

## Biopeople Information

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USING EVERY OPPORTUNITY TO INCREASE COLLABORATION

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PETER OLESEN HAS BEEN  
IN CONTACT WITH  
THE BIOMARKER CONCEPT  
IN VARIOUS WAYS  
THROUGH HIS WHOLE CAREER



READ THE PROFILE ON PAGE 4



"PATENTING MAY PROVIDE A  
SOURCE OF INCOME FOR FUTURE  
RESEARCH.

THAT IS WHAT A PATENT ON GREAT  
INVENTIONS CAN DO," SAYS  
PERNILLE WINDING GOJKOVIC,  
CEO, PARTNER AND EUROPEAN  
PATENT ATTORNEY AT HØIBERG IN  
COPENHAGEN

GET GOOD ADVICE FROM THE  
PATENT ATTORNEY AT PAGE 6

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Editorial

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### USING EVERY OPPORTUNITY TO INCREASE COLLABORATION

A workshop on Companion Diagnostics in Copenhagen by the Danish Biomarker Network, MVA Oncology Network's second meeting in Lund, the Global Investor Forum in Maastricht by EIT Health, workshop on Patient's Involvement in Medical Research by Biomarkers as an emerging growth area in Denmark, the Nordic Precision Medicine Forum in Copenhagen, and the Future of Oncology Biomarkers Round Trip and Conference i Tel Aviv. These are all events and activities where Biopeople is somehow involved – either as an organizer as part of our focus projects and/or as contributor

Biopeople is media partner for the Annual Bio-Europe Spring in Barcelona, 20-22 March 2017. This year the conference take place in Barcelona and Biopeople offers partners and member companies a discount on registration.

Furthermore, we use the Bio-Europe Spring to launch our Boost4Health Interreg NWE project by inviting selected SME Member companies to apply for a travel voucher of EUR 500 to attend the conference. SMEs who accept the invitation gets a EUR 200 discount when signing up to attend the conference. At the conference, Biocat in Spain, the Biopeople partner in Boost4Health hosts a reception for the Boost4Health delegates at their exhibition booth. This way we facilitate networking and sharing of knowledge between Danish stakeholders and relevant delegates from the other partner regions.

This is a good example of how we focus on using every opportunity to help and support our national SMEs to explore new relations and network opportunities cross borders. At the same time, we work to promote Boost4Health through our national collaboration partners, when we for instance flag the project at the second Oncology Network Meeting held in Lund 30 January 2017 by Medicon Valley Alliance.

Another example is our collaboration with EIT Health, of which the University of Copenhagen is partner. EIT Health promotes entrepreneurship and innovation in healthy living and active ageing. 8-9 February 2017, EIT Health is a partner of the Global Investor Forum in Maastricht, where SMEs, nominated by the partner organizations will get a chance to pitch their businesses to investors. We nominated a number of Danish SMEs for pitching in Maastricht in competition with the other EIT regions and the Global Investor Forum chose two Danish SMEs for pitching at the conference.

The Danish government published in December 2016 a white book for research and innovation (Forskning- og Innovationspolitisk Redegørelse 2016). In respect of initiatives that promote internationalization, the government specifically wants to support collaborations with Israel. Biopeople received a separate grant for a Round Trip in Israel 21-25 May 2017, and in collaboration with Danish and Israeli partners, we host a Danish-Israeli symposium on "The Future of Oncology Biomarkers" in Tel Aviv and invites Danish companies and researchers to join the Danish delegation to the seminar and conjuring the International MIXii-Biomed 2017 Conference. The Round Trip is supported by a grant from the Ministry of Higher Education and Science. We offer 50 % reduction of travel, hotel and registrations costs for SMEs, and 100 % cost reimbursement for academics, and we hereby invite researchers and company employees to express their interest to join (check [www.biopeople.dk](http://www.biopeople.dk) for more information).

We look forward to follow this path even more in the coming year to facilitate and strengthen the links between our member SMEs and between them and other potential collaboration partners.



