

# Supporting multi-lateral collaboration in international development

## Examples, strategies and best practices



# Selected topics

- Brief Presentation of ERAI and its mission
- A collaboration success story: BioXclusters
- Main strategies & Insights for Health Tech and Life Sciences partnerships

# ERAï: Your international network

- Created in 1987 at the initiative of the Rhône-Alpes Regional Council, ERAï is the region's spearhead for international economic development and the reinforcement of the attractiveness of Rhône-Alpes.
- 150 people mobilized in Rhône-Alpes and in 21 countries
- A tool for the internationalization of all economic actors and territory

# 27 offices in 21 countries

Your international network



# ERAï's missions

- International business support: a range of custom made services to gain market share in export business, to set up a sustainable structure and identify the best financing solutions
- Regional and Competitiveness Clusters: networking of key players in each field of industries to support their international development
- Cooperation and international relations: solutions to enhance the international economic influence of the Rhône-Alpes region in the world

# US Success story

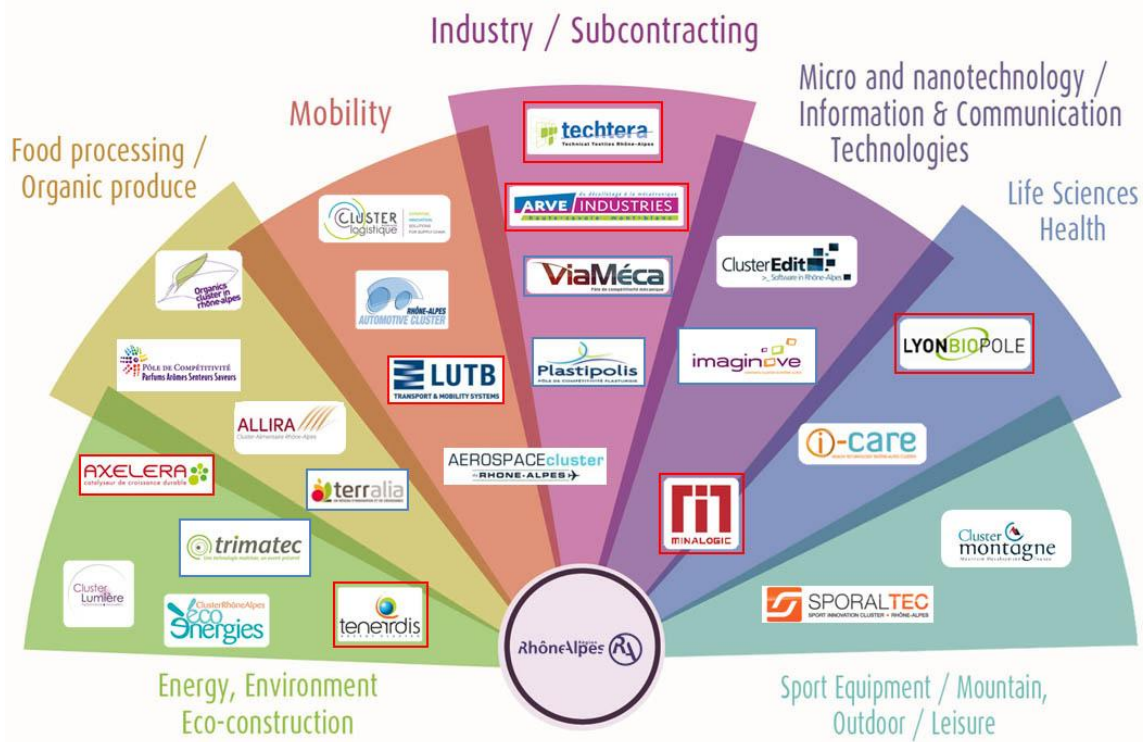
- More than 15 clusters missions and multi collateral partnerships supported in the last 10 years
- Major MoU and exchange programs signed between French/European institutions and US organizations
- More than 350 clients since the inception of our incubator program: Implantis®

# The Implantis® : Efficiency, Speed, Serenity

## *Implantis® 's incubators : A worldwide recognized initiative*

- More than 20 years of experience
- In 2013, 282 companies incubated worldwide thanks to the Implantis® incubators: recruitment, accommodation and coaching.
- Implantis ® has also been the only French project selected to participate in the European Award for Entrepreneurship – Category Support for Internationalization.
- ERAI via Implantis ® received two majors prices:
  - the Innovation Award presented by Regions Magazine
  - the Shanghai Magnolia Award awarded to ERAI China's director for its contribution to the economic development of Shanghai and France..

