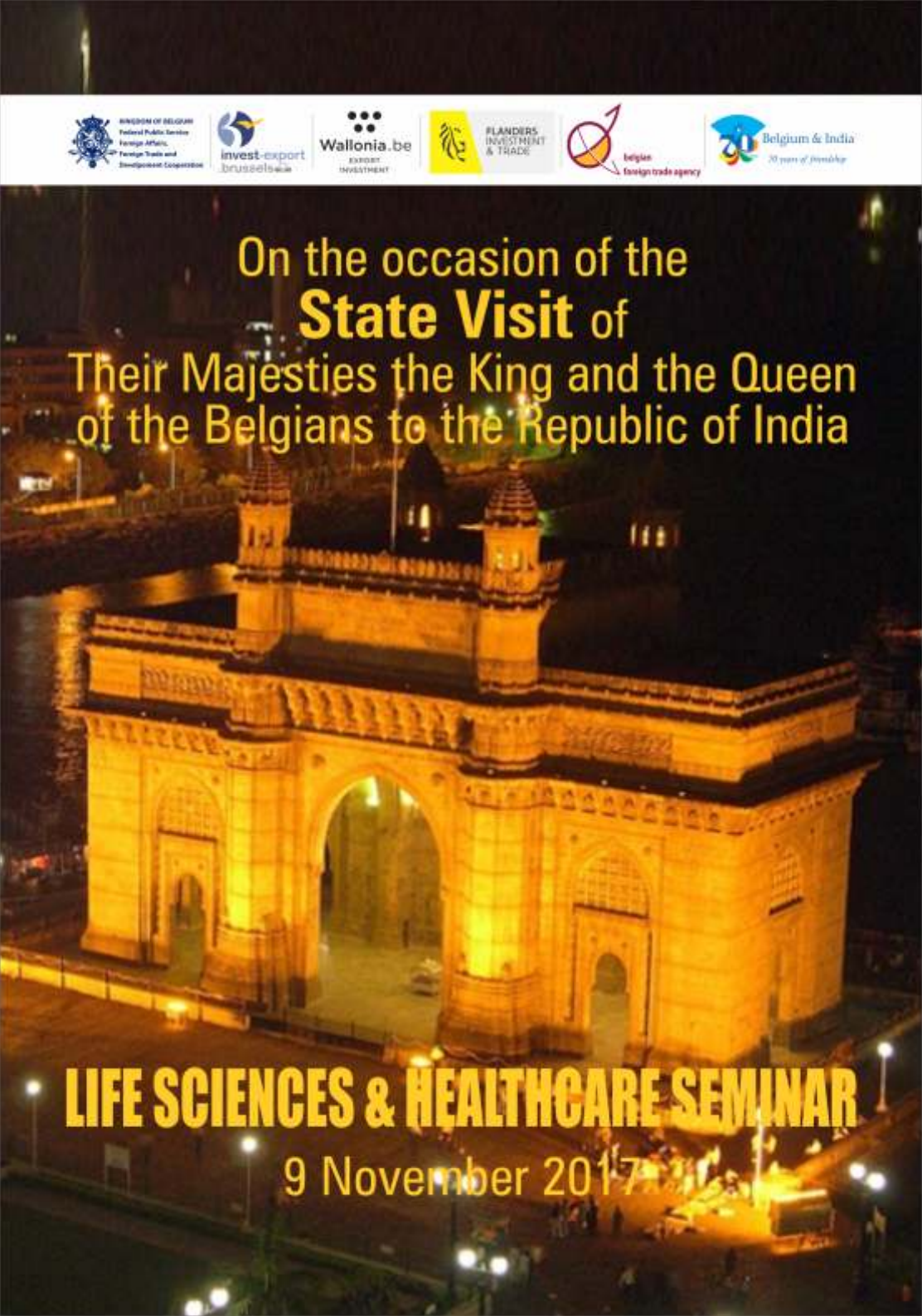
On the occasion of the
State Visit of
Their Majesties the King and the Queen
of the Belgians to the Republic of India
LIFE SCIENCES & HEALTHCARE SEMINAR
9 November 2017

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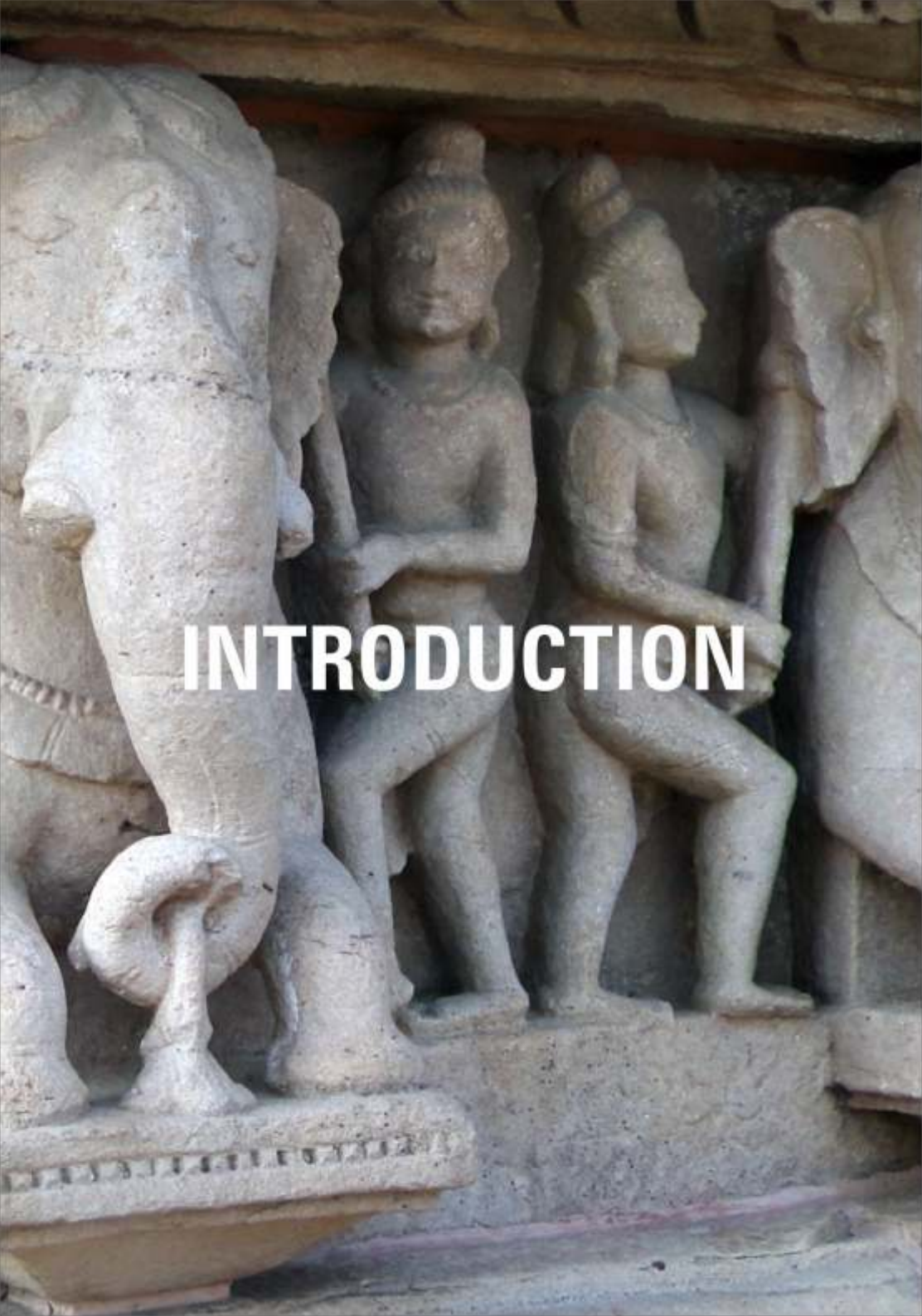

INTRODUCTION

Fast-growing Indian sectors/industries ...

Pharmaceutical (6th market in the world by 2020 in absolute terms)[1]

The Indian pharmaceutical market summed up to **27.5 B$** in 2016, an average yearly increase of 5.6% during the last 5 years and with an expected average yearly increase of 12.9% till 2020 to reach 55B$. Currently, India accounts for about 2.4% in value terms & 10% in volume of the global pharmaceutical industry and the market revenue is distributed into three segments: **generic drugs (70%),** OTC medicines (21%) and patented drugs (9%).

