



Workshop

“Accelerating EU-US business collaboration in health/e-health Research & Innovation: Opportunities, Barriers, and Best Practices”

June 20th, 2014

<http://www.EuUsScienceTechnology.eu/>



Workshop

**“Accelerating EU-US business collaboration in health/e-health
Research & Innovation:
Opportunities, Barriers and Best Practices”**

SCENE SETTING and GOAL OF THE DAY

**Svetlana KLESSOVA,
inno TSD, France**

June 20th, 2014, Boston, MA



BILAT USA 2.0

The European Union project dedicated to enhance and develop science, technology and innovation (STI) partnerships between the European Union and the United States of America

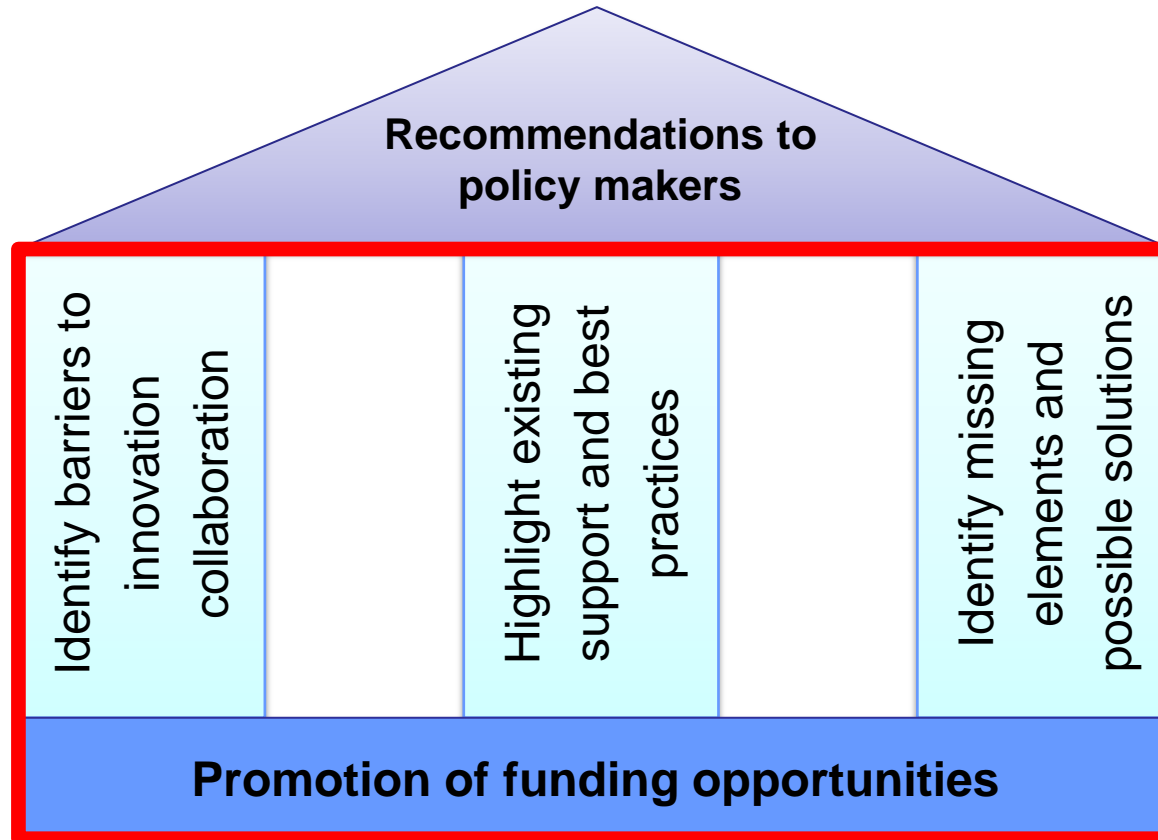
3 main objectives:

- ✓ **support the EU-US Science, Technology and Innovation policy dialogue**
- ✓ **enhance transatlantic research and innovation cooperation**
- ✓ **spread information on funding possibilities** through a number of information sessions on EU and US funding programmes, and **support to access them**

4 priority areas: Health; Marine and Arctic Science; Transports; and New Materials

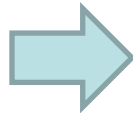


Main goals of the workshop:

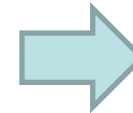


Why the discussion today is important?

