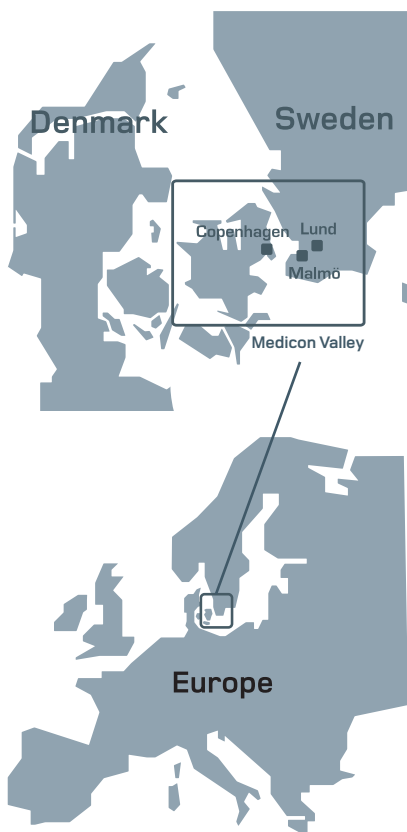


Fact sheet

The Life Science Ambassador Programme



About The Life Science Ambassador Programme

The Life Science Ambassador Programme is, as the name suggests, inspired by the way nations build and sustain international relations through a bilateral exchange of ambassadors. Whereas ambassadors are diplomats of the highest rank who serve as official representatives of their countries, Life Science Ambassadors are non-diplomats working only for facilitating international collaboration within life science research and business.

The Life Science Ambassador Programme links clusters around the world that are leaders in various areas of life science. The Life Science Ambassador Programme provides businesses and organisations working within life science a unique opportunity to find partners, collaborators, investors, and sponsors in development hot-spots around the world.

The Life Science Ambassador Programme promotes innovation and increases the competitiveness of the participating clusters through building of strategic partnerships and international alliances providing the life science companies (pharma, biotech, medtech) and academic institutions with a privileged access to the global leading life science innovation environments and talents.

When the programme is fully implemented, the ambition is to have Life Science Ambassadors from the world's most innovative and prosperous life science clusters exchanged on a bilateral basis between the Scandinavian cluster Medicon Valley (Denmark and Sweden) and leading life science clusters in Asia, North America and Europe.

The Originator of the Life Science Ambassador Programme

The Life Science Ambassador Programme is an initiative developed and implemented by Medicon Valley Alliance. Medicon Valley Alliance is the cluster organisation for the Scandinavian life science cluster Medicon Valley. The organisation represents 280 members, who include universities, hospitals, life science companies (pharma, biotech, medtech) and service providers in Denmark and Sweden.

Read more at www.mva.org.



Expected Outcomes

The expected outcomes of the programme include:

- Privileged access to the top life science innovation environments in the world
- Increased level of foreign investment into the most promising business and projects
- Improved validated network of commercial and scientific contacts
- Increased innovation and competitiveness through strategic partnerships and international alliances for both companies and academics
- Job creation through increased competitiveness and innovation

About the Life Science Ambassadors

The Life Science Ambassadors will be exchanged for a period of three years. They will be integrated into the day-to-day operations in the respective clusters. The Life Science Ambassadors will be focusing on establishing business relations, research collaborations and network between companies, investors, universities and hospitals.

The programme's Life Science Ambassadors operate as high-level connectors, linking all major life science clusters around the world closely together.

All Life Science Ambassadors have extensive experience in the life science industry and an in-depth knowledge from the region they operate in, making them the obvious supporter in search for technologies and partners, and personal facilitators to new markets around the world.

Services Provided

The services provided by the Life Science Ambassadors follow an overall logic of creating win-win relations between companies and organisations working within life science. The specific services for each ambassador are, however, defined by the cluster organisation engaging the Life Science Ambassador. Below, we have listed the guidelines for Medicon Valley's Life Science Ambassadors:

The five main objectives of the ambassadors' services are related to indentifying and facilitating:

- **In-licensing leads:** Acquiring licenses to new products. This service covers identification of interesting projects (leads) and facilitation of the in-licensing process.
- **Out-licensing leads:** Selling of licenses (or part of licenses) from the company's portfolio. This service covers identification of potential buyers and facilitation of the out-licensing process.
- **Partner leads:** Any collaboration between companies and organisations that does not include an exchange of license.
- **Sponsor leads:** Supporting service providers in selling their services. Life science ambassadors does, however, not work as sales-agents for single service providers but will mainly provide service(s) to such companies through joint initiatives.
- **Equity investments leads:** Services to identify equity investments leads are mainly expected to be requested by investors (VC funds) and big pharmaceutical companies. The ambassadors can support these stakeholders in identifying relevant investment prospects and facilitating the process.

Please feel free to contact the ambassadors:

Morten Fæster
 Medicon Valley
 Life Science Ambassador
 Based in Vancouver, Canada
 E: morten.faester@mva.org
 M: +45 4056 6888 (Europe)
 M: 778 996 9840 (North America)

Søren Harbel
 British Columbia
 Life Science Ambassador
 Based in Medicon Valley
 E: soren.harbel@mva.org or
 sharbel@lifesciencesbc.ca
 M: +45 2215 9880 (Europe)
 M: 778 838 5686 (North America)

Read more about the programme at www.ambassadorprogramme.com

In the matrix below, we have created an overview of which services are expected to be used by different stakeholders:

