

Elixir Innovation and SME forum

How to preserve the attractiveness of Medicon Valley

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Today's messages

- Talented people with the right skillset, experience and attitude are key for jobs, growth and prosperity in Denmark and Sweden
- A region like Medicon Valley is competing with many other similar geographies on attractiveness for talent
- Medicon Valley is under pressure for job creation and growth
- Medicon Valley has a lot of strongholds, but we need to create synergy between them and make theme more visible internationally

Why discuss Attractiveness?



Novo Nordisk plans to hire 6.000 new employees in Denmark



Af [Vibeke L. Svansø](#)

11. juni 2014, 09:00

Novo Nordisk plans to hire 6.000 new employees in Denmark the next eight years, if they can find the talent and competencies locally. There is a talent deficit in Denmark according to a recent survey conducted by the pharmaceutical company Novo Nordisk.

Why discuss Attractiveness?



 **Berlingske** Tidende

Shortage of foreigners will cost Danish jobs



[Laurits Harmer Lassen](#) and [Rikke Brøndum](#)

18. November 2014, 22:30

Denmark's largest companies expect that shortage of skilled labor is a surging problem. It will cost Danish jobs, according to a new survey.

Shortages of skilled employees will send loads of jobs to foreign countries, and inhibit growth at home the next few years. A new survey of 38 HR directors, from the country's largest companies, shows that 1/3 in the future will consider placing several Danish activities abroad due to lack of qualified personnel.

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Talent is key

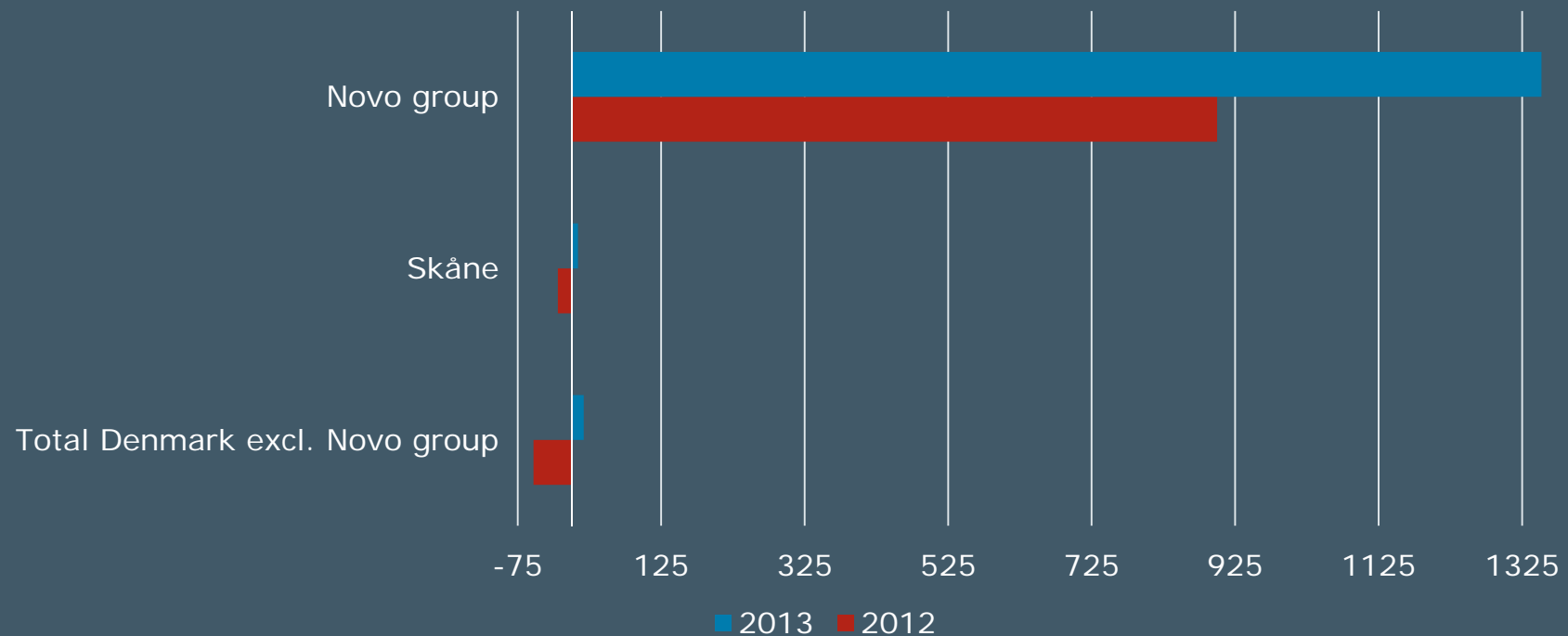
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Talent wants to be with talent



