

Marketing your Medical Technology in the US

Business Primer and Workshops on Dos and Don'ts

April 7 - 11, 2008
Boston, MA · Minneapolis, MN

PROGRAM

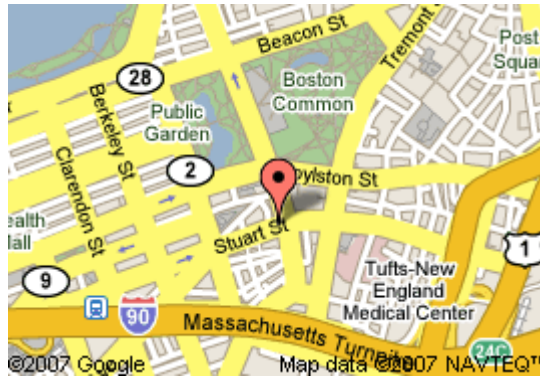


Arrival in Boston, MA. Participants find their own way to:

Radisson Hotel Boston

200 Stuart St, Boston, MA 02116, United States

+1-617-482-1800



NB! Breakfast is included at hotel

7:30 - 9:00 PM

Welcome Reception at the Theatre Café at the Radisson Hotel Boston

Light snacks & Drinks

8:00 AM	<p>Meet in the Lobby of Radisson Hotel Boston and board bus to our Host: Boston University School of Management, (BU) Room 424</p> <p>595 Commonwealth Avenue</p> <p>Boston, MA 02215 +1-617-353-9720</p> <p>www.bu.edu</p>
8:30 AM Session 1	<p>Welcome to Boston</p> <p><i>Sander J. Tufte</i>, Managing Director, Innovation Norway Boston</p> <p>www.innovationnorway.com/boston</p>
8:40-09:00 AM Session 2	<p>The US Medtech market - its size, value and opportunities</p> <p><i>Tom Sommer</i>, President, The Massachusetts Medical Device Industry Council (MassMEDIC)</p> <p>www.massmedic.com</p>
09:00-12:00 AM Session 3 Coffee break included	<p>Thinking strategically about US regulatory issues and price and reimbursement issues</p> <p><i>James Wason</i>, Partner, The Maelor Group</p> <p>The regulatory environment: How to comply with the FDA</p> <p><i>Rosina Robinson</i>, Principal Consultant, Medical Device Consultants, Inc. (MDCI)</p> <p>www.mdci.com</p> <p>Reimbursement planning</p> <p><i>Charles Mathews</i>, Director, Boston Healthcare Associates, (BHA)</p> <p>www.bostonhealthcare.com</p>
12:00-1:30 PM	Networking lunch at BU School of Management

1:30-2:30 PM Session 4	<p>US venture capital investing in early stage medtech companies</p> <p><i>Mohit Kaushal</i>, Medtronic Venture Associate, Polaris Venture Partners</p> <p>www.polarisventures.com</p>
2:30-3:30 PM Session 5	<p>Innovating with University</p> <p><i>Michael Pratt</i>, Director, Boston University, Office of Corporate Business Development</p> <p>www.bu.edu</p>
3:45 PM	<p>Depart from BU by Bus to Radisson Hotel Boston</p>
6:00 PM	<p>Meet in Lobby of Radisson Hotel Boston for guided tour of Boston by 'Duck', (amphibious bus). Duration: Approx. 1:45 hours</p> <p>www.BostonDuckTours.com</p>
7:45-9:45 PM	<p>Lobster Dinner at Union Oyster House, Faneuil Hall</p> <p>www.unionoysterhouse.com</p>
	<p>Return to Radisson Hotel Boston on foot or by taxi. Approx. 15 minute walk</p>

