

# Afternoon Meeting

## HOT TOPICS IN US BIOTECH TODAY

COBIS, in collaboration with Danish American Business Forum and Greater Richmond Partnership, invites you to an exciting afternoon of networking with the opportunity to learn more about the hot topics of biotech in the US today.

*Gain new insight, hear inspirational talks, engage in dialogue, and get your questions answered!!*

**Venue:** Copenhagen Bio Science Park, Ole Maaløes Vej 3, DK - 2200 Copenhagen, meeting room M6

**Time:** November 10<sup>th</sup> 2011, 15:00-17:00

**Sign up:** Send email to [info@cobis.dk](mailto:info@cobis.dk). The workshop is free of charge.

### Agenda:

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15:00 – 15:10	<b>Welcome to COBIS</b> Short presentation of presenters and topics of the workshop	<i>By <b>Morten Mølgaard Jensen</b>, CEO, Copenhagen Bio Science Park</i>
15:10 – 15:30	<b>Attracting US funding</b> There is no shortage of capital for companies seeking to access the US market. It's important to develop a clear objective to support your funding initiative - before launching your campaign - so that target potential investors align with your plan strategy. Learn how to identify funding sources, which investors to target and how to organize your pre-approach to targeted investors at a state level.	<i>By <b>Greg Wingfield</b>, President &amp; CEO, Greater Richmond Partnership Inc (<a href="http://www.grpva.com">www.grpva.com</a>)</i>
15:30 – 16:00	<b>Entering the U.S. Market</b> Companies looking to launch medical products in the U.S. often encounter similar hurdles, which can lead to costly delays or worse, market failure. Hear more about common issues companies face, how to avoid them and how you can begin preparing your company for a successful U.S. market launch. Also, find out more about NIH and the new initiative to in-license patents and patent applications related to drugs, vaccines or therapeutics.	<i>By <b>Nicky Colomb</b>, Bioscience Business Advisor, Virginia BioTechnology Research Park</i>
16:00 – 16:30	<b>Negotiating a Profitable Contract with US Partners</b> Negotiating contracts with US partners can be a major challenge for Danish companies. Knowing the legal twists can help you avoid economic loss, and understanding cultural differences can ensure that you get the most out of your US partner. Hear real world examples of 'do's and don'ts' for bringing a product to the US market.	<i>By <b>Doug Sbertoli</b>, Partner, LeClair Ryan Lawyers</i>
16:30	<b>Networking snack and "Meet the experts" one-on-one</b>	

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