The pharmaceutical market in India has the particularity to be competitive. The top four firms (Sun Pharmaceutical, Dr Reddy, Lupin & Cipla) and the top ten respectively accounted for over 20% and 39% of the market share in 2015[1]. All these giants raised their R&D expenditures these last years, spending usually around 10% of their total turnover on R&D and want to undertake international expansion by targeting new markets (Latin America, Russia and eastern-European countries). 6 leading pharmaceutical companies (Lupin Pharmaceuticals, Aurobindo Pharma, Zydus Cadila, Orchid Chemicals and Pharmaceuticals, Ranbaxy Laboratories and Dr Reddys Laboratories) have formed an alliance called 'LAZOR' to share best practices, so as to improve efficiency & reduce operating costs.[2]

The Indian sector has a diversified portfolio. It produces over 60.000 generic brands across 60 therapeutic categories and manufactures more than 500 different APIs, both branded and generics. Pharma exports from India grew at a rate of 9.4 % in 2016, registering an amount of 16.9 B$ and are expected to register double digit growth in 2017 and reach 40B$ by 2020[1]. India accounts for 20% of global generic exports. With the high focus of Indian pharma companies on generics, new opportunities will surge in the coming years as many drugs will go off-patent in the US and other countries.

Biotechnology (top 12 worldwide, 2nd in Asia)

The total industry size stood at **11B$** by 2016 and grew at a faster pace these last 3 years (16%, 40% & 57% respectively in 2014, 2015 & 2016). The industry is expected to grow at a 30% yearly rate. According to the Association of Biotechnology Led Enterprises (ABLE), about 2% share of the global biotech industry at the end of 2016 was held in India and the industry will reach 100B$ by 2025[4]. The 5 leading firms as (in order) Biocon (first Indian biotech firm created in 1978), Serum Institute of India, Panacea Biotech, Dr Reddy and Wockhardt grew significantly these last years.[4]

In 2016, the bio-pharmaceutical segment accounted for the largest revenue share of 64% in the Indian biotech industry followed by the bio-services (18%) which mainly include clinical research & CRO along with custom manufacturing. The Indian biotech industry has been boosted by the increased penetration of health insurance, even if the percentages of persons covered by any health insurance scheme are respectively only 14.1 and 18.1% in rural areas and urban areas.

Medical device (4th in Asia)

The Indian medical device sector worth approximately 5.5 B$ and is growing at 15% CAGR[5]. Since India opened its markets in 1991, the technological advancement and expertise that the global market leaders offered has proved to be an advantage. The Indian medical device sector is characterised by import dependency (around 75% of the total sales) and a highly fragmented domestic industry. Imports are preferred over domestic manufacturing mainly due to the inverted duty structure and the lack of favourable policy and regulatory framework[6]. The domestic players are focused on low-cost devices and exports 60% of their production, the market is thus dominated by multi-national firms and the top 5 companies are in order Johnson & Johnson, General Electric, Medtronic, Siemens and Baxter International. A significant percentage of purchasers of medical devices are private medical institutions and hospitals. Due to increased competition in Tier I cities, private enterprises have started to focus on Tier II and Tier III cities, a market which is until now untapped in India.

...driven by a range of factors...

First, the above three sectors' growth is based on a robust demand. India's billion-plus population base offers a huge market for products & services. The increasing economic prosperity, the average income and age increase, the growing middle class and health consciousness, demand due to medical tourism, penetration of health insurance (driven by government-sponsored initiatives such as RSBY and ESIC) will continue to fuel demand for healthcare services & products and improve affordability. Concerning the pharmaceutical sector, due to the improvement of the medical infrastructure and the increase presence of chemists, especially in rural India, OTC drugs will be readily available. Overall, the Indian healthcare sector is growing rapidly at a CAGR of 17% (2008-20) and is expected to reach 250 B$ in 2020[9].

[1] India Brand Equity Foundation, Pharmaceuticals, June 2017.
[2] http://www.financialexpress.com/archive/six-pharma-firms-ally-to-improve efficiency/898600/
[3] https://www.indianweb2.com/2016/09/27/india-bio-tech-industry-name-hottest startups/
[4] http://www.trendingtopmost.com/worlds-popular-list-top-10/2017-2018-2019-2020-2021/science/biotech-companies-india-world-usa-best/
[5] compound average growth rate
[6] http://www.skpgroup.com/data/resource/skp_the_medical_device_industry_in_india_.pdf

We can notice also ***a strong policy support from the government***. The Government of India initiates research activities, develop infrastructure and human capital via massive investments and positive regulations in the healthcare sector: the government expenditure in the country increased from 14 B$ in 2008 to 53 B$ in 2016[7]. In the three sectors, Foreign Direct Investment (FDI) up to 100 % is permitted via the automatic route (less restricted or more liberalized regulation[8]). Indian Government invited multi-billion dollar investment with 50 per cent public funding through its public private partnership (PPP) with positive results. For example, in April 2017, Clavita Pharma, signed a MoU with GITAM University for research activities, exchange of visits between professionals of Clavita and GITAM University faculty, organise joint meetings and training programmes. Pharma Vision 2020 aimed at making India a global leader in end-to-end drug manufacture. In the ***Biotechnology sector,*** this support led to the creation of the Indian Council of Medical Research (ICMR) and a Biotechnology Industry Research Assistance Council (BIRAC). BIRAC is a not-for-profit public sector enterprise, set up by the Department of Biotechnology (DBT), part of the Government of India, which acts as an interface agency to support emerging biotech enterprises to undertake strategic research and innovation in order to address nationally relevant product development needs. In 2015, DBT launched The National Biotechnology Development Strategy 2015-2020 programme aimed at making India a biotechnology hub mostly by reinforcing the skills of its workforce, fostering Biotechnology cooperation (global and national alliances) and making its regulatory system more efficient. Moreover, in its 12th Five-Year Plan (2012-2017) which aims to accelerate the pace of research, innovation & development, the government plans to spend 3.7B$ on biotechnology[9].

Low cost of production and R&D boosts efficiency of Indian pharma companies. India has a ***skilled workforce*** in comparison to its peers in Asia and has over 546 USFDA[10]-approved company sites, the highest number outside the US, and competitive wage rates. Due to lower cost of treatment, India is emerging as a destination for medical tourism. India's ability to manufacture high quality, low priced medicines, presents a huge business opportunity for the domestic industry.

These factors results in an ***increase of the investments*** (both foreign and domestic) in the three sectors. For example, the Indian biotech start-ups activity has attracted investments worth 2.8B$ between 2012 & February 2017. The launch of Biotechnology Industry Partnership Programme (BIPP) is boosting the industry participation. According to a report from the Association of BiotechnologyLed Enterprises (ABLE), 3000 entrepreneurs have formed 1,022 biotech start-upsduring this period (470 in the last two years alone[11]), mainly in Bengaluru, Delhi, Mumbai and

Hyderabad. 57 per cent of these start-ups belong to the field of Bio-pharma. The most innovative start-ups are Stempeutics (stem cell therapy), Mapmygenome (genetics), Ganit Labs (genomics & informatics), Achira labs (micro-fluids) and Forus Health care (ophthalmic care). While the main parts of these start-ups work with basic biochemical processes, the number of R&D start-ups is growing: 16% have considered their activity as research and experimental development[12].

...coupled with an attractive partner...

On the other hand, Belgium also has particularities to be argued in life sciences and healthcare industry. The main attractions of Belgium in the life sciences and healthcare sector are a broad talent pool of academics and entrepreneurs, a cutting-edge innovation ecosystem, a strategic location and smart financing options[13].
Despite its population of only 11 million people, 11 Belgians were awarded Nobel Prize including 5 in medicine, physics and chemistry. There are also Belgian well-known scientists like Peter Piot (first man who identified the Ebola virus) and Marc van Montagu (discovered with Jozef Schell the transfer gene between Agrobacterium and the plants, that lead to methods of genes transfer and then to GMOs) to name a few. Two universities (Ghent University and KU Leuven) stand in the top 50 of the 2016-2017 Times Higher Education World University Rankings' life sciences which proves that Belgium has a highly skilled workforce.

