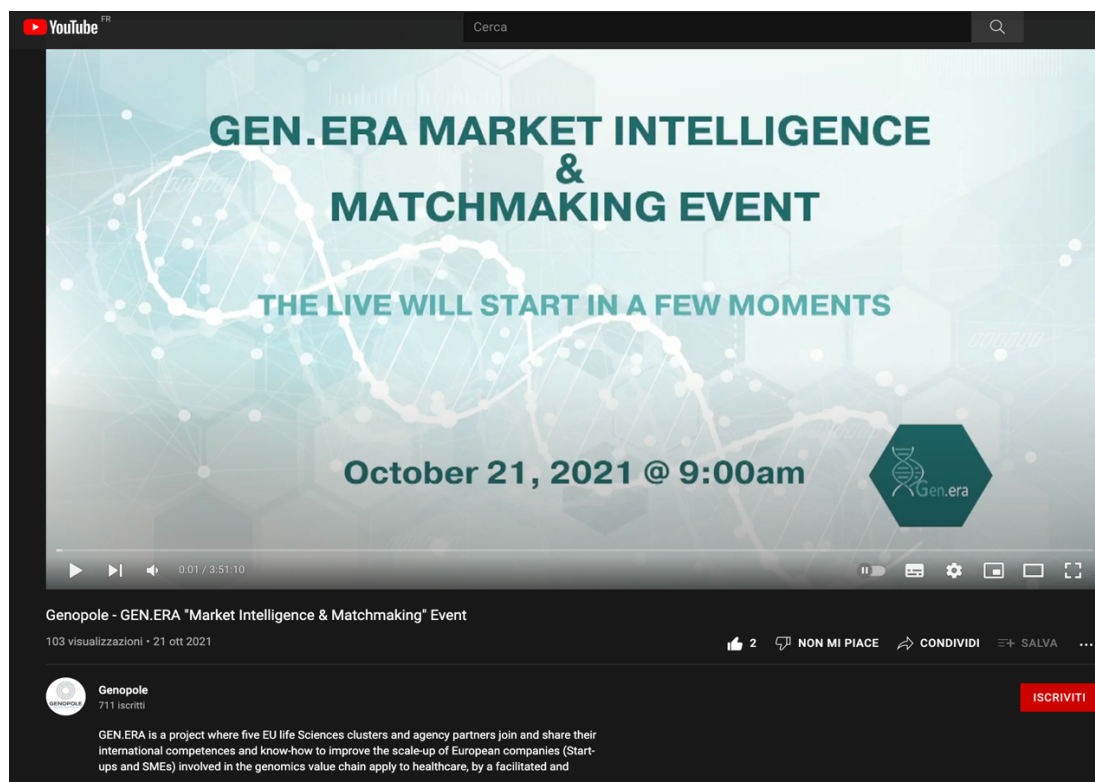
50 bioclusters in 14 different countries were identified and then invited to participate in the 21/10 event. We contacted not only the 40 members of the CEBR but also other bioclusters that are not members of this European association such as: BioRiver (Germany), Technology Park of Ljubljana (Slovenia), Lithuanian Biotechnology Association (Lituania), EThe Austrian Centre of Industrial Biotechnology (Austria), BioCon (Germany).

Based on the value chain structure (D2.1), we asked the project partners to send us not only a list of their companies in the sector that might be interested in the GEN.ERA initiative and could be contacted for future matchmaking events (20 October 2021) but also companies at national level that might be interested.

In addition, extensive monitoring was conducted by Genopole on the European X-omics entrepreneurship landscape. In total, we were able to identify and invite more than 150 SMEs and start-ups in our sector located and operating in the EU.

### 3- Minute of the GEN.ERA Market Intelligence and matchmaking event

The replay of the webinar is available on **Genopole's You tube channel** at the following address: <https://www.youtube.com/watch?v=fHWUx5S0D50>



Genopole's You tube channel - 103 views in 3 months

The morning event was organized on 21/10 at the Genopole headquarters and was conducted by Alexis Biton, European Project Officer in Genopole in collaboration with the GEN.ERA project management team (Laurent Pepin, project coordinator - Alain Lusardi, European Project Officer), the Marketing &

Communication department of Genopole and the GEN.ERA partners of the consortium (Roberta Lauro, Distretto Campania Bioscience, IT - Triin Vakker, Tartu BT Park, EE - Teppo Laaksonen, Turku Science Park, FI - Niek Welling, OOST NV, NL).



Alexis Biton, European Project Officer, Genopole




Laurent Pepin, GEN.ERA project coordinator - Alain Lusardi, European Project Officer, Genopole

Alexis Biton presented the agenda of the event and the objectives, expected results, progress and composition of the consortium.










