

## *Accelerating EU-US business collaboration in health and e-health research & innovation*

**More than 60 specialists from the United States and the European Union gathered on 20<sup>th</sup> June in Boston, MA to discuss how to accelerate EU-US business collaboration in Research & Innovation, with particular focus on health and e-health. *Their experience and recommendations will be presented to the EU and US policy makers, to highlight the need for change in innovation collaboration between EU and US.***

American and European business representatives from small and large companies, as well as cluster managers, and high-level speakers from the European Commission and US institutions, met at the occasion of a workshop organized in Boston on Friday, 20<sup>th</sup> June 2014 on the theme ***“Accelerating EU-US business collaboration in health/e-health Research & Innovation: Opportunities, Barriers and Best Practices”***. The overall purpose of the event was to jointly identify the main challenges faced by EU and US businesses in transatlantic health and e-health research and innovation collaboration, good practice examples and possible solutions to support EU-US businesses collaboration, notably in view of the planned renewal of the next EU-US Science, Technology and Innovation Cooperation Agreement.



This initiative was part of the EU-funded project BILAT USA 2.0 that aims at enhancing Science, Technology and Innovation collaboration between the EU and the US, and was organized by inno TSD, RTI international, and Diplomacy Matters Institute.

Helena Acheson, *Head of Division, MFG Innovation Agency for ICT and Media Baden-Württemberg, Germany*, and **Sinan Tumer**, Senior Director of SAP Co-Innovation Lab, US, spoke about the need to integrate the innovation dimension into EU-US Science and Technology Agreement, the arguments, the potential impact, and the role of intermediaries – such as clusters – to contribute to the process.



**Existing opportunities** for transatlantic Research, Development and Innovation cooperation were first presented by **Laurent Bochereau**, *Head of Unit “Health – Strategy” at the European Commission*, and **Michael Weingarten**, *Program Director at the US National Cancer Institute* who respectively introduced the European Research Development and Innovation funding program “Horizon 2020” and the “US Small Business Innovation Research” (SBIR) and other programs at the US National Cancer Institute (NCI), and transatlantic innovation collaboration opportunities for businesses offered by these programs.



**Showcases** of transatlantic business collaboration were then presented and analyzed by businesses themselves, with the participation of the CEOs of **Portuguese firm Kinematix** (with office in the USA), Biotine Consulting Group from the US and of the **French firm Protip SAS**. **Matthew Hein**, *Specialist for the Office of Health and Information technology of the US International Trade Administration*. They took the floor to explain how the International Trade Administration in the USA can help US companies identify and capitalize on transatlantic business opportunities.

**The role of clusters and other facilitators** in enhancing transatlantic business collaboration in Research and Innovation has also been addressed by **Laurance Stunz**, the Director of the



**Massachusetts e-health Institute** - a division of Massachusetts Technology Collaborative, and by **Sarah Jane Maxted**, from **Harvard Business School's Institute for Strategy & Competitiveness**. **Vinit Nijhawan**, Director of **Office of Technology Development**, Boston University, highlighted examples of Boston Life Sciences Cluster in light of EU Collaboration - a new venture in the Netherlands which will be developing a novel drug based on Boston University technology.



Finally, **panel discussions between business leaders from EU and US and the audience** took place, around two main questions: the challenges faced while collaborating with EU or US partners and the possible solutions to improve collaboration with EU or US businesses. Highlighting that the international partnership and network are key to development, the business leaders shared their experience about the bottlenecks – mismatch of regulations, problems with materials exchange, difficulties to find transparent

information on how the rules are different in each country, lack of guidelines with some examples of “standard” problematic situations in EU-US innovation collaboration, - as well as put forward proposals for accelerating the EU-US innovation collaboration.

The results of the workshop will be analyzed to **provide inputs and recommendations - in the form of policy brief - to US and European policy makers** at an EU-US Innovation Conference planned to take place in January 2015 in Brussels. This conference will aim to identify the innovation aspects which need to be included in the EU-US Science, Technology and Innovation Agreement.

## BILAT USA 2.0 coordination

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## General Project Information

**Full project title:** Bilateral coordination for the Enhancement and Development of S&T Partnerships between the European Union and the United States of America

**Start Date:** 1 November 2012

**Duration:** 3 years

**Total budget:** 1.49 Mio. €

## Project Consortium

The project is coordinated by the German Aerospace Center (DLR) and consists of 12 further partners: Academy of Finland (AKA), Austrian Research Promotion Agency (FFG), BIOCAT - Spain Diplomacy Matters Institute Inc - US (DMI), Florida International University - US (FIU), inno TSD -, France, Institute of Fundamental Technological Research - Poland (IPPT PAN), Johns Hopkins University - US, National Council of University Research Administrators - US (NCURA), Intrasoft International - Belgium, Greece, The Research Council of Norway (RCN), Scientific and Technological Research Council of Turkey (TUBITAK).

**Website:** [www.EuUsScienceTechnology.eu](http://www.EuUsScienceTechnology.eu)