Thanks to research centres, universities, science parks and a fiscal/regulatory framework, Belgium is well-known to be very ***attractive concerning R&D.*** Belgium is the European leader in clinical research and is strongly efficient in clinical trials (fastest phase 1 approval in the EU: 2weeks). In the private sector prospective, the top companies of these sectors have key activities in Belgium and have made recent ***investments*** (GSK, Pfizer, Zoetis, UCB...). One of the biggest pharmaceutical companies, GSK, installed its vaccines' headquarters in Wallonia. The most innovative sector in Belgium is pharmaceutical: Belgium is the 2nd largest pharma export country in the world and the companies in this sector increased their R&D by 11.6% in 2016 to reach the

[1] India Brand Equity Foundation, Pharmaceuticals, June 2017.
[4] https://www.thebalance.com/contract-research-organizations-cro-2663066
[5] India Brand Equity Foundation, Biotechnology, June 2017.
[10] The FDA (U.S. Food and Drug Administration) is an agency within the U.S. Department of Health and Human Services (HHS) that oversees the manufacturing and distribution of food, pharmaceuticals, medical devices, tobacco and other consumer products and veterinary medicine.
[11] http://www.business-standard.com/article/companies/indian-biotech-start-ups-attract-2-8-bn-in-investments-in-last-5-years-117021000731_1.html
[12] https://www.indianweb2.com/2016/09/27/india-bio-tech-industry-name-hottest-startups/
[13] https://www.flandersinvestmentandtrade.com/invest/en/sectors/life-sciences-health

record amount of 2.89 B€[14]. This tremendous R&D is boosting even further the very **high productivity** of the Belgian workers in this sector. Belgians, 2% of the EU population, exports 13% of the EU exports in the biopharmaceutical industry.

Belgium is a **Biotech hub** (18% of EU market capitalization was generated in Belgium in 2016) connected with first-class clusters and organisations worldwide. The Biopark, for example, is a place located next to Charleroi airport, where institutes, companies, incubators and training centres form three ecosystems dedicated to immunology, imaging and cell therapy. It is a science park where you can find good examples of public-private partnership like the Institute for Medical Immunology: it was founded in 2004 thanks to the Université Libre de Bruxelles (ULB), the Walloon Region and GSK Biologicals[15].

Belgium has innovative and **competitive clusters** in the fields of health biotechnology and medical technologies. A cluster gathers all the companies, universities and research centres involved in innovative R&D projects supporting the development and the delivering of new products and services to the global market.

Eventually, thanks to its **highly strategic location** coupled with good transports infrastructures & logistics (best European region for logistics 2012), Belgium is the ideal gateway in order to touch the European market. Effectively, from Belgium, 65% of the European Market (375 million of the wealthier consumers) can be reached within 8 hours drive. All this is supported by the governments that offer **financial support** in the form of R&D subsidies, advances and tax reduction for research.

...leads to strong Belgo-Indian collaboration opportunities

Belgium is the second exporter of goods to India from the European Union, just behind Germany, and for Indian companies, Belgium is the fourth largest EU export destination. Belgium and India are thus already close economic partners mainly thanks to the trade of precious stones & metals. The concerned three sectors are an important source of exchange as the total import of pharmaceutical products from Belgium to India amounts to 115 million € and the amount for medical devices is equal to almost 70 million euros with positive growth expected.

Several collaborations have been witnessed between Belgium and India and we have the pleasure to introduce some of them to you during this seminar.

However, we have to remember that the Indian and Belgian consumer mind-sets and that the local business practices and environments are different from one another, so that it is not advisable to replicate its own regional business model in the other region without adaptation. A few recurrent stories:

- To avoid risky, costly and time-consuming R&D processes, some major pharma companies from one country tend to buy specialty drugs and devises developed in the other country.
- About 80% of the Indian specialty-chemicals industry consists of SMEs with subscale production facilities and many companies lack the financial resources and management capabilities needed to increase capacity and maintain their market share as the market grows exponentially. Some of these companies may be on the lookout for international partners, which offer a window of opportunity for global players[30].
- Some productions must be legally done in the country/region where it will be sold.
- Some R&D are legally easier in India or Europe, and lead to the acquisition of R&D facilities in the other country.

Some specific equipment are available with greater ease or at lesser costs in India or Belgium, such as the costly equipment funded by EU programs that could be leased in a Scientific Parks, or equipment designed and made in India at lower cost.

Some international cofounding with equity management from Indian related partners, and with Belgian/regional support, subsidies, loans have allowed projects to take shape and become commercially viable.

Being partners in healthcare evolution, in particular when it comes to addressing global challenges, Belgium and India are deeply interconnected and have a lot to offer to each other: while Belgium is a reference in research and innovation with its highly rated education structure, India is rapidly emerging and becoming a powerful manufacturer and exporter, with rising R&D options.

[29] Pharma Figures 2016, Belgium, a growing pharmaceutical hub, www.pharma.be
[30] http://www.investinwallonia.be/?s=biopark
[31] McKinsey on Chemicals, Spring 2012, McKinsey&Company


GUESTS OF HONOUR

HER MAJESTY THE QUEEN

Her Majesty the Queen was born in Uccle on 20 January 1973. She is the daughter of Count and Countess Patrick d'Udekem d'Acoz.

She attended primary school in Bastogne and secondary school in Brussels, before studying speech therapy and psychology. The Queen worked as a speech therapist from 1995 to 1999.

She married Prince Philippe on 4 December 1999 and they have four children: a daughter Elisabeth (2001), now Duchess of Brabant, two sons Gabriël (2003) and Emmanuel (2005), and another daughter Eléonore (2008). As the mother of four young children, the Queen attaches great importance to her family.

The Queen assists the King in carrying out his functions as Head of State. These include numerous visits to institutions, contacts with the population, ceremonies in Belgium and abroad, state visits, promoting Belgium's image abroad, audiences with representatives of various groups in society and countless trips all over the country.

Apart from her activities in the company of the King, the Queen also devotes time to issues that are close to her heart. She regularly visits social institutions and medical centers. These contacts help her to stay in touch with the people and their needs and requirements and with the many initiatives undertaken in Belgium to help others. The Queen attaches a great deal of importance to close contact with the population.

The Queen deploys the Queen's Charities to offer help to citizens who are struggling to cope with financial hardship in their daily lives and often turn to her as a last resort. She takes part in the social debate on subjects of relevance to the population. She has a particular concern for vulnerable people. As Honorary President of the Queen Mathilde Fund, the Queen endeavours to assist the weakest members of our society.

The Queen is also concerned with a range of social issues including education, child poverty, intergenerational poverty, the position of women in society and literacy.

The Queen is Honorary President of Child Focus, Foundation for Missing and Sexually Exploited Children. Children's well-being is for Her a fundamental principle and she dedicates herself in the fight against disappearances and all forms of sexual abuse.

The Queen is Honorary President of UNICEF Belgium and of the Breast International Group (a non-profit organization for academic breast cancer research groups from around the world). She was the World Health Organization Europe's Special Representative for Immunization.

As from 2014 the Queen has given Her High Patronage to the International Queen Elisabeth Music Competition founded in 1937 as an initiative of Her Majesty Queen Elisabeth and Belgian composer and violinist Eugène Ysaÿe.

In 2016, the Queen was invited by the UN Secretary General to join the Sustainable Development Goals (SDGs) Advocacy Group. This group of 17 eminent personalities supports the United Nations Organization in mobilizing the international community to take action to achieve the SDGs by 2030.

The Queen is a member of the Schwab Foundation Board for Social Entrepreneurship. She was a United Nations Emissary for the International Year of Microcredit 2005, which focused in particular on financial inclusion and financial literacy. The Queen also attends the annual World Economic Forum in Davos.

Belgian development cooperation is an important issue for the Queen. She has undertaken a number of humanitarian missions, highlighting areas such as children's rights, health issues, poverty reduction, education, good governance, the empowerment of women, HIV/AIDS and orphans (UNICEF/UNAIDS), and non-communicable diseases.

The Queen is a great believer in lifelong learning and as one of the World Economic Forum's Young Global Leaders has attended a number of leadership courses at the Harvard Kennedy School and Yale University.

Besides Dutch and French, the Queen speaks English, Italian and some Spanish.

The Queen has a broad interest in art and dance. She likes modern as well as classical music and plays the piano. She also loves literature. She is a keen cyclist, tennis player and swimmer, and enjoys nature and outdoor activities.

