

MEDICAL TECHNOLOGY CLUSTER

# YOUR FAST TRACK TO EUROPE

Mannheim is ready for one of the fastest growing industries worldwide.

**MANNHEIM**<sup>2</sup>

## MEDICAL TECHNOLOGY CLUSTER

Mannheim and its Metropolitan Region have become one of the Medical Technology and Biotechnology hotspots across Europe.

Learn more about the unique commercial, clinical, skilled labour and research opportunity that the Mannheim medical technology cluster offers to medical device companies expanding in Europe, while providing you safety in numbers.



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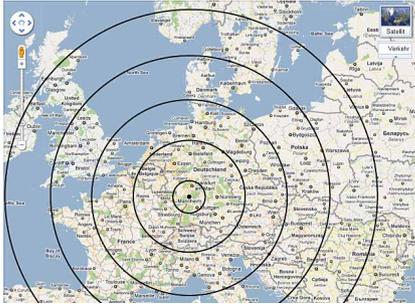
# GET CONNECTED

## YOUR FAST TRACK TO GET CONNECTED WITH EMEA, US, ASPAC AND ROW

People buy from people. Being able to easily visit your customers, business partners or affiliates for personal meetings is a key to your success. Located at the core of Europe the Mannheim medical technology cluster provides an optimal hub for time-saving and efficient business travel.

Mannheim Main Station includes one of the most frequent ICE high-speed train connections to all major cities every hour. Get e.g. to Munich by rail in 2:58hrs, and get to Paris by rail in just 3:09hrs.

This includes a direct 31-minutes ICE high-speed train connection to Frankfurt Airport Terminal 1, a worldwide hub for direct flights to EMEA, US, ASPAC and ROW destinations.



# COMMERCIAL OPPORTUNITY

## YOUR FAST TRACK TO MEDICAL DEVICE INDUSTRY PARTNERS AND RESOURCES

The Mannheim medical technology cluster provides you quick access to a broad environment of medical device industry partners that help you leverage your own resources and capabilities. Located in Mannheim and within a one hour car drive away from you.

» 1stQ » Abbott Diagnostics » Abbott Medical Optics » Accugenix » Admedes Schüssler » AGA Medical » ALCOM » Angiomed » Angiopro » Angioslide » Applied Critical Fluids » Atomic Force F&E » Bausch & Lomb Medical » Becton Dickinson » BioGeneriX » bioMcon » Brückner Labor » Bruker Nano » Buddeberg » C.R. Bard » CADCON » CatHi » cegecim » Culavis » Dammeyer&Selzer Medizintechnik » Datascope MAQUET » DeVilbiss Healthcare » Dentsply Friadent » DFine Europe » Diversey » Dr. M. Braun Health Care Management » ENDOSMART » Euro Engineering » Ferchau Engineering » Fitage » Fresenius Medical Care » Freudenberg Helix Medical Europe / VistaMed » FRIATEC » Fuchs + Möller » GE Healthcare » Gebr. Röchling » Geißler Medizintechnik » Geuder Ophthalmology » Healthcare at Home » Heraeus Medical » Hitachi High-Technologies » ISIS senstronics » iSOFT / CSC » Johnson & Johnson DePuy » Johnson & Johnson LifeScan » Kardiotec – Labor für Rhythmusanalyse » Konplan » Leica Microsystems CMS » LeMaitre » LiMedion » Iss – life science solutions » Mannheim Medical Instruments » Mannheim Pharma & Diagnostics » MAQUET » MedGenesis Therapeutix » Medtronic Eureka » Metecon » MOSAIK » MRC Systems – Medizintechnische Systeme » Nemko » Nestlé Healthcare » OMRON Medizintechnik » OPASCA Systems » Optimed » Orthoclinical Diagnostics » PharmSystems » PROdesign » Promega » Q-bios » Rhecadis » Roche Diagnostics » Safe in Life / Cardiac Science » Siemens Healthcare » Sirona » Spectra Group » St. Jude » T+M Klinikbedarf » TENA – SCA Hygiene Products » Terumo » UltraOsteon » velixX » VISAMED » Vitaphone » vmapit » VRmagic

## YOUR FAST TRACK TO LEADING PHARMACEUTICAL COMPANIES

The Mannheim medical technology cluster provides you access to mature world market leaders across a large variety of disease states. Just a one hour car drive away from you.

**The following shortlist presents just a sample of global pharmaceutical companies in Mannheim and 50 miles around:**

» Abbott » Archimedes Pharma » Horizon Pharma » Merck » Merck Serono » Pflizer » Reckitt Benckiser » Sanofi Aventis

## YOUR FAST TRACK TO BIOTECHNOLOGY RESOURCES

Beyond the Mannheim medical technology cluster the BioRN Biotechnology Cluster is also located in the greater Mannheim metropolitan region. BioRN includes about 80 companies from the field of red biotechnology involved in the development of drugs, biotechnology platforms and diagnostics.