## GEN.ERA organisation

### Action 1- structuring the partnership

#### Objectives

- Structuring and understanding the **genomic value chain** at the partnership level
- Identify possible **interactions and partnership opportunities** between companies
- Finalising a **cooperation agreement** to ensure the visibility of this GEN.ERA alliance



This project was funded by the European Union's COSME Programme under agreement No 951197



Sampling
Sequencing
Exploration
Interpretation
Application
Support

BLUMINA					
INTROBACIN					
NEW FMS AND RICKARS					
GENOSPACE					
TECHNOLOGY					
PHARMEDT					
HYDRIGENICS					
STIMASIS					
LUMASIS					
POLYMERAGENE					
IPROGISE					
TRIASSE					
WINTFAR GENOMICS					
PHARMING					
ENTROOME					
GENOSAIL					
TERCELL					

Sampling
Sequencing
Exploration
Interpretation
Application
Support

Partners 1 - Barcelona					
33 companies					
Partner 2 - CHDS					
33 companies					
Partner 3 - Tarte					
9 companies					
Partner 4 - HEP					
9 companies					
Partner 5 - Madrid					

63 companies positioned on the GEN.ERA value chain

This project was funded by the European Union's COSME Programme under agreement No 951197

The 5 project partners presented their organisation and engagement in the project activities.





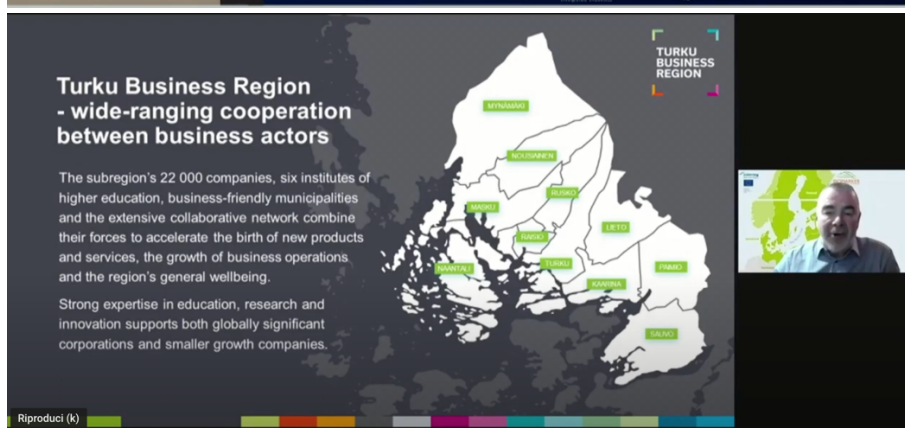
Alain Lusardi, Genopole (F)



Niek Welling, OOST (NL)



Triin Vakker, Tartu (EE)



Teppo Laaksonen, Turku (FI)



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The morning continued with presentations of innovative solutions related to genomics by 2 companies from the GEN.ERA bioclusters and both selected due to lack of time in the programme. This pitch session was moderated by Alexis Biton and allowed them to better understand their markets of interest in order to accelerate their international development.



Philippe Jais - EurKarys (F)

Valter Ronnholm – Abacus (FI)

Afterwards, two associate partners intervened, presenting their organisation and the reasons why they had joined the GEN.ERA project.



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Daniela Onofri, Medicen (F)



Arla Dell'Agnolo, Trentino Sviluppo Spa (I)