INNOVATION TOGETHER

HE Willy BORSUS

Minister-President of the Walloon Government

Born in Pessoux (Ciney) on 4/4/1962
Married - 3 children

Education and training:

- Higher vocational diploma in legal sciences obtained at the IESN (Namur)
  Extra training in European social law
- Professional career:
- Parliamentary attaché and employee in Belgian French-speaking non-profit sector (1995 - 1997)
- Secretary-general of a non-governmental organisation that is active in the youth sector and on an international level (1997 - 2001)
- Advisor for the office of Mr Michel FORET, Walloon Minister for Town and Country Planning, Urban Development and the Environment (2001 - 2004)

Engagement and political functions:

- Municipal councillor in Somme-Leuze (from January 1989 until October 2014)
- Mayor of Somme-Leuze (from 1995 until 2014)
- Provincial councillor in Namur (1994 - 2004)
- President of the provincial council of Namur (1995 - 2000)
- Walloon MP and MP of the Fédération Wallonie-Bruxelles (2004 - 2014)
- Head of the MR-group in the Walloon parliament (2009 - 2014)
- President of the MR-federation in the province of Namur (2004 - 2014)
- National executive vice-president of the MR (2009 - 2014)
- Federal Minister for Small Business Owners, SMEs, the Self-Employed, Agriculture and Social Integration responsible for the policy regarding the railway system and the regulation of railway and air traffic (2014-2017)
- Minister-President of the Walloon Government (Since 28/07/2017)

Other functions:

- Administrator of several hospitals (CHR – AISBS – Vivalia (1991 - 2014))
- Administrator of companies active in the energy sector (2010 - 2014)
- Administrator of the Union des Villes et des Communes de Wallonie (1995 - 2014)
- Active member of the Sustainable Development Committee and subsequently of the
- Governance Committee of the Congress of Local and Regional Authorities of the Council of Europe (2003 - 2014)

Publications:

- « Appel pour le redressement de la Wallonie », work co-written with Charles MICHEL (September 2013)
- « The European Charter of Local Self-Government in domestic law », report presented at the 21st session of the Governance Committee of the Congress of Local and Regional Authorities of the Council of Europe (29 September 2011).
- « Pour une politique de la biodiversité en milieu urbain », report presented at the spring session of the Sustainable Development Committee of the Congress of Local and Regional Authorities of the Council of Europe (5 February 2008)

INNOVATION TOGETHER

Pascal LIZIN
Vice-President Essenscia
Director External Affairs GSK Vaccines.
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1300 Wavre

Before joining GSK Vaccines, Pascal in 1992 held several positions in the Transport and Food Industry.

As Director External Affairs at GSK since June 2007 Pascal is acting as the interface between the Company and the political, economic, academic, international diplomacy, key authorities and other influential spheres in order to create a sustainable and positive environment for innovative and labour intensive company like GSK in Belgium. He's been acting a special advisor to the President of the GSK Global Vaccines business for national issues.

In addition of his Current role, Pascal represents GSK in his quality of Vice-President of Essenscia (National Federation of Chemistry and Life Sciences industries), President of the Regional branch of Essenscia, Vice-President of UWE (Federation of Walloon Companies), Board member of Bio.be (Belgian Federation of Biotechnology industries) and Cefochim (Competencies Centrum for Pharma and Chemical industries).

Pascal studied Romanic Philology at University of Louvain and has a Master degree in Human Resources Management from Saint-Louis Institute. He's also invited lecturer at the University of Liege and Louvain.

INNOVATION TOGETHER

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CEO of Wallonia Export Investment Agency and Wallonia Brussels International

From 1986 to 1990, Pascale studied translation (English and Spanish) at the International Interpreters' School (EII) along with a European Studies certificate (1989-1990), an Hispanic-American Studies certificate (1990-1991), a MA in Social and Economic Sciences (1990 - 1992), a teaching diploma (1993-1994) and a post-graduate degree in International Commerce (1995-1996).

In 1995, she worked as a project co-ordinator for the European Communities Commission, and then in a research position at the Political and Social Economy department at the University of Liège.

In April 1997, Pascale joined the office of the Minister-President of the Walloon Government as an advisor. There, she was in charge of the "Foreign Relations" cell.

In 1999, she became an advisor to the office of the Vice-President of the Walloon Government, in the "General Policy" cell. She left the ministries in 2002 to become Manager for the General Secretariat of the Wallonia Regional Investment Society

She worked in a series of managerial positions at the ministerial offices of the Region of Wallonia and the Wallonia-Brussels Federation: Deputy Private Secretary to the Minister-President of the Government of Wallonia (2004-2007); Private Secretary to the minister of Social Action, Health and Equal Opportunities (2007-2009); Private Secretary to the Minister-President for the Government of Wallonia and the Wallonia-Brussels Federation (2009-2013).

In parallel to these posts, Pascale joined the Ducroire Belgian Export Credit Agency in 2006 - she still holds this position - and became the government commissioner for the Economic Stimulation Agency (2007-2009), where she became a board member in 2012, and at the Walloon Export and Foreign Investment Agency, AWEX (2009-2014).

On 1 January 2014, Pascale became Deputy General Administrator for Wallonie-Bruxelles International (WBI). In July of the same year, she was named General Administrator for WBI and the Awex, replacing Philippe Suinen. In July 2015, she took up her new role.

INNOVATION TOGETHER

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Bruno Lucidi is currently Life Science Expert at the Wallonia Trade and Foreign Investment

Government Agency (AWEX) in Belgium. Bruno Lucidi has been the CEO of Karolinska Development AB (public KDEV), managing an investment portfolio of twenty biotechnology and med-tech companies. He was also at the same time CEO of KDEV Oncology, CEO of Aprea AB and CEO of Akinion AB in Solna –Sweden.

Bruno is an International Leader with broad experience in Global Corporate strategy, establishing and developing successful biotechnology companies. He has shaped and implemented global franchises strategies for major pharmaceutical companies (Bristol-Myers Squibb, Johnson and Johnson and GSK). Bruno has gained a unique transversal experience from drug discovery to market. He is well recognised in the industry for his accomplishments in Oncology, Immunology and Infectious diseases including virology and vaccines. Bruno is also well recognised in the Biotechnology sector for his accomplishments as Chairman of the board of Pharmasset (USA), CEO of Idenix (USA) and CEO and Chairman of the board of Endotis (France).

M. Lucidi has more than 30 years of transversal experience in the pharmaceutical and biotechnology industry from drug discovery to market. He has a strong knowledge and established network in the healthcare venture investment and the scientific community.

Bruno Lucidi was trained in SEC filings, Company valuation, merger and acquisitions at the Investment Banking Institute in New York. He learned marketing, finance and business strategic management at the Ecole Supérieure de Commerce de Paris (ESCP- Paris School of Business in France). He initially studied medicine at the Faculté de médecine Lyon Sud (France) and later learned microbiology in St Etienne (France). He trained at the Gustave Roussy Institute in Villejuif (Paris – France) in medical oncology

PANELLISTS

INNOVATION TOGETHER

Jean-Michel Foidart
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Jean-Michel Foidart is an MD, PhD trained in biochemistry and Obstetrics and Gynecology (Ob-Gyn), in the USA (Johns Hopkins Hospital 1976-1979) Belgium, Finland and France. He spent 3 years at the National Institutes of Health in Bethesda, USA and became in 1988, chairman of the Dept of Cell Biology at the University of Liege (ULiege), Belgium. He established a renowned laboratory in reproductive endocrinology and oncology that owns many patents. In 1996, he became chairman of the Dept of Ob-Gyn ULiege, until 2012. He published 760 manuscripts, 26 chapters, and over 40 invited reviews that were cited more than 35.000 times. His mean H index is 86. J.M. Foidart is a member of the Board and/or past President of many societies (International Society of Gynecological Endocrinology, Belgian Society of Biology, Belgian royal Society of Gynecology, European Society of Gynecology, FIGO…). He received several national and international awards (Chaires Francqui 1995 and 1996, Universities of Paris VII, Paris XI), and the "Prix Maisin", highest research distinction in Belgium for medical achievement. He is Dr Honoris Causae at the Universities Pierre et Marie Curie (la Sorbonne, Paris - 2010) and Paul Sabatier, Toulouse (2012). Professor Foidart is member of the Belgian and French Academies of Medicine, and currently Perpetual Secretary of the Belgian Royal Academy of Medicine. He launched with François Fornieri, in 1999 a very successful Spin-off (MITHRA), in women's health Care.