**Input paper:
barriers to
transatlantic
research &
innovation
collaboration
(health –focused)**



**Workshop: exchange on
main barriers, support
need, possible solutions**



**Policy brief for EU and
US policy makers: how
to address the main
barriers and enhance
US-EU collaboration**



**Policy discussions at an *EU-US Innovation Conference*, dedicated to
exchange on how to integrate the “innovation” dimension into the new
EU-US Science & Technology Agreement**

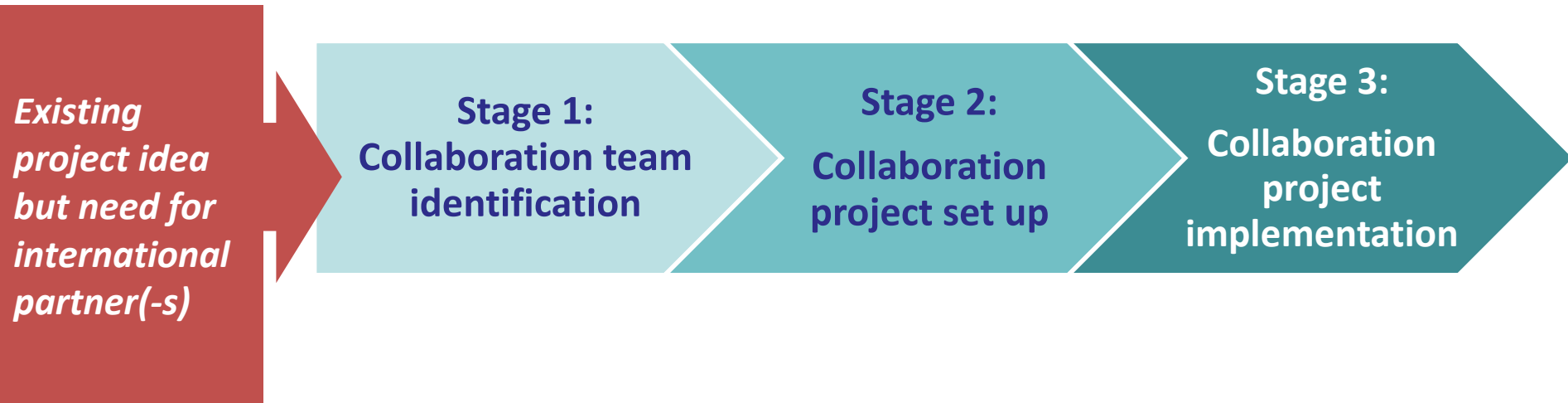


**Planned: support measures to reduce barriers for
successful transatlantic RTDI business collaboration**



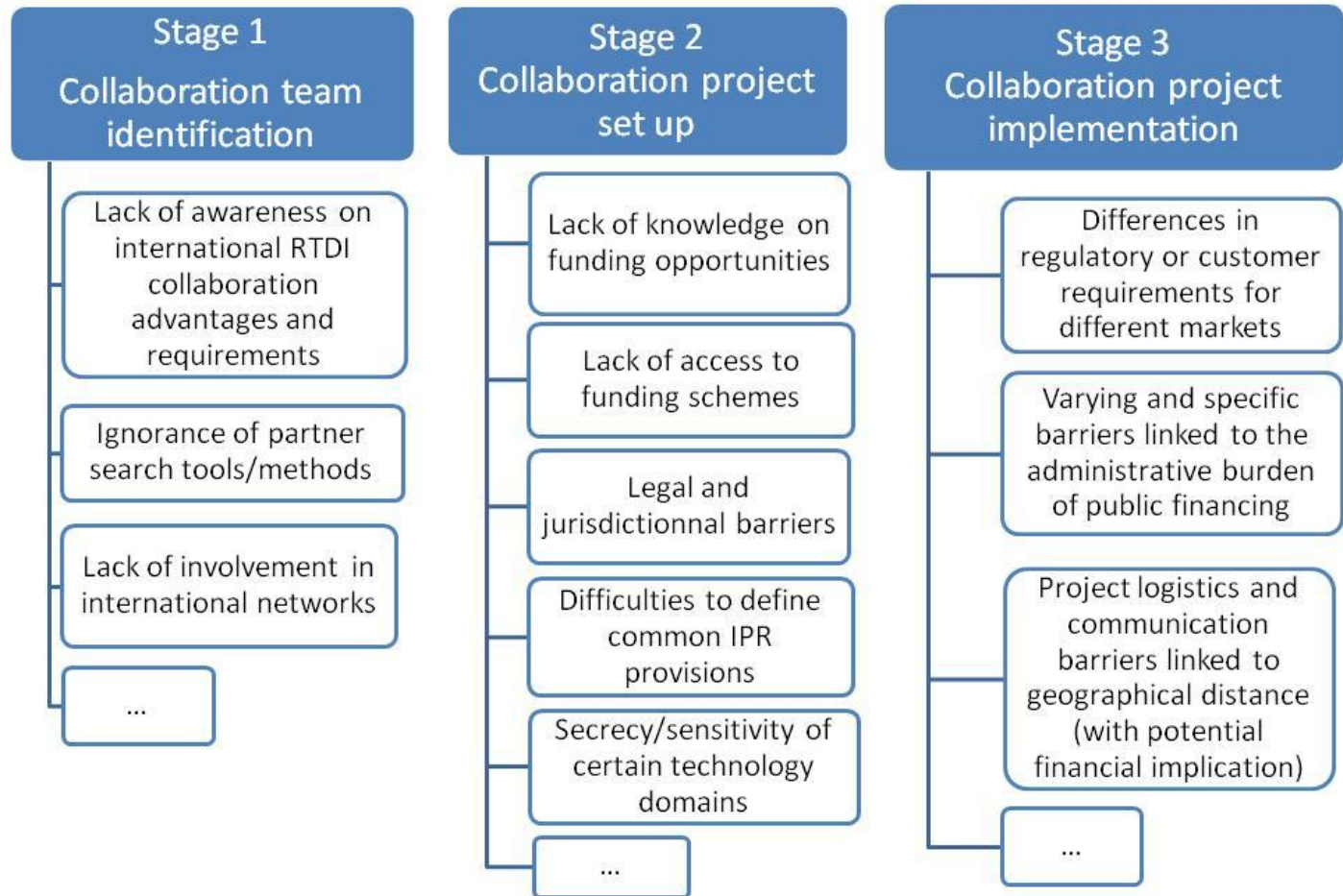
Main barriers in transatlantic Research, Technological Development and Innovation (RTDI) collaboration -

