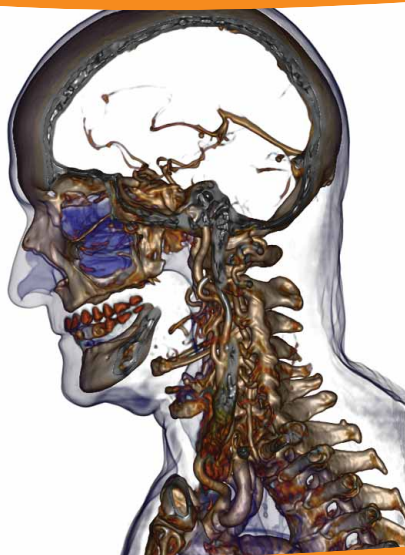


enterprise europe
London

Biotronics 3D™
Analyze - Collaborate - Discover

Enterprise Europe Network London and Biotronics 3D



Business Support on Your Doorstep



European Commission
Enterprise and Industry



C A S E S T U D Y

ENTERPRISE EUROPE NETWORK

Enterprise Europe Network is a vast consortia of 572 member organisations across 45 countries, offering a broad range of support to companies hoping to engage more effectively with Europe. Regional consortia in each country consist of a variety of business development organisations, to offer assistance for companies ranging from new start-ups to established firms with complex R&D needs. Read how Enterprise Europe Network London – a partnership between GLE, LTN and London Chamber of Commerce & Industry – each offered specific support to London company Biotronics 3D.

Biotronics 3D is a London-based SME, active in the research, development and marketing of advanced, image-based diagnostic devices. The company provides cutting-edge software to improve healthcare by extracting diagnostic data and transforming it into usable information.

CEO Haralambos Hatzakis first approached Enterprise Europe Network London via the London Chamber of Commerce & Industry, seeking advice on international trade. A local company with global reach, Hatzakis was keen to find licencees and research partners across Europe. The company were then referred to LTN, the technology transfer arm of Enterprise Europe Network London.

"Developing innovation carries many risks and in a fast moving market like global diagnostics, no company has enough resources or skills in-house to maintain a position at the forefront of innovation," Hatzakis said. "It's important to leverage skills that exist 'outside the company' in the delivery of products with aggressive go-to-market timeframes. In the modern knowledge-based economy this is critical."

LTN provided a wide range of technology transfer support, posting Hatzakis's technology profiles on the bulletin board system and gathering 250 responses from across the UK and Europe. LTN also nominated Biotronics 3D as part of the UKTI R&D support scheme, which earned the company £5K in match funding to hire a consultant and find suitable funding bid partners for an FP7 application.

At this point, Biotronics 3D was referred to the funding experts at GLE who assisted the business in finding European partners for R&D and in the formation of two applications for FP7 funding. As a result of the partnerships built for one of these applications, and the training provided by Enterprise Europe Network London, Biotronics 3D has since brokered a deal with a global pharmaceutical company.

Hatzakis was later supported further by GLE through a funded market visit to France in 2010 where he was able to explore opportunities in the Loire region and also network with French and London biotech companies. As a result of the visit Biotronics 3D has been able to expand its client base to larger research organisations and NHS Trusts through working with Enteric, a bowel cancer research institute.

"We found the invitation to participate in the trade mission very beneficial – not just for meeting the French companies and researchers working in our sector – but for the networking between the other UK companies on the trip. It provided an excellent, focused networking opportunity," Hatzakis said.

The success of Biotronics 3D has led to an invitation to speak at a London Chamber of Commerce and Industry event, sharing knowledge on accessing EU funding and the prospects for UK SMEs. The future for Biotronics 3D looks promising, with Enterprise Europe Network London's assistance helping to create one job, safeguard another, and help facilitate the creation of two new product lines.

"Biotronics 3D tries to create a collaborative environment with other companies and research institutes following the principles of open innovation, and by doing that, these three partners promote London as a major international hub for biotech. Organisations like Enterprise Europe Network London help facilitate this process, and play an increasing role in helping our small company achieve its goals."

For more information on Enterprise Europe Network London and how we can help your organisation email innovation@gle.co.uk, phone 020 7940 1512 or visit www.een-london.co.uk

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