Per Spindler  
Director

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### BIOPEOPLE LAUNCHED BOOST4HEALTH BY OFFERING TRAVEL VOUCHERS AND A SIGN-UP DISCOUNT AT BIO-EUROPE SPRING

Selected SME's have used the opportunity to get a sign-up discount and to apply for a travel reimbursement for attendance at the Bio-Europe Spring on 20-22 March 2017 in Barcelona

Through a collaboration with EBD Group, organising Bio-Europe Spring Biopeople had the opportunity to launch the so-called Boost4Health project by inviting selected delegates to attend the Bio-Europe Spring and save money through a travel voucher of EUR 500 combined with a special discount of EUR 200. Together with an extended early bird rate the invited companies will save EUR 900 when attending the conference in Barcelona in March.

Boost4Health is an Interreg North-West Europe Project, which aims to support SMEs to grow internationally by bringing their life science innovations to European markets. Boost4Health is a partnership of 11 leading life science SME support organisations with strong business networks.

At the Bio-Europe Spring 2017, the Danish delegats get the chance to meet and network with potential partners and other stakeholders, and to facilitate networking the delegates are also invited to attend a networking reception.

BIO-Europe Spring® is the springtime counterpart to BIO-Europe®, and continues the tradition of providing life science companies with high caliber partnering opportunities. The event enables delegates to efficiently identify, meet and get partnerships started with companies across the life science value chain, from large biotech and pharma companies to investors and innovative startups.

Although the early bird rate has expired it is still possible to get a EUR 200 discount through Biopeople's discount code.

Please contact Randi Krogsgaard to get the code.

More information about Bio-Europe Spring



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### PROFILE OF PETER OLESEN:

## DEEPLY ENGAGED IN THE PERSPECTIVES OF THE INTERACTION BETWEEN GENOME DATA AND BIOMARKERS

Peter Olesen has been in contact with the biomarker concept in various ways through his whole career. He is MSc in Botany and PhD in Plant Cell Biology from University of Copenhagen and for 25 years, he has held executive positions as head of R&D in four leading international companies in the food and health ingredients area. He is furthermore the founder and director of ActiFoods ApS, a company that offers advice and consultancy, knowledge sharing and project management, and information and communications about research, technologies, markets, trends, and needs across the Food & Health interface

Peter Olesen is now also associated as a consultant to the project 'Biomarkers as an emerging growth area'. A project that involves the innovation networks Biopeople, InfinIT and BrandBase as well as the GTS institution Bioneer A/S.

"My role is to help define the activities of the project and provide input to these activities; the initial one being to map the various actors and stakeholders in the biomarker field seen from each of the involved networks' angles, which are research and development, ICT and user involvement," Peter Olesen explains. "My immediate task is to choose interesting cases among companies, research activities as well as health professionals and patients and make interviews on what is going on in order to identify most relevant knowledge platforms and possible needs in the biomarker field."

### Dedicated to research

Peter Olesen's latest assignment was as research director at Chr. Hansen where he built a corporate R&D unit with focus on health promoting bacterial cultures (probiotics). In that position, he was in touch with the whole life science area dealing with genomics, microbiology and bacteria cultures. His whole career has in fact been dedicated to research at universities and in companies and organizations, and he has been active in scientific advisory boards and think tanks and science/policy committees, councils, boards etc. on a national and international basis.

"I am engaged in and dedicated to explore what health is, and what is needed to create useful environments and platforms that enable society to deal with new trends and technology," Peter Olesen says and gives as example that he recently has been working actively within the genome sequencing area to establish a Danish collaboration platform.

### Technology convergence

"We are in the middle of an enormous technology convergence where several classical disciplines are melting together, most prominently between biology and IT, health and bioinformatics. Consequently, the health care system needs to understand how this convergence is forming a unique platform for biomarker development. We have to establish cross-disciplinary collaborations to ensure that genomic databases will be harmonised with existing Danish phenotype databases containing enormous amounts of data gained from the huge Danish examinations of the population. Next step is to identify how we use these data together with other types of biomarkers," Peter Olesen explains. In his view, there is a need to build a real infrastructure for the use of genome sequencing and biomarkers in the development of personalized medicine to avoid stakeholders heading in each their direction.

