

ERBI adopts new strategy to accelerate growth of biotech

CAMBRIDGE, UK, April 2, 2004 - Cambridge Healthcare & Biotech Ltd (CH&B) has been appointed as overall project manager for a series of projects which are focused on examining the strength of biotechnology in the East of England in six key areas. These areas are:

- Oncology
- Neurosciences
- Stem cell biology
- Emerging technologies that have an application in biotechnology
- Food sciences
- Clinical development

The project has been commissioned by ERBI. Part of ERBI's press release is reproduced below:

"With over 200 regions in Europe competing to become leaders in biotechnology, ERBI is adopting a new strategy to help maintain the region's pole position on the global biotech grid.

ERBI, whose mission is to facilitate and accelerate the growth of biotechnology in Cambridge and the East of England, has successfully attracted funding from the DTI, via EEDA, to undertake detailed audits and marketing campaigns in key areas of biotechnology over the next twelve months.

Jeanette Walker, ERBI's Business Development Director, believes it is no longer enough to promote biotechnology in the broad sense. "We now need to get specific, and understand where our real strengths lie. Every other region in Europe has expertise in the life sciences, including many of the new EU member states. If this region is to stay ahead, we need to differentiate our offer from that of the other regions, and build on our core strengths.

As a starting point, ERBI identified six sectors where the region already has a critical mass of expertise and which represent areas of substantial growth. Consultants specialising in each of the sectors have recently been appointed to undertake the research phase of the project which will span the region's universities, research institutes, companies, service organisations and hospitals.

The data collected during the audits, which are due to be completed by the end of May, will provide the marketing material needed to promote each of the sectors regionally, nationally and internationally. David Cudby, EEDA's sector adviser for life sciences, who was instrumental in helping to secure the funding, said the potential economic output for the region was

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considerable. “In addition to attracting more inward investment and venture capital to the region, plus facilitating partnering, it is hoped the data might act as a catalyst to spur new entrepreneurs into action. If they know the depth and breadth of the work going on in their particular field, they may feel more confident and take the plunge”. EEDA was also supportive of the project because of its potential benefit not just to Cambridge but to other parts of the region too. For example, the Institute of Food Research in Norwich will feature heavily in the food sciences study and the outstanding work in bio- sensors at Cranfield University will be an important element of the emerging technologies audit.

For further information, please e-mail Martyn Postle of Cambridge Healthcare and Biotech who has been appointed to manage the project. martyn.postle@chandb.com”

Cambridge Healthcare & Biotech

Cambridge Healthcare & Biotech is a knowledge-based consultancy serving all sectors of the healthcare industry. The company brings a unique perspective to solving client problems through an in-depth understanding of technology, product development, marketing, healthcare systems and corporate finance which is embedded in its project teams. In particular, the track record of its team in commercial and technical due diligence is second to none, enabling its clients to maximize value and minimize risk in mergers, acquisitions, divestments and licensing transactions.

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The ERBI website can be found at: www.erbi.co.uk

The EEDA website can be found at: www.eeda.org.uk

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