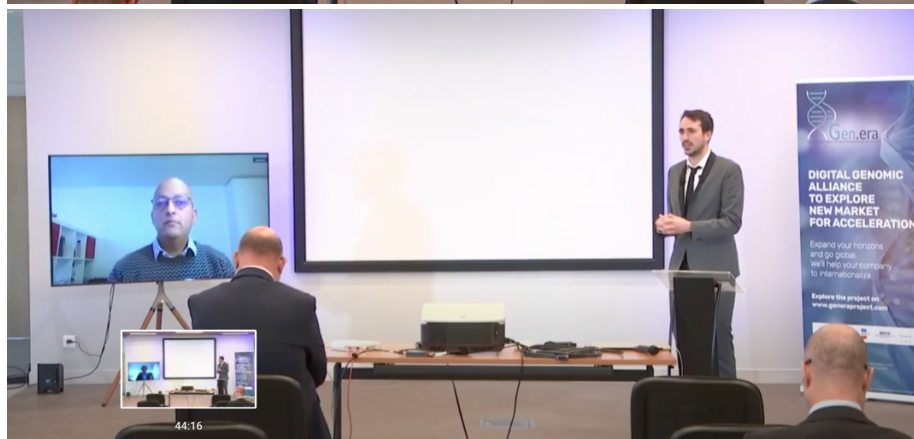
Davide Ederle, Hub Innovazione Trentino



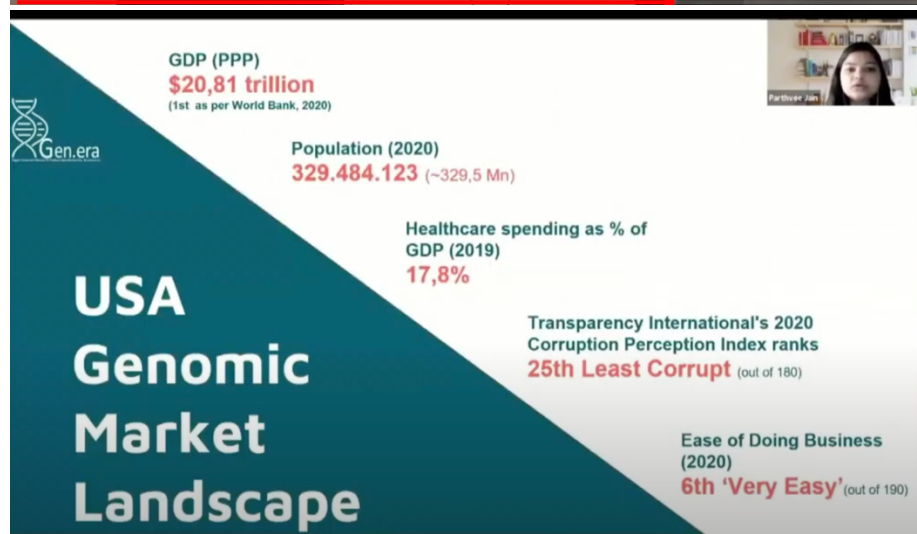
The second part of the morning continued with the presentation of the five markets pre-selected by the partners by two of the InnovatioCurtis experts.



Molshree Pandey, InnovationCurtis



Sachin Gaur, InnovationCurtis



This virtual presentation was a unique opportunity to get an overview of the latest advances, restrictions, opportunities and challenges in high-potential genomics markets such as: USA, China, Singapore, Australia, Japan.

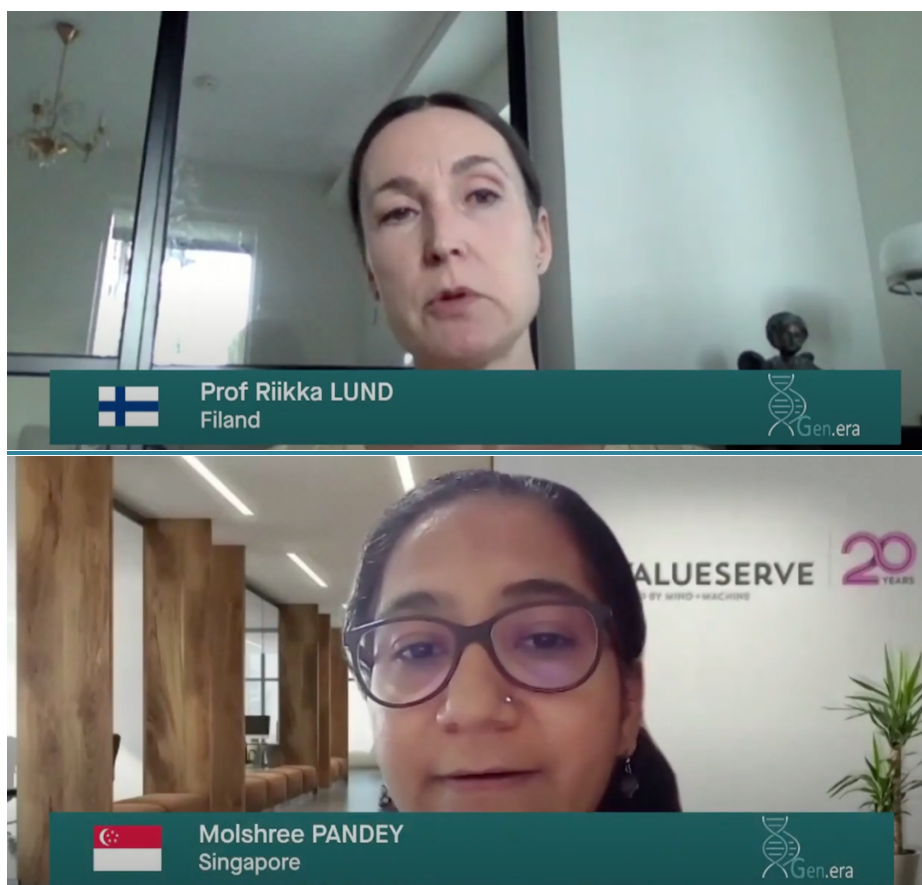
This second part of the morning was animated by one of Innovation Curtis' experts, organising a roundtable between a pool of genomics experts in each of the countries presented.

