

## Growing Global



As the life sciences industry grows increasingly global, MassBio has embraced the opportunity to make international connections. Massachusetts is THE place for innovative research & development so we have focused our efforts in 2011 on keeping it that way and, of course, spreading the word.

We also know that growing globally and having an international presence is important for many of our members. To foster collaborative relationships across the globe, in 2011 MassBio launched Global Gateway, a series of sessions designed to connect MassBio's international partners with Massachusetts-based biotech & pharma business development contacts, venture capitalists and angel investors.

As part of our Global Gateway initiative, this year MassBio developed partnerships with Biocat, Catalonia's biocluster group, and Life Sciences Health (LSH), the national cluster organization of the Dutch life sciences and health sector. MassBio also hosted Czech Technology Day in March, hosted meetings with delegations from 10 foreign nations, and brought on five new delegation members.

Eleven companies from outside the U.S. began operations in Massachusetts in 2011, among them: SciVax USA (Japan), Izon Science (New Zealand), Fraunhofer USA (Germany), Variation Biotech and Enobia Pharma (Canada), and Prism Idea (UK).

MassBio's programming and offerings also went global in 2011. In September, MassBio hosted BioPharm America, the East Coast's largest partnering event. Over 950 people from around the world attended and over 2,550 one-to-one meetings took place. This year we also introduced the International MassCONNECT program and welcomed a number of international organizations into the MassBio Innovation Exchange. MassBio Innovation Services continue to expand as global partners come onboard.

We will take our message to the world's stage in 2012 when the BIO International Convention draws 15,000+ delegates from around the world to Boston.

## Thriving at Home

As the critical complement to going global, in 2011 MassBio remained focused on helping our members succeed here in Massachusetts.



MassBio continues to be the voice of biotechnology of Beacon Hill & Capitol Hill, fighting to ensure that legislative & tax initiatives and health care reform policies continue to protect and encourage the growth of Massachusetts' life sciences ecosystem. This year we have advocated for sensible payment reform, encouraged patent reform and hosted a discussion with the FDA Commissioner to share our thoughts on improving the drug approval process.

We continue to work with cities and towns across the state as they seek to become BioReady™ by zoning biotech science parks, streamlining permitting, bolstering infrastructure, and pre-permitting biotech sites. In 2011, four more communities in Massachusetts—Arlington, Shrewsbury, Westminster, and Woburn—earned BioReady™ ratings.

The MassBio Economic Development Team played an integral role in the Commonwealth's effort to attract and retain biotechnology companies and jobs in 2011. The MassBio BioLeads team assisted 18 companies expand or relocate in the Commonwealth, including Avaxia, Acebright (China), Curementa, Diagnostics for All, HighRes Biosolutions, Pharyx, En Vivo, T2 Biosystems, Screen Cell, Prism Ideas (UK), Radisens Diagnostics (Ireland), Variation Technologies (Canada), DPS Biometrics, Vertex, Early Sense (Israel), Ipsen Biomeasure, and Izon (New Zealand). These projects expect to add more than 400 new jobs in Massachusetts in 2012.



To fill future jobs, MassBio continues to work closely with the MassBioEd Foundation to develop the Massachusetts life sciences workforce. In 2011, we partnered with MassBioEd and Propel Careers to develop Futures in Life Sciences, a year-long seminar series focused on career paths for graduate students and post-docs. Between statewide job shadow days, the BioTeach program (named as one of just six STEM education initiatives in Massachusetts endorsed by the state STEM Advisory Council) and other MassBioEd initiatives, we are working to fill the pipeline.

To enhance the careers of those already in the life sciences workforce, MassBio organizes important industry events for our members. This year's patient-focused Annual Meeting drew 400 attendees and centered on personalized medicine.

MassBio also manages specialized committee meetings around timely industry topics and professional development programming. Our 17 committees hold meetings across a range of hot topics. Some of the most popular meetings in 2011 included:

- The Billion Dollar Molecule Revisited
- Sex, Drugs & Rock & Roll – Telling the story of the tortuous path of the development of Viagra®
- The Use of Social Media in FDA Regulated Business: Impact on Patient Recruitment, Product Marketing & Regulatory Compliance
- Catalyzing Innovation – The Critical Success Factors for Pharma-Academia Collaboration
- Everything You Wanted to Know About Protocol Violations but were Afraid to Ask

This year we also added a series on Intellectual Property and upgraded our webcasting services to make live and on-demand viewing of committee meetings more accessible.

MassBio members continue to receive discounts on MassBioEd professional development courses. In 2011, six MassBioEd course offerings were approved for the state's Workforce Training Fund's Express Program, meaning companies with fewer than 50 employees can now be reimbursed 50% of the employee's registration fee.

### **Leveraging Resources**

Members' individual successes are critical to the life sciences ecosystem so while we spent 2011 seeking global connections while strengthening local ones, we have also sought ways to ensure our members continue to have the best resources possible.



The economy continues to place numerous constraints on our member companies, small and large. One of the biggest constraints is available capital. In 2011, we added two new suppliers to our Purchasing Consortium in our effort to help members save money. E.L.



Harvey & Sons, Inc. has joined as our supplier for lab recycling and Overbrook Support Services has joined to provide analytical instrumentation maintenance. We also renegotiated our contract with Veolia Environmental Services so our members will see even greater savings, and worked with Fisher Scientific to offer all members a rebate on their spend.

We have also saved our members money, time and energy, by centralizing access to industry information, free of charge. Within the Member Portal on [massbio.org](http://massbio.org), members can now utilize the MassBio Knowledge Base (a repository for member white papers, research, training and more) and MassBio HRonline, a "one-stop shop" for human resources needs, which provides instant access to human resource related information and discussion.

The biggest resource we have at MassBio is the MassBio network. We continue to work to encourage members to connect with one another and leverage those connections. This year we produced a new resource for members, a directory called the Complete Guide to the New England Life Sciences Industry. This directory highlights the industry in New England and is not only a useful resource for members, it also serves to get members' names out there. We hope our members will take full advantage of the MassBio network.