

## **Wisconsin “Where Biotech, Health & Data meet”**

### **German American Biohealth MeetUp BioCampus Cologne**

April 9, 2024 11:00 – 14:00 (Doors Open 10:30)

*The Corridor between Wisconsin’s capital Madison and the largest metropole – Chicago-neighboring Milwaukee has become a North American leader in Biohealth. The industry is growing across all subsectors including medical biotech, medical technology, diagnostics, analytics and digital health. Wisconsin is not only one of the largest diagnostics and analytics markets in the U.S. with among the highest funding potential in North America; it is also home to Merck’s biggest presence outside Germany, along with GE HealthCare, Epic Systems (the leading patient record operator in the U.S.), and a growing number of globally active businesses servicing the global biotech and pharma industries. For many European companies, Wisconsin has become an ideal and efficient hub for their operations. This Biohealth roundtable and meetup in Cologne offers a unique opportunity to learn firsthand about the opportunities related to the Wisconsin ecosystem, which has been recently been selected as a leading biotech hub in the U.S.*

**Location: BioCampus Cologne, Nattermannallee 1 , 50829 Cologne – Room Albert Magnus**

#### Agenda

- 10:30 Registration Opens**  
*Meet members of the Wisconsin delegation*
- 11:00 Welcome and Opening Remarks**  
**Missy Hughes**, Secretary of Economic Development, State of Wisconsin
- 11:15 Meet Wisconsin: Wisconsin’s Unique Biohealth Ecosystem**  
*Opportunities and Networks Where Biotech Meets Medical and Data*  
**Nicolas Paris**, Executive Committee Chair, BioForward Wisconsin (Cluster)
- 11:30 Shared Opportunities – From Personalized Medicine to Data-Driven Diagnostics**  
*Roundtable Discussion*  
**Missy Hughes**, Secretary of Economic Development, State of Wisconsin  
**Nicolas Paris**, CEO, Gilson Inc., and Executive Committee Chair, BioForward Wisconsin  
**Kurt Zimmerman**, Senior Director of Biohealth Industry Partnerships, University of Wisconsin-Madison  
**Stefan Peikert**, Director Europe WEDC Office Berlin
- 12:30 Q&A, Closing Remarks and Takeaways**  
**Next Steps – How Wisconsin supports European businesses in the U.S.**
- 12:50 Networking Buffet Lunch**  
**Informal and pre-arranged Meetings with the Wisconsin Delegation**  
*Meet members of the Wisconsin delegation in pre-arranged meetings (if interested, please inquire about matchmaking when you register for the event)*
- 14:00 Event Concludes**

## Who should attend?

- Biohealth companies and institutions with interest in transatlantic business opportunities
- Experts and company representatives active in diagnostics, lab automation, analytics and medical technology, or digital medicine
- Biohealth companies that are already located in the U.S.

## How to Register

<https://na.eventscloud.com/ereg/index.php?eventid=792965&>

*Registration Deadline: April 5, 2024*

## More about Wisconsin

<https://inwisconsin.com/key-industries-in-wisconsin/biohealth/>

<https://inwisconsin.com/invest-in-wisconsin/research-development/>

<https://www.bioforward.org/>

<https://inwisconsin.com/invest-in-wisconsin/>

<https://inwisconsin.com/doing-business-in-wisconsin/>

## Members of the Wisconsin Delegation

### Surfacide Manufacturing Inc.

Business activity: Health care, UV disinfection

### Dedicated Computing

Business activity: Health care, computing

## **For more information about the Delegation members, please contact:**

Anika Schneider

+49 30 403 687 618

[anika.schneider@wedc.onmicrosoft.com](mailto:anika.schneider@wedc.onmicrosoft.com)

## **For more information about the Event, please contact:**

Nils Künkler

+49 175 358 94 81

[nils.kuenkler@wedc.onmicrosoft.com](mailto:nils.kuenkler@wedc.onmicrosoft.com)



# BIOHEALTH

## BY THE NUMBERS



**14,000+**

health and life science degrees  
awarded in 2022

*Lightcast 2022.4 dataset using  
U.S. NCES IPEDS data*



**2,000+**  
**ESTABLISHMENTS\***



**51,000+**  
**JOBS\***

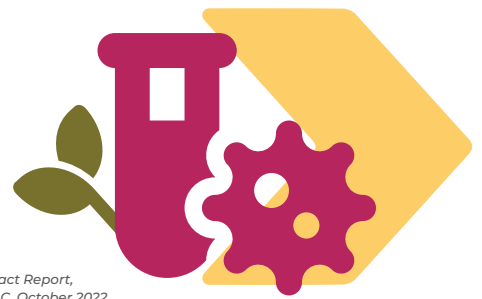


UW-Madison alone invests  
**\$1.3 BILLION**  
in research and development,  
70% of which is invested in biohealth.

*NCES Higher Education Research  
and Development Survey, FY21*

**\$1+ BILLION**  
**IN BIOSCIENCE**  
**RESEARCH & DEVELOPMENT\***  
statewide in 2021

*\*Wisconsin Biohealth Industry Landscape and Economic Impact Report,  
prepared for BioForward Wisconsin by TEconomy Partners LLC, October 2022.*



**250+**

medical device manufacturers  
located in Wisconsin

*BioForward 2022*



The Wisconsin economy  
supplies more than

**\$6 BILLION\***

in products and services  
to the state's biohealth industry.



**\$32 BILLION\***

economic impact of Wisconsin's  
biohealth industry



**INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.**

“ As in many areas of the country, workers are scarce, but Wisconsin is actively building links between the education system and employers. Nolato is an enthusiastic participant in the Career Cruising/Inspire program for middle school and high school students. In addition, the willingness of the technical colleges to listen and provide focused training and internships is powerful. Along with the superior quality of engineering graduates from UW-Stout, all of these factors have led us to the decision that Wisconsin is the right place to grow and expand. ”

**