## CLINICAL OPPORTUNITY

### YOUR FAST TRACK TO UNIVERSITY & MAJOR ACADEMIC TEACHING HOSPITALS IN MANNHEIM AND 10 MILES AROUND

Feedback from clinical routine practice and quick access to key opinion leaders is critical to launching medical devices, and to drive market penetration.

The Mannheim medical technology cluster provides you access to KOLs in high-volume centres, whose top ICD-10 diagnoses include chronic diseases such as cancer, diabetes, cardiovascular disease, obesity disorders, and musculoskeletal disorders.

#### UNIVERSITY & MAJOR ACADEMIC TEACHING HOSPITALS

	BEDS
Mannheim University Hospital	1,400
Heidelberg University Hospital	1,600
Mannheim Theresien-Hospital & St. Hedwig	660
Mannheim-Speyer Diakonie Hospital	530 & 440
Ludwigshafen Hospital	940
Ludwigshafen BG Casualty Hospital	415

### YOUR FAST TRACK TO SIMULATOR TRAINING CENTRES

Physician training is key to launching medical devices, and to drive adoption and diffusion of new medical technologies.

The Mannheim medical technology cluster provides you quick access to simulator centers dedicated to physician training in surgical and transcatheter therapies.

CatHi — Cathlab Simulator Training Center	Mannheim
Eyesi — Surgical Simulator Training Center	Mannheim
CardioSkills — Cathlab Simulator Training Center	50 miles from downtown Mannheim



## SKILLED LABOUR OPPORTUNITY

### YOUR FAST TRACK TO SKILLED MEDICAL DEVICE LABOUR

People make the difference. Investing and growing your business goes along with an increasing demand for skilled medical device labour. The Mannheim medical technology cluster comprises leading academic institutions dedicated to providing a ready pool of graduates for medical device R&D, Operations, Supply Chain, QA, Regulatory, Marketing, Sales and Distribution.

#### ACADEMIC INSTITUTIONS IN MANNHEIM CITY

	STUDY PROGRAM
University of Applied Sciences	Medical Technology
DHBW – University of Applied Sciences	Medical Engineering Healthcare Management
Mannheim Faculty of Medicine Heidelberg University	Medicine, Public Health
Graduate School Rhein-Neckar	Life Science Management Healthcare Management
Mannheim University	Business Administration
University of Applied Management Studies	Business Administration





Advancing Medical Technology:  
Professor Diehl and his Interventional  
Radiology team at the University  
Medical Center Mannheim.

## RESEARCH OPPORTUNITY

Regardless of the sphere in which it is implemented, new medical technology presents a key success factor for medical device companies. The Mannheim medical technology cluster comprises research units and organisations that facilitate your research and development programs every step of the way along your value chain. From research into new medical technology platforms and medical devices, through research in medical device manufacturing engineering and automation up to clinical research.

### YOUR FAST TRACK TO DEDICATED MEDICAL DEVICE RESEARCH

Clinical and procedural knowledge, engineering excellence and understanding of product development in medical devices are key factors to be first-to-market, and to meet your expectations for return on investment. The Mannheim medical technology cluster includes access to medical technology Research units, focused on the development of medical technologies for commercialisation.

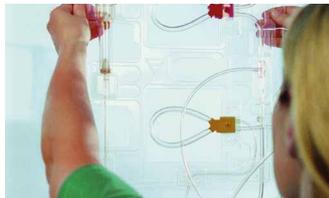
- » Mannheim Institute of Medical Technology
- » Fraunhofer Institute of Production and Process Automation
- » Project Group for Automation in Medical Engineering and Bioengineering, Mannheim
- » KKS – Koordinierungszentrum für Klinische Studien

### YOUR FAST TRACK TO LEADING CLINICAL RESEARCH ORGANISATIONS

Deep therapeutic knowledge and understanding of clinical development drives more efficient pathways to commercialization. Whether you are conducting a clinical study or are managing a product life-cycle, the Mannheim medical technology cluster includes CROs dedicated to support you.

The following shortlist presents just a sample of CROs in Mannheim:

- » AMS – Advanced Medical Services
- » CONET – Clinical Operations Network
- » CRS – Clinical Research Services Andernach
- » Dr. Knoell Consult
- » FORIM
- » IST Clinical Research
- » PharmaLex
- » PRA International
- » QUINTILES Innovex
- » Scope International



## SAFETY IN NUMBERS

Beyond achieving net sales growth, today's medical device market environment requires solid management of both, your gross profit from operations, and your income from customers.