# Internationalization of Rhône-Alpes & Competitiveness Clusters



**12 Rhône-Alpes clusters**

**12 Competitiveness clusters**

**ERA supports them in their international development**



# ERAï's offer for Clusters - services

## **Interclustering**

Identification of foreign clusters and implementation of networking arrangements with their Rhône-Alpes counterparts.

## **Internationalization of sectorial events**

International promotion, development and commercialization.

## **Support in the setting-up of their IDPs (International Development Plans)**

IDPs are international action plans financed by the Rhône-Alpes Region.

# ERAï's offer for Clusters - Tools

Clusters Mobility program:  
hosting international experts in  
Rhône-Alpes

European programs and  
networks

International networks -  
Working group « Cluster Dialogue »  
from the 4 Motors for Europe.



# A case study: the BioXclusters project

BioXclusters is a European initiative, funded by the European Commission, uniting 4 regions in Europe with one single approach:

**4 leading**  
biotech and health  
care clusters

**+ ERAI**  
The knowledge  
partner in  
internationalisation



Number of employees  
in private sector

**103 000**



Companies

**1708**



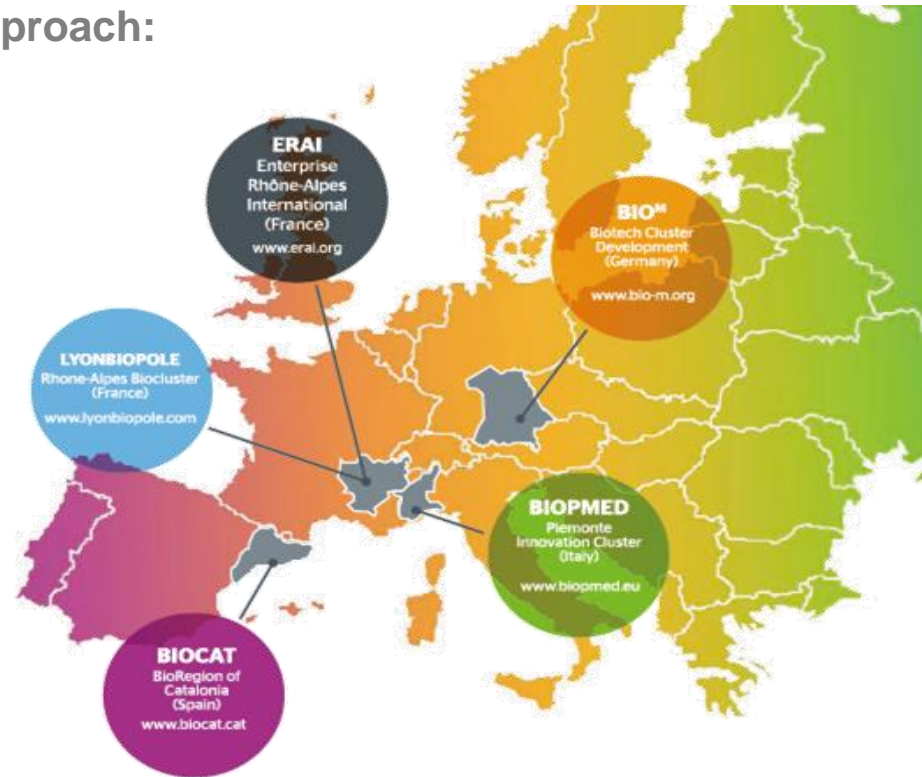
Number of scientists  
in public research

**13 867**



Number  
of clinical trials

**3 641**



# Our assets

## MAIN SECTORS

Biotechnology  
Health care  
Biomedicine  
Regenerative Med.  
Biopharmaceutical  
Diagnostics

