

## PRESS RELEASE

### **The MAGIA MedTech Alliance and FBRI build new connections Between Japan and Europe by signing a Joint collaboration agreement.**

**Tuesday March 22, 2022** – Today, **MAGIA**, the Medtech Alliance for Global InternationAlisation to market, announces it has joined forces with FBRI (Foundation for Biomedical Research and Innovation at Kobe, Japan) to offer new collaboration opportunities to MedTech SMEs.

MAGIA2Market follows the first phase of the MAGIA project and brings together four European leading MedTech clusters: Bioindustry Park Silvano Fumero / bioPmed (coordinator, Piedmont), BioWin (Wallonia), Life Science Nord (Northern Germany) and Lyonbiopole (Auvergne-Rhône-Alpes) joining forces to continue the successful European strategic Cluster Partnership on MedTech.

The overall objective of the Alliance is to build and reinforce strong networks in its targeted countries, USA, China and Japan, to provide SMEs the opportunity to meet with potential partners, laying the groundwork for potential cooperation, both in terms of business agreements but also co-development or research collaboration.

In that framework, **MAGIA** and FBRI (Foundation for Biomedical Research and Innovation at Kobe) are pleased to announce the establishment of a new strategic partnership strengthening relationship between Japan and Europe.

This new collaboration agreement between the MAGIA partners and FBRI foresees mutual benefit and opportunities in the field of MedTech. The Memorandum aims at:

- Being a multilateral goodwill agreement.
- Establishing a general framework of further specific agreements.
- Fostering agreements and joint developments programs between the companies of the MAGIA partners and those of FBRI.
- Building a solid and long-lasting relationship for the benefit of each one's regional enterprises.

- Sharing knowledge about each one's market in term of landing processes, barriers and opportunities.

By signing this new agreement, **MAGIA** pursues its primary objective and opens new doors for its MedTech SMEs while building a solid foundation for collaboration with the Japanese ecosystem.

#### **ABOUT FBRI:**

FBRI is the foundation founded by Kobe City vigorously pursues biomedical cluster formation in Kobe through advanced clinical research and other efforts and serves as the main organization supporting KBIC, the largest biomedical cluster in Japan, which offers a platform of networking for businesses and institutes in their pursuit of innovative collaboration. KBIC currently boasts a concentrated network of close to about 380 companies, universities, research institutes, and specialized hospitals, in addition to a growing network of international bio-cluster partners, who are all focused on the development of innovative medical technology and pioneering discoveries through collaboration.

#### **ABOUT MAGIA:**

The European meta-cluster MAGIA (Medtech Alliance for Global Internationalisation - European Strategic Cluster Partnership on MedTech) is supported by the European Union's Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME) program. The initiative gathers four cluster partners: Bioindustry Park Silvano Fumero / bioPmed (Piedmont, Italy), BioWin (Wallonia, Belgium), Life Sciences Nord (Hamburg and Schleswig-Holstein, Germany) and Lyonbiopole (Auvergne-Rhone-Alpes, France), aiming to reinforce and promote international competitiveness of their small and medium enterprises (SMEs) on strategic global markets.

Learn more on: <https://www.magia2market.com/>

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### ABOUT THE PARTNERS:

**Bioindustry Park Silvano Fumero / bioPmed.** Bioindustry Park is an Italian Science Park specialized in Life sciences and healthcare, located in Piedmont (Italy). The park hosts life science companies, R&D and training centers, supports the growth of start-ups and scale-ups, acts as technology transfer enabler and promotes the interaction between research and industry, bridging universities, companies, research centers and healthcare service providers. Since 2009 Bioindustry Park is the managing company of bioPmed, the regional innovation cluster dedicated to life science and health care. bioPmed members and its community, composed by more than 350 players, represent the entire healthcare value chain.

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**BioWin** is the Health competitiveness cluster of Wallonia (Belgium), and its mission is to bring together stakeholders participating in innovative projects and/or education in the fields of Health biotechnology and medical technologies. The research and development supported by the cluster covers all healthcare-related fields.

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**Life Science Nord** strengthens the value chain in Hamburg and Schleswig-Holstein and has established itself as one of the leading life science networks in Europe. With a complete value chain the Life Science Nord cluster offers a unique infrastructure: practically oriented researchers and clinical staff cooperate closely with partners in the industry to help innovative products and technologies make the breakthrough. To support this structure, the cluster agency Life Science Nord Management GmbH and the Life Science Nord e.V. association work together and offer a variety of activities.

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**Lyonbiopole** cluster unites and structures the innovative, fertile healthcare ecosystem of the Auvergne-Rhône-Alpes region, France. As a global competitiveness cluster since its inception in 2005, it supports the sector's projects and companies to strengthen the development of technological innovations, products and services to meet tomorrow's healthcare challenges.

Lyonbiopole currently has 270 members, including four major manufacturers who helped cofound it (Sanofi Pasteur, bioMérieux, Boehringer Ingelheim Animal Health, Becton Dickinson). It is Gold label certified by the European Cluster Excellence Initiative and a member of MAGIA and S3martmed, two major European metaclusters.

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