

GEN.ERA, coordinated by Genopole is a collaboration between biotech clusters located in the Netherlands, Italy, Finland and Estonia in the field of genomics/proteomics, offering B2B business opportunities with other European companies in the field.

This project aims to open up international markets (China, Japan, South Korea, Taiwan, Singapore, India, Australia, USA), from which we will select with you the most suitable ones for your development strategy. We will then offer you information/training sessions to prepare your company for these specific markets.

With the GEN.ERA project, a programme adapted to your specific needs for expansion in international markets, you will benefit from several advantages free of charge:

» **ENTER a solid and operational network** of private and public contacts in the field of genomics/proteomics (benefit from the network of 5 European clusters with 80 companies).

» **INCREASE your European visibility:** GEN.ERA will act as a facilitator to meet new business partners in the genomics/proteomics sectors in Europe and will help you promote your product and expertise.

» **STRENGTHEN your competitiveness:** exchange with other companies operating in different countries and learn about their business model, requirements, activities, technologies...

» **GATHER information on target markets** to prepare your internationalisation: GEN.ERA gives you access to a step-by-step process to understand the specificities (context, culture, mentality) as well as the strategic and contractual aspects of the company that apply to a third market.

» **IDENTIFY new markets with high potential:** benefit from a tailor-made analysis adapted to the characteristics of your sector and your company, in order to detect the next most important potential third markets outside Europe.

» **INCREASE your international visibility** and facilitate your business development, with the possibility to promote your company in global markets and find new business partners.

If you would like to know more, we would be happy to meet with you to discuss the GEN.ERA project and more generally your international needs.

genera@genopole.com
www.generaproject.com
info@generaproject.com



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save the date

GEN.ERA Market Intelligence & Matchmaking Event

21.10.21

9:00 am - 5:30 pm

Paris, France

A unique opportunity to get an overview of the latest drivers, restraints, opportunities, and challenges on high potential genomic markets: USA, China, Singapore, Australia, Japan.

The day will be completed by presentations of innovative solutions in genomics by companies in the field and the possibility of exchanges with potential business partners during dedicated B2B meetings.

PRELIMINARY AGENDA

WELCOME	
GEN.ERA project presentation	09:00
GEN.ERA coordination team.	
GEN.ERA partnership presentation	09:05
GEN.ERA partners	
GEN.ERA associated partnership presentation	09:15
GEN.ERA associated partners	
Speed pitching from SMEs	09:25
SMEs	
Coffee break	10:35
Emerging markets presentation	10:45
Tartu partner session moderator	
Q&A session	12:45
Lunch break	13:00
Matchmaking session	14:00
GEN.ERA partners & SMEs	
Final remarks	17:00
GEN.ERA coordination team	

INTERNATIONAL STRATEGY

EXPAND YOUR HORIZONS, THINK AND GO GLOBAL!

Identify, select and acquire with us the intelligence on the next markets where the genomics sector will boost... We will help your company to internationalize, gaining skills and insights to successfully move into the most promising markets.



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