In this respect the Biomarkers as an emerging growth area comes in handy, Peter Olesen states: "If we handle this project optimally it has the opportunity to get a platform mandate in this whole development and combination of existing data and new technology."



PETER OLESEN:  
"MY ROLE IS TO HELP DEFINE  
THE ACTIVITIES OF THE PROJECT  
AND PROVIDE INPUT TO THESE ACTIVITIES."

Read more about Biomarkers as an emerging growth area

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### PITCH-CONNECT-INVEST, AND LEARN AT THE GLOBAL INVESTOR FORUM IN FEBRUARY

The Global Investor Forum partners facilitate private capital match with promising investment-ready biomed projects, start-ups and global scale-ups. The aim is to create a powerful European/US network of the world's leading biomed entrepreneurs, formal and informal investors, physician key-opinion leaders and innovation executives to enable the next step of European/US biomed ventures. The forum will focus on Regenerative Medicine, Life Sciences and Medical Devices

The Global Investor Forum partners facilitate two highly interactive days with participants from different countries. The first day of the Global Investor Forum focuses on 22 early biomed start-ups whereas the second day the focus is on 24 biomed scale-up ventures. All ventures will pitch once for a Mentor Board and once for an Investor Board. The Mentor Board consists of experienced entrepreneurs, marketing experts and subject-matter experts. They will provide constructive feedback on the pitch and will provide feedback to help the venture strengthen their business case and performance. The Investor Board consists of investors who look at a pitch solely from a solid investment opportunity point of view. The program also allocates time to interesting lectures from well-respected speakers on relevant topics.

EIT Health is a partner of Global Investor Forum, and the University of Copenhagen is a core partner of EIT Health.

[Read more about EIT Health](#)

[Read more about Global Investor Forum](#)

**Global Investor Forum**

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### PATENTS ARE TOOLS FOR COMMERCIALIZING INVENTIONS

"Patenting may provide a source of income for future research. That is what a patent on great inventions can do," says Pernille Winding Gojkovic, CEO, partner and European Patent Attorney at Høiberg in Copenhagen

This should be common knowledge but unfortunately, in Pernille Winding Gojkovic's experience researchers inventing new technology or small companies developing new products are not that familiar with the need for patenting.

Apparently, there are several reasons for not applying for patents on new inventions – reasons mainly based on myths like 'I will not be able to publish my science if it is patented'. However, this is wrong.

#### To lay open

"The word "patent" comes from the Latin word "patere" which means, "to lay open" – in other words to make what is disclosed in the patent available to the public. 18 months from the date of filing all patent applications are published and publicly available in searchable patent databases. Furthermore, once you have filed at least your priority founding patent application, you can publish a scientific article detailing your science. In other words: applying for a patent is a genuine two-for-one situation as it may give two publications (with different scope) for the same research," Pernille Winding Gojkovic explains.

HØIBERG is a full service patent and trademark company providing services within the fields of Intellectual Property Rights (IPR), including Patents, Trademarks, Designs, Innovation Management, Technology Transfer and Business Development. The company provides expert IPR knowledge in the fields ranging from biotech, medtech, nanotech, chemistry and cleantech to software, electronics and mechanics.

It is only in the period where an invention is about to be patented, that it is important not to publish anything relating to it before filing of the patent application. Having filed the patent application, the inventor may disclose the big news in a peer-reviewed magazine and maybe in the daily news, too.

#### File as soon as possible

At Høiberg, patent attorneys help scientists with important or even groundbreaking inventions to have these inventions patented before other scientists in other laboratories make the same discovery almost concurrently. "It is always essential to file a patent application as soon as possible if you want to win the race and protect your invention," Pernille Winding Gojkovic says. This will not only enable the inventor to sell the rights to a company, but it will also ensure that the scientists can further develop their invention freely.



Pernille Winding Gojkovic, CEO, partner and European Patent Attorney at Høiberg in Copenhagen

#### About HØIBERG

Susanne Høiberg who has vast experience in intellectual property rights, medical practice, and cancer research founded HØIBERG in 1995.

