



9th Baesweiler BioTec-Meeting

Friday, 28 November 2008
in the International Technology-
and Service-Center (ITS)

Partners of the 9th Baesweiler BioTec-Meeting:



How to find us:

Internationales Technologie- und Service-Center Baesweiler (its)
Arnold-Sommerfeld-Ring 2
52499 Baesweiler
Germany



From Aachen/Liège/Brussels (A44) - Exit "Alsdorf/Baesweiler":

At the end of the exit road turn left onto the L240, then go straight ahead up to the B57 (roundabout), turn right onto the B57 (Aachener Straße) and go straight ahead following the signs "Gewerbegebiet Baesweiler" (business park), at the 4th traffic light turn left onto the L225 in the direction of "Gewerbegebiet", at the next roundabout turn right and then left at the next crossing.

From Düsseldorf (A44) - Exit "Aldenhoven/Baesweiler":

At the end of the exit road (roundabout) turn left onto the B56 and follow the B56 up to the crossing "Puffendorf"; at the traffic light turn left onto the B57 in the direction of Baesweiler, behind the quarter "Setterich" turn right at the traffic light onto the L225 in the direction of "Gewerbegebiet Baesweiler" (business park), at the next roundabout turn right and then left at the next crossing.

From Cologne (A4) - Exit "Eschweiler":

At the end of the exit road turn left onto the L240, then go straight ahead up to the B57 (roundabout); continue as described in "From Aachen (A44) - Exit Alsdorf/Baesweiler".

For further information please appeal to:

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REPLY CARD

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Germany



Biotechnology Cluster

The agglomeration of first-class high-school and research institutes as well as top-class innovative BioTec and pharmaceutical companies have led to the fact that the Aachen Region has established to an internationally renowned BioTec location.

Only in the International Technology- and Service-Center (ITS) and the business park Baesweiler there are numerous supra-regionally known BioTec companies such as Aplagen GmbH, BSV BioScience GmbH and chemagen AG.

Together with ITS Baesweiler those companies have organized for the ninth time the "Baesweiler BioTec-Meeting". The current issue will be "Marketing and sales in the Life Sciences".

Self-selling products and services are an exceptional and lucky chance. Without a market-oriented business strategy efforts in marketing and sales often remain without effect.

Particularly product innovations in the domain of chemistry and biotechnology are mostly developed by scientific-technically influenced specialists only. Marketing is commonly mistaken as "Advertising", which will be necessary not before the product is actually introduced onto the market.

Contrary to this, there exist market-oriented efforts, where concentrating on terms such as market segmentation, positioning and systematic selection of customer groups help to control the product development already at an early stage.

The concentration on these issues not only forces to an early dialogue with potential customers, but also provides opportunities to set up quickly e. g. a system of reference customers and thus to accelerate considerably the actual market entry. Measures for advertising and sales are finally applied in a more intentional and cost-effective way.

„Marketing and sales in the Life Sciences“

08.30	Registration
09.00	Welcome reception by Professor Dr. Willi Linkens , Mayor of Baesweiler
09.10	Keynote lecture „The future in mind: operative sales controlling for BioTec companies“ Rolf Geisen , Alabon GmbH
09.40	Panel discussion Rolf Geisen , Alabon GmbH Dr. Gerhard Stumm , bitop AG Dr. Markus Herbort , QIAGEN GmbH Dr. Lothar à Brassard , chemagen AG Moderation: Jennefer Vogt , DASGIP AG
10.30	Coffee break
11.00	Presentation of companies
13.00	Lunch
14.00	Professional workshops (simultaneously): Subject I: "Practical methods to define the own target market" Rolf Geisen , Alabon GmbH Subject II: "Alternative, patent-based financing concepts for the biotechnology" Marc von Gronow , IPB AG
15.00	Get-together

REGISTRATION

9th Baesweiler BioTec-Meeting

Friday, 28 November 2008, at ITS Baesweiler:

Name/s: _____

Company/Institution: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Date/Signature: _____

Companies and institutions are invited to present their technologies and developments by means of posters/exhibits:

Poster presentation

Booth (incl. poster board: 1.35 x 1.20 m): 40.00 €

I'd like to participate in the following workshop:

Subject I (Marketing/Sales)

Subject II (Financing)

Deadline for registration: 24 November 2008