

FINANCING INTERNATIONAL EXPANSION

- WORKSHOP & NETWORKING RECEPTION -

UNIVERSITY SCIENCE CENTER, PHILADELPHIA

JUNE 13TH 2012

10AM - 2PM

This workshop is for C-level executives of midmarket medtech and biotech companies seeking to fund their international expansion, or to identify JV and M&A options overseas.

Expanding a company's reach beyond its home country offers enormous business potential but is generally a complicated endeavor. During this workshop, selected investors, professionals and executives will share their experience in managing the challenges of international expansion.

Lorraine Marchand

*Senior Partner, Triana
Life Sciences, Inc.
Moderator*

Cyprien Roy

*Investment Portfolio
Director, Viveris
Management*

Bruce Goldstein

*CEO, Oran Diagnostics,
LLC*

Matthieu Vis

*New Business
Development Manager,
Provence Promotion
Closing Speaker*

UNIVERSITY SCIENCE CENTER

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SPEAKER BIOGRAPHIES

Cyprien Roy
*Investment Portfolio
Director, Viveris
Management*



Mr. Roy started his career in the software business, then joined the financing and investment bank Natixis where he has held analytic and risk management roles, and financed major accounts in the technology sector.

Specialized in market audits, financing projects, private equity management and managing hedge funds, he left Natixis at the end of 2001 to join Viveris Management. Since then, as an Investment Portfolio Director, he has enabled fifteen investments of which he ensures the supervision as well as the representation of Viveris Management to the various boards.

Lorraine Marchand
*Senior Partner,
Triana Life
Sciences, Inc.*



Ms. Marchand has more than 20 years of experience as a business leader in the US healthcare and life sciences industry. She is recognized for founding and managing companies, raising capital, creating new revenue growth streams, developing and implementing market expansion strategies as well as business development plans for large pharmaceutical, biotechnology, drug-development services, healthcare services companies in addition to an academic medical center and the Federal government.

Ms. Marchand started her career as a founding director for a National Diabetes Program at The NIH. She then joined Porter Novelli-Omicom where she was Senior Vice President for Healthcare Marketing and Managing Director for Patients1st. She later became the Executive Director for Business Planning and Operations, then Executive Director for Study Strategy and Planning, at Bristol-Myers Squibb. She left BMS to join the leading contract research organizations Covance (Princeton) as Vice President for Late Stage Services, then Clinilabs (New York City) as its Chief Operating Officer. Since then, she helped to launch as an Advisor, CEO, Board Member, and/or Business Angel several privately funded companies. In 2010, she joined The Triana Group as a Founding Partner of its Life Sciences and Medical Technology divisions.

SPEAKER BIOGRAPHIES

Nadir Benouali

Founder of DoseWatch Corporation

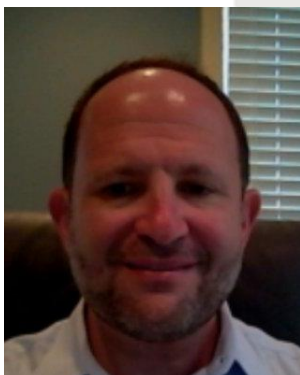


Nadir Benouali is the founder of DoseWatch Corporation, and a 2006 laureate for the Young Entrepreneur Initiative, a program sponsored by the French government, and aimed at innovative startups or individual entrepreneurs based in the USA and wishing to relocate to France. Working in tandem with Provence-Promotion, Nadir has set up his company's headquarters in Marseille France, including the engineering, research and development, sales and marketing of smart pharmaceutical packaging and software and information technology development. Before that, Nadir was the founder and CEO of Global Medical Technologies, a company specialized in the sales and servicing of diagnostic medical imaging equipment in Columbus, OH. Prior to that, Nadir served as the International Business Development Director for Artromick Corporation, a company specialized in unit dose medication packaging, hospital carts and health care management for drug distribution, administration and control. He consolidated the company's foot print around the world serving major European, South American, Asian as well as Middle Eastern hospitals and nursing homes.

Nadir has more than 20 years of international sales, marketing and management experience in the health care field, and holds a U.S. patent in smart pharmaceutical packaging. He is fluent in four languages and holds a BA degree in international Affairs from Rollins College, Winter Park, FL and a MBA from the University of Phoenix, AZ.

Bruce Goldstein

CEO, Oran Diagnostics, LLC



Prior to founding Oran Diagnostics, Bruce was Vice President of Operations and General Counsel for a venture funded diagnostics company taking a unique technology that applied metabolomic profiling to reproductive health applications to market. In this prior role, Bruce built the necessary infrastructure to commercialize a scientific platform across multiple clinical applications, directing capital deployment for research, development and operations, and building human resource, regulatory and marketing and business development functions. Prior to this, Bruce was a founding partner of a boutique health care and life science law firm where he represented entrepreneurs in the health care arena on transactional and regulatory matter. Bruce brings a unique background to the life sciences industry, leveraging his legal and operational background in transactions that have attracted significant talent to Oran.

SPONSOR COMPANIES



Matthieu Vis

Business Development Manager
for Life Sciences

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10, Place de la Joliette
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Ranked Top3 in France for investment project attractivity in 2009, Provence-French Riviera area should be on every CEO's list of locations when considering a new investment in Europe. Provence Promotion, the Official Inward Investment agency of Provence area, South of France, was created by the Marseille-Provence Chamber of Commerce & Industry and the Conseil Général (Departement Council) to assist, free of charge, both French and foreign companies relocate in the region. They offer a wide range of services through the involvement of all economic players in the department: help with relocating, financial engineering, human resources engineering, real estate engineering, mobility. Its field of activity is the economic development of the Bouches-du-Rhône through territorial, national and international marketing activities, promotion, marketing, business relocation, territorial development. Provence Promotion is ISO 9001:2000 certified. Overall, every year Provence Promotion is assisting more than 80 business projects (creation, acquisition, joint-venture, expansion...).



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Founded in 1963, the Science Center is the oldest and largest urban research park in the United States. It supports technology commercialization and technology-based economic development on its campus and in the Greater Philadelphia region. Its 31 nonprofit shareholders include many of the distinguished colleges, universities, hospitals, and research institutions located throughout Pennsylvania, New Jersey, and Delaware. It provides lab and office space for start-up, growing and established companies. It offers business incubation, support services and programming for entrepreneurs and start-up companies. It helps move technology out of the lab and into the marketplace, where it can benefit the region and the world.

TRIANA
Lorraine Marchand
Senior Partner

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Triana Life Sciences, Inc. is an American corporation that supports biotech and medtech companies in their international development. It provides a range of operational solutions to grow business overseas, ranging from market study to planning, business development including interim executives, outsourced sales and partnerships, and corporate finance to help fund their expansion.