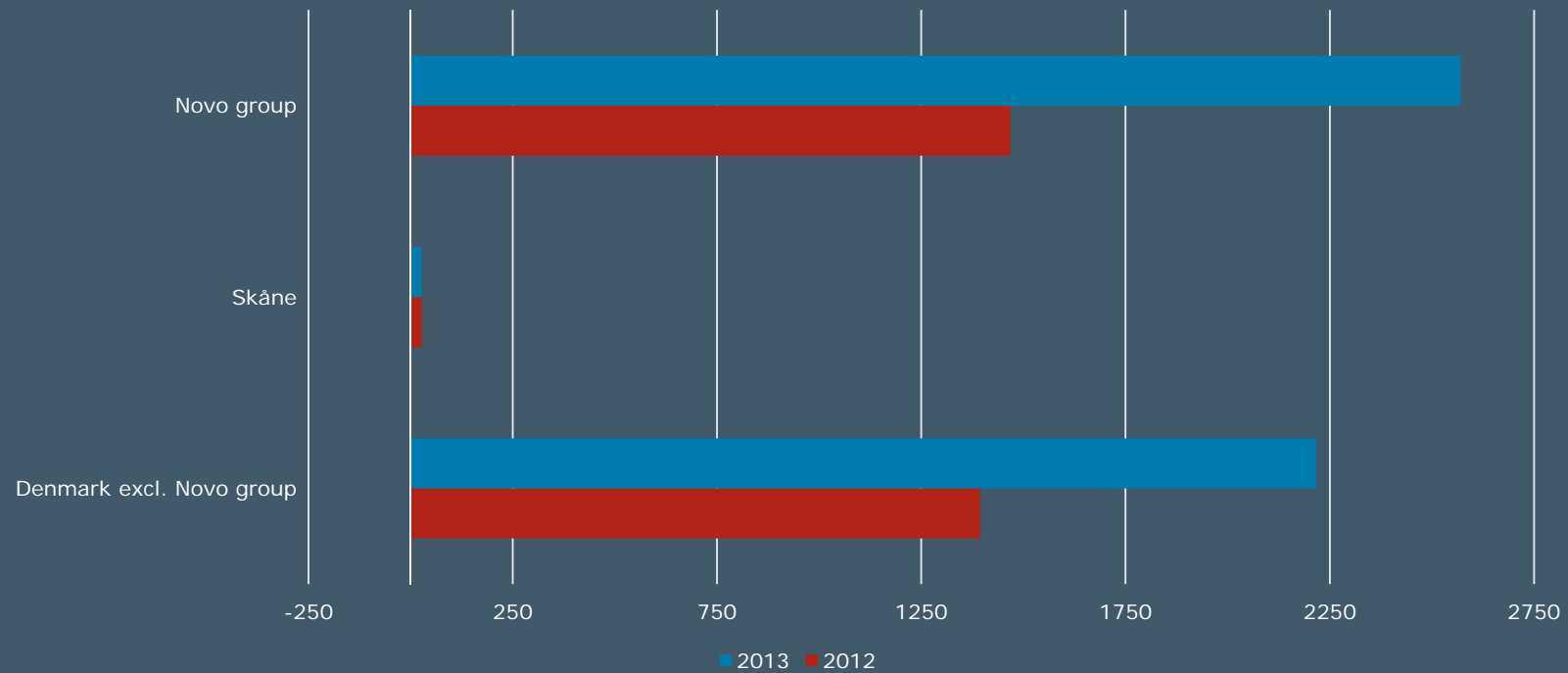
Job creation in DK and Skåne

Job creation in the largest life science companies in Denmark and Skåne



Job creation abroad

Job creation abroad by Danish/Skåne based life science companies



Attraction



EXPERIENCES



WORK/LIFE
BALANCE



CAREER

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Attractivity components

Academic environment

- Impact of universities and top tier researchers
 - University LIFE and MED ranking
 - Highly cited researchers
 - Publications
 - Pay after graduation
 - Shared with Society impact
 - %GDP spend on R&D
 - Shared with Innovation space

