

# **The Life Science Association of Manitoba Presents Its 2010 Reverse Trade Mission- March 9<sup>th</sup> – 10<sup>th</sup>, 2010**

**The Life Science Association of Manitoba (LSAM) would like to invite you to be a part of our Annual Reverse Trade Mission taking place in Winnipeg, MB from March 9<sup>th</sup>-10<sup>th</sup>, 2010.**

**This year's Reverse Trade Mission will feature companies and researchers from Alberta & Saskatchewan, companies from Minnesota, representatives from LifeScience Alley and members of the Canadian Consulate in Minneapolis.**

The purpose of our Reverse Trade Mission is to strengthen the life science community in Manitoba by engaging partners in Alberta, Saskatchewan and Minnesota; to build upon the concept of a Mid-west Trade Corridor; and to highlight key sectors of the Manitoba life science cluster and create new partnerships.

The two-day visit will include an opportunity for you to meet with potential business partners from various life science sectors, to participate in an exciting training program regarding "How to Sell Your Product to the US Marketplace," an opportunity to attend a sector-wide reception, and special training opportunities for university students.

Out of the mission we have some very definite goals which include:

1. Strengthening the relationship between the life science communities of Manitoba, Saskatchewan and Alberta;
2. Strengthening the relationship between LifeScience Alley and Manitoba, Saskatchewan and Alberta;
3. Exploring opportunities for Canadian companies in Minnesota;
4. Creating new business partnerships;
5. Creating learning and business opportunities for post-secondary students;
6. Sharing research expertise and best practices;
7. Encouraging a closer working relationship between researchers and industry.

Below you will find information about the various aspects of the mission.

If you are interested in being a part of the business matching (participating companies are still being added), attending the reception or attending the workshop please contact the event coordinator Jonathan Frate at [jfrate@lsam.ca](mailto:jfrate@lsam.ca) or by phone at (204) 272-5094.

## **LSAM's 2010 Reverse Trade Mission**

### **[Opening Night Reception](#)**

### **[One on One Business Meetings](#)**

### **[LSAM Training Event- "Selling Yourself to the US Market Place"](#)**

## **OPENING NIGHT RECEPTION- MARCH 9<sup>th</sup>, 2010, 5:30pm (Fort Garry Hotel)**

The Opening Night Reception is your opportunity to meet with the visiting participants from Alberta, Saskatchewan and Minnesota. It is also a chance to reconnect with members of the local life science community.

We are very excited about the number of guests that will be attending from out of province and they are looking forward to meeting members of the life science sector in Manitoba. The reception is a chance for you and your company to learn about new opportunities, create new business contacts and to celebrate the strength and diversity of our industry with our visiting guests.

**To register for this event please visit [http://www.lsam.ca/calendar\\_details.cfm?id=314](http://www.lsam.ca/calendar_details.cfm?id=314)**

**WHEN:** Tuesday, March 9<sup>th</sup>, 2010

**WHERE:** Hotel Fort Garry  
Concert Ballroom (7<sup>th</sup> Floor)  
222 Broadway

**TIME:** 5:30pm

**COST:** LSAM Members- **FREE**  
Non-LSAM Members- **\$10 (if you register by March 8<sup>th</sup>)**  
**\$15 (if you register at the door)**

*If you are interested in becoming a sponsor of the reception please contact Jonathan Frate.*

## **ONE ON ONE BUSINESS MEETINGS- MARCH 9<sup>th</sup>-10<sup>th</sup>, 2010**

Part of the two-day visit will include an opportunity for LSAM Members to meet with the visiting companies to explore business opportunities and potential partnership.

The life science sector in Manitoba is quite diverse and covers a number of areas from pharmaceutical to industrial biotech. In order to ensure that the mission is a productive one for everyone involved the visiting companies participating in the business matching will concentrate on three areas:

1. Medical devices (in particular imaging);
2. Pharmaceutical manufacturing;
3. Functional foods/natural health products.

We feel that by focusing on these areas we will be able to deliver a quality program that allows you to maximize your business opportunities. In addition we know you will be able to create new partnerships and strengthen existing ones.

If you are interested in participating in the business matching please contact Jonathan Frate at (204) 272-5094 or by e-mail at [jfrate@lsam.ca](mailto:jfrate@lsam.ca) to determine what companies you are interested in meeting with.

## **LSAM TRAINING OPPORTUNITY:**

### **7 STEPS TO SELLING YOUR MEDICAL PRODUCT IN THE U.S.- March 9, 2010**

The U.S. is the largest and wealthiest economy in the world and it leads the world in science and technology. Medically speaking, the U.S. does  $\frac{1}{3}$  of all global R&D spending; contains  $\frac{1}{4}$  of the world's scientists and engineers in the workforce; and is home to the world's largest and deepest pool of capital.

In terms of innovation their track record is unparalleled in terms of the commercialization of new ideas.

The U.S. market provides Canadian companies with excellent access to global value chains. Given the size, dynamism and proximity of the U.S. market, the U.S. will remain Canada's most important economic partner and largest source of commercial opportunity. **Which is why this program is of value for anyone considering entering the US market place.**

This is an excellent opportunity to learn about the US Medical Market Place and specific items such as coding, coverage, payment and updates on the FDA, investment community and so much more.

The event is being hosted by MedLinX Consulting, a Twin Cities-based management consulting firm focused on assisting international firms succeed in the U.S. medical device and health care market.

**To register for this event please visit [http://www.lsam.ca/calendar\\_details.cfm?id=313](http://www.lsam.ca/calendar_details.cfm?id=313). Following the presentation you are invited to attend the Opening Night Networking Reception.**

**Presented by:** Karin K. Roof, Principal  
MedLinX Consulting, LLC  
[www.medlinxconsulting.com](http://www.medlinxconsulting.com)

**WHERE:** Hotel Fort Garry  
Crystal Ballroom(7<sup>th</sup> Floor)  
222 Broadway

**WHEN:** March 9, 2010

**TIME:** 1:00pm-5:00pm

**COST:** LSAM Members: FREE  
Non-LSAM Members: \$20 (includes complimentary entry into the Opening Night Reception)

### **7 Steps to Selling Your Medical Product in the U.S.- Course Outline**

1. Understand your Customer's Needs
2. Develop your Value Proposition
3. Develop your Business Plan & Commercialization Strategy
  - a. Define your Market
  - b. Analyze Competition
  - c. Flesh out functional plans
  - d. Identify best Distribution strategy
4. Gain Funding
5. Execute on Functional Requirements
6. Launch
7. Exit or Grow