INNOVATION TOGETHER

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Dr Siddhartha Laskar currently works as Professor of Radiation Oncology at the Tata Memorial Hospital, Mumbai, India. His areas of specialisation includes management of Childhood Malignancies, Haematological Malignancies, & Bone & Soft Tissue Malignancies. His special interests includes high precision radiation therapy, brachytherapy & total body irradiation (TBI) for bone marrow transplantation (BMT).

Dr Laskar completed his post graduate training at the Tata Memorial Hospital, Mumbai & received specialised training at the St. Jude Childrens Research Hospital, Memphis, USA. He has more than 90

scientific publications in peer reviewed journals & is the principal investigator for many ongoing research projects. His research interests have been focussed at optimising the role radiation therapy in the management of childhood cancers, lymphomas & leukemias, & bone/soft tissue malignancies. He has contributed towards formulation of institutional & national treatment guidelines published by the Tata Memorial Hospital & Indian Council of Medical Research (ICMR) and has pioneered & developed innovative techniques for interstitial brachytherapy especially in children. He is actively involved in national & international educational activities. Dr Laskar has served as member secretary of the TMH institutional ethics committee & has been part of the ICMR task force for development of guidelines for clinical research. He serves as an expert faculty for international bodies like the International Atomic Energy Agency (IAEA) and professional groups like the International Society of Paediatric Radiation Oncology (PROS), International Lymphoma Radiation Oncology Group (ILROG), International Society of Paediatric Oncology (SIOP), & European Society for Therapeutic Radiotherapy/Oncology (ESTRO). Dr Laskar also leads the project for establishment of the National Hadron BeamTherapy Facility at TMH, Mumbai.

INNOVATION TOGETHER

Umesh Shaligram
Director – Research & Development
Serum Institute of India Pvt. Ltd.

Mr. Umesh Shaligram, Director – Research & Development leads the development and manufacturing of several recombinant products like Hepatitis-B vaccine, HPV vaccine, CRM197, Acellular pertussis component based vaccine, Erythropoietin, Polysialylated Erythropoietin, Polysialic acid, r-BCG vaccine, GCSF and Pegylation of recombinant products as well as development of liposomal delivery at Serum Institute of India. His professional and educational background is in the process development of recombinant products and has experience in genetic engineering and bio-physics DNA structure and oligoneuclotides manufacturing during his studies from the Indian Institute of Science and also University of Pune.

Serum Institute of India Private Ltd. (SIIPL) is the largest manufacturers of vaccines by number of doses produced and sold in the world. Over 1.3 billion vaccine doses are supplied worldwide by SIIPL. It is estimated that two out of every three children immunized in the world is vaccinated by at least one vaccine manufactured by Serum Institute. SIIPL's range of products has been used in over 140 countries across the globe.

Our products have been supplied to International Health Agencies like the WHO, UNICEF, PAHO and also to other countries across the globe.

Serum Institute's commitment to global health is exemplified by significant investments in its infrastructure within India and in Europe.

The R&D efforts are focused on developing vaccines that will meet the specific needs of different segments of the global population (e.g. development of Pandemic Influenza Vaccine) as well as on improving methods of vaccine delivery for its present range of vaccines viz. use of jet injectors, aerosol delivery, dry powder inhalation delivery etc.

At SIIPL we believe in working collectively to manufacture, distribute and make available immunobiologicals which are safe, potent and efficacious for our customers, especially children of the world.

INNOVATION TOGETHER

Dr. Vikram Patel
Chairperson, Muni Seva Ashram
www.greenashram.org

Dr. Vikram Patel: Chairperson of Muni Seva Ashram, a Medical Doctor by Profession.

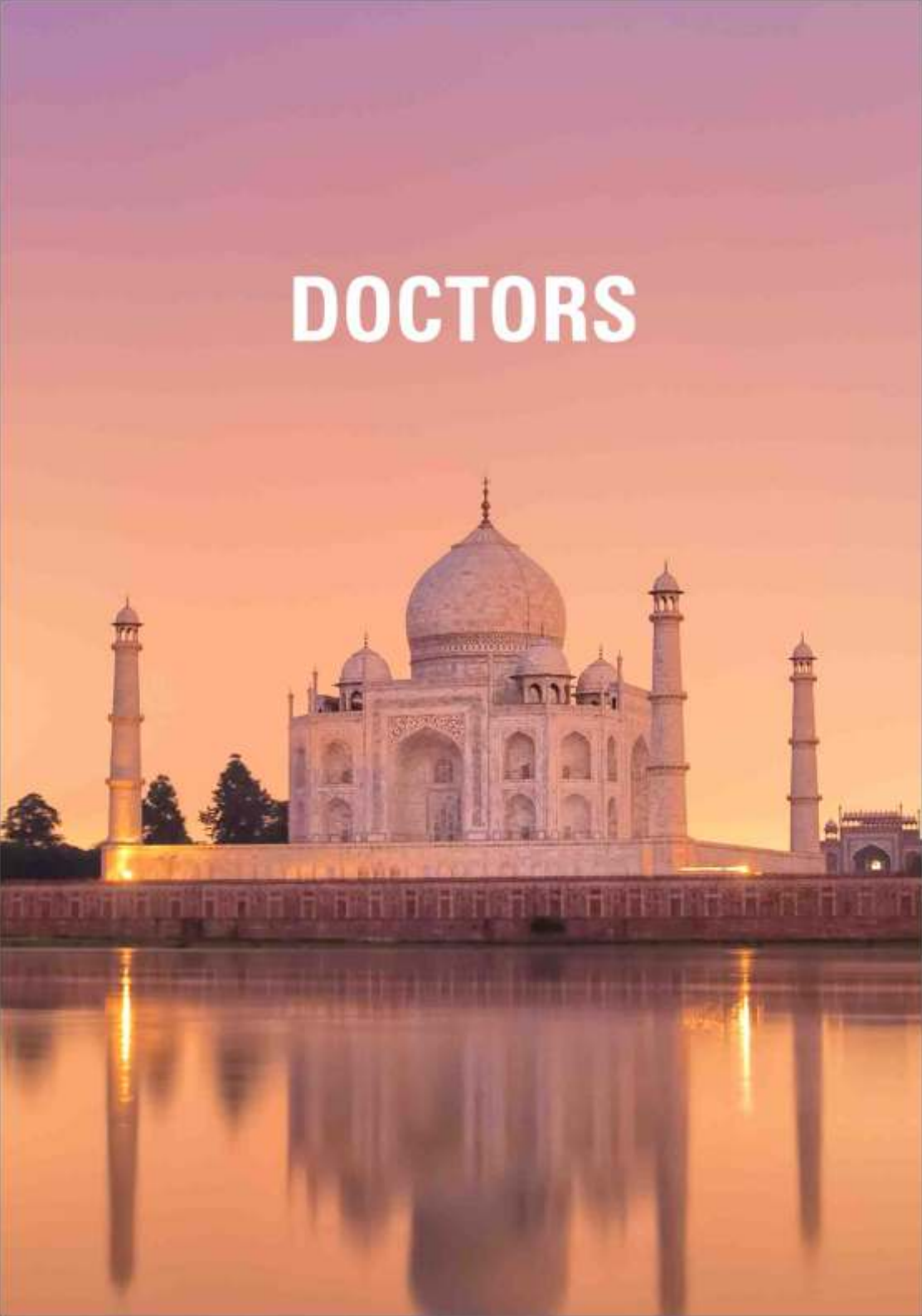
His association with Muni Seva Ashram started in 1980 when he came to Ashram on request of Pujya Anuben the founder of Ashram. She requested the students of M S Univ to come while they were students in her rural areas where her project was located so that she could provide basic health care facilities too.

On completion of his studies and becoming a Doctor he was requested by Anuben to stay back and join her and help her project by taking care of the emerging Health care sector which she wanted to set-up to assist the people of her project area. Having worked with her at close quarters he was inspired and impressed by her work and its out-reach and so he decided to not to join the main stream profession as Medical Doctor but decided to become part of Muni Seva Ashram and help the rural population along with Anuben.

