

## **Go4Europe Conference: Growing an Innovative Medtech Business Through Financing, Strategic Partnerships and M&As**



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TEL AVIV, Israel--(BUSINESS WIRE)--The 8th Go4Europe conference, to be held on March 15, 2010 in the Tel Aviv Hilton, will include a life sciences panel titled: "Growing an Innovative Medtech Business through Financing, Strategic Partnerships and M&As." The panel will be chaired by Dr. Alexandra V. Eberhard, Partner at Cukierman & Co. Life Sciences, and its members will include Jean-Frédéric Berthoud, Managing Director of DEV; Eyal Lifschitz, CEO of Peregrine Ventures; Dr. Nissim Darvish, Senior Managing Director of Orbimed; and Didier Toubia, CEO of NLT.

The European medical devices industry market represents about 25% of the global market, with more than 400 million consumers, and is expected to grow at a rate of approximately 7% over the coming 5 years. The life sciences panel will discuss the key success factors of medtech companies within the dynamic, demanding environment they operate in, for example: innovating by developing new applications and market opportunities; launching one product per year; leveraging technologies to expand product range and sustain growth; adjusting to and taking advantage of changing market dynamics; diversifying sources of income, and reducing exposure to risks.

The panel will also deal with the medtech companies' need to simultaneously tackle a variety of challenges, including: using capital more efficiently; adapting their business strategies to a changing regulatory environment; adjusting investment strategies to accelerate the diversification process; gradually diversifying their portfolio strategy to reduce exposure to one predominant division; keeping R&D programs alive; staying focused on what they do best and resisting temptation to enter new markets prematurely; embracing innovation in their business models; finding new methods to demonstrate product value; and continuing to be a partner of choice and delivering unique value to gain market share. The Go4Europe conference is jointly organized by Cukierman & Co. Investment House and the Catalyst Private Equity Fund. Cukierman Investment House focuses on raising European capital for investment in Israeli companies. Cukierman & Co. also has an Asset management activity, a family office service and a consulting service to Israeli and European companies and governmental bodies. The Catalyst Fund invests in mature Israeli companies and provides them with the financial resources they require to lead the markets in which they operate.

