



Investment Seminar “Global Opportunities in Apulia’s Biotechnology Sector”

Monday 28th November 2016

Bruxelles - Regione Puglia Bruxelles Office, Rue du Trone 62

PROGRAMME

- 3.00 pm **Registration & Welcome coffee**
- 3.30 pm **Moderator convenes audience and commences seminar**
- Welcome address and opening remarks**
 Paolo Casalino, *Head of the Brussels Office, Apulia Regional Government*
- 3.40 pm **Session: An introduction to the business environment in Apulia**
- Regional strategies for boosting competitiveness and innovation**
 Adriana Agrimi, *Head of Section for Research, Innovation and Institutional Capacity, Apulia Region*
- Regional incentives for business investments**
 Theresa Mulloy, *PM International Business Promotion and Inward Investments, Puglia Sviluppo S.p.A.*
- 4.00 pm **Panel Discussion: Global Opportunities in Apulia’s Biotech sector**
Apulia, a dynamic region of the South East of Italy, over recent years, has become a key player in the Italian biotech industry, where continuous investment in research and development, has turned the region into an international centre for excellence in the fields of pharmaceuticals and health care products, attracting investments from world leading manufacturers, as well as local companies and start-ups, in various fields, including specialised medicines, cosmetics, diagnostics, high-tech biomedical devices. Growth in the region’s biotech sector is being bolstered by the regional government’s “*Smart specialization strategy*” for innovation, together with favourable incentive packages, designed to facilitate investments in Apulia and support long-term investment plans in R&D, innovation and staff training.
- Topics for discussion:**
- Globalization: Biotech sector outlook and trends
 - Business sector opportunities in Italy/Apulia
 - Innovation environment in Italy/Apulia for biotech
 - Successful investments in Apulia
- Panellists:**
 Michele Diaferia, *C.E.O., Itel Telecomunicazioni S.r.l.*
 Sergio Fontana, *Sole Administrator, Farmalabor S.r.l.*
 Bernardo Giua Marassi, *Public affair GeM Lead, Sanofi S.p.A.*
 Maria Svelto, *President, The Apulian Biotech Technological Cluster H-BIO*
 Michele Vinci, *President, Masmec Biomed - Masmec S.p.A.*
 Leonardo Vingiani, *Director, Assobiotec - Federchimica*
- 5.00 pm **Closing remarks**
 Loredana Capone, *Minister for Economic Development and Tourism Industry, Apulia Regional Government*
- 5.15 pm **Networking Apulian “Aperitivo”**