



HANNOVER, YOUR FIRST FOOTHOLD FOR BUSINESS EXPANSION INTO EUROPE

HANNOVER CLINICAL TRIAL CENTER & HANNOVERIMPULS
SUPPORT FOR ENTERING THE HEALTH CARE MARKET

THE HANNOVER REGION FEATURES ALL
IMPORTANT LOCATION FACTORS FOR FOREIGN
HEALTH CARE COMPANIES WITH SPECIFIC
INTERESTS IN R&D, MARKETING & SALES
EXPANSION OR CO-OPERATION IN EUROPE.



**DR.-ING.
ADOLF M. KOPP**
Managing Director
hannoverimpuls GmbH



**PROF. DR.
HEIKO VON DER LEYEN**
Managing Director
Hannover Clinical Trial Center

Your main partner, the Hannover Clinical Trial Center (HCTC), combines the clinical expertise and academic leadership of a premier German teaching hospital (MHH, Hannover Medical School) with the full-service operational capabilities of an academic contract research organization.

This includes clinical research set-up, project- and site management, regulatory affairs, clinical monitoring and data management. Furthermore, there is also well-organized and experienced regional inward investment support: Your company will be assisted and guided by hannoverimpuls, which is supported by a team of health care and business development specialists put together to match your profile and needs.

As you will find in the following pages, Hannover has a very strong, all-round offer for health care companies.

We look forward to working with you.

A stylized, handwritten signature in white ink, likely belonging to Heiko von der Leyen.A stylized, handwritten signature in white ink, likely belonging to Adolf M. Kopp.



Hannover is an ideal first foothold for business expansion into Europe. It is not only a strong scientific and industrial location and home to a broad spectrum of potential partners, Hannover is also a central geographical location with excellent road, rail and air connections. What is more, many financially strong clients, including hospitals and medtech and pharmaceutical companies, are also based here.

The region offers all the relevant scientific expertise in medical technology and pharmaceuticals as well as technical, licensing and regulatory support services.



Hannover Medical School, Source: MHH

GERMANY AS A BUSINESS LOCATION

GERMANY IN GENERAL
AND HANNOVER IN PARTICULAR,
FEATURES ALL THE IMPORTANT
LOCATION FACTORS FOR THE
MEDTECH & PHARMACEUTICAL INDUSTRY.

- Since enlargement of the European Union to the east, Germany finds itself right at the heart of Europe where it is now the gateway to western, southern, northern and eastern Europe and Russia.
- Germany has the largest market, GDP, population and purchasing power in Europe.
- Germany is one of highest investors in R&D as a % of GDP in the world.
- Total medtech and pharmaceutical expenditures in Germany are the highest in Europe (in terms of total spending as well as spending per capita), making Germany the biggest exporter and importer in Europe.



HANNOVER & LOWER SAXONY

HANNOVER IS THE CAPITAL CITY OF THE FEDERAL STATE OF LOWER SAXONY AND LIES AT THE GEOGRAPHICAL HEART OF GERMANY. IT IS A DEDICATED CENTER OF EXCELLENCE IN THE MEDTECH AND PHARMACEUTICAL INDUSTRY:



**MORE THAN
5,000 SCIENTISTS**



Numerous health care specialists, facilities, institutes, companies, hospitals and bright young students



**21 UNIVERSITIES
AND COLLEGES &
34 NON-ACADEMIC
RESEARCH
INSTITUTIONS**



Strength in pharmaceutical biotechnology, infection biology, neurobiology, stem cell biology, medical engineering, veterinary medicine and plant biotechnology



The Region of Hannover has fast and comfortable transport connections to all relevant German and European health care hotspots, as well as global connections through alliances with intercontinental airports such as Frankfurt, Amsterdam and London.



**MORE THAN
200 COMPANIES**



PREPARING YOUR MARKET ENTRY

A SUCCESSFUL ENTRY INTO A FOREIGN MARKET IS BASED ON EXCELLENT PREPARATION.