Dr. Vikram Patel remained unmarried and has dedicated his whole life to the Ashram and has been living in the campus of Muni Seva Ashram working 24 x7 and 365 days a year.

After death of Pujya Anuben in 2004 he was appointed as Chairperson of the Ashram and the Ashram has continued with the noble work and also grown leaps and bounds under his stewardship and leadership.

DOCTORS



INNOVATION TOGETHER

Didier Serteyn
CEO RevaTis
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Didier Serteyn is graduated doctor in veterinary medicine from the University of Liege in 1982 and obtained his PhD in 1989. As full Professor of equine anesthesia, surgery and intensive care, he is the head of the equine clinic of the Faculty of Veterinary Medicine.

His applied research activities have brought essential knowledge in pathologies such as myopathy, laminitis, colic but also orthopedic developmental and degenerative pathologies.

The themes of more fundamental research are related to mitochondrial dysfunction, inflammation and regenerative medicine. He is author or co-author of more than 250 scientific papers published in peer-reviewed journals and 3 patents transferred to spin-off companies.

Recently, he has developed an innovative technique for obtaining stem cells by a minimally invasive method applicable both in veterinary and human medicine.

INNOVATION TOGETHER

Dr. Bernard Cambier
M.D., Ph. D.
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DR Bernard Cambier, M.D., Ph. D., is the Medical Director of the Roosevelt Medical Centre in Ghent-Belgium, and head of the Department of Plastic, Reconstructive and Aesthetic Surgery at the AZ Sint-Blasius Hospital in Dendermonde.

DR Bernard Cambier is specialized in cosmetic and laser surgery, with an excellent reputation in the field of dermato-oncology. Over the years, he has gained extensive knowledge and experience in laser technology, and has also done fundamental research on laser pulses and their applications.

He is the author of various medical articles and is a regular speaker at seminars and international conferences. He is the co-organizer of a yearly laser course at the Roosevelt Medical Centre, in collaboration with various international specialists.

Dr. Cambier also has a special interest in the field of dermatology, with extensive fundamental research on the skin aging process, which led to the development of dermato-cosmetic products and the foundation of the Cerepharma laboratory. He obtained the diploma of safety assessment toxicology for the European Community and is a member of various professional associations.


SPEAKERS

4XSCIENCE

Hans Vanderwegen
Managing Director
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Counterfeited and falsified medicines are a significant worldwide problem for the pharmaceutical industry with a direct impact on patient safety. Integrity issues are increasing in the global world: supply chains are more complex, products cross more borders and technology is advancing very fast.

To protect patients against counterfeiting, new regulations are being issued by several government agencies across the globe. Regulations are already active in Turkey, Argentina, India, China, South Korea, and soon also in US & EU. Pharmaceutical companies must comply to ensure an uninterrupted supply of their products in these markets.

4XScience is operating as a management-consulting firm. We are specialized in the pharmaceutical industry with the mission to improve product integrity across global supply chains. We are operational in India since 2016 with some of the largest Indian global pharmaceutical companies.
Our main focus in India is on helping clients getting ready for the US DSCSA and EU FMD regulations, in combination with Indian DGFT. We coach and help selective companies getting in compliance with these international regulations. We bring the right know-how on business, technology and regulations. We become long-term partners.

Within the pharmaceutical industry globally, we have been selected by several top pharmaceutical companies to help with serialization. Our headquarter is strategically based near Brussels close to the EU Commission and Parliament, responsible for EU FMD, as well as the global GS1 Healthcare HQ. 4XScience is an official GS1 partner and voting member.

We have 7 capabilities: Authentication, Serialization, Labeling, Traceability, Security, Efficiency, and Intelligence. While technology will be replaced at some point, our thought leadership and nononsense delivery will stay forever. We have enjoyed the completion of implementations at multiple sites for markets such as China, South Korea, India, Brazil, Saudi Arabia, US, EU and Russia. We successfully deliver services from strategy to implementation.

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AmplyCell™ aims to drastically decrease the cost of goods of Biologics manufacturing in order to make Biogics and diseases treatments available to everyone. AmplyCell allows its customers to focus on what really matters within their company, by supporting a quicker and easier production enabling them to divide by up to five-fold their Biologics production costs. Indeed, AmplyCell has created the Amply™ Technology, a service on which Pharma and Biotech companies can rely on in order to increase the productivity and the stability of their cell lines producing Biologics used for GMP-manufacturing.

Several advantages come out of cell line optimization that are really helpfull for Indian Market : The production costs of recombinant protein drastically decrease

- A high stability of the best AMPLY™ Cell lines
- Economies of scales and downstream processing become easier.
- Cell line optimization enables you to value interesting cells discarded as poor producers
- Cell lines (CHO cell line, hybridoma, HEK293, ...) can be optimized at any stage of cell line development or bioproduction (clone creation, RCB/DCB, MCB).
- No change in your culture habits is required
- Your protein keeps the same immunological characteristic

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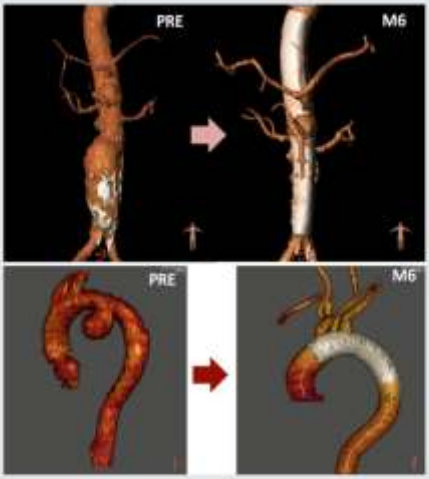
Cardiatis is a Belgian based company with HQ in Isnes (Region of Namur), founded in 2002. Over the last decade, the company has developed a completely new global approach to treat complex aneurysms as well as complex dissections. The treatment is based Hemodynamic Flow Modulation with the Multilayer Flow Modulator (MFM®)

Today the MFM® represents an effective solution to the Indian patients with no alternative of treatment of thoracoabdominal aneurysms and complex aortic dissection. It is a safe way to avoid co-morbidities and complications in these complex pathologies.



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CEREPHARMA

CEREPHARMA
LABORATOIRE PHARMACEUTIQUE

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CEREPHARMA Laboratory founded by Belgian plastic surgeon Dr Bernard Cambier, M.D., Ph.D. in association with his wife Anne-Sophie De Wulf is a 100% family owned company. Cerepharma, pioneer in the field of cosmeceuticals, has since her creation made Research and Development her priority, offering a high-quality care for skin improvement thanks to its highly concentrated active ingredients which combat intrinsic and extrinsic aging of the skin, boost cell renewal and improve skin regeneration. At the crossroads of traditional cosmetics, pharmaceuticals and medicines, we offer formulas of great technicality to various market segments: pharmacies, doctors and beauticians. Our vision is prevention, protection and correction of the skin. Since our creation we embrace an export priority and export to several European, Asian, Middle East and African countries.

Cerepharma's multiple brands portfolio is especially developed to target specific skin conditions to suit everyone's needs.

CONTRÂGE, an anti-aging skin care range targets skin improvement and fights effectively the signs of aging skin thanks the high concentration of active ingredients: vitamin A, C & E, hyaluronic acid, fruit acids (AHA), aloe vera.

The **CLARIFORT** range containing high concentration of salicylic, azelaic and mandelic acid, salix alba, allantoin, as well as rosemary extract, is specially designed to rebalance and correct oily and / or acne prone skin and effectively eliminates impurities with its non-comedogenic and sebo-regulating properties, without dehydrating the skin.

The **CERACTIF** range for professional use offers masks for occlusive care with high concentrations of vitamin C and hyaluronic acid, to strengthen the skin's natural defence mechanism and combat harmful environmental factors.

Cerepharma provides services for private label: creation, research, development, manufacturing and conditioning of topical dermatological skin care and wound healing products for third parties. Sachet filling services are also offered for sampling of the products.

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ESSENSCIA

essenscia
where chemistry meets life sciences

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ESSENSCIA

essenscia represents and brings together about 750 companies in Belgium's chemical, plastics and life sciences industry. With a turnover of 64 billion euros and 90,000 direct employees, the sector represents 1/5 of the entire Belgian manufacturing industry. The sector exports over 75% of its production and generates a trade surplus of 22,5 billion euros, thus contributing to the vigour of the Belgian economy. The sector is also very innovative with 4 billion euros R&D-expenditures in 2016.