Classified by collaborates stages:



BILAT USA 2.0

Existing RTDI project idea but need for international partner(-s)



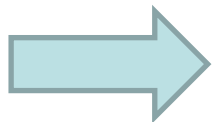
Horizontal barrier: Lack of international collaboration skills (communication, languages,...) and differences of approach (cultural, habits,...)



Example: ignorance of partners search and available support

- ✓ **European Medicine Agency:** has SME office = contact for information on administrative and procedural aspects of the pharmaceutical legislation (*clinical trial authorisations are handled nationally by EU countries!*)
- ✓ **US SMEs** can ask for advice; EU-based SMEs developing human or veterinary medicines are eligible for up to 90% incentives
- ✓ SME Public Register of EMA: focuses on EU-based companies which are directly involved in the manufacturing, development, and/or marketing of human and veterinary products (product portfolio and development stage...)

<http://fmapps.emea.europa.eu/SME/index.php>



SMEs strongly encouraged to contact EMA for regulatory assistance



Today's agenda:

9am

Session 1 – Introductions

Coffee & networking

10.40
am

Session 2 - Opportunities for trans-atlantic research and innovation collaboration

Lunch & networking

1pm

Session 3 – Cases from companies, clusters and support organisations

Coffee & networking

4pm

Session 4 – Open discussion (panelists and audience), and conclusion



Expected results by the end of the day: identified...

- ✓ **main challenges** faced by EU and US businesses in the process of engaging in transatlantic RTDI collaboration
- ✓ **main drivers** for EU and US businesses to engage in transatlantic RTDI collaboration
- ✓ **illustrative examples** from transatlantic RTDI collaboration in health/e-health to the barriers and drivers, and **funding opportunities**
- ✓ possible **solutions** that require public support to reduce these barriers

*“Never doubt that a small **group** of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” (Margaret Mead)*



Session 4: Discussion:

- **What challenges have you faced while collaborating with EU [or US] companies [partners]?**
- **If you could change anything, what would you change to improve collaboration with EU [or US] businesses?**

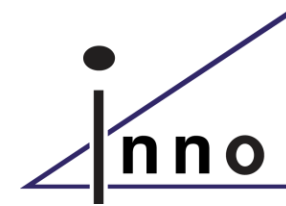
And also:

- **Short questionnaire**
- **« Vote » for the most needed support**



Thanks for your attention!

Svetlana Klessova
inno TSD, France



s.klessova@inno-group.com



Session 4: Discussion

- **What challenges have you faced while collaborating with EU [or US] companies [partners]?**
- **If you could change anything, what would you change to improve collaboration with EU [or US] businesses?**

