

Alabama Bioscience Business Development & Trade Mission

DENMARK & GERMANY

APRIL 24 - 28, 2017



WHERE

Berlin, Germany
Copenhagen, Denmark

Additional stops
to regional
bioregions/clusters.



WHY

This trade mission offers
timely and cost-effective
means for Alabama firms to
engage with key stakeholders
and meet with national
government officials and
industry leaders.



WHEN

Berlin
Monday, April 24 -
Wednesday, April 26

Copenhagen
Wednesday, April 26 -
Friday, April 28

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Participation Details

Application

All potential participants must complete a candidate application. This application will be reviewed by the U.S. Embassy/Commercial Service officers in Denmark and Germany to evaluate your potential market success. The application will not be shared outside of those organizations and the Export Alabama Alliance.

Be as detailed as possible. Each company's individual meeting schedule will be based on the details, goals and interests provided in your candidate application, thus it is extremely important that you indicate areas of interest and objectives. All approved applicants will be reviewed by the Export Alabama Alliance and letters of invitation will be sent thereafter.

In-Country Program

This mission is expected to enhance the perception of Alabama as a rising biotechnology and life sciences region and highlight its strategic importance in the global market. The mission will focus on connecting Alabama companies with the major players in Denmark, Germany and the wider EU market. The mission will provide critical market information and help participants establish business and government contacts who are involved in the biotechnology and life sciences industries. Participants will benefit from in-country briefings and seminars, sit visits, business-to-business meetings and networking opportunities in and around Copenhagen and Berlin.

Passport & Visa Requirements

A passport is required for travel to Denmark and Germany. The passport must be valid 3 months beyond intended stay. The same visa requirements apply for both Denmark and Germany for business travel (for U.S. citizens):

- Tickets and documents for return or onward travel are required

- No visa is required for stay up to 90 days

- No vaccinations are required

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Costs at a Glance

U.S. Embassy Fee

The cost of the U.S. Embassy/U.S. Commercial Service program fees for Berlin and Copenhagen are \$700.00 per country. This fee will cover the initial market research based on your stated needs/goals and appointments with pre-qualified interested partners, buyers, distributors, etc.

Participation Fee

A \$350.00 participation fee is to be paid to the Mobile Area Chamber of Commerce prior to the mission to secure your company's participation, as space is limited.

Hotel

Hotel contracts are currently begin negotiated, but participants should expect rates averaging \$250.00 per night. Your safety is of utmost importance. We are only negotiating with hotels that have been vetted by the U.S. State Department.

Airfare

Current flight schedules are approximately \$1500.00. You are responsible for the booking and payment of your airline reservations. Group ground transportation to and from the airport will be provided following the "official" mission flight schedule. Details of this schedule will be released soon.

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Preliminary Mission Schedule

This schedule will continue to develop as the mission approaches and is subject to change.

BERLIN, GERMANY

Saturday, April 22
Depart for Berlin

Sunday, April 23
Arrive Berlin
Time to Acclimate
Delegation Dinner

Monday, April 24
U.S. Embassy Briefing
U.S. Commercial Service Program
Ambassador's Reception

Tuesday, April 25
U.S. Commercial Service Program and
Site Visits

COPENHAGEN, DENMARK

Wednesday, April 26
Travel to Copenhagen

Thursday, April 27
U.S. Embassy Briefing
U.S. Commercial Service Program
Ambassador's Reception

Friday, April 28
U.S. Commercial Service Program and
Site Visits

Saturday, April 29
Depart for USA

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Representing Europe's most populous country, Germany offers the largest market for Healthcare and Life Sciences products.



Germany is the best international location for the research, production, and distribution of pharmaceuticals at an exceptionally high level. Direct access to internationally renowned scientists, outstanding research units, and major pharmaceutical markets make Germany a unique business location. The German pharmaceutical market is the largest in Europe and the fourth largest in the world.



The health care sector is one of Germany's largest and most promising growth markets. An aging domestic population and the continued increase of chronic diseases are driving this development. These factors, combined with the increasing digitization of society and growing health and fitness awareness, are paving the way for digital solutions in primary care and the privately financed health care segment.



Germany is the world's leading medical biotech nation behind the US. With the largest amount of biotech companies in Europe, world-class research infrastructure, and internationally renowned scientists, Germany has firmly established itself as an international medical biotechnology hub.



Germany has become one of the world's most important countries for clinical studies. Germany is the leader in industry-initiated clinical studies in Europe and second worldwide. The dense network of universities and faculties as well as a variety of research institutions not affiliated to universities speak in favor of Germany as a business location.

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Top 3 Reasons for Placing Biotech Business Activities in Denmark



Denmark has the largest
commercial drug development
pipeline in Europe
(Ernst and Young, 2015)



Denmark is one of the most R&D
intensive countries in the world,
and the best in Europe regarding
researcher concentration
(Bloomberg Innovation Index, 2016)



Denmark is ranked the best
country in Europe for
development of biotechnology
(Scientific American, 2016)

The Danish biotechnology cluster is a major world player, especially in areas such as enzymes, CNS research, diabetes care and cancer research. A long-standing agricultural tradition created a research industry in Denmark more than 150 years ago and since then, research methods have continuously developed in Denmark.

Denmark is the world leader in drug development, when it comes to commercial pipelines measured in drug per inhabitant. Also, the medical device industry is the largest in Europe measured on market size per capita. Medicon Valley, one of Europe's top three sites for biotech innovation alongside Cambridge in the United Kingdom and Basel in Switzerland, spearheads the Danish biotech cluster with a strong presence and close collaboration between universities, hospitals and companies.

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Organizer Contact Information

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Alabama Department of Commerce
Alabama International Trade Center
Birmingham Business Alliance
Export Alabama Alliance

Mobile Area Chamber of Commerce
North Alabama International Trade Association
U.S. Commercial Service - U.S. Department of
Commerce