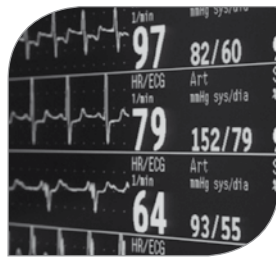
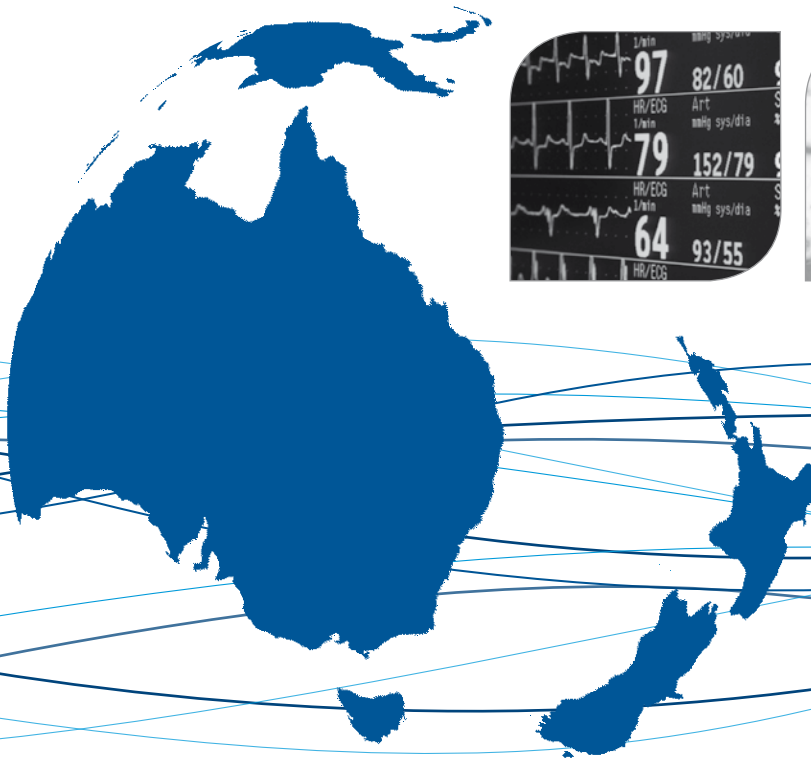


Global ambition:

achieving business growth in
New Zealand and beyond

27–28 February 2012, The Langham Hotel, Auckland

REGISTRATION FORM INSIDE or Register online at www.mtanz.org.nz



medical technology
ASSOCIATION OF NEW ZEALAND



Invitation

The Medical Technology Association of New Zealand and the New Zealand Health IT Cluster are delighted to be working in partnership to deliver this conference which looks to building medical technology and health IT businesses bigger, better and faster.

Across the developed world, health technologies face a perfect storm of heightened regulatory scrutiny, aggressive procurement practices and health systems under increasing demand and cost pressure.

Innovative technologies are part of the solution for sustainable healthcare delivery.

Global ambition: achieving business growth in New Zealand and beyond offers an unparalleled opportunity for you to hear from a wide range of exceptional international and local speakers. Whether you are a representative from a well established company, an emerging company, or research and development organisation - this conference has been developed for you and presents a unique opportunity to interact with industry and sector peers from across New Zealand.

We look forward to seeing you at conference in February 2012.



Angela Pantano

Business Development Manager
Emerging Medical Technology, MTANZ



Dougal McKechnie

Chief Executive, NZ Health IT Cluster





Achieving business growth in New Zealand and beyond

Preliminary Programme

27 - 28 February 2012, Langham Hotel, Auckland, New Zealand

Registration opens at 7:30 am

Conference commences at 8:45 am

INVITED SPEAKERS

Ministerial Address

The emerging markets, in particular China, India and the ACEAN, are going to be essential for realizing the combined industries export collective goal to double current export revenues by 2015.

Hon Tim Groser

Minister of Foreign Affairs and Trade

Medical Device and Health IT innovation ; the role of the New Zealand Government in supporting the growth agenda

The combined industries export approximately \$800M per annum and our collective goal is to double this figure by 2015. This session will explore the contribution the New Zealand Government, the health system and the research, science and technology sectors will play in achieving this goal.

Prof Sir Peter Gluckman

Chief Science Advisor to the Prime Minister

Dr Murray Horn

Chair, National Health Board

Brett O'Riley

Deputy Chief Executive, Business Innovation and Investment, Ministry of Science and Innovation

Challenges of building capability and achieving business growth

Achieving our growth targets in these high-tech sectors will be challenging. How do companies achieve scale and business maturity in order to achieve the goal of doubling revenues by 2015?