Belgium is the number one chemical country in the world on a per capita basis and a dominant player of a wide range of key chemicals and plastics in Europe. Thanks to considerable investments by Belgian and foreign companies in the petrochemical industry and other major chemical activities, Belgium has developed into a leading global petrochemical center.

Belgium is also a world leader in pharmaceuticals. Almost 30,000 people work in this biopharma valley, which alone accounts for 11% of all Belgian exports.

Belgium is the second biggest pharma exporter in the European Union with exports of nearly 40 billion euros last year, hereby outperforming much larger countries such as the UK or France. Almost half of all the pharmaceutical products are exported outside the EU with significant shares for the America's and Asia. Among its numerous assets, Belgium possesses a first-class infrastructure for life sciences logistics with two airports certified by IATA as a Centre of Excellence for Pharmaceuticals.

IBA

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IBA at a glance

IBA is the worldwide technology leader in advanced cancer radiation therapy technologies. The company's special expertise lies in the development of innovative proton therapy technologies, supplying the oncological world with equipment of unequaled precision.

IBA focuses on three main activities:

Proton therapy

Proton therapy is considered to be the most advanced treatment available in the fight against cancer. With the precision that proton therapy offers, it is possible to target the tumor more effectively while limiting the side effects of the treatment. Protons deposit the majority of their energy within a precisely controlled zone while limiting the impact on healthy tissues surrounding the tumor.

Dosimetry

IBA offers a full range of monitoring equipment and software that enables hospitals to perform the necessary checks and calibration procedures during radiation therapy and radiology. Precision and control are essential in the delivery of radiation. Delivering exactly the prescribed dose to a precisely defined area in the patient's body is absolutely crucial. Treatment success and patient safety depend on it.

Particle accelerators

IBA has installed more than 450 accelerators worldwide. Most of these are used to produce radioisotopes in oncology (for cancer detection), and in neurology and cardiology. In addition to its medical activity, IBA leverages its scientific expertise in radiation to develop sterilization and ionization solutions for various industrial uses.

PROTECT +
ENHANCE +
SAVE LIVES

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Minafin group is a provider of fine chemicals, intermediates and active ingredients for life sciences and new technologies application with a strong track record for developing superior service and innovative processes for chemistry. Today the group employs 800 people in 6 industrial sites: 2 in the US, 2 in France, 1 in Germany and 1 in Belgium.

The five trademarks of the group are Minakem for pharmaceutical chemistry, Minasolve for cosmetic ingredients, Pennakem for sustainable chemistry, Minacent for demanding chemistry and Pressure Chemical for high-pressure & polymer chemistry.

Minafin has a long-distinguished history providing clients with complex fine chemicals meeting the purity and quality requirements of the Life Sciences or Air & Space Industries, and contract services that ensure reliable supply chain for its customers' critical products. The different facilities provide a full range of complementary technologies and services for small, medium and large volumes of complex, regulated intermediates and active ingredients or technical polymers.

Minafin is using its expertise in chemical synthesis innovation to diversify and expand its reach into multiple industries such as personal care, agricultural and high value industrial find chemicals. Its business units produce innovative products and services which are customized to its clients' needs, and the synergies and facilities developed within the group enable Minafin to offer extremely high quality active ingredients and now also include green alternatives to petrochemical-based products.

Minafin's desire to build partnerships in India stems from the incredible growth potential which India offers. Minafin hopes to meet partners with whom the group shares common ambitions, to develop any aspect of the development process, from manufacturing to commercialisation.

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Mithra (Euronext: MITRA) is dedicated to providing innovation and choice in Women's Health, with a particular focus on fertility, contraception and menopause. Mithra's goal is to develop new and improved products that meet women's needs for better safety and convenience. Its two lead development candidates – a fifth generation oral contraceptive Estelle® and next-generation hormone therapy Donesta® - are built on Mithra's unique natural estrogen E4 (Estetrol) based portfolio. Mithra also develops, manufactures and markets complex therapeutics and offers partners a complete spectrum of research, development and specialist manufacturing at its CDMO. Mithra was founded in 1999 as a spin-off from the University of Liège by Mr. François Fornieri and Prof. Dr. Jean-Michel Foidart. Mithra is headquartered in Liège, Belgium.

India is a key region of ASEAN economic development and Mithra is seeking to address the growing unmet needs in contraception and menopause associated to its rapidly growing population, economic growth, improved life expectancy and hence increased number of menopausal women. Together with Indian partners, Mithra could propel the accessibility of its game changing E4 based assets to the Indian and ASEAN population. E4 unique properties in CNS protection and Wound healing provide additional collaborative opportunities with India. Mithra's technological platform and know-how in Polymer technology is also an excellent lever for Indian companies willing to engage in long acting product development (rings, implants and IUDs) and sterile injectables manufacturing to address unmet medical needs in women's health and beyond.

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RevaTis

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RevaTis has been created in 2013 as a Spin Off of the University of Liege. It is located in the « Novalis Science Park », in Aye (Belgium). Revatis began its activities by offering a comprehensive concept in regenerative veterinary medicine based on a combination of growth factors, scaffolds, and regenerative stem cells. Clinical studies have shown promising results in horses affected by tendinitis or osteoarthritis.

RevaTis developed a patented method to produce autologous muscle-derived mesenchymal stem cells for immediate therapeutic use or for cryogenic freezing and later use (through biobanking).

Based on its patented technology, RevaTis is leading further strong R&D programs to ensure continuing innovation. The company is entering into international strategic alliances to position its innovative products and services and is translating results from equine regenerative medicine to human medicine

RevaTis has developed a complete 'turnkey' system including the quality Management System, the Electronic Batch Record and fully GMP compliant ready to be transferred to our partners.

RevaTis believes that India is the ideal country to expand its activities and is confident to discover all the elements for the success of the project, namely scientific, technical and logistical skills and, above all, high quality human resources.

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REYNDERS LABEL PRINTING

REYNDERS

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Reynders label printing india pvt ltd is operational on the Indian market since 2008 and focuses on printing and providing efficient self-adhesive label solutions, primarily to the pharmaceutical and cosmetics industry.

As of day one, all in-house processes were tuned to GMP, Good Manufacturing Practices, and this was officially certified soon afterwards. This certificate was further completed by ISO 9001 for quality management and ISO 14001 for environmental management systems.

Within this framework we produce and supply three major product ranges to a large number of nationally and internationally operating companies:

- Standard labels
- Special label constructions
- Tailor-made labels and label constructions

The standard label range comprises high quality labels for such diverse products as shampoos, aerosols, spray bottles, injection vials, etc. Being mainly aimed at seducing customers into buying the product, we make use of different printing techniques and multiple colours to create the highest possible effect.

Our special label constructions are for customers in search of labels that offer something extra. Like flag labels on vials, with a removable part to assure patient files contain the correct information; booklet and leaflet labels to affix important information directly to the containers; hanger labels on infusion bottles for faster and more secure handling; and many more.

Tailor-made solutions find their way into every conceivable project where packaging developers try to escape the trodden paths and surprise users with new and fresh concepts. Cross-pollination of existing know-how and spearhead technology can lead to great ideas.

Reynders label printing india intends to keep an open-mind to the market and vows to listen to and learn from its customers and its suppliers alike, in order to continually improve its products and its services.

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SYNGULON

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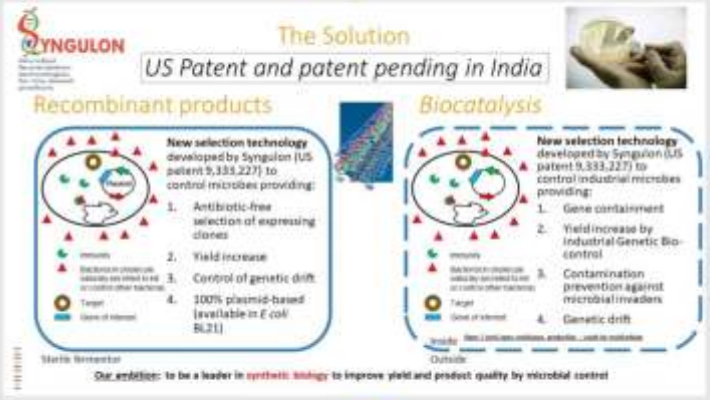
Syngulon is developing original genetic technologies to improve the efficiency of microorganisms (also called microrefineries) involved in industrial bioproduction or in biopharma.