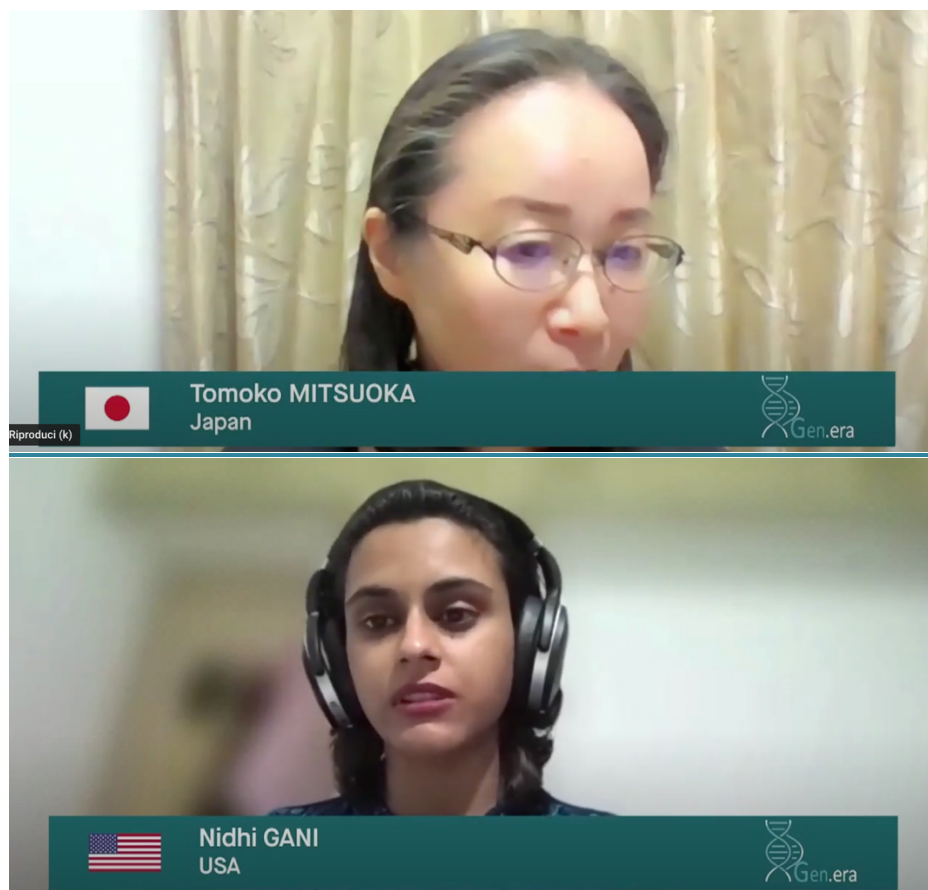


This roundtable was an excellent opportunity for those present to begin to understand more deeply each of the markets presented. Speakers from the United States, Japan and Singapore provided insight into the business practices and cultural specificities of their nations. This was valuable strategic information for biotech companies, supported by the five GEN.ERA clusters, aiming at a commercial deployment beyond European borders.

The expert panel, under the session “Connecting the dots for a global Genomics Market”, duration of 1 hour, was composed of:

- Dr. Sachin GAUR – InnovatioCuris
- Ms. Nidhi GANI (Massachusetts, USA) - Regulatory Affairs Professional, for healthcare industries
- Ms. Tomoko MITSUOKA (Japan) - Research, competitive analysis & consultation, officer.
- Ms. Molshree PANDEY (Singapore) - Lifesciences & Healthcare Advisory | Market Access
- Dr. Riikka LUND (Finland) - Senior Researcher, Finnish Functional Genomics Centre





Some questions were addressed to the experts:

- Markets represented : What are the general highlights for genomics / life sciences in your market?
- What is the potential for European companies? Any opportunities / threats / weaknesses and strengths you can suggest.
- Any specific schemes by government / agencies / incubators to cooperate etc. that you would like to highlight and that can support market access
- Any other advice on cultural aspects and in general. Or case studies that you might want to share.

The answers given by the experts to these questions were interesting, and can be found in the following video link: <https://youtu.be/fHWUx5S0D50?t=9983>

On the afternoon of the event, a matchmaking session was organised, open free of charge to participants who had registered on the B2Bmatch virtual platform.

- 35 people registered on the platform, of which:
- 17 were European companies, 13 European clusters, 2 universities and 2 private stakeholders.
- 34 people from 7 European countries registered for the 30-minute bilateral meetings that were scheduled from 14:00 to 16:00.





- 15% did not receive a response to their request for bilateral meetings. Some of these B2B meetings were rescheduled outside the platform.