This panel will explore the strategies employed by some of New Zealand's most successful companies, in the context of international economic and health system challenges.

Michael Daniell

Chief Executive, Fisher and Paykel Healthcare

Ian McCrae

Chief Executive, Orion Health

Dave Tinkler

Chief Executive, Emendo

Thorsten Engel

Consulting Partner and Healthcare Practice Leader, Deloitte

Global anti-corruption and bribery compliance best practices

Foreign anti-bribery laws are a hot topic for any New Zealand company whether you are supplied by an overseas principal; you are a branch of a multinational based in New Zealand, or a New Zealand Medtech manufacturer.

This session will give attendees an overview of foreign bribery laws now in place in the United States and the UK and their potential impact upon New Zealand businesses, especially those that have offices or operations in either jurisdiction.

Gerallt Owen

Partner, Head of International Regulatory and Corporate Crime, Crowell and Moring, London

Aaron Lloyd

Partner, Minter Ellison Rudd Watts



INVITED SPEAKERS

How do we achieve growth through workforce; strategies and approaches

To compete with the best in the world, our industries need the world's best talent. We need to attract and retain the top science graduates from New Zealand's tertiary education system, and consistently attract top-level professionals domestically and around the world.

Jann Watt
Director, de novo

Senior Representative
Department of Immigration

Senior Representative
University of Auckland

The importance of clinicians in innovation

This panel will explore the roles of clinicians in the innovation eco-system. In all steps from knowledge and ideas generation, research, R&D and formalised clinical trials, through to commercialisation; how do companies engage and draw on clinical expertise.

Dr Brendon Gray
Head of Medicolegal Services (New Zealand)
Medical Protection Society

Senior Representative
General Practice New Zealand

Associate Prof Andrew Holden
Director of Interventional Radiology
Auckland Hospital

Meet the investors

This panel will focus on investor and industry perspectives in securing funding at all stages in the medical device and health IT development lifecycle. Learn the key issues that are critical in the due diligence process and what can limit funding opportunities.

Gain knowledge on why companies get funded and what emerging and established companies can do to accelerate their products to the market.

Dr Jonathan Lasch
Executive Director, Alfred E Mann Institute
University of Southern California

Randal Barrett
Pioneer Capital Partners

Jay S. Kunin
Managing Director
Professional Health Technologies (USA) LLC

Dr Andrew Kelly
Executive Director
BioPacificVentures

Partnering for success

Successful health technologies are underpinned by collaborations between clinicians, research and industry. This session will illustrate the different types of partnerships that occur within the sector and why they have been successful.

Dr Jing-Min Liu
Executive Vice President
Industry Technology Research Institute

Dr Shaun Coffey
Chief Executive
Industrial Research Limited





INVITED SPEAKERS

Global economics in changing times

Tony Alexander, Chief Economist of the BNZ will provide insights on dealing in offshore markets, current challenges, trends and what he is seeing in the ever changing global markets.

Tony Alexander

Chief Economist, BNZ

New Zealand and the FDA Regulations

A new US Administration has ushered unprecedented changes at FDA which are having a profound impact on the New Zealand Medical Technology Industry. Join us in this session as we explore some of the changes, their impact and what you can do to prepare.

This session will explore a case study of a routine FDA inspection of a NZ medical technology company in 2009, which resulted in an inability to export any product into the US until 2011.

Paul Andreassi

VP Regulatory Affairs
Fisher & Paykel Healthcare

Janine Hunter

General Manager
Molteno Ophthalmics

**Protecting your Intellectual Property
in offshore markets**

TBA

How to win in the age of NOW**Simon Mundell**

Director, Results.com

Simon Mundell is the Co-Founder of RESULTS.com, a Strategy-Execution consultancy with offices in NZ, Canada and the USA. A contributor to The Economist and referred to as 'The Business Execution Experts', RESULTS.com assist companies to implement best practice 'Business Strategy & Execution' methodologies to fuel growth.

Research suggests that there will be more change in the next 20 years than there has ever been in the entire history of civilisation. Simon will demonstrate why in this unprecedented era of change the deciding factor will not be business as usual, but rather your company's ability to review, implement and execute strategy.

Simon's presentation will expose participants to some surprising thinking. He will provide a fresh perspective on developing STRATEGY and how to engage everyone in an organisations to EXECUTE the company's strategy.

Participants will leave with a simplified view of how to develop and implement an executable 'market leading' strategy combined with a template and tools to implement leading business execution rhythms, structures and disciplines in order to develop an 'execution culture' in their organisations.