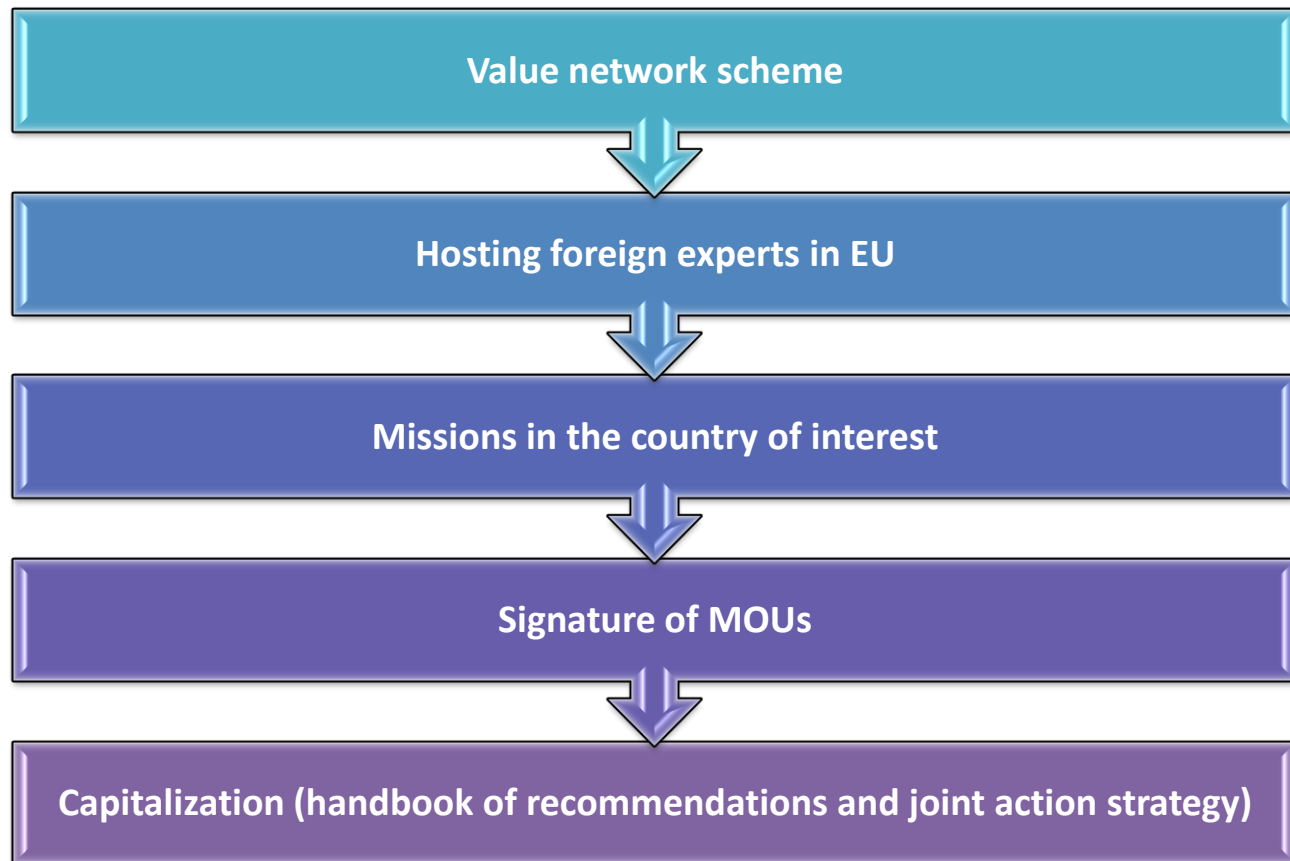
## THERAPEUTIC AREAS

Oncology  
Cardiovascular  
Infectious diseases  
Inflammatory diseases  
Neurological diseases  
Autoimmune diseases

## TECHNOLOGY SPECIALITIES

Personalised Medicine  
Nanomedicine  
Targeted therapies  
Drug Development  
Medical technologies  
Diagnostics Solutions

# Methodology

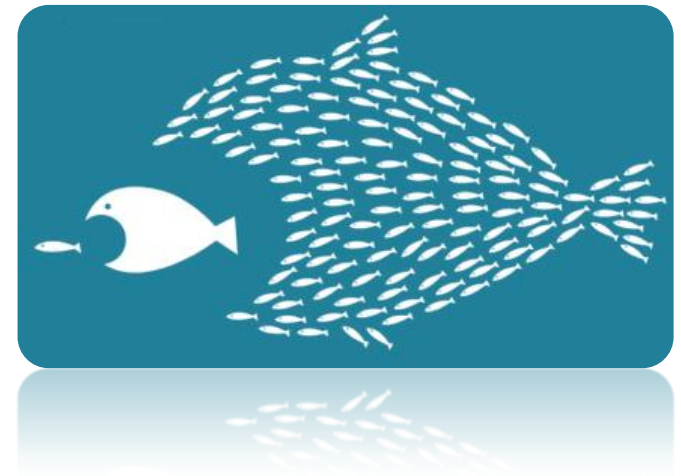


# Main activities in the US

- **Hosting Karin Hollerbach, CEO Taku Group (Silicon Valley) in Europe** (April 2013)
- **1 country report** (September 2013)
- **Training mission to Boston** (October 2013)
  - Training sessions: US regulatory environment & IP strategy, Investors & investments
  - Site visits to incubators (Umass, CIC, Masslander,...) and the Boston Children's Hospital
  - Meetings with key contacts as Massbio, MOITI, MLSC
- **Signature of an MoU with University of Massachusetts Dartmouth and the Massachusetts Accelerator for Biomanufacturing**



# The metacluster approach



# Best practices & Insights

- A clear entry strategy
- Role of a strong pilot
- Strong follow-up
- Plan to put enough resources ahead of any partnership