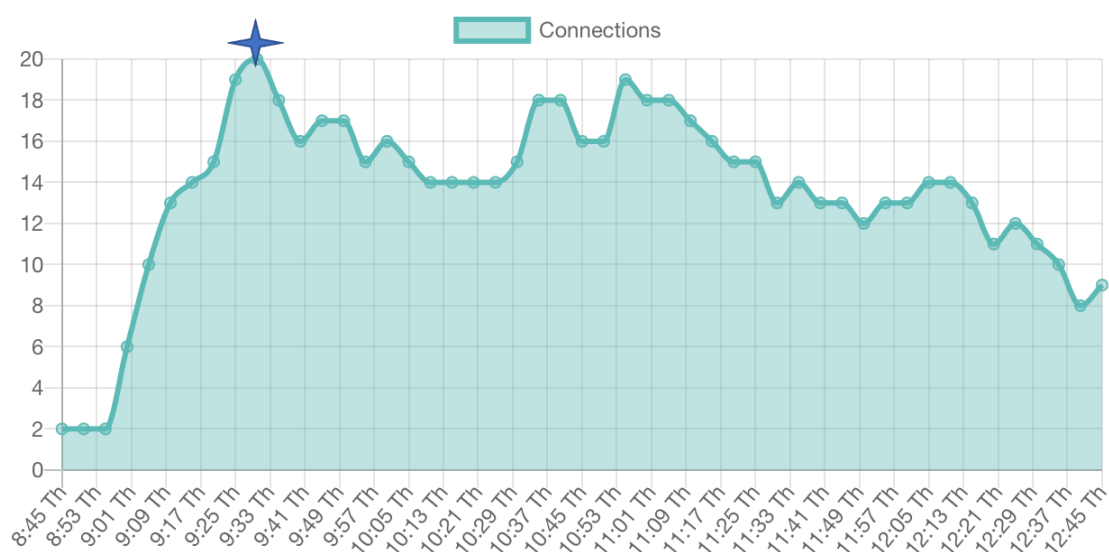
At the end of the day's Market Intelligence & Matchmaking Event, a partner meeting was organised with the associated partners where the 5 markets presented were discussed and each of them commented on the proposals suggested by the experts.

After the GEN.ERA matchmaking event (21.10.2021) outcomes and following workshops meetings and constant exchanges between partners, a ranking of the five markets will be conducted and a selection report will be produced analysing strengths and weaknesses of each market. In a last step, detailed reports on market accessibility for 3 selected markets will be produced will synthetizing the results of the three steps of Market Intelligence, with detailed information on the final target markets.

## 4- Results of the social media communication

Here are some of the results monitored before and at the end of the Market Intelligence event.

### Participation on the platform during the Market Intelligence event



### Replay of the Market Intelligence event

Social media channel : **You tube**  
User: **Genopole**



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Social media channel : **You tube**  
User: **Genopole**

**Visit after the Market Intelligence event**



Social media channel : **LinKed In**  
User: **Genopole**

**What is GEN.ERA?**

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Social media channel : **LinkedIn**  
User: **Genopole**

**What 's going on 21 October ?**



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#BiotechNews 

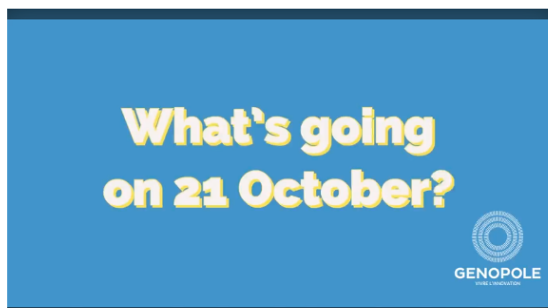
What's going on 21 october?

➡ Market and intelligence & matchmaking event : a unique opportunity to get an overview of the latest drivers and challenges on high potential genomic markets.

📅 21 October 2021 | 9.00 AM - 5.30 PM

[Turku Business Region](#) - [Oost NL](#)

[Voir la traduction](#)