Simon's presentation distils leading edge theory and best practice research from some of the world's leading researchers, and smartest business minds, presenting it in a usable and highly engaging way. Combined with many real-world examples of businesses achieving impressive and documented growth, the combination of research, examples and exercises enables participants to more easily implement this methodology in their company to see immediate results.



Science Programme

27 - 28 February 2012, Langham Hotel, Auckland, New Zealand

Runs concurrently with the business programme

The NZ Health Innovation Infrastructure today

The Innovation structure in NZ has undergone significant transformation in the last 18 months. In this session, stakeholder representatives of the innovation infrastructure will discuss their roles and contributions to the growth of the medical device industry.

Technology Sector Overviews and Opportunities

Assistive, Therapeutic & Rehabilitation Devices

This session will provide an overview of the global opportunities, work undertaken around New Zealand, and prospects for companies by science leaders in Assistive, Therapeutic & Rehabilitation Device Technologies.

Tissue Engineering & Regeneration Medicine

This session will provide an overview of the global opportunities, work undertaken around the nation, and prospects for companies by New Zealand science leaders in the field of Tissue Engineering and Regeneration Medicine.

Imaging & Sensing

Imaging & Sensing is one of the largest areas of focus in medical device technologies and one where New Zealand research has contributed strongly towards. In this session, New Zealand science leaders will provide an overview of the global opportunities, work undertaken around the nation and prospects for companies in this field.

Centre for Medical Device Technology (CMDT) Network Forum

This session will discuss strategies and on how NZ Inc should progress the three Research Themes discussed during the conference.



Registration

Online registration available at www.mtanz.org.nz

Global ambition: achieving business growth in New Zealand and beyond

Monday 27 - Tuesday 28 February 2012 Langham Hotel, Auckland, New Zealand

Registration opens at 7:30 am. Conference commences at 8:45 am.

Registration Details

Surname Title First Name

Position

Organisation

Postal Address

City Post Code Country

Tel (daytime) Fax Mobile

Email

Special Requirements (dietary, wheelchair access etc)

The Privacy Act 1993 requires that, before your name, address and email details can be published in the list of delegates either for distribution to fellow delegates or any other party, you must give your consent. If you DO NOT wish your name and details to be included in the list of delegate, please tick .

Note: Your full name will be uploaded onto the conference mobile app 'showgizmo'.

Registration Fees (All prices quoted are in NZ\$ and are GST inclusive)

MTANZ / NZHITC Member \$395.00 Non Member \$495.00

* Registration fee includes NZ Health Technology showcase and cocktails.

Conference Dinner (All prices quoted are in NZ\$ and are GST inclusive)

Conference Dinner Yes, I will attend No, I will not attend

Monday 27 February 6.30pm - 11.00pm

The Great Room, The Langham | No. of tickets at \$100.00 each TOTAL \$

Payment (All prices quoted are in NZ\$ and are GST inclusive)

Please note your registration fee must accompany the completed registration form. Faxed registrations are acceptable only if payment is by credit card. I wish to pay my registration by credit card (debits will appear on your statement as "Workz4U Ltd)

Visa Mastercard AMEX

Card Number

Expiry Date

Cardholder Name

Signature

REGISTRATION FEE \$

SOCIAL FUNCTION \$

TOTAL ENCLOSED \$

Thank you for your registration, please forward your completed registration and payment to the Conference Managers:

Workz4U Limited PO Box 17130, Greenlane Central, Auckland 1546 New Zealand.

T: +64 9 917 3653 F: +64 9 917 3651 conferences@workz4u.co.nz www.workz4uconferences.co.nz

NZ health technology showcase and cocktails

27 February, 5.00-6.30 pm, Langham Hotel, Auckland

New Zealand has a strong global reputation for having developed innovative and agile solutions and products in response to health system challenges. Collectively industry members generate offshore revenues of around \$800 million per annum and there is significant scope to build on this success.

This event will profile our research and science capabilities and individual company's products, services and solutions. It is being held in conjunction with the *Global ambition: achieving business growth in New Zealand and beyond* conference.

The audience at this showcase event will include:

- New Zealand health system clinical leaders, funders and decision-makers - including the National Health Board, National Information Clinical Leadership Group, the Ministry of Health, and District Health Boards
- Crown Research Institutes and Universities
- Ministry of Science and Innovation
- New Zealand Trade and Enterprise
- Economic development agencies from across New Zealand
- *Global ambition* conference delegates
- Medical technology and health IT colleagues and peers

To enquire about profiling your products, services and solutions at this event contact, either:

Angela Pantano, Business Development Manager, MTANZ angela@mtanz.org.nz

Dougal McKechnie, Chief Executive, New Zealand Health IT Cluster d.mckechnie@healthit.org.nz



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