<p>8:30 AM</p>	<p>Meet in the Lobby of Radisson Hotel Boston. Please check out and store your luggage in the luggage room in the Reception area. We will do a 10 minute walk to our host:</p> <p style="text-align: center;">Choate Hall & Stewart LLP</p> <p style="text-align: center;">Two International Place</p> <p style="text-align: center;">Boston, MA 02110</p> <p style="text-align: center;">+1-617-248-5000</p> <p style="text-align: center;">www.choate.com</p>
<p>9:00-10:00 AM</p> <p>Session 6</p>	<p style="text-align: center;">Trends in integration of medicine and innovative technology</p> <p style="text-align: center;"><i>Janice Crosby</i>, Director Business Development, Center for Integration of Medicine and Innovative Technology (CIMIT)</p> <p style="text-align: center;">www.cimit.org</p>
<p>10:00-12:00 AM</p> <p>Session 7</p>	<p style="text-align: center;">Business formation, partnering and contracting in the US</p> <p style="text-align: center;"><i>Charles J. Johnson</i>, Practice Group Leader and Chair of the Choate’s Business & Technology Group.</p> <p style="text-align: center;">Patent strategies in Medtech</p> <p style="text-align: center;"><i>John Lanza</i>, Practice Group Leader and Chair of Choate’s Intellectual Property Group.</p> <p style="text-align: center;">www.choate.com</p>
<p>12:00-1:30 PM</p>	<p style="text-align: center;">Networking lunch at Choate Hall & Stewart LLP</p>
<p>1:30-3:00 PM</p> <p>Session 8</p> <p>Coffee break included</p>	<p style="text-align: center;">Developing your marketing and sales plans for the US Market</p> <p style="text-align: center;"><i>Bruce Diamond</i>, Sales Training Director, Medtronic</p> <p style="text-align: center;">www.medtronic.com</p>

<p>8:30 AM</p>	<p>Meet in the lobby of Radisson Plaza Hotel. Walk 3 ½ blocks (approx. 10 minutes) to our Host: Fredrikson and Byron, P.A. 200 South 6th Street, Suite 4000, Minneapolis. +1-612 492 7000 www.fredlaw.com</p>
<p>9:00 - 9:15 AM Session 1</p>	<p>Welcome to Minnesota <i>Kermit Nash</i>, Attorney, Fredrikson and Byron, P.A. <i>Rolf W. Hansen</i>, Consul General of Norway, Minneapolis</p>
<p>9:15-9:45 AM Session 2</p>	<p>Market driven innovation in practice - short overview <i>Mark Knudson</i> CEO/Founder, EnteroMedics Inc. www.enteromedics.com</p>
<p>9:45-10:45 AM Session 3</p>	<p>INTERACTIVE CASE STUDY: EnteroMedics Inc. Developing new products based on clinical needs: The Case of EnteroMedics <i>Speaking for EnteroMedics: Mark Knudson, Mark Stultz, Tim Conrad, Richard R. Wilson et al.</i></p>
<p>10:45-11:30 AM Session 4 Coffee break included</p>	<p>How we structured and initially funded Enteromedics <i>Mark Knudson and Greg Lea</i></p>
<p>11:30-12:15 PM Session 5</p>	<p>How to get FDA approval? <i>Linda Alexander</i>, CEO/Founder, Alquest www.alquest.com</p>
<p>12:15-1:15 PM Session 6</p>	<p>Networking Lunch at Fredrikson and Byron, P.A.</p>

1:15-2:00 PM Session 7	How to perform a "good" clinical trial? Abroad and in the US <i>Linda Alexander</i>
2:00-3:30 PM Session 8	How do we get paid for our product? Working with KOLs and publication strategy <i>Mark Stultz</i>
3:30-4:00 PM Session 9	Thinking strategically for long term success <i>Ivar Sorensen, Partner, The M&A Group and Blair Mowery, CEO, MedicalCV Inc.</i> www.themergergroup.com
4:00 PM	Walk 3 ½ blocks from Fredrikson and Byron, P.A. back to Radisson Plaza Hotel
6:30 PM	Meet in the Lobby of Radisson Plaza Hotel to depart by bus for dinner: Generously hosted by the Norwegian Consul General, Rolf W. Hansen at his Residence
09:30 PM	Return to Radisson Plaza Hotel by bus