Located in the Mannheim medical technology cluster, you are able to benefit from competitive labour cost and taxation schemes that help you drive bottom line growth.

### COMPETITIVE LABOUR COST

The EU Labour Cost Index includes salaries, social insurance charges for employers, and labour-related tax deducting labour-related subsidies.

#### EU LABOUR COST INDEX Q2/2010

	INDEX
UK	102.3
Germany	102.9
Netherlands	104.0
France	104.1
Belgium	104.2
Italy	106.7

### COMPETITIVE LOCAL BUSINESS TAX

Local Business Tax is charged by all territorial authorities. Its key indicator forms the so-called Gewerbesteuer-Hebesatz %.

#### LOCAL BUSINESS TAX COMPARISON FOR MAJOR GERMAN COMMERCIAL AREAS Q1/2012

	%
Berlin	410
Mannheim	430
Duesseldorf	440
Frankfurt	460
Hamburg	470
Cologne	475
Munich	490



# SAFETY IN NUMBERS

## COMPETITIVE CORPORATE INCOME TAX

The Corporate Income Tax does not include other taxes, like local business tax, and other comparable taxes of federal and territorial authorities.

### CORPORATE INCOME TAX COMPARISON OF EUROPEAN INDUSTRIAL COUNTRIES 2010, STANDARD TAX RATES

	%
Germany	15,00
Netherlands	25,50
Italy	27,50
United Kingdom	28,00
Belgium	33,00
France	33,30

## COMPETITIVE COMPANY TAX

The Company Tax includes local business tax, corporate income tax and other comparable taxes of federal and territorial authorities.

### COMPANY TAX COMPARISON OF EUROPEAN INDUSTRIAL COUNTRIES 2010 TAX BURDEN OF INCORPORATED COMPANIES

	%
Netherlands	25,50
United Kingdom	28,00
Germany	29,83
Italy	31,40
Belgium	33,99
France	34,43

## YOUR FAST TRACK TO COMMERCIAL EXCELLENCE

Financial performance and compliance according to international standards present key metrics for managing your business.

Four worldwide leaders in business & strategy consulting run offices in Mannheim City, and provide business consulting, finance, taxation, accounting, and payroll services to you on site.

- » Ernst & Young
- » Deloitte
- » KPMG
- » PriceWaterhouseCoopers

## YOUR FAST TRACK TO EMERGING MARKETS IN EASTERN EUROPE

Germany has always been a natural gateway to emerging markets in Eastern Europe, particularly following the German reunification in 1990. Medical device companies located in the Mannheim medical technology cluster thus benefit from established political and commercial relationships facilitating your access to emerging markets in Poland, Russia, Czech Republic, Hungary, Turkey, Slovakia, Romania, and the Baltics.

### INCREMENTAL GERMAN EXPORT GROWTH TO EMERGING MARKET COUNTRIES 2000–2007

	BILL €
Poland	21,68
Russia	21,50
Czech Republic	13,30
Hungary	7,00
Turkey	6,73
Slovakia	5,18
Romania	5,27
Baltics	3,79



## START-UP PROMOTION

Medical device founders and start-up companies located in the Mannheim medical technology cluster benefit from a start-up promotion programme that is considered a benchmark. This start-up promotion programme includes business consulting, funding, premium office space, and shared services at the MAFINEX-Technology Centre, a dedicated resource for MedTech and other innovative entrepreneurs in early stages.



## READY-TO-GO SALES OFFICE

The initial set-up of your German/EU direct sales organization may present a significant challenge to both, your P&L as well as your risk profile and management resources. When setting up your German/EU direct sales affiliate in Mannheim, you will be able to address those challenges using the Ready-to-go Sales Office: Just hire your own local sales organization, and focus 100% on customers & taking market share. The Ready-to-go Sales Office may take care of the rest, i.e.:

- » regulatory/legal Status of "Inverkehrbringer von Medizinprodukten durch Herstellung oder Einfuhr" acc. to german medical device law MPG
- » customer service / order taking
- » local warehouse
- » order processing
- » consignment stock management
- » shelf life management
- » local recall management
- » invoicing
- » accounts receivables management
- » accounting, forecasting, reporting

The Ready-to-go Sales Office team provides experience in partnering with US medical device companies, and understands your standards of performance, reporting, forecasting, and business code of conduct.

