

## 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:** 5

**Starting date:** 21 January 2019

**Whole Package Price:** 580 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:** 24 January 2019

**Time:** 14h30 – 16h30

**Price:** 120 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:** 28 January 2019

**Time:** 14 – 17 h

**Price:** 150 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:** 22 January 2019

**Time:** 14h – 17h

**Price:** 150 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:** 21 January 2019

**Time:** 14:30h – 16:30h

**Price:** 120 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.

### 2.5. The Digital Health Industry

**Lecturer:** Marta Gaia Zanchi

**Date:** 23 May 2019

**Time:** 15:00h – 17:00h

**Price:** 120 euros

**Course outline:** This session outlines the key aspects of the digital healthcare industry covering topics like clinical data storage and patient's information management in the sector. It covers the existing management tools and technologies available, together with updated information and metrics from the ehealth market and its trends.

## PROMOTIONS

### Students:

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](mailto: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.

### SMEs:

Companies participants in Boost4Health Project coordinated by Biocat at the Bioregion of Catalonia will have **free of charge registration** to training from [Moebio Short Programs](#). The eligible SMEs will need to register to [Boost4Health.eu](http://Boost4Health.eu) and select their interest in receiving coaching. Then Biocat will provide the procedure to access the training and a registration code that will be valid until 3 business days prior to the starting of the activity. Those registrations made with the code without participating into B4H program will not be able to access the room.

## CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: [lrogel@biocat.cat](mailto: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.