



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732695



 **PHOTONICS<sup>21</sup>**

PHOTONICS PUBLIC PRIVATE PARTNERSHIP

**Local Organizing Committee:**  
Cecilia Pinto, Optitec  
Ziga Valic, Optitec

# EUROPEAN PHOTONICS ROADSHOW SERIES

## MARSEILLE



## Agenda

20<sup>th</sup> November 2018, Marseille

Palais du Pharo, 58 Boulevard Charles Livon, Marseille

Free Attendance



# Rising to the challenge of entering the MedTech Market

8:30 – 9:00	<b>Registration and welcome coffee</b>
9:00 – 9:30	<b>Introduction to the event:</b> <ul style="list-style-type: none"> <li>• The EPRISE project</li> <li>• Support for SMEs in the Sud Provence-Alpes-Côte d’Azur Region</li> </ul>
9:30 - 10:00	<b>Photonics for the Medical Technologies Market</b> <ul style="list-style-type: none"> <li>• Market trends &amp; needs: potential of Photonics</li> </ul>
10:00 - 12:45 (including coffee-break)	<b>Go-to-Market Session 1: <i>Turning regulatory requirements into added value for products</i></b> <ul style="list-style-type: none"> <li>• MD/IVDMD in Europe: regulatory strategy, clinical validation, and clinical data management, <i>Vincent Castéras, Nexialist (France)</i></li> <li>• Multicenter Clinical Trials, <i>speaker TBC (France)</i></li> <li>• When regulatory constraints become an opportunity, <i>Sylvain Jacquemin, Horiba Medical (France)</i></li> <li>• MD Registration &amp; Reimbursement, <i>speaker TBC (France)</i></li> <li>• Health data processing and protection, <i>Joaquín Sarrión Esteve, Universidad Nacional de Educación a Distancia (Spain)</i></li> <li>• The value of health economics in MedTech development and adoption, <i>Stephen Rice, NIHR In Vitro Diagnostics Co-operative and Health Economics Group, Newcastle University (UK)</i></li> </ul>
12:45 - 14:15	<b>Lunch &amp; Networking</b>
14:30 - 17:45 (including coffee-break)	<b>Go-to-Market Session 2: <i>Guiding innovative MedTech companies from European to international markets</i></b> <ul style="list-style-type: none"> <li>• Go-to-Market &amp; Business Development strategies, deal-making, intercultural negotiation, <i>David Séjourné, Management Europe (France)</i></li> <li>• A focus on North America, <i>Jabril Bensedrine, The Triana Group, Inc. (USA)</i></li> <li>• An innovative approach to recruit international talents for small businesses, <i>Mathieu Vis, PharmaLogics Recruiting (USA)</i></li> <li>• The European and International IP landscape for MedTech, <i>Marc Mimler, LLM (London), Bournemouth University (UK)</i></li> </ul>
10.00 - 17.00	<b>Bilateral meetings (in parallel)</b> Pre-arranged, 20 min / meeting

**20.00 – 22.00**

**Networking Dinner**

INTERCONTINENTAL Marseille-Hotel Dieu, 1 Place Daviel, 13002 Marseille