👤 Hélène Paris et 1 autre personne

 J'aime

 Commenter

Soyez le premier à commenter ceci

Vues de la vidéo : 81 au total

Masquer les statistiques ^

Vues de la vidéo : 81 au total

Masquer les statistiques ^

Vues de la vidéo ⓘ

Cible : tous les abonnés

**81**

Total

Statistiques organiques ⓘ

500

impressions

2

Réactions

0,6%

Taux de clics

0

commentaire

0

partage

3

clics

1%

Taux d'engagement

Social media channel : **LinkEd In**

User: **Genopole**







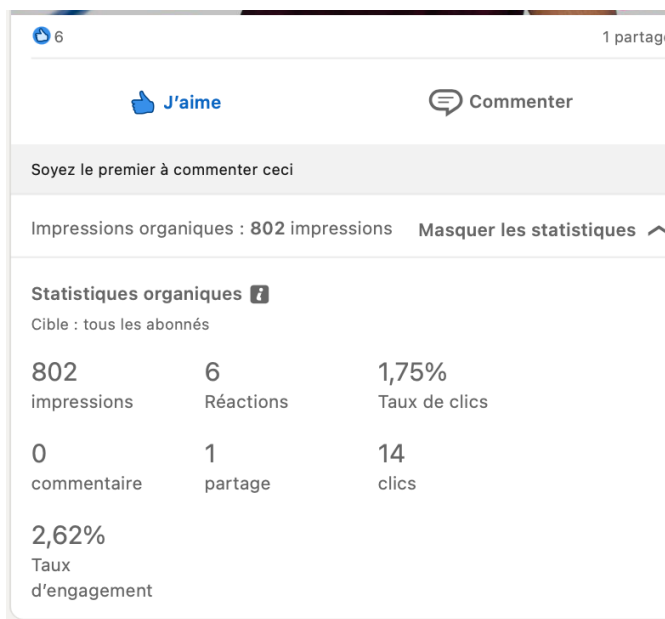
### #NosMétiers

Alexis Biton is a member of the International Department's European Team. His main missions include constructing research & innovation projects, diffusing & raising awareness on European calls for proposals, and organizing partnership discovery events.

Alexis has a Masters 2 degree in European affairs from Bordeaux University. He is specialized in European Union policies, programs, and financial mechanisms. As he did in his previous experience working for research units at École Polytechnique, Alexis now brings his in-depth knowledge of European calls and networks to Genopole members looking to benefit from EU's programs.

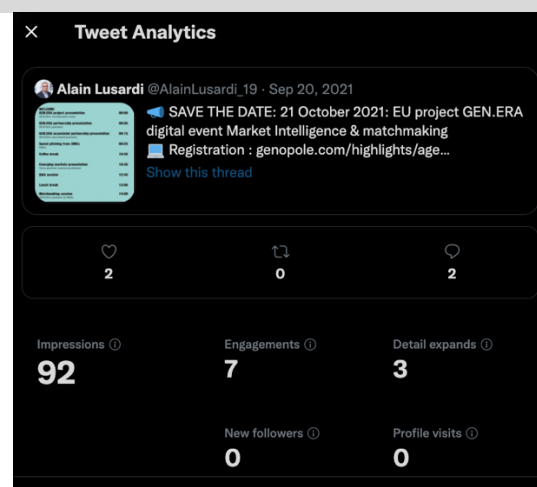
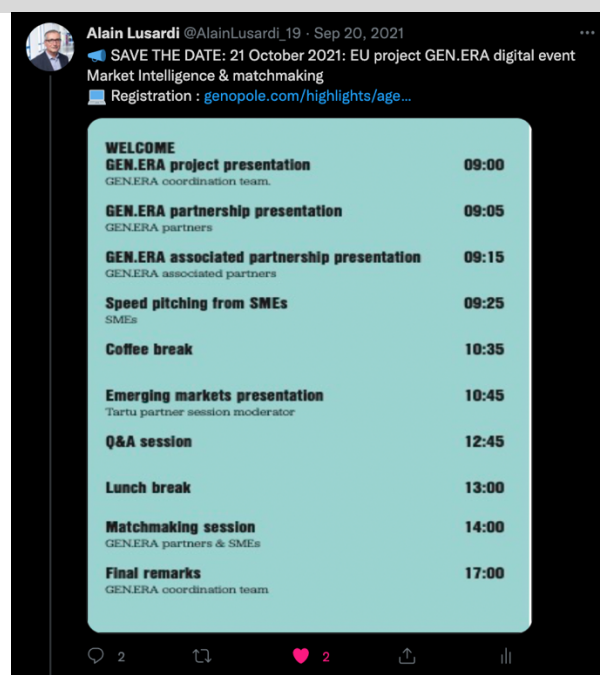
An example of the increasing activity of Genopole's personalized accompaniment offer for its businesses and laboratories can be found today in its awarding of the COSME Cluster Go International @EU Project Genera\_, which objective is to develop a strategy for European business within the computational genomics value chain. GEN.ERA gathers around Genopole four other clusters: the Italian Distretto Tecnologico Campania Bioscience, the Estonian Tartu BT Park, the Finnish Turku Science Park Ltd, and the Dutch East-Netherlands Development Agency.

Are you looking to identify promising computational genomics markets in the USA, Japan, China, Singapore and Australia? If so, the Marketing Intelligence and Matchmaking Event proposed by Alexis and the GEN.ERA consortium is for you! The event is open to all businesses in the genomics sector and is to be held on 21 October. Save the date!