Product applications: Green chemical production microorganisms (bacteria, yeast or algae), recombinant protein production by E. coli

Technology for Green chemical production microorganims: A pressing concern with microbial systems is that re-engineered microbes may escape and produce undesirable effects on the environment. To address this biosafety issue, multiple mechanisms for constraining microbial replication and horizontal gene transfer have been proposed, including the use of host–construct dependencies such as selection using toxin–antitoxin pairs, conditional plasmid replication or the requirement for a specific metabolite for bacterial function. Syngulon proposes an innovative genetic firewall including new selection genetic circuit using bacteriocin gene platform to boost microbial fermentation.

Technology for recombinant protein production by E. coli: there is a strong regulatory pressure to have an antibiotic-free selection and the biopharma industry is looking for ways to increase yield including by avoiding the genetic drift. Syngulon proposes an innovative antibiotic-free technology including new selection genetic circuit using bacteriocin gene platform to boost microbial fermentation.



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TRASIS

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India's health system is steadily growing and matches international standards. Trasis is active in instruments and methods for the safe and reliable production of radiopharmaceuticals used for diagnostic of therapeutic operations in the Nuclear Medicine departments. This includes synthesizers, dispensers, packaging, radiation shielding, and specific labelling methods. Trasis also provides related disposables and reagents.

Trasis has been in relation with customers in India since 2008 and its equipment is used in approximatively 25 locations. As any company, Trasis in interested in the general growth of the market, which is particularly the case in India which currently represents ~8% of its sales. But Trasis is also very interested on the long run with collaborations that could occur with its national pharmaceutical industry which is more and more involved alone or in collaborations in research of targets for new drugs. Radiolabelled drugs can directly or indirectly benefit from such findings.

The growth is India often generates challenging requirements, in particular to increase production or efficacy beyond what is usually good enough elsewhere. The challenges of the business in India drives us ahead in improving the output without increasing the costs.

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UCB India

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UCB is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases.

We focus on neurology and immunology disorders, and put patients at the center of our world. We are Inspired by Patients, and Driven by Science. We listen. Our medicines treat thousands of people around the world. We engage with patients, their families and healthcare professionals to address their unmet needs. We want to enhance our understanding of disease and the real-life experiences of patients so that our teams are able to deliver the right drug and the right care to the right patient.

UCB is continuously working to advance science and embrace new knowledge. We are leveraging scientific advances and skills in areas such as genetics, biomarkers and human biology. Patients inspire us to bring them value through cutting-edge science, innovative drugs, and practical solutions – so that they and their carers can get on with their lives.

We believe in partnership. Our scientists collaborate with leading researchers from academia and industry to advance science and deliver the solutions patients need. Our open approach to innovation equips us to meet today's biggest healthcare challenges.

With more than 7500 people in approximately 40 countries, in 2016 UCB generated revenue of €4.2 billion in 2016.

UCB India is committed for Epilepsy awareness

- Conducted first camp with Govt of Assam: "Aaxa": Liaising with state govt for epilepsy awareness though UCB's Patient support programme "Life Beyond Epilepsy".
- "Life Beyond Epilepsy' : a unique patient support programme for people with epilepsy (PWE) and women with epilepsy (WWE). Improves epilepsy awareness and treatment outcome.
- Through "HOPE ": Helping Others with ePilEpsy" Structured awareness camps through physicians / Patient advocates.
- Through Social Media campaigns :

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UNIVERCELLS

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Univercells is a technology company offering novel biomanufacturing platforms, aimed at increasing the availability and affordability of biologics – recombinant proteins and vaccines - for all. Univercells designs innovative production processes to significantly decrease the size of the necessary equipment and facility, for a lower capital and operational cost.
The company's process intensification and integration technology entails smaller footprint and unit cost while offering flexible capabilities, from small to large batches.

Univercells technologies are particularly well-suited for helping Indian companies deploy local manufacturing capabilities and establish a strong competitive advantage in the highly competitive biologics market, creating value for the manufacturers and bringing affordable healthcare to the patients.
Univercells offers a technological partnership, delivering high-performance turnkey biologics factories, including process development, product license, equipment, consumables and quality-control, along with regulatory and clinical guidelines, ensuring record time-to-market for record capital expenditure.

Univercells was founded in 2013 by serial entrepreneurs Hugues Bultot, CEO, and José Castillo, CTO, who bring close to 25 years of expertise in the biotechnology and life sciences sectors. Headquartered in Gosselies (Belgium), Univercells benefits from support from the Walloon region, and received a €3 million investment from Takeda in 2015. Most recently, the company was awarded a $12 million grant from the Bill & Melinda Gates Foundation for the development of a breakthrough vaccine manufacturing platform to radically reduce vaccine costs for developing countries.

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VESALE PHARMA

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Since 2008, Vesale Pharma, based in Eghezée (Belgium), is dedicated to R&D in probiotic solutions. Pioneer company, Vésale Pharma is developing Research with major Belgian Universities and Institut Pasteur of Lille (France) as well. An important Research Protocol was also signed with the Texas A&M University in College Station (USA) last December 2016. For 2016, Vésale Pharma presents a 6 M€ turnover. Two Representation Offices were opened by the Company in 2016 : the first in Sao Paulo (Brasil) ; the second one in New Delhi. Vesale products are sold in 20 countries worldwide through a network of agents and distributors (not yet in India). Vésale also holds 5 world patents, including the patent Intelicaps®, a world unique revolutionary technology of probiotics micro-encapsulation. A new production unit was inaugurated in GHLIN (Belgium) in June 2016.

"Vésale Pharma set up this 18 of October its first subsidiary in USA which is a R&D structure called Vésale Pharma Probiotics R&D and will work with Texas A&M University and other R&D US labs."

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ZEUS-SOFT

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Why Zeus decided to develop the Indian market ?

Zeus-soft makes a diagnostic software tool for Homeopathic doctors – India is the largest market for homeopathic software in the world by number of practitioners – schools – research institutions and government support for Homeopathy. There is a health ministry specifically dedicated to the development of complementary medicine called AYUSH . This is in addition to the economic growth rate in India of 7% and increasing use of technology and purchasing power.

How we are approaching the Indian market?

We have established a distribution agreement with the leading supplier of homeopathic books in India who is also involved in manufacturing homeopathic pharmaceuticals. Our distributor has under our guidance (head office presence is key to maintaining distributor relationship) set up a team of 8 people in their Nodia office who manager currently a distribution next work of 32 people all over India. We have split the market into Retail – educational - research – institutional/government

The difficulties and challenges we have encountered.

Staff changes – training of distribution network – language issues inside India – India is like Europe 29 states and many languages- internet speed connection -product "needs" for each sub-market time turnaround (In India things are expected to go fast)

How we are dealing with these difficulties and challenges?

Offering more training and long-term vision to staff we employ – offering bonus for group performance and selecting group oriented individuals – use of webinars to do training – using local providers for webinars that have experience in Indian infrastructure – regular meetings with key clients and establishing product development team link in Belgium with key clients – regular visits from Belgium to show and maintain interest in the different market segments.

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The Wallonia Export-Investment Agency

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At your service
Partnering with you on your expansion project, working closely with the European, Belgian, regional and local authorities, the Agency will help you plan for any global move, taking charge of your basic and real estate needs (researching properties and land), financial and fiscal interests for optimization, talent recruitment and continued training and development, and even your legal interests.

A personalised agenda of meetings
Our team will always be pleased to welcome you in Belgium in order to collect all the information you require, to meet with lawyer, accountant, regulatory expert or strategic partners, or to step up and accelerate the whole process. Take full advantage of our wide network. Our added-value is to work on a high-level and custom-made agenda of B2B meetings based on your specific requirements. Our flexibility will be your main asset. Visit us and let's build your success in Europe.

Welcome Office
We offer you a fully-furnished office within a business center to test the European market, or to build your project and meet with different counterparts. These plug-and-play offices are available for you or your staff, and are totally free of charge for up to 6 months, without any engagement. Our team of expert will also be available to advice and support.

Investment support
Our mission is also to provide invaluable advice and assist you to obtain grants and incentives applicable to your project, and linked with investment, taxes, R&D or human resources.

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