

# Invest in UK Life Sciences

UK Life Science Roadshow 2014

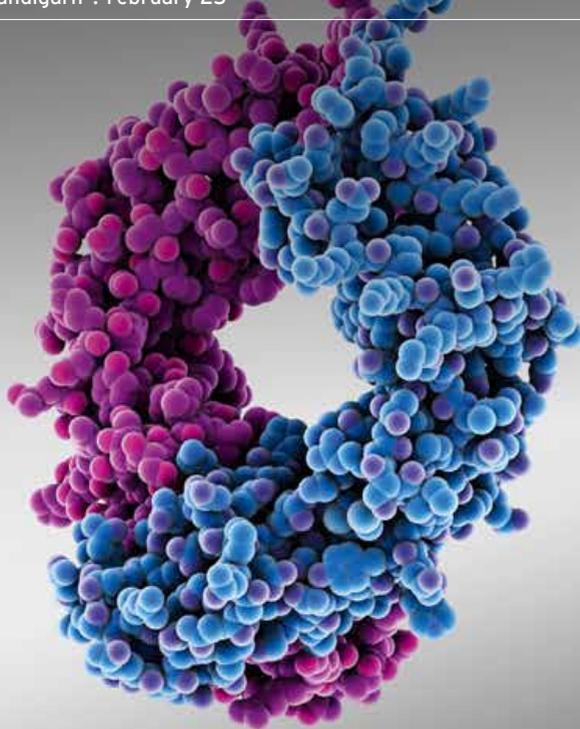
Hyderabad : February 17 - 19

Ahmedabad : February 20

Vadodara : February 21

New Delhi : February 24

Chandigarh : February 25



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UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business. UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

UK Trade and Investment is delighted to bring a delegation of UK Experts to your doorstep.

### **Eminent Speakers**

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Mirella Marlow : Programme Director, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence

Jeanette Walker : Project Director at Cambridge Biomedical Campus

Maggie Massam : Head Business Development, Clinical Practice Research Datalink - UK National Institute of Health Research and Medicines and Healthcare Products Regulatory Agency

Jon Mowles : Sector Specialist, Life Sciences Investment Organisation, UKTI

Denis Davies : Account Manager, Biotechnology & Pharmaceuticals, Life Sciences Investment Organisation, UKTI



## Speakers' biography

*UK Trade & Investment (UKTI) works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice. UKTI has professional advisers both within the UK and across more than 100 international markets.*

UKTI has a customer commitment to helping its UK and international customers by providing a range of services, to a high standard and improve customer service by listening to customer feedback.

We also have a co-ordination role across government to establish a more systematic approach to relationships with companies which are the most economically significant investors and exporters.

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*The UK has one of the strongest and most productive life sciences industries in the world, contributing to patient well-being as well as supporting growth. The industry is high-tech, innovative and highly diverse. It spans pharmaceuticals, medical technology, biotechnology and industrial biotechnology, with further applications across many other sectors.*

Mirella Marlow joined NICE in 2004, having previously worked for 15 years in senior roles for various payers in the English National Health Service. She manages NICE's programmes for evaluating and developing evidence on medical devices and diagnostics, and works with the medtech industry, health services, government policymakers, life sciences organisations and researchers to maximise the effectiveness of NICE's work in these areas.

Mirella has an MBA and a Masters in Medical Ethics and Law from Keele University, where her interests included the ethics of measuring the cost-effectiveness of interventions to improve the safety of healthcare, and legal cases relating to healthcare rationing. She is a contributor to work with the European Network for Health Technology Assessment (EUnetHTA) on integrating ethical considerations when determining the value of health technologies.



**Mirella Marlow**  
Programme Director - Devices  
and Diagnostic Systems, Centre  
for Health Technology Evaluation  
(CHTE), National Institute for  
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*The UK has a rich heritage of life science discovery that has transformed scientific knowledge and continues to unlock clinical and commercial opportunities. From the building blocks of the new genomic age, to the secrets of cells, and the physics that makes magnetic resonance imaging possible, UK science is world-class, offering industry an opportunity to partner with globally recognised pioneers and innovators.*

After graduating in Law and French, Jeanette gained a Diploma in European Export Marketing from the University of Louvain in Belgium. She has since worked in a variety of international business development roles including seven years as Business Development Director at the Cambridge-based biotechnology industry group formerly known as ERBI, and as Project Manager for the East of England Stem Cell Network.

In August 2009 Jeanette established lets cell it.com limited, a company specialising in the development of web portals for the life sciences sector including [www.biopharmamarket.com](http://www.biopharmamarket.com) which showcases the expertise of UK-based organisations involved in the discovery and development of medicines, and more recently [www.cambridgebiopharmacluster.co.uk](http://www.cambridgebiopharmacluster.co.uk) - an interactive map of the Cambridge bio-pharma sector.

