

**Report on
EU-Malaysia Biotechnology Business Partnership Project (EUM-BIO):
Trade & Business Mission to BioSquare & BioVision 2007
on 11-14 March 2007 at Lyon, France**

A) Introduction

The Trade Delegation to BioVision (the World Life Science Forum) and BioSquare 2007 (Conference Plenary Sessions, Workshops, Company Presentations, One-on-one Meetings and Exhibition) on 11-14 March 2007 at Lyon, France was successfully organised. We appreciated and were honoured to have the support from the Embassy of France which has nominated *Ms. Nathalie Carbonnell, Trade Advisor* to help us in coordinating some site visit in France such as the visit to the **University No 1 of Lyon, Lyon Biopol, Lyon Chamber of Commerce, Ministry of Research and Higher Education, France Biotech, UBIFrance and Paris Chamber of Commerce.**

The objectives of the Trade and Business mission in France were multiple:

- To promote EUM BIO programme to target groups and to collect more relevant marketing databases.
- Match-make Malaysian biotech companies in the delegation with EU companies via one-to-one business meeting. This activity serves to expose and internationalise Malaysian biotech SMEs to clinch partnership deals with European biotech companies in the area of business partnership, technology co-operation, financial alliance etc.
- To promote Malaysia as a biotech hub for R&D and business partnership for French companies and institutions.
- To search for new contacts and prospect on potential contracts either commercial, ministerial or from universities.

There were a total of 11 participants went to Lyon :-

No	Name	Organisation
1.	Mr Ghazali Abdullah <i>Principal Assistant Director</i>	National Biotech Division, Ministry of Science, Technology and Innovation
2.	Prof. Dato' Mohamed Isa Abd Majid <i>Director</i>	Malaysian Institute of Pharmaceuticals and Nutraceuticals
3.	Mr. Asmadi Md Said <i>Vice President, Business Development</i>	EUM-BIO Project Management Team
4.	Mr. Zulazuan Pilus <i>Senior Manager</i>	Malaysian Herbal Corporation
5.	Ms. Chu Ming Jeng <i>Business Analyst</i>	Inno Biologics Sdn Bhd
6.	Mr. David Ho Sue San <i>Managing Director</i>	Hovid Bhd
7.	Mr. Norazmi Mohd Nor <i>Senior Vice President, Strategy and Planning</i>	Malaysian Biotechnology Corporation Sdn Bhd (BiotechCorp)
8.	Mr. Azwan Ariffin <i>Vice President, CEO's office</i>	Malaysian Biotechnology Corporation Sdn Bhd (BiotechCorp)
9.	Mr. Geoffrey Courtney Foote <i>Vice President, Health Care</i>	Malaysian Biotechnology Corporation Sdn Bhd (BiotechCorp)
10.	Ms. Islah Jamaiah Ishak <i>Vice President, Agriculture</i>	Malaysian Biotechnology Corporation Sdn Bhd (BiotechCorp)

11.	Mr. Bernard Yeap Kok Peng <i>Senior General Manager</i>	SIRIM Bhd
12.	Teh Soo Tyng Project Manager	EUM-BIO
13.	Ms. Nathalie Carbonnell <i>Trade Advisor, Economic Department</i>	Embassy of France in Malaysia

B) Details

Besides participating at BioVision and BioSquare and a few delegates have attended a few meetings with institutions, chambers of commerce, universities etc.

The key meetings were :

- Institutional Appointments.

- ***Organisation for Economic Co-operation and Development (OCDE), Paris :***
 - Met with Mrs. Dian Turnheim and Mr. Rob Visser from Environment, Health and Safety Division
 - The meeting was dealing with Mutual Acceptance of Data, the OCDE international liaison system, the scope and application of GLP (Good Laboratory Practice) and GLP compliance monitoring procedures. After these discussions the following steps for Malaysia are:
 - Plan a seminar or workshop involving Malaysian government and industry to explain Mutual Acceptance of Data, the OCDE international liaison system, the scope and application of GLP and its compliance monitoring procedures. This would allow Malaysia to better understand if a monitoring programme is needed and what the requirements and working methods of OCDE are in this context. It would need at least six months planning time for this, and it would need to be funded by Malaysia (business class travel and accommodations for the speakers). It would be good to have at least 3, if not 4, experts from member countries (members of the GLP Working Group) plus Mrs. Turnheim at such an event. This will depend on the budget and proximity (Malaysia could get one or two from the Asia Pacific region, which might keep travel costs lower). Malaysia could add another half day during which Mrs Turnheim could consult with the government agencies/ministries about next steps if they think this would be useful. A date after October would be feasible.
 - Further, if the Malaysian government so wishes, Mrs. Turnheim could consult the OECD Working Group on GLP and, after this, the OCDE External Relations Committee, about extending an ad hoc invitation to Malaysia to take part in the next meeting of the Working Group (in Rome on 8-9 April 2008). At that meeting the body which will be doing GLP compliance monitoring in Malaysia could present its plans.
- ***Ministry of Research and Higher Education, with participation of French Atomic Energy Commission (CEA) and Institut Pasteur ;***
 - Met with Mr. Günther Hahne , Scientific Adviser for International Affairs; Mr. Christophe Poquet from the Institut Pasteur and Mr. Aristide Sun from GDTPE and Mme Véronique Gobé from UbiFrance;
 - The Ministry presented the research and education system in France. This presentation would allow the Malaysian delegation to benchmark the

French standards and organisations if need be. The CEA presentation was very interesting as they are dealing with a specific technology for brain scanning. Malaysia might be investing soon in a technology requiring this type of machinery; therefore there might be possibility for synergies.

