

2. Update on the Life Sciences Industry

Looking to the future, this pack of lectures provides an insightful overview of how the biotechnology, medtech and pharmaceutical industries are organized, their key stakeholders and the main trends, challenges and opportunities. Given by professionals from the sector, they also provide a historical evolution of the life sciences industry, an introduction to regulations and key reforms, and the resources available for keeping up to date. How the biotech, pharma and medtech industries are like? Who are the key stakeholders? What are the main trends and opportunities? This pack of lectures provides answers to these questions.

Number of sessions: 4

Starting date: 23 January 2017

Whole Package Price: 320 euros

Buy one or more sessions: price varies depending on the session

Venue: PCB - Barcelona Science Park, C/ Baldiri Reixac 4-8, 08028 Barcelona

2.1. The Biotechnology Industry

Lecturer: Luis Ruiz Ávila

Date: 23 January 2017

Time: 14h30 – 16h30

Price: 90 euros

Course outline: This session provides a complete overview of the current state of the biotechnology sector and its future trends while also, focusing on the biomedicine market. It covers the development of research projects (bringing products into the market) and biotechnology business models, as well as common risks and strategies.

2.2. The Medtech Industry - with a focus for the new entrepreneur

Lecturer: Robert Harju-Jeanty

Date: 26 January 2017

Time: 9h30 – 12:30 h

Price: 110 euros

Course outline: This session explains what a medical device is, and provides key statistics regarding the sector's stakeholders: number and type of companies (in Europe, 95% of medtech companies

are SMEs), investment in R&D, employment, expenditure on medical technology, number of patents filed, VC deals, etc. The lecturer will cover segment trends by size and growth: number of medical technologies registered, which fall into 16 product categories, and the value chain (based on Michael Porter's methodology).

2.3. The Future of Life Sciences - Trends and Patterns

Lecturer: Montserrat Vendrell

Date: 30 January 2017

Time: 10h – 13h

Price: 110 euros

Course outline: This lecture sheds light on factors that will influence the development of the life sciences sector over the coming years. If you want to update your knowledge about the top three megatrends in life sciences, and you want to know about upcoming technologies that will impact the biotech market, then this is the lecture for you!

Some of the topics that will be covered are: telemedicine, brain stimulation using computer interface technologies, personalized medicine and synthetic biology, among others.

2.4. The Pharmaceutical Industry

Lecturer: Filippo Prina Mello

Date: 31 January 2017

Time: 16h – 18h

Price: 90 euros

Course outline: This lecture will introduce you to the pharma industry, providing a general overview and discussing the key concepts and principal agents. It will cover its value chain, business models, main trends, challenges and opportunities. You will also learn about the current situation of the pharma industry in Spain.

PROMOTIONS

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to info@moebio.org, with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: lrogel@biocat.cat. If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.