

## The Biotechnology Business Institute closes the first BBI Open Day with great success inspiring young scientific professionals



### The importance of scientific profiles in a society based in innovation and how their professional development in management can contribute to drug discovery, were some of the main topics presented during the BBI Open Day 2019

The 15<sup>th</sup> of May the Biotechnology Business Institute organized the first BBI Open Day at the Barcelona Scientific Park with the main objective of increasing the awareness of the importance of scientific managers in the biotechnology sector and the pharmaceutical industry focus in drug discovery in an evolving society towards the innovation as one of the more sustainable supports to the economy.



Iolanda Marchueta during her conference in BioPharma 4.0

During the first part of the morning, we had the opportunity to listen two conferences from both, private and public perspectives, on one hand, by Iolanda Marchueta, currently working as global new launches in AstraZeneca and on the other hand, from Albert Barberà currently acting as a managing director of innovation at the Catalan Government.

Whether we are realizing that the sector is evolving, is still not well known how every year more external innovation is acquired from the pharmaceutical industry in order to increase their portfolios and how that deals, and the way to them through science management, have an enormous impact in our society. It is important to realize how new emerging technologies are target now for investment funds, national and international, and for the industry in a collaborative strategy to develop early stage projects and particularly in lifesciences new drug candidates.

*“A society based in innovation creates value in many different ways, but one of the most important one is the social value in terms of professional development of our best scientifics”* ensures Albert Barberà.

After the break, during the afternoon, the panel discussion was open and the interaction between audience and panelist raised some interesting topics regarding new launches.

The panel was composed by Ernest Mas, EMA director for diagnostics at Grifols, Mireia Angulo, investment analyst at Caixa Capital Risk, Nerea Blanquè, market access and pricing director at Ferrer, and Iolanda Marchueta who joined the conversation as well. The panelists entirely develop their professional roles internationally so that allowed the discussion to be focus on the main areas of interest during drug discovery process. Among others, we had the opportunity to speak about early stage investments and main therapeutic areas of interest, pricing and market access for new biological compounds targeting had to treat diseases or how the industry manage their portfolios and where are we looking at in a near future.

One of the main conclusions was the need of having more interaction between early stage stakeholders such us technology transfer offices, venture capital and the pharmaceutical industry as part of the leading actors in the ecosystem. So far, Barcelona is becoming an international spot in lifesciences and they all agreed the importance of continue working and encourage new biotechnology companies and entrepreneurs.



Albert Barberà during his conference in value creation and scientific managers



During the panel discussion topics as market access and early investments were raised by the audience



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