We work with your company and individually selected experts to develop a robust strategy for your subsequent entry into the German market. Together with you we prepare a market survey and a product analysis.

THESE INCLUDE THE FOLLOWING:

- Analysis and evaluation of the current (development) status based on your product information
- Preparation of a market assessment in Germany, tailored to your sector and your product and service portfolio
- Assessment of the patent situation in Germany
- Evaluation of your products and services in comparison with other providers in the German market (assessment of customer benefits and unique selling points)
- Analysis of market opportunities and potential of selected products
- Identification of target customers, multipliers and potential partners for each product and if necessary structured by sales regions
- Development of market entry strategies for your individual products, as well as a strategic business model for your entry into the German/European market.
- This results in a structured report and a roadmap for your market entry.

As part of its business development activities, hannoverimpuls is able to offer financial support for these activities.



ENTERING THE MARKET

WE ACCOMPANY YOUR FIRST
STEPS IN THE GERMAN MARKET.

We use our excellent network to underpin your corporate success. We guide you through the location, open up contacts to relevant expertise, to multipliers, key opinion leaders, as well as to technical development partners, preclinical and clinical test institutions and educational organizations.

WE ALSO PROVIDE THE FOLLOWING SERVICES:

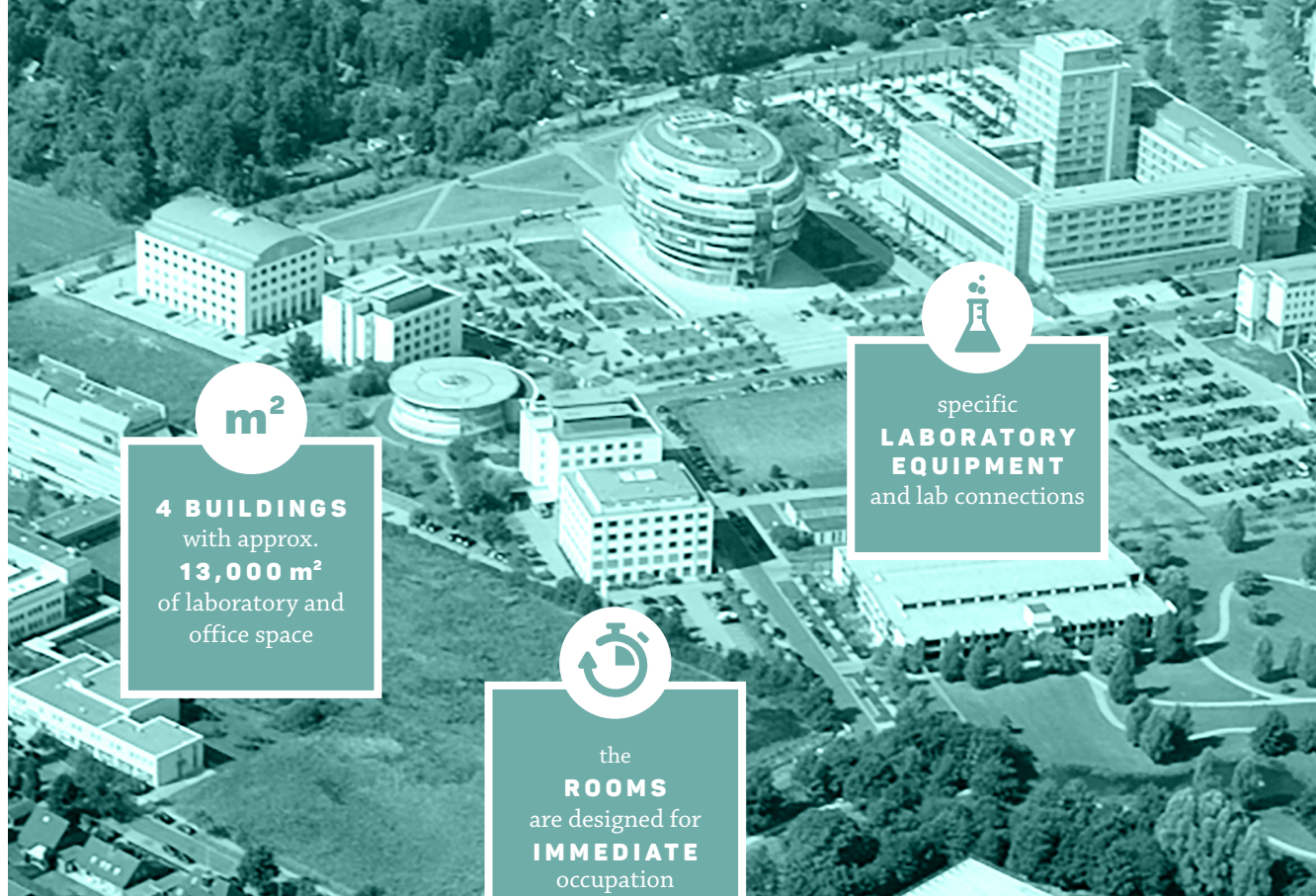
- Outsourcing of marketing and sales activities to sales professionals. This allows you to launch your market entry before spending substantial amounts of money on setting up a company, on an office or on human resources
- Arranging a representative office, if required
- Providing consulting and organizational support for company launches