Since then, the company has developed rapidly. In 2006, the Høiberg merged with Elmeros Patents and thereby acquired considerable IPR expertise in the technological areas electronics and mechanics. Today Høiberg has 40 highly qualified employees, who are educated at international universities and working in all technological areas, from biotechnology and medico-technology to electronics, optics and telecommunication to software, manufacturing technology and mechanical technologies.

HØIBERG's clients include a wide range of national and international companies, start-up companies and researchers from the universities and hospitals.

<http://hoiberg.com/>

**H Ø I B E R G**  
European patent & trademark attorneys

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### WHY PATIENTS' VOICES MATTER - DOCUMENTARY BY EUPATI

Discover why patients' voices matter by following David, Dimitrios, and Jan and how they have a voice in medicines R&D. How can EUPATI play a role to help patient advocates like David, Dimitrios, and Jan?

EUPATI - the European Patient's Academy on Therapeutic Innovation - has interviewed several patients about how they may play a role in medicines development - and a documentary and videos with interviews have been published.

Please see the documentary [here](#)

Please see individual statements [here](#)

### SEMINAR ON 2 MARCH, 2017: HOW DO WE INVOLVE PATIENTS IN MEDICAL RESEARCH ...

... and what would that mean to research? Join the seminar on 2 March arranged by Brand Base, InfiniT and Biopeople and learn how patients may be involved in medical research and development: pros and cons and how to improve. The seminar is in Danish and is aimed at researchers and clinicians working with patient involvement. The seminar will shed light on issue as:

- How are patients involved?
- Priority, guidelines and rules
- The patients' roles
- Influence on the organization
- Pros and cons for patients, researchers, policy-developers, authorities, marketing etc,
- Relevant experience in a Danish context

Tell me and I forget. Teach me and I remember. Involve me and I learn.

- Benjamin Franklin



*Read more and sign up [here](#).*

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### ATTEND THE NORDIC PRECISION MEDICINE FORUM IN COPENHAGEN

Nordic Precision Medicine Forum will bring together those at the very forefront of precision medicine from biologists, physicians and technology developers to data scientists, patient groups, governments and more. Join the forum in Copenhagen on 26 April 2017. Discount fee for Biopeople members

The Nordic Countries represent a unique opportunity when it comes to health-care; boasting a wealth of data, some of the most advanced HealthTech, and being host to world leading biotech and pharma companies and universities. As such it is little surprise that the precision medicine revolution is creating such a buzz; disruptive technology, a strong economic setting and decades of social and health data collection are coming together to create the perfect storm for the future of healthcare in the region.

It is widely accepted that for the promise of precision medicine to become a reality we must work together; sharing data and research via a multi-disciplinary approach as well as cross border collaboration.

Biopeople is pleased to partner with Precision Medicine Forum and have arranged a 20% discount on the registration fee for members.

Simply use the code "BIO" during registration.

[www.precisionmedicineforum.com/nordic2017](http://www.precisionmedicineforum.com/nordic2017)





## Calendar

31 January 2017	Workshop on Companion Diagnostics
3 February 2017	Crowdfunding for business development of functional foods, Copenhagen
08 February 2017	The Global Investor Forum, Maastricht
08 February 2017	Swiss Nordic Bio, Zurich
16 February 2017	Innovation for Health: Shaping the future of healthcare, Rotterdam
2 March 2017	Hvordan involverer vi patienter i medicinsk forskning og hvad betyder det for forskningen ?
20 March 2017	Bio-Europe Spring, Barcelona, Spain
26 April 2017	Nordic Precision Medicine Forum
9 May, 2017	Danish IP Fair 2017, Copenhagen
18 May 2017	Knowledge for Growth 2017
21 May 2017	The Future of Oncology Biomarkers Round Trip and Conference, Tel Aviv
21 May 2017	Future Medicines For One World Conference: drug discovery, development and clinical usage, Stockholm
12 September 2017	Nordic Life Science Days 2017, Malmö
1 November 2017	2017 AGORA