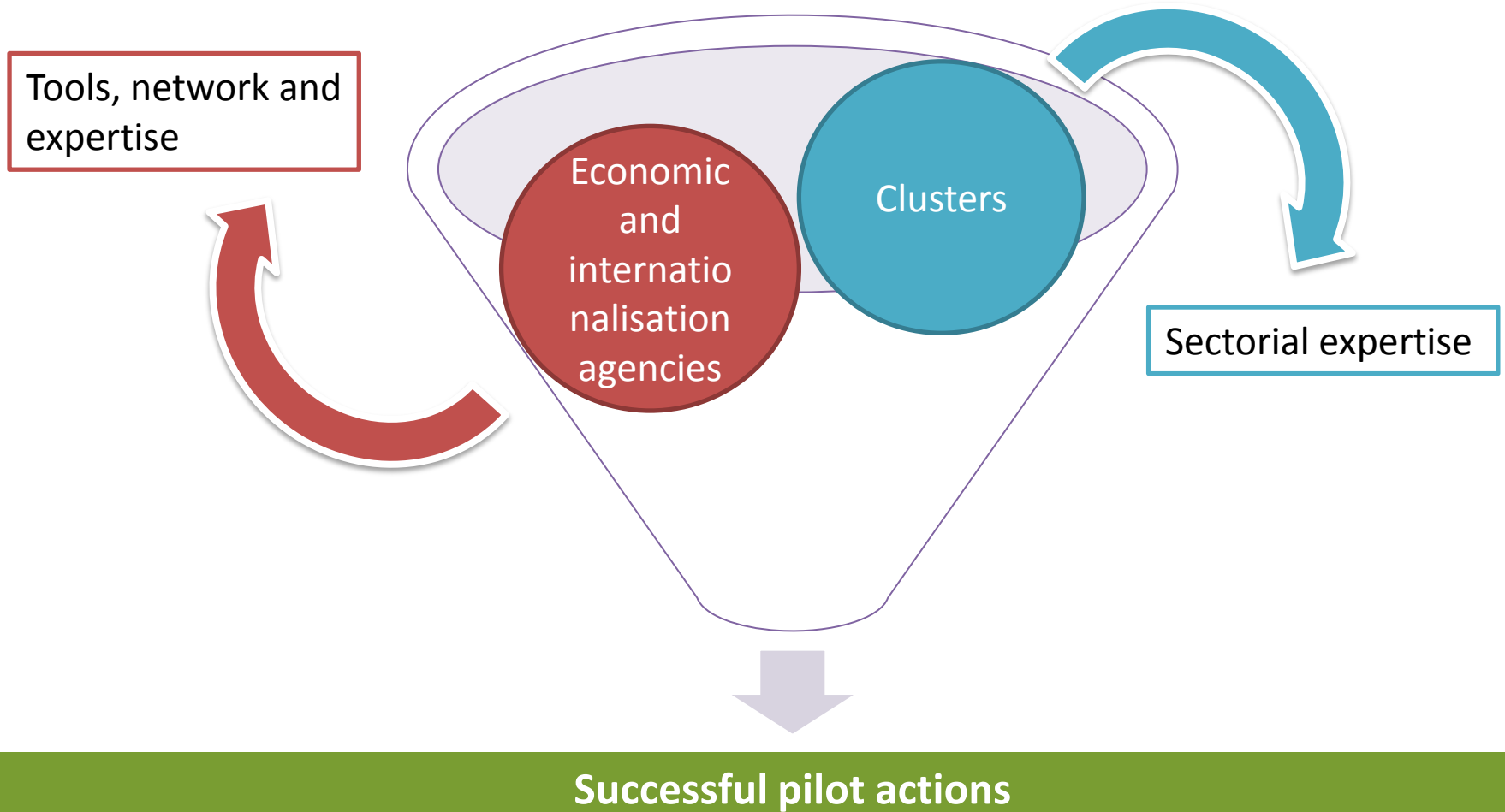


# Identification approach

- Identify partners with similar projects and features is key: build long term synergistic relations
- Focused company/R&D events for project building
- Target specific topics and areas of research **PRIOR** to any negotiation: have a clear entry strategy
- Intercultural talks tools to boost commercial and industrial negotiations



# The role of internationalisation agencies



# The role of tools in collaboration

- Shared tools development : matching tools, events, service platforms: insure sustainability and permanent communication
- Development of common/complementary approaches integrating all the technologies useful to develop solutions for users/clients: smart specialization approach
- Have specific persons on specific projects, with sufficient resources at their disposal: no dissipation

# Conclusions

- When you sign a MoU or an agreement, the work is just beginning
- Getting out the most of the partnership: follow-up
- Remember a multi-lateral collaboration is a marathon, not a sprint

# Questions

- Questions now...
- Or at any time in the future:

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