



Innovation in Health Care

A national conference for the Norwegian biotech and medtech industry

Tuesday morning 29th September

08:00-09:00 **Registration**

**The Health Care Market;
Current and Future Opportunities for Norway**

Special focus on convergence of health care products and services, including personalized medicine, imaging, devices, health IT and telemedicine.

09:00-09:10 **Welcome and Opening Remarks**

09:10-10:00 **Navigating the Sea Change:
Opportunities in the Life Sciences**

Steven Burrill, CEO, Burrill & Company, USA

10:00-10:45 **Future Trends and Opportunities
in Medical Device Innovation**

Ørn Stuge, Senior VP, Medtronic Inc., Switzerland

10:45-11:00 **Coffee break**

11:00-11:30 **State of the Norwegian Health Care Industry
and Norwegian Biotech and Medtech Clusters**

Innovation Norway, Oslo Medtech Cluster, MedITNor, and Oslo Cancer Cluster

11:30-12:30 **Panel Discussion**

How can Norway take advantage of emerging market opportunities and create more biotech and medtech success stories?

- Steven Burrill, Burrill & Co.
- Ørn Stuge, Medtronic Inc.
- Carl Christian Gilhuus-Moe, NeoMed
- Jonas Einarsson, Oslo Cancer Cluster

12:30 **Lunch**

Tuesday afternoon 29th September

Medtech Seminar and Workshop

A highly educational and interactive session for Norwegian medtech and device companies

13:30-14:00 **Going international – a check list**

Arne Grip, ex-CEO, MediStim, Oslo

14:00-14:20 **Regulatory hurdles and how to overcome them**

Connie Bundy, President, CG Bundy Associates, USA

14:20-14:40 **The art of contract negotiations**

Kermit Nash, Principal, Gray, Plant, Mooty, Mooty & Bennett, P.A., USA

14:40-15:00 **The art of selling to hospitals**

Terje Aasen, President, Innovative Business Solutions, USA

15:00-15:30 **Innovation Norway's services
for the health care industry**

Presentation of select offices abroad

15:30-16:00 **Coffee break**

16:00-18:30 **Workshop: Case study - group work -
plenary discussion**

Harvard Business Review case study: "Good Money After Bad?"

Conference dinner following the Workshop

Parallel session Tuesday afternoon

13.30 – 18.30 One-to-one meetings between Norwegian health care companies and Innovation Norway's life science team

Wednesday 30th September

09.00 – 16.00 The Annual InnoMed Conference
www.innomed.no

11.00 – 16.00 One-to-one meetings between Norwegian health care companies and Innovation Norway's life science team



Speaker Bios

Steven Burrill, CEO, Burrill & Company, San Francisco, USA



G. Steven Burrill has been involved in the growth and prosperity of the biotechnology industry for over 40 years. An early pioneer, Mr. Burrill is one of the original architects of the industry and one of its most avid and sustained developers.

He currently serves as Chairman of the Board of Pharmasset (NASDAQ: VRUS) and is a member of the Boards of Directors of Catalyst Biosciences, DepoMed (NASDAQ: DEPO), Intranasal, Phytomedics, Proteogenix, Proventys, Targacept (NASDAQ: TRGT) and XDx. Prior to founding Burrill & Company in 1994, he spent 28 years with Ernst & Young, directing and coordinating the firm's services to clients in the biotechnology/life sciences/high technology/manufacturing industries worldwide. In 2002, Mr. Burrill was recognized as the biotech investment visionary by the prestigious Scientific American magazine (The Scientific American 50). Mr. Burrill is a founder and currently serves as the Chairman of the Board of the Foundation for the National Medals of Science and Technology. Additionally, he serves as Chairman of the Board on Campaign for Medical Research as well as Chairman of the San Francisco Mayor's Biotech Advisory Committee (MAYBAC). Other not-for-profit activities include serving on the Boards of Directors for the Bay Area Science Infrastructure Consortium, BayBio, California Healthcare Institute, The Exploratorium, Genetics Policy Institute, The Kellogg Center for Biotechnology, Kramden Institute, The National Health Museum, and Research!America. He also serves as an advisor on the MIT Center for Biomedical Innovation, Purdue Discovery Park External Advisory Committee as well as the editorial board of the Journal of Commercial Biotechnology.