In November 2010, Jeanette joined Liberty Property Trust and Countryside Properties - the developers of the Cambridge Biomedical Campus -- where she is responsible for attracting companies such as AstraZeneca to the Campus. She regularly hosts ABC events at the Campus aimed at bringing together Academics, Businesses and Clinicians to explore opportunities for collaboration.



**Jeanette Walker**

Project Director at Cambridge Biomedical Campus,  
Director at lets cell it.com

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*The UK has one of the world's most respected healthcare sectors. Since its creation in 1948, the NHS has earned an international reputation for excellence in meeting the complex healthcare demands of a diverse population. The clinical services and healthcare institutions are world leading and are underpinned by first-class education, training and regulatory systems.*

Maggie joined the Clinical Practice Research Datalink (CPRD) in July 2012 to establish and lead a new Business Development team as the organisation began a period of significant growth.

Maggie has worked in healthcare and the biopharmaceutical industry for more than 25 years, her career beginning in the NHS as haematologist. She has held senior positions in pharmaceutical marketing, advertising, medical communications and clinical research.

Maggie's experience includes 12 years in the US. As Senior Vice President for Global Marketing at Abraxis BioScience she led the successful EU launch of Abraxane and prior to CPRD was Business Development Director at Quintiles. The Clinical Practice Research Datalink (CPRD) has been set up to maximise the way anonymised NHS clinical data can be linked to enable important growth in observational and interventional research. CPRD is part of the UK Life Sciences Strategy and has been established in conjunction with the NHS National Institute for Health Research (NIHR) which is funded by the Department of Health.



**Maggie Massam**

Head of Business Development,  
Clinical Practice Research Datalink (CPRD)

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## Market Success

*Join other international and UK businesses in exploiting the expertise and opportunities that can help your business develop and launch its technology into the marketplace.*

Jon Mowles works for UKTI as a Life Sciences Sector Specialist. Jon has spent his career working in the healthcare and life sciences sector, during which he has undertaken a wide range of roles in industry and research, including working at University College Hospital, London researching the emergence of antibiotic resistance in various pathogenic bacteria and as a Principle Microbiologist at the European Collection of Animal Cell Cultures, Porton Down.

He then became General Manager and UK Director at BioChem Pharma prior to working as an independent management consultant working for Swiss, French, US and Japanese biotech companies.

Latterly he co-founded two UK-based biotechnology companies, one service based and one a bio-pharmaceutical product based company, before commencing work with UKTI four years ago.



**Jon Mowles**  
Sector Specialist, Life Sciences  
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## UKTI Life Science Investment Organisation (LSIO)

*UKTI has established a dedicated unit, the Life Science Investment Organisation (LSIO), to act as your interface with the UK life science sector. The LSIO is your guide to identifying research, development and delivery partners and will support you through every step of investing in and working in the UK. The UKTI LSIO team will work closely with you to understand your needs and requirements, partnering you with the right people in the UK.*

Denis is the UKTI Account Manager for Bio-technology and Pharmaceuticals, and has worked in the UKTI's Life Science Investment Organisation since his return from a 5 year secondment in 2011.