## Social media channel : Twitter

User: **Alain Lusardi**



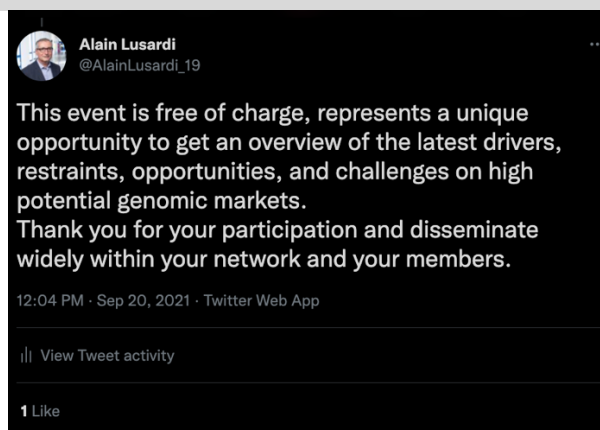
## Social media channel : Twitter

User: **Alain Lusardi**



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Social media channel : **Twitter**  
User: **Genopole**

**Save the date**

**Genopole**  
12 983 abonnés  
3 mois ·

**#BiotechParis**

GEN.ERA offers you a free digital meeting on "Market Intelligence & Matchmaking". Find out more about GEN.ERA and its strategy to support SMEs in opening up to international markets in the field of **#genomics**.

21/10/2021 - 9:00pm  
Register → <https://loom.ly/Hc3Lrc4>

[Voir la traduction](#)

**Market Intelligence & Matchmaking Event**

October 21, 2021 - GEN.ERA Market Intelligence & Matchmaking Event - Genopole, Innovation Today, Every Day  
genopole.com · Lecture de 1 min

Vous et 9 autres personnes · 1 partage

J'aime · Commenter

Impressions organiques : 540 impressions Masquer les statistiques

Statistiques organiques		
Cible : tous les abonnés		
Employés avertis		
540 impressions	10 Réactions	2,04% Taux de clics
0 commentaire	1 partage	11 clics
4,07% Taux d'engagement		

Social media channel : **Linked In**  
User: **Genopole**

**Save the date**



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GEN.ERA "Market Intelligence & Matchmaking" Event

Registrations are open !!

[https://lnkd.in/ddua\\_4ZN](https://lnkd.in/ddua_4ZN)

[Voir la traduction](#)



October 21, 2021 - GEN.ERA "Market Intelligence & Matchmaking" Event  
- Genopole, Innovation Today, Every Day

genopole.com • Lecture de 1 min

#### Statistiques organiques ⓘ

Cible : tous les abonnés

161	1	9,32%
impressions	Réaction	Taux de clics
2	0	15
commentaires	partage	clics
11,18%		
Taux d'engagement		

Social media channel : **Linked In**  
User: **Cluster Campania Bioscience**

**Cluster Campania Bioscience**  
224 followers  
3mo • Edited •

[+ Follow](#) ...

Una settimana fa, a Parigi, [EU Project GENERA \\_](#) è entrato nel vivo, con una giornata di approfondimento dedicata ai mercati più interessanti per le aziende della [#genomica](#)

L'evento promosso dalla rete UE, nata dalla collaborazione di cinque cluster europei delle [#LifeSciences](#), ha offerto l'occasione di partecipare a una sessione di B2B: 50 le aziende registrate

È stato bello rivedersi in presenza! Grazie alla collaborazione dei nostri colleghi europei, siamo già al lavoro per raggiungere gli ambiziosi obiettivi del progetto!

