

BioVision, the world life sciences Forum, emphasises economic considerations in its 7th meeting

Creation of "business in science", a new platform for discussing changes in the business model of the life sciences industry

Lyons, December 20th 2010 – For its 7th meeting, BioVision (27-29 March at Lyon in France) will feature a new platform « business in science » centred on the theme: " The end of the traditional life science industry model: what's next?"

28 international experts (including CEOs, NGOs and patients' organisations Directors, Ministers and European Commissioners) will be considering the future of the traditional model of the life sciences industry. Among them will be: Zhu Chen (Health Minister, China), Hatem el Gabaly (Health Minister, Egypt), Charlotte Ersbøll (Corporate VP, Novo Nordisk), Rob ten Hoedt (President, Europe, Medtronic), Andrew Cassels (Director of strategy, WHO), Philippe Archinard (CEO, Transgene), Elias Zerhouni (President for worldwide R&D, Sanofi-aventis, Bill & Melinda Gates Foundation, and Professor at the *Collège de France*), John A. Thomson (VP, Strategic R&D Networks, Vertex Pharmaceuticals Inc), Olivier Charmeil (Sr Vice-President Sanofi-aventis), Rajesh Parekh (Director, Head of Healthcare practice Asia, McKinsey & Company), Antonio Tajani (Vice-president, European Commission), James Geraghty (Sr Vice-President, Genzyme), André Choulika (Chairman, France Biotech), Anders Olauson (President, European Patients' Forum), and Michel Goldman (Executive Director, Innovative Medicine Initiative)...

"Business in science" will take the form of 4 round-table discussions on Monday 28th March:

- How to address the growing challenge of chronic diseases in emerging countries?
- How can technology innovation transform healthcare delivery?
- How to solve R&D's challenge with Open collaborative Innovation?
- Boston, Mumbai, Nairobi..? What is the geographic new deal for boosting innovation in infectious diseases?

This track is organised with the support of McKinsey & Company in partnership with *Lyon Biopôle* and *France Biotech*.

In addition, and for the first time, a networking software tool will be provided for all registered attendees interested in organising meetings with other participants (2,500 are expected), a great opportunity to make the most of their presence at BioVision.

Present at BioVision will be the main life sciences companies (including Royal DSM, Johnson & Johnson Pharmaceuticals, Novartis, Medtronic, Sanofi-aventis, bioMerieux, Eli Lilly & Company, Vertex Pharmaceuticals Inc., Genzyme, LFB, Servier, GlaxoSmithKline, Novo Nordisk) as well as major international companies (including McKinsey & Company, Total Gas and Power, Qualcomm Wireless Health), and biotechnology companies (including Transgène, Collectis..). They will all have the opportunity to meet and mingle with representatives from the main NGOs (including the WHO, *Doctors without Borders*, the WWF, *Action contre la faim* [Action Against Hunger], and The Global Fund), with large-scale international health organisations (including Roll Back Malaria, the Human Genome Organisation and the European Patients' forum) and with governments and organisations such as the European Medicines Agency and the European Food Safety Authority.

About BioVision

For over 10 years, BioVision has been stimulating innovative, high-level debate with all the key stakeholders (industry, the political sphere, patient associations, etc.) on the societal implications of scientific progress.

Over three days, the leading decision-makers and experts in life sciences will review major scientific advances in healthcare, nutrition and the environment. They will catalyze discussion between stakeholders (who rarely have the opportunity to talk to each other) on the impact of these scientific and industrial innovations on society.

BioVision was created in 1999 on the initiative of the late Raymond Barre (a former French Prime Minister and Vice Chairman of the European Commission) and François Gros (Permanent Secretary of the French Academy of Sciences). BioVision receives support from major international organisations, the European Commission, local councils (Lyon City Council, The Lyon Metropolitan Area Council, the Rhône County Council and the Rhône-Alpes Regional Council) and associations, NGOs and companies dealing with life sciences issues.

For more information, please visit www.biovision.org

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