<p>8:30 AM</p>	<p>Meet in Lobby of Radisson Plaza Hotel. Walk 3 ½ blocks (approx. 10 minutes) to our Host: Fredrikson and Byron, P.A.</p>
<p>9:00-9:45 AM Session 10</p>	<p>Presentation of the University of Minnesota and Norwegian Links <i>Robert Elde, Dean, College of Biological Sciences, University of Minnesota</i> www.umn.edu</p>
<p>9:45-12:00 PM Session 11 Coffee break included</p>	<p>Interactive Workshop Part 1: Revising your US Business Plan</p> <p>How have the last days' lessons affected Your company's US business plan? Now is the time and opportunity to revise or develop Your US business plan with the help of the Faculty and experts from Fredrikson and Byron, etc. Each company has the opportunity (together with Faculty) to revise relevant aspects of their US business plan and to put together a 10 minute slide presentation highlighting a US market entry strategy.</p> <p>Mark Knudson will provide a demo pitch as a guide to Your US market entry elevator pitch!</p> <p><i>Moderator: Brian Moore, Attorney, Fredrikson and Byron, P.A.</i></p> <p><i>Assistant Faculty: Ivar Sorensen, Blair Mowery, Mark Knudson, Greg Lea, Rich Wilson, Linda Alexander and experts from Fredrikson and Byron et al.</i></p> <p>Issues that might be addressed with Faculty and incorporated in Your plan and pitch:</p> <p><i>Intellectual Property Protection and Prosecution. Navigating the Patent and Trademark Office to protect your IP in the U.S.</i></p> <p><i>Regulatory and Price Reimbursement Issues. Navigating the FDA and its requirements for the marketing and sale of products in the U.S.</i></p> <p><i>Intellectual Property Transactions. Licensing your IP to others or the license of IP from others. Development agreements related to your IP or the IP of others.</i></p> <p><i>Marketing Arrangements. Distribution and sales representative agreements in the U.S.</i></p> <p><i>Supply Arrangements. Supply and OEM arrangements in the U.S.</i></p> <p><i>Corporate/Exit Strategies. Corporate structuring, acquisition/disposition transactions, public offerings, raising funds and joint venture arrangements in the U.S.</i></p>

	<p><i>Employment. Employment practice in the U.S.</i></p> <p><i>Real Estate. Leasing/owning real property in the U.S.</i></p> <p><i>Immigration. Immigration to the U.S.</i></p>
<p>12:00-1:30 PM</p> <p>Session 12</p>	<p>Networking Lunch with Faculty and Invited Guests</p> <p>Luncheon Key Note: Medistim's trials and tribulations in expanding to the US</p> <p><i>Howie Milstein, President, MediStim Inc.</i></p> <p>www.medistim.com</p>
<p>1:30-3:30 PM</p> <p>Session 13</p> <p>Coffee break included</p>	<p>Interactive Workshop Part 2: Presenting your Revised US Business Plan</p> <p>Companies asked to do an <u>informal presentation</u> of their US business plan through a 10-15 minute pitch to the Faculty and other invited parties. Useful feedback in a friendly and non-hostile environment!</p> <p>Moderator: <i>Brian Moore, Attorney, Fredrikson and Byron, P.A.</i></p> <p><i>Assistant Faculty: Howie Milstein, Ivar Sorensen, Blair Mowery, Mark Knudson, Greg Lea, Rich Wilson, Linda Alexander and reps. from Fredrikson and Byron et al.</i></p>
<p>3:30 PM</p> <p>Session 14</p>	<p>Wrap Up and Concluding Remarks</p> <p>Scheduled and ad hoc one-to-one meetings with Faculty or other invited parties to answer Your specific questions on business strategy and planning.</p> <p>Moderators:</p> <p><i>Kermit Nash, Attorney, Fredrikson and Byron, P.A.</i></p> <p><i>Sander J. Tufte, Managing Director, Innovation Norway Boston</i></p>
<p>5:45 PM</p>	<p>Meet in the Lobby of Radisson Plaza Hotel. Short walk to Dakota Jazz Club for Dinner</p>
<p>Return in the Evening to Radisson Plaza hotel by own means. No bus</p>	

Friday, April 11

Minneapolis, MN

9:00 AM

Meeting with *Judith Hickey*, President, Princeton Reimbursement Group

Session 15

At: 7650 Edinborough Way, Suite 550 (near the Airport)

Minneapolis, MN 55435

+1-800-456-4350

www.prgweb.com

By Appointment

Meetings with Faculty or other parties that can help further with Your specific questions or business strategy

Return to Norway or further travels

Event Organizer Contact Details:

Linda Pederson, MFA Minneapolis, linda.pederson@mfa.no +1 612 332 3338

Sander J. Tufte, IN Boston, satuf@innovasjon Norge.no +1 617 818 3900

Bente Bogaard, IN Boston, bebog@innovasjon Norge.no + 1 617 230 2700

Knut Larsen, IN Oslo, knut.larsen@innovasjon Norge.no +47 90 03 02 20



On the occasion of the visit to Minneapolis by Norwegian companies and delegates
for the US- Norwegian Medtech business event

The Consul General of Norway
Mr. Rolf W. Hansen and
Mrs. Ingeborg Sundet

have the pleasure of inviting you to a buffet dinner

Wednesday, April 9, 2008, 7:00 PM
at the residence of the Consul General
2700 Stone Arch Road, Wayzata, MN

Dress: Business Attire

DOWNTOWN MINNEAPOLIS, MINNESOTA SKYWAY SYSTEM