Ørn R. Stuge, M.D., Senior Vice President, Medtronic Inc., Tolochenaz, Switzerland



Born in Oslo, Norway, Dr Stuge started his career with Medtronic in 1998 as Vice President of the Neurological business in Europe. He later assumed additional responsibility for the Spinal and Diabetes division in Western Europe. In 2002, he was named Vice President of the Cardiac Rhythm Management business for Western Europe. In March 2005, he was named Senior

Vice President of Medtronic and President, Cardiac Surgery at World Headquarters in Minneapolis and most recently, served as President, Europe & Central Asia, based in Switzerland. Prior to joining Medtronic, Oern Stuge served as President of Medinor A/S, a Norwegian medical technology company. In 1991, he moved to Abbott Laboratories where he held the positions of Regional Director and General Manager in the Netherlands and Nordic countries. In 1983 he received his M.D. summa cum laude from the University of Oslo and passed the ECFMG exam (American medical exam for foreign medical graduates). He practised medicine for six years before obtaining his MBA from IMD (International Institute for Management Development) in Lausanne, Switzerland.

He is a member of the Norwegian Medical Association and a former officer of the Norwegian Army. Oern Stuge has lived and worked in 5 European countries as well as the United States. He possesses a broad international and industry perspective. He took an active role in supporting the formation of EHRA (European Heart Rhythm Association) in Europe and served as the first industry representative on their board and is also on the Board of Eucomed, the European Industry Association for Medical Devices and the Supervisory Board of Mediq B.V., an international retail & distribution company for pharmaceuticals and medical supplies.

Carl Christian Gilhuus-Moe, Partner, NeoMed Management, Oslo, Norway



Carl Christian Gilhuus-Moe has been a Partner of NeoMed Management since 1998. He has more than 25 years operating experience in the healthcare and life science industry. He was President and CEO of Dynal AS, a Norwegian biotechnology firm, now part of Life Technologies Corp. Under his leadership, Dynal became an international firm with subsidiaries in the US, Japan, Australia, France, Germany and the UK. Prior to this, he held a number of management positions at Nycomed, most recently as Head of the Diagnostics Division. He is currently a board member of Clavis Pharma ASA, NeoRad AS and Harbinger Medical Inc. and has been a board member of Alertis Medical AS. Carl Christian Gilhuus-Moe is PhD in biochemistry from the University of Oslo. He studied business management at the Swedish Institute of Management and at MIT.

Arne Grip, ex-CEO, MediStim, Oslo, Norway



Mr. Grip joined Medi-Stim as Head of R & D and Operations in 1991. Prior to this, he cooperated closely with Medi-Stim from 1984 in developing nerve and muscle stimulators.

Mr. Grip sold his company, AG Elektro, to MediStim in 1992. Previous experience includes R & D functions and Sales and Marketing Director of Vingmed Sound (1986-1991), and Chief Engineer at the National Hospital in Oslo ("Rikshospitalet") (1982-1986). Mr. Grip worked at the National Hospital in Oslo and at the Regional Hospital in Trondheim from 1977 to 1982 where he was instrumental in developing ultrasound and Doppler technology for clinical applications. For this work, Mr. Grip received the King of Norway's Honorary Medal. The work culminated in the Doppler ultrasound unit "Alfred" which was sold to Vingmed Sound and constituted the basis for the world renowned Vingmed Doppler. Mr. Grip holds a M.Sc. degree in Electronics from the Norwegian Institute of Technology in Trondheim.