Innovation space

- Possibility of turning ideas into business and getting the proper aid in the process
 - %GDP spend on R&D
 - Shared with Academic environment
 - Index of Innovation
 - Innovation capital, Biotech
 - Venture Attractivity Index
 - Patents pr. million capita
 - Shared with Industrial setting

Society impact

- The softer sides of life, social security e.c.t.
 - Pay after graduation
 - Shared with Academic env.
 - Prosperity index
 - Best city to live in
 - English proficiency
 - Employees within life science
 - Shared with Industrial setting

Industrial setting

- The strength of the industry and chances for a blossoming career
 - Patents pr. million capita
 - Shared with Innovation space
 - Pipeline drugs in Phase III
 - Ease of doing business
 - Pharma market revenue
 - Employees within life science
 - Shared with Society impact

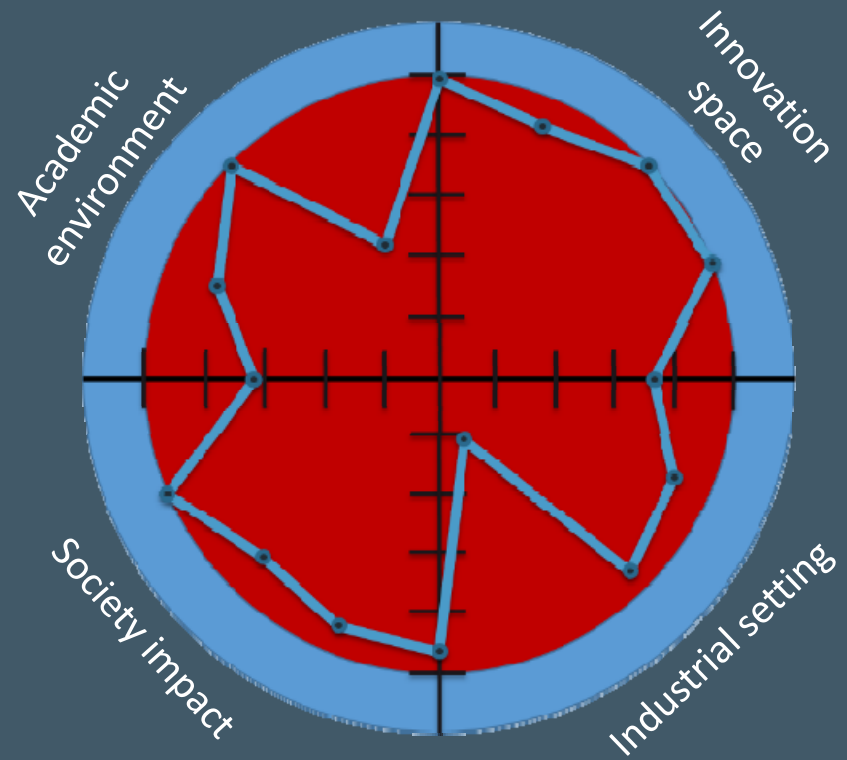
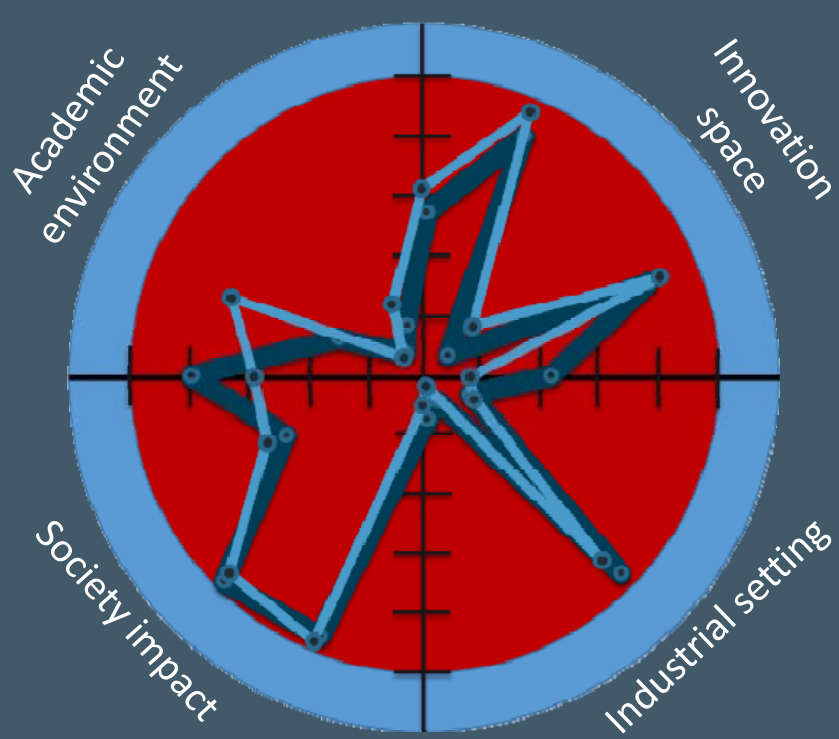
The attractiveness of Medicon Valley