These activities may be financially supported by hannoverimpuls as part of its business development activities.



WE PROVIDE THE FOLLOWING FOR THE IMPLEMENTATION OF SCIENTIFIC PROJECTS:

- Integration in technical networks and associations
- Support in the planning and performance of clinical studies in line with statutory regulations and/or ISO standards
- Concept consultation on clinical study projects
- Planning scientific consultation ("scientific advice") from BfArM and PEI (competent authorities in Germany)
- Planning and management of translation projects ("bench-to-bedside") with the involvement of leading academic experts (toxicology, preclinic, clinic, production)



Medical Park Hannover, Source: MHH

WORKING SPACES

SUITABLE WORKING SPACE FOR YOUR CONTINUING GROWTH

The ideal environment for a promising future is the Medical Park Hannover. It rubs shoulders with Hannover Medical School. The dynamic science and research environment of the Medical Park Hannover makes it a very inspiring location for your company – a location which stimulates intense contacts between business and science and enables optimal technology transfer.

PROMOTING INNOVATION

INNOVATION FINANCING DURING YOUR GROWTH PHASE

Financial subsidies in Germany and most European countries tend to be project bound. At our location we bring together in-depth expertise with the operative know-how needed to identify and apply for public subsidy programmes.

In addition, we provide help with the evaluation and, where necessary, with the financing of new technologies. We also offer customised and strictly confidential advice concerning your new developments. If required, we can tap into our network to contribute additional expertise and involve other sources of funding, such as financial institutions, venture capital or business angels.

OUR NETWORK

ALL RELEVANT SCIENTIFIC EXPERTISE IN MEDICAL TECHNOLOGY, PHARMACEUTICALS AND ALL RELEVANT SERVICES ARE PRESENT IN THE HANNOVER REGION. THIS ALSO LEADS TO A HIGHLY QUALIFIED LABOUR POOL.

LEADING UNIVERSITIES AND RESEARCH INSTITUTES

- Hannover Medical School (MHH)
- University of Applied Sciences and Arts (HsH)
- Hannover School of Veterinary Medicine (TiHo)
- University of Hannover (LUH)
 - + Laser Center Hannover (LZH)
 - + Hannover Center for Production Technology (PZH)
- Fraunhofer Institute for Toxicology and Experimental Medicine (ITEM)

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Leading institutions are also involved in **(pre)clinical testing** and R&D. As a result, preclinic and clinic are closely integrated.