Constance G. Bundy, President, C. G. Bundy Associates, Minneapolis, USA

Constance Bundy is President of C. G. Bundy Associates, Inc. (CGBA) a consulting company specializing in FDA regulatory requirements for medical devices. CGBA has been assisting companies in the US and Europe comply with FDA requirements for over 26 years. Current clients include several companies in Scandinavia. Services include regulatory strategy, marketing submissions, quality systems auditing and training and FDA inspection training and assistance. Constance Bundy has been involved in the Medical Device Industry for over 32 years including employment at FDA and Medtronic, Inc. prior to founding her consulting company. She is a certified auditor for Quality Systems, has a B.A. in Microbiology and was the recipient of a Bush Leadership Fellow award. Constance lives in Minneapolis and travels frequently to Scandinavia to meet with clients.

Kermit Nash, Principal, Gray Plant Mooty Mooty & Bennett, Minneapolis, USA



Kermit is a principal at Gray Plant Mooty practicing in the firm's Entrepreneurial Services group, with an emphasis in energy law, agribusiness, and mergers & acquisitions. Kermit represents and advises clients in a variety of industries, including high tech, clean tech, medical device, life science, private equity, power sports, agricultural and food processing, manufacturing, software, and e-commerce.

He serves as corporate counsel to numerous privately held domestic and international corporations where he advises his clients on all aspects of business operations and law. He also represents clients' interests in various business transactions, including acquisitions, sales, financing, licensing, distribution, mergers, intellectual property management, and strategic planning. Kermit counsels clients on commercialization strategies and he applies his value-added experience to advance his clients' success through use of his network, business skills, and serving as "external in-house legal counsel." Additionally, Kermit is a frequent presenter at international conferences regarding commercialization strategies in the U.S. He works with numerous Scandinavian and European-based companies in their U.S. fundraising, compliance, and operational requirements. Kermit has recently served as U.S. counsel to clean tech and medical device companies looking to integrate their technology and products into the U.S. market.

While attending Hamline University School of Law, Kermit studied ethics and comparative law at Rothsberg International School, Hebrew University, Mount Scopus Campus in Jerusalem, Israel. In his spare time, Kermit frequently lectures on business ethics, business law, and contracts. Kermit has been an adjunct professor at Northwestern College for a number of years where he has taught business law, contracts, and business ethics.

Terje Aasen, President, Innovative Business Solutions, Florida, USA



Terry Aasen began working with the Sonitor Team in early 2005 as a consultant, and subsequently was appointed CEO and President for the company's U.S. subsidiary in the Fall of 2005. Norwegian by birth, Mr. Aasen has spent the last 20 years in the United States as an executive with several leading global technology companies.

These range from start-ups to those exceeding \$100 million in annual revenues; having overseen acquisitions, divestitures and turn-arounds. Prior to his position with Sonitor, he was CEO of Laerdal Medical Corporation, a leader in the field of Emergency Medical Care, therapy, and training equipment. Preceding this, he was CEO for VingCard and Elsafe, both global leaders in hotel security systems. Mr. Aasen also served as a Vice President for Tandberg Data, a computer technology company. He worked for Siemens in Norway with various managerial responsibilities within finance, sales, administration, and marketing. Mr. Aasen received his degree in Business Administration and Finance from Industrie & Handelskammer in Germany in 1978. His background includes Board memberships in private companies and healthcare organizations, as well as the Norwegian American Chamber of Commerce.

Jónas Einarsson, M.D, CEO, The Radium Hospital Research Foundation (RF), Oslo, Norway



RF is an experienced pre-seed investor and project developer focused on cancer. Jónas Einarsson has worked as chief regional medical officer in Norway and was responsible for building Norway's first private hospital institution, Oslo Private Hospital. Einarsson sits on the board of several Norwegian Biotech companies, and was one of the initiators behind the Norwegian Center of Expertise, Oslo Cancer Cluster. Einarsson has been the Chairman of Oslo Cancer Cluster since it was founded in 2006.