



# BIOBUSINESS

HAVANA · CUBA 2019

November 25<sup>th</sup> to 27<sup>th</sup>, 2019 / Tryp Habana Libre Hotel

An international workshop on business development in biotechnology and pharma industries organized by the Group of Biotechnology and Pharmaceutical Industries of Cuba (BioCubaFarma) and supported by the United Nations Industrial Development Organization's Investment and Technology Promotion Office in Italy (UNIDO ITPO Italy) will be held in Havana on November 25th to 27th, 2019



*Alliance Building*

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## GROUP OF BIOTECHNOLOGY AND PHARMACEUTICAL INDUSTRIES IN CUBA

The pharmaceutical and biotechnology sectors in Cuba have a worldwide reputation thanks to their high standards of innovation and quality. BioCubaFarma is integrated by 32 companies, which in turn have 61 production lines and more than 20 000 employees. BioCubaFarma has a consolidated international presence, with 740 products registered in 56 countries, more than 2500 patents and patent applications worldwide and exports in more than 40 countries.

The main products in its portfolio are biopharmaceuticals for the prevention and treatment of different diseases, such as cancer, infectious and cardiovascular diseases, diabetes, as well as diagnostic reagents and medical equipments. In addition, it has a wide portfolio of innovative projects in different stages of development, both for human health, as well as animal and agricultural use. The high scientific level of human resources in the Cuban biopharmaceutical industry guarantees the quality and competitiveness of its Projects.

BioCubaFarma is currently part of joint-venture companies with foreign partners in China, Singapore, Thailand, Spain, and also in Cuba, in the Mariel Special Development Zone.

The Portfolio of Opportunities for Investment in Cuba offers several options to be inserted as an investor in the new companies to be incorporated in the hub of Mariel Special Development Zone in Cuba.

However, no small country can afford fast development to the marketplace of all product candidates emerging from research laboratories. An international alliance network is mandatory!

## ABOUT THE BIOBUSINESS

In the BioBusiness workshop, participants will be able to acquire valuable information first-hand, through a series of presentations of the Group's projects and direct exchange with representatives of BioCubaFarma companies.

The foreign attendees companies can also expose their strengths and abilities. This workshop can turn into an excellent exchange opportunity in order to look for beneficial alliances between all the participants, foreigners and Cubans.

- **Day 1:** Presentations of BioCubaFarma companies: Their products, R&D projects for co-developments or other business models, Foreign Investment proposals and aims for alliance-building.
- **Day 2:** Presentations of foreign attendees companies: Their current products and projects, but also about their policies and goals for alliance-building, and the diverse business models which can be conceived.
- **Day 3:** Bilateral meetings.

## FIVE REASONS TO ATTEND

Participants will have the opportunity to:

1. Understand closely the landscape of biotechnology and pharmaceutical industries in Cuba.
2. Know personally the main actors and their viewpoints.
3. Identify where are there complementary capacities and attractive on-going projects, in both sides.
4. Express proposals and concerns about business models.
5. Have bilateral conversations for drafting main lines of cooperation and paths for further negotiation

## LOGISTICS

- There will not be registration fee.
- Lunch at the conference venue will be served free of charge during the days of the conference
- Hotel accommodation should be covered by the participants.

## VENUE

The BioBusiness workshop will be held in a salon of the Tryp Habana Libre Hotel at Vedado, the comfortable metropolitan area in the city center.