



## INVITATION / REGISTRATION

The BSCC Basel Chapter in association with Deloitte AG takes great pleasure in inviting you and your friends to

### Winning in MedTech: an evening event in Basel

Bellerivestrasse 209

CH-8008 Zurich

Email: [info@bscc.co.uk](mailto:info@bscc.co.uk)

Website: [www.bscc.co.uk](http://www.bscc.co.uk)

**Thursday, 3<sup>rd</sup> February 2011**

Hotel Ramada Plaza, Messeplatz 12, 4058 Basel (Room Geneva 4)

16.30: Registration

17.00 – 19.00: Seminar / Panel discussion

19.00 – 20.00: Apéro riche

Our guest speakers and their topics will be:

**Welcome** by Christian Leemann, Managing Director, Chemgo Organica AG  
Member of the Basel Chapter Committee, British-Swiss Chamber of Commerce

**Challenges & opportunities for innovation management in the MedTech Industry**  
Beatus Hofrichter, MedTech Sector Lead, Deloitte AG

**Improving cost/benefits in diagnostics through innovation**  
Fabian Käser, CEO, Calosens AG

**Innovative product portfolio offerings and extended value creation for the Healthcare sector**  
Eric Perucco, CEO, Stryker Osteonics AG, Switzerland

**The new ways of selling in Medtech**  
Dr. Heiko Visarius, Director, Medtronic, Europe

**Insights on NHS White Paper 2011 - New innovation investment regulation**  
Margaret Parton - UK Trade & Investment

**Panel Discussion** moderated by Robert Reppas, Life Science Leader Switzerland, Deloitte AG

**Apéro Riche**

**Please register online:** [www.bscc.co.uk/events](http://www.bscc.co.uk/events)

Scroll down to the event on the Forthcoming Events page and click on the "Register Online" link.

You can request an e-mail confirmation, manage your own booking, including the registering of guests and if necessary cancel your booking before the registration/cancellation deadline.

Credit card details are requested to secure your booking, and following the event your credit card will be debited.

**Registration & cancellation deadlines:** Tuesday, 1<sup>st</sup> February 2011. Unfortunately, registrations received after this date can no longer be accepted. Please note that there is a full no-show/late cancellation charge.

**Participation fee** (including VAT): **CHF 85.--** for members and their guests and **CHF 95.--** for non-members. (VAT No: 354 166). No payments can be taken on the day of the event.

*Kindly sponsored by*

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