Strong business clusters
highly interconnected with academics

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SEVERAL CORE STRENGTHS IN THESE THERAPEUTIC AND/OR HEALTH CARE BUSINESS AREAS

- Infection biology (including vaccine development)
- Neurobiology
- Transplantation medicine
- Regenerative medicine
- Proteomics
- Biophotonics
- Stem cell and medical engineering

LEADING HOSPITALS

- Hannover Medical School (MHH)
- Klinikum Region Hannover (KRH)
- Diakonische Dienste Hannover (DDH)
- International Neuroscience Institute (INI)

THE PARTNERS

HANNOVER CLINICAL TRIAL CENTER (HCTC) GMBH

HCTC combines academic clinical research with a commercially organized service structure and is considered the “hotspot” for clinical trials in Germany.



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This concept is almost unique in the German life sciences sector and is based on successful models in the USA and Great Britain.

We take care of the management of trials. We help our cooperation partners to gain access to the decisive institutions and make contacts with the essential experts. This is the basis for successful cooperation with the key opinion leaders in the respective areas of research.

HCTC provides the full range of services which our clients, such as the pharmaceutical industry, medical equipment manufacturers and biotech companies need for successful research. These services include project management, data management, site management and clinical monitoring, biostatistics and safety surveillance (via MHH institutes).

OUR OFFER AT A GLANCE

WE WORK TOGETHER TO BRING YOUR
INNOVATIONS TO THE GERMAN MARKET

HANNOVERIMPULS GMBH

A private company with a public mission –
hannoverimpuls GmbH is the business development
agency of the Hannover Region.

- Privately managed and controlled to guarantee flexibility, versatility and speedy responses
- A highly motivated and experienced team of business sponsors and experts
- Working together with partners from science and industry.

We focus on six industrial sectors with a high growth potential, like the health care industries.

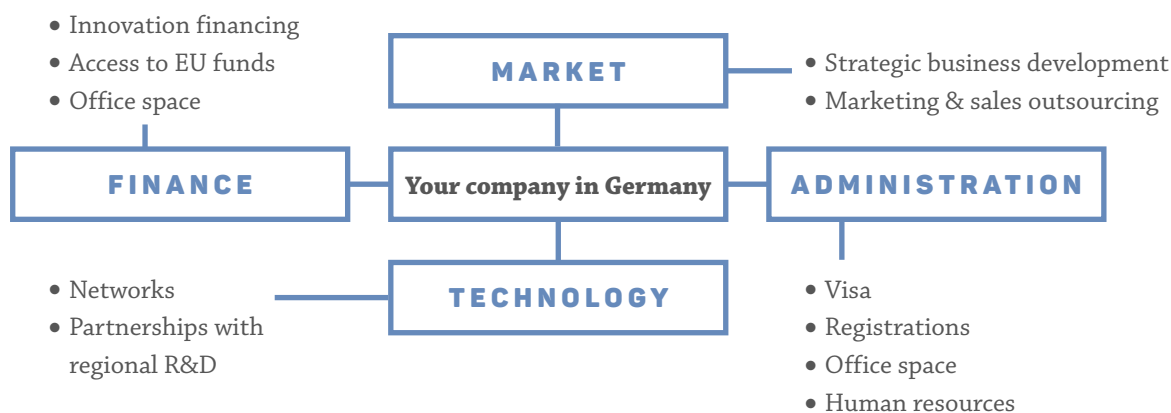


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- A go/no go study for the German market
- Operative assistance for marketing and sales activities
- Arranging offices and other working space
- Assistance in searching and applying for public subsidies/private financing
- Access to an established network of partners and experts

LET'S TALK – TOGETHER WE WILL EXPLORE NEW MARKETS

We will be happy to prepare a customised offer
for your market entry at your request.



HANNOVER CLINICAL TRIAL CENTER (HCTC) GMBH

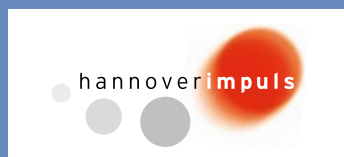
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Film:

WTH – Science and Technology Park
Hannover

www.hannoverimpuls.com/internationalisierung