Per saperne di più: <https://cutt.ly/eRG9Qm4>

[Genopole Oost NL Turku Business Region #TurkuScienceParkLtd](#)  
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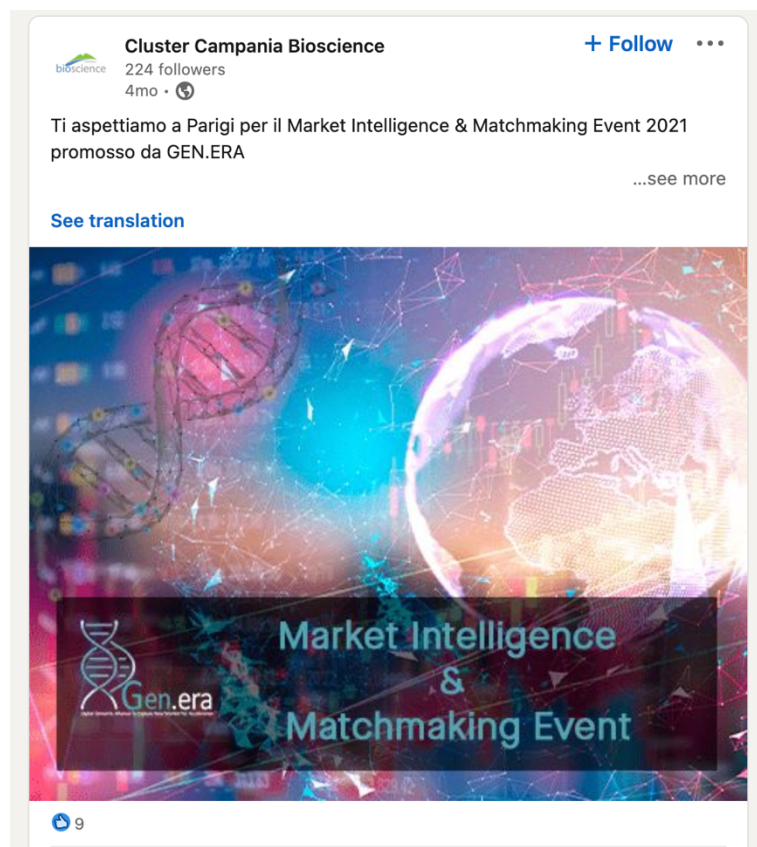
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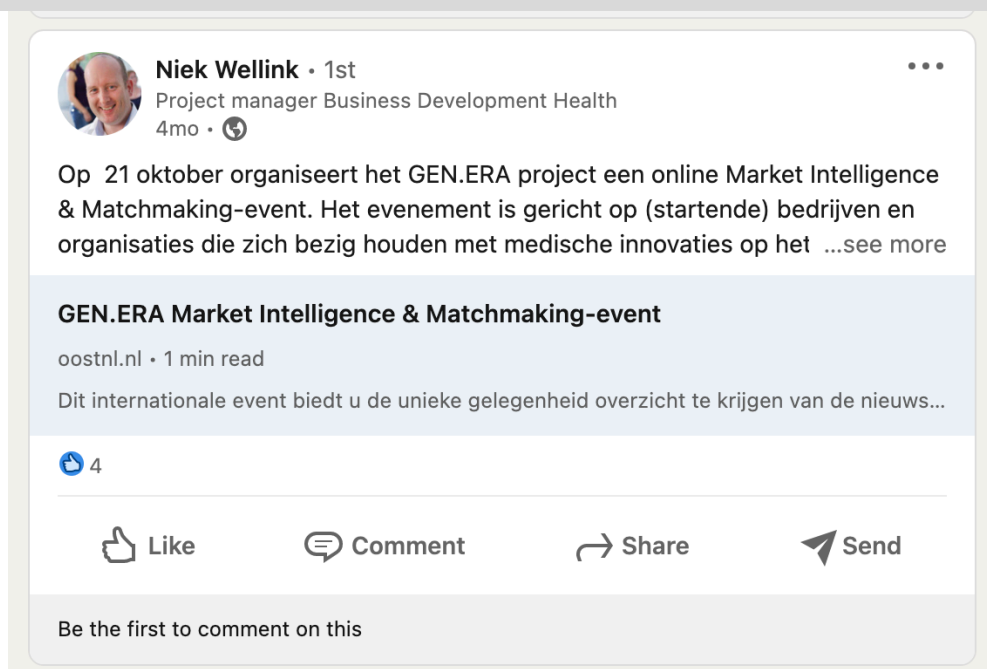


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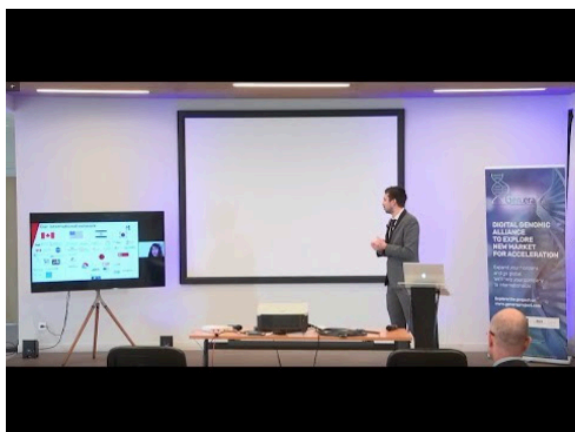
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Cette année, l'évènement GEN.ERA a donné une vue d'ensemble du secteur de la génomique en Europe et a permis aux participants de développer des synergies et de potentiels partenariats. 🍷

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Last October, the GEN.ERA "#MarketIntelligence & matchmaking" event allowed international #genomics companies to meet #Europe #partnership #healthcare @EU\_ProjectGENERA @TkuSciencePark #Campaniabioscience @OostnlInl #tartu Btpark

Impressions ⓘ

**367**

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**0**

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