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## **OneMedForum New York 2011 to Bridge Atlantic**

### **Leading Healthcare and Life Science Companies Assemble in New York For 2<sup>nd</sup> Annual Trans-Atlantic Conference**

NEW YORK, March 29, 2011— **OneMedPlace** announced today that its mid-year conference, to be held June 23 -24, 2011, will focus on connecting promising companies from the US and Europe with leading US and European investors.

“The idea of a European Investment conference held in New York seemed like a very compelling idea and it has resonated,” said **Brett Johnson**, Founder of OneMedPlace and conference co-chair. “Some of Europe’s leading investors will be co-hosting and helping recruit the most promising growing companies in Europe. When added to our current network, we have the opportunity to present a truly outstanding group of companies. Close to 100 companies are expected to present.”

“We think it is of critical value for European medtech and healthcare companies to build relationships in the United States marketplace,” said **Daniel Bertholet**, Investment Manager with Endeavor Capital, Geneva, Switzerland; and conference co-chair. “As an institutional investor, I believe this conference provides an excellent opportunity to nurture relationships with the main players in the US healthcare ecosystem.”

According to German venture capitalist and advisory board member, **Thom Rasche**, “Europe is increasingly playing an important role for emerging US companies because as the US regulatory environment becomes challenging, US companies are finding it more effective to develop their products in Europe. The result is that Europe is fast-becoming the global center of gravity for development of medical technologies.”

As a global capital of finance, New York was chosen as the venue because it provides an efficient means for European investors and companies to connect with US financiers. In addition, for companies with global ambitions, organizers believe the conference can provide access to the key contacts on both sides of the Atlantic.

A key component of the event is bringing strategic (corporate) investors together with financial investors. Large corporate acquirers have increasingly become the exit strategy for financial investors. OneMedForum NY has organized an initiative “Speed Meeting” to facilitate connecting leading business developers.

**Erik Baas**, Geneva, Switzerland, who heads strategic investors recruiting for the conference, directed business development at Medtronic in Europe for over 8 years. “The increasing globalization of markets makes partnerships between emerging companies and strategic investors of critical value. A conference that connects the most promising companies with strategic investors from both Europe and the United States is a highly efficient use of time and is our objective,” Baas explained.

In addition to company presentations, the event will address critical information related to regulatory issues and building distribution. These topics which are at the core of success for companies in this sector will be addressed from both a European and US perspective, and the conference will offer case studies of how it has been done successfully.

Initial members of the Advisory Board of the 2011 OneMedForum include: **Daniel Bertholet**, Endeavor Vision, Switzerland; **Antoine Papiernik**, Sofinnova, France; **Thom Rasche**, Earlybird Ventures, Germany; **Anthony Sun**, Aisling Capital, US; **Josh Scheinfeld**, Lincoln Park Capital, US; **Otto Ankarcrona**, Investor Growth Capital, Sweden; **John Milad**, NBGI Ventures, United Kingdom; **Steven D. Weinstein**, Novartis Venture Funds, US. Leading the business development committee: **Erik Baas**, Switzerland, Former director business development, Medtronic, Europe; and **Don Urbanowicz**, US, former director business development, Stryker Corporation.

#### **About OneMedPlace**

OneMedPlace is a virtual community that connects emerging companies seeking capital, distribution, and visibility with investors and strategic partners looking for health and medical innovations to invest in, acquire, license, distribute, purchase or utilize. OneMedPlace uses an integrated set of tools including a database of over 8,000 companies and resources, biannual business development and investment conferences, video coverage of important healthcare events, and a weekly e-newsletter tracking the major trends in health care and the companies involved.

#### **About OneMedForum**

Founded in 2008, OneMedForum events are held biannually in San Francisco in January and in New York in June. They are designed to create a communications platform for emerging companies to connect with strategic partners and investors. OneMedForum New York was launched in 2010 which successfully brought together 74 promising private and microcap healthcare and life science companies with a wide range of investors and strategic partners. The OneMedForum NY was recognized previously by Mayor Michael R. Bloomberg as an important event supporting innovation in the healthcare and life science industries "giving them the support, guidance and information they need to raise capital and develop innovative new ideas." Mayor Bloomberg proclaimed June 29<sup>th</sup>- 30<sup>th</sup> 2010 in the city of New York as "OneMedForum Days."

For more information, please visit [www.OneMedPlace.com](http://www.OneMedPlace.com)

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