Denmark/Sweden



— = Sweden
— = Denmark

Medicon Valley vs. Massachusetts



Attraction of Medicon Valley



Copenhagen
Science City

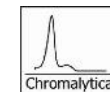


ESS & MAX IV

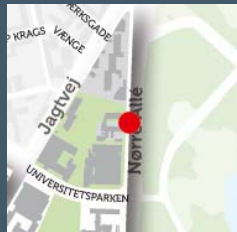


Medicon Valley
Centers of World
excellence

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Copenhagen Science City



Pharma Science Center

Size: 5,100 m²
Budget: DKK 0.2 billion
Deadline: 2015



Extension of Copenhagen University Hospital

Size: 76,100 m²
Budget: DKK 2.4 billion
Deadline: 2018



Mærsk Building

Size: 37,200 m²
Budget: DKK 1.6 billion
Deadline: 2015



Niels Bohr Building

Size: 52,000 m²
Budget: DKK 1.5 billion
Deadline: 2016

MAX IV & ESS



- 100 times more efficient than any existing comparable synchrotron radiation facility in the world
- Close to a 1000 scientists will come to the MAX IV Laboratory every year
- Research in areas such as physics, chemistry, geology, engineering, medicine, materials science, structural biology and nanotechnology
- ESS will be the world's most powerful neutron source
- MAX IV and ESS will form a hub in the European research infrastructure
- ESS is expected to be fully operational in 2020

Novo Nordisk Foundation

Grants 2013: EUR 474 mio.

Grants 2012: EUR 523 mio.

Grants 2011: EUR 358 mio.

NOVO NORDISK FOUNDATION CENTER FOR PROTEIN RESEARCH

The Center focuses on finding the molecular causes of a range of diseases to contribute to developing more effective treatment.

DANISH NATIONAL BIOBANK

The Biobank gives access to 15 mill. samples from the health care system and creates new perspectives for health science research.

NOVO NORDISK FOUNDATION SECTION FOR BASIC STEM CELL BIOLOGY

The Center is conducting basic research on stem cells to develop new methods for treating diabetes and cancer.

NOVO NORDISK FOUNDATION CENTER FOR BIOSUSTAINABILITY

The Center aims to develop new knowledge and technologies that can help create a more sustainable and biologically based society.

NOVO NORDISK FOUNDATION CENTER FOR BASIC METABOLIC RESEARCH

The Center carries out research on human metabolism with the aim of generating new knowledge to defeat diabetes and obesity.

Medicon Valley Beacons

Collaborating regionally to compete globally



MEDICON VALLEY
BEACONS

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Creating Opportunities



THE EUROPEAN
UNION
The European
Regional
Development Fund



Interreg IVA
ØRESUND - KATTEGAT - SKAGERRAK

invest in skåne

part of business region skåne

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DRUG
DELIVERY

Drug delivery is a formulation or a device that optimize the therapeutic effect, safety, and/or compliance of an active pharmaceutical ingredient



IMMUNE
REGULATION

Immune regulation enables the treatment of a wide range of disabling diseases such as cancers, allergies, autoimmune and immunodeficiency diseases by blocking or controlling immune responses



STRUCTURAL
BIOLOGY

Structural biology seeks to visualize the three-dimensional atomic structure of biological molecules, such as proteins, in order to understand their functions, properties and interactions



SYSTEMS
BIOLOGY

Systems biology is the study of how different components, such as molecules, genes or cells, in a biological system interact and how their interactions shape the function and behavior of the system

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Why the Medicon Valley Beacons?

Complexity



Cooperating across specialty and level

Clever networking



Neutral, good language and travelling skills

Convergence



Combing different areas of technology, ex. IT and pharma

Specialization



Finding areas of expertise, f. inst. diabetes

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LET US MAKE MEDICON VALLEY STRONGER TOGETHER

Medicon Valley Alliance
– an organization for the entire life
science community in Medicon Valley

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Creating Opportunities