You may be charged for this service according to actual workload/sales. Thus, you'll be able to keep your dedicated & allocated commercial cost as well as your overhead staff in this critical stage of your business low. Once established in the market, you may either continue in this Ready-to-go Sales Office mode or build your own resources, and transfer this service in a controlled fashion. The Ready-to-go Sales Office is a service offered and operated by angiopro GmbH.

## YOUR DEDICATED BUSINESS PARTNER

The Mannheim medical technology cluster provides both to you, hands-on support for your operational challenges as well as management advice for strategy and execution of your medical device business.

Our MedTech industry senior professional, Mr. Elmar Bourdon, is your dedicated business partner, backed-up with 15 specialist staff in the Office of Economic Development.



Elmar Bourdon

A business graduate with postgraduate education in public health, Mr. Bourdon's medical device industry track record includes more than 15 years experience in product management, marketing, and sales roles in multinational and US-companies. He provides experience in building organisations, growing businesses in profit and revenue, and launching products, both, in Germany and in Europe. Prior to assuming his role for the Mannheim medical technology cluster, Mr. Bourdon's positions included Product Manager at Siemens Healthcare/Sirona (NASDAQ: SIRO), Marketing Director Europe at Abbott (NYSE: ABT), and Business Unit Manager DACH at C.R. Bard (NYSE: BCR).

## CONTACT US TODAY

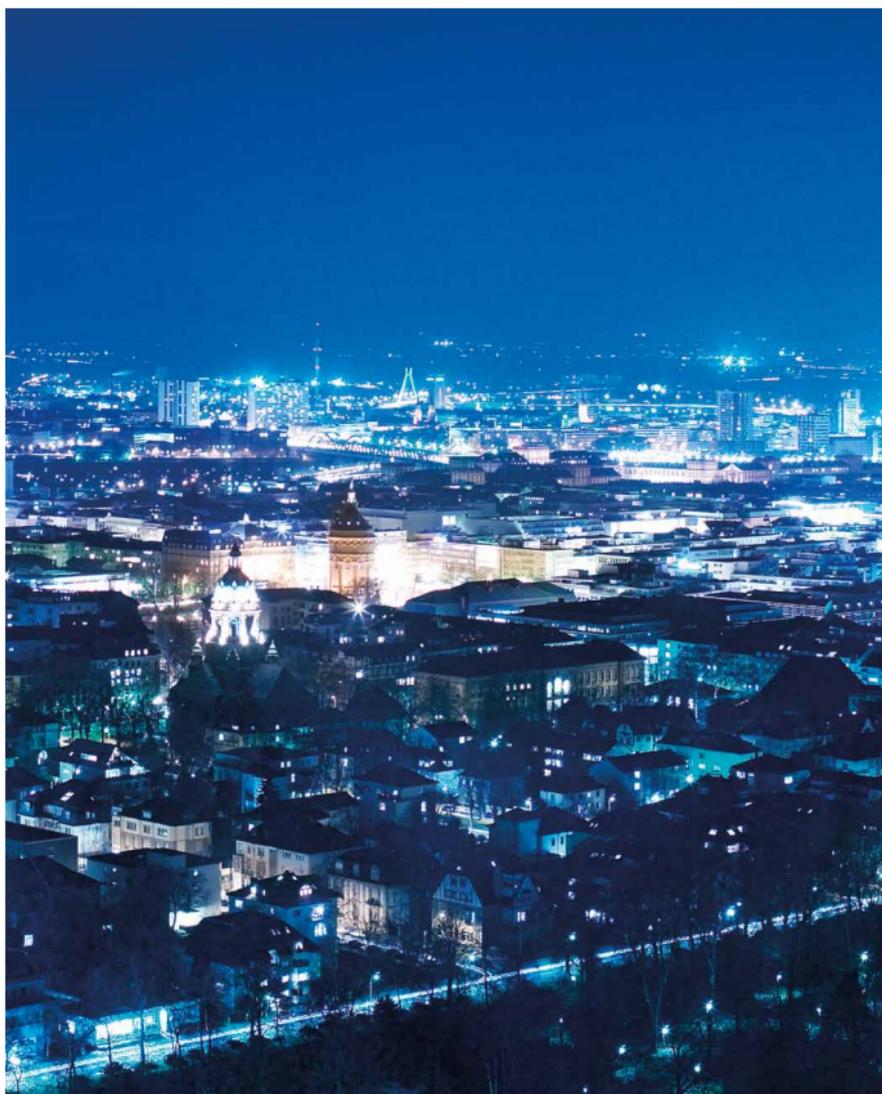
### Mannheim medical technology cluster

Office of Economic Development  
Rathaus E5  
D-68159 Mannheim  
Germany

Phone: +49 621 293 2155

[www.mannheim.de/en/medtech](http://www.mannheim.de/en/medtech)





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