- Met at BioBoston to discuss their participation in EUM-BIO.
- ***Institut Pasteur***
 - Met with Dr Shirley Longacre; Dr. Pierre Druilhe and Dr. Odile Puijalon
 - Institut Pasteur was very beneficial for both BiotechCorp prospective and R&D one, particularly in exchange of research knowledge and the way to approach product development - especially for Malaysia. The importance of developing CROs/CMOs (contract research and manufacturing organisations) has also been re-iterated during that visit.
- ***Lyon University***
 - Met with Mr. Gilles Comte, Prof of Plant Chemistry, Professeur Loïc Blum, Mr. Daniel Prat and Mrs. Christelle Goutaudier from biotechnology and chemistry division
 - University of Lyon and CEA provided some comparisons with the postgraduate education and research systems in Malaysia and actually there are no remarkable differences between both countries. The meetings however opened opportunities for exchange of students and perhaps postdocs.
 - Interested to work together with Malaysia in R&D.
- ***Lyon Biopôle***
 - Lyon Biopole is a pole of competitiveness centered on worldwide fight against infectious diseases. It is a "project factory" of multisites R&D and a tool of interface and of gathering between industrial and academic sectors. They are 50 years old, focusing on vaccine, diagnostics, basic research, virology, therapeutics.
 - Met with Mr. Bernard Mandrand, Scientific Director
 - Lyon Biopole provided an understanding of how clustering of various industries and R&D activities can propel product development in niche areas, hence strengthening the concept of BioNexus (is a designation awarded to qualifying biotechnology companies, making them eligible for privileges contained within the BioNexus Bill of Guarantees such as freedom of ownership, tax holiday, freedom to source funds globally, strong intellectual property regime etc.) This meeting was very beneficial for both BiotechCorp and the R&D sector and there will be opportunities for some of the companies at Biopole to come to Malaysia to collaborate because of the availability of clinical samples or trial sites in Malaysia.
- ***Malaysian Industrial Development Authority (MIDA)***
 - Met with Mrs. Tan Piak Bong (Director)
 - We provided them information on EUM-BIO, discussed working collaboration. Another topic discussed was the intellectual property sharing concern, as well as a near future project, with French involvement. The MIDA also believes that there is potential for France-Malaysian cooperation within the sector of aromas either for cosmetics or F&B.

- Has agreed to assist in promoting EUM-BIO and circulating EUM-BIO brochures in related events.

- **Commercial Appointments.**

- CCI of Lyon (Lyon Chamber of Commerce)
 - They have 17000 members but they focus on 3000 especially chemical, environment, transportation, biotechnology and nanobiotechnology. There are 600 organisations in biotechnology.
 - Met with Guillaume Crouzet (Business Development Asia) and Mr. Bruno Chiarverni (Director of International Division)
 - Perfect opportunity for the EUM BIO team to present their program and begin on the recruitment of French companies for the October exhibition in France. Discussion on the biotech market with the Rhône Alpes region.
 - They are very interested to participate at EUM-BIO and visit Malaysia because they are now focusing in Malaysia.

- France Biotech
 - A French association of the biotechnology companies and their partners. Its mission is to contribute to hoist the French industry of biotechnologies to the rank of leader in Europe.
 - Met with Ms. Angelita de Francisco, Secretary General of France Biotech; Mr. Eric Poincelet from **EuroBio**; Mrs. Olivia Calvet-Soubiran from the **Chamber for Cooperation and Incentive Partnership (CCIP)**; Mr. Marc-Antoine Lopez from **UbiFrance**
 - Another opportunity for the EUM BIO team to present their programme to the **Paris Chamber of Commerce** and begin on the recruitment of French companies to EUM-BIO. Discussion on the biotech market with the **Ile de France** region. On a macroeconomic point of view, the presentation and personal discussion with Mr. Eric Poincelet, from EuroBio was very productive, informative and full of potential for Malaysia. Malaysia should be able to meet up with Mr. Poincelet and Mr. Albert Sasson (international consultant in biotechnology) during BioBoston 2007 or later, in Malaysia, in order to discuss further the biotechnology strategy for the future of Malaysia.

C) Special Briefing Session for Malaysian Delegates

Mr. Laurens G. Theunis from EuropaBio conducted a session to introduce the European Biotechnology Industry for the trade delegates on 13 March 2007 at Kyriad Prestige Hotel, Lyon.

D) One-on-one Meeting and Participant's Feedback

The Trade delegates had a good quality business meetings and there is a high percentage (50% and above) of follow up meeting to further discuss potential collaboration in term of joint venture, technology licensing, out-sourcing, contract research, technology transfer and contract manufacturing.

Each participants had 5-20 meetings session with European companies. They managed to exchange information on markets and in the course of further exploring collaboration. Based on the feedback from the participants, the expected business value transaction ranged from **EUR 50,000 - EUR 1 million** and above.

As a conclusion, we can say that the Malaysian delegation was satisfied with this visit and the overall conduct was above their expectations. With EUM BIO 2007 and probably more biotech events in the pipeline, 2007 could probably be the year of biotechnologies for Malaysia.