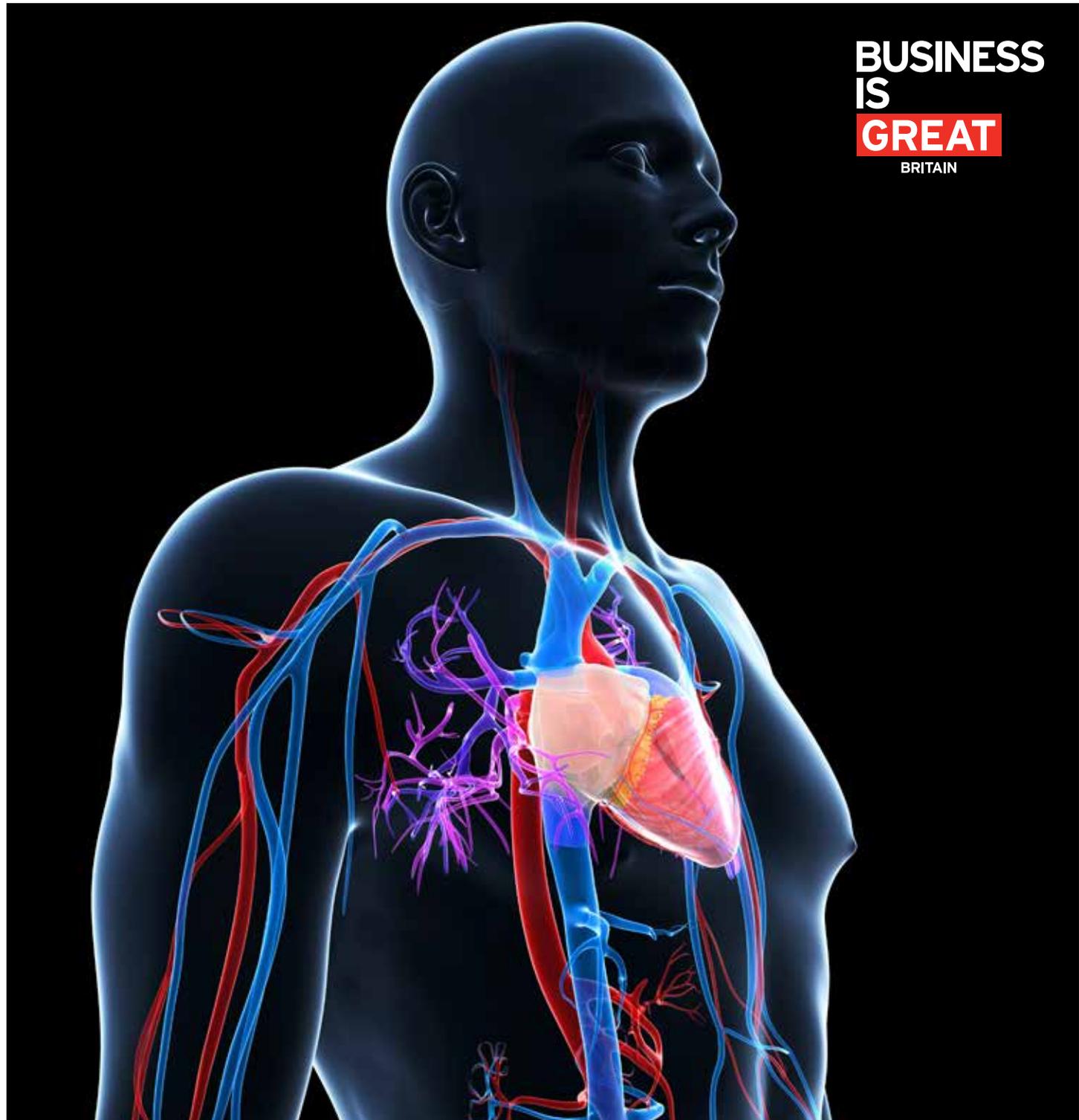
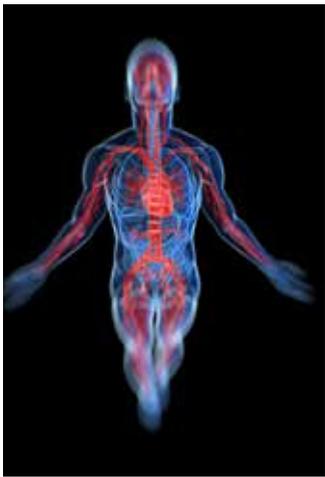
Denis manages the relationship with a number of significant foreign owned companies. He is passionate about ensuring that potential investors are aware of the UK's key scientific strengths and has worked with UKTI specialists and teams across the world to develop new propositions that better define the key business benefits of the UK as a life science location.

Denis is a career civil servant of 26 years, having previously worked for the Foreign and Commonwealth Office and HM Customs and Excise.



**Denis Davies**  
Bio-pharma Account Manager, Life  
Science Investment Organisation,  
UK Trade & Investment

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*UKTI has established a dedicated unit focused on UK life science, the Life Science Investment Organisation (LSIO) is your partner acting as a simple interface to the UK life science sector. The LSIO is your guide to identifying research, development and delivery partners and will support you through every step of investing in and working in the UK. Dr Mark Treherne, CEO of the UKTI LSIO and his team work closely with you to understand your needs and requirements, partnering you with the right people in the UK.*

*For further information please contact UK Trade & Investment at [enquiries@ukti-invest.com](mailto:enquiries@ukti-invest.com) or visit us at: [www.ukti.gov.uk/lifesciences](http://www.ukti.gov.uk/lifesciences)*



## UK Trade & Investment

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In the UK, many of the world's major corporations plug directly into the heart of global finance, professional services, creative and talent industries. They enjoy access to world-class science and academia and link into a wide network of smaller enterprises, many of which are also world leaders in their fields.

A unique multi-cultural and entrepreneurial economy, the UK is at the hub of international business, bringing the world to your doorstep. In short, it is the gateway to the globe. You too can be at the heart of this global crossroads. Start by talking to UK Trade & Investment (UKTI).

UKTI can advise you on how to set up a new business in the UK, expand an existing business, and choose the best route to the market success. UKTI can also provide further information in a range of areas such as market opportunities, local skills and expertise, industry clusters, universities, incentives and funding support.

Our investment location services are independent, highly professional and free of charge. For specific help setting up in the UK or for help mapping your business ambitions to the UK please contact your nearest UKTI Adviser.

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UK Trade & Investment (UKTI) is the Government department that helps international companies establish & expand in the UK & offer business opportunities, trade advice & support to help UK-based companies grow overseas.

For further information visit - [www.ukti.gov.uk/invest](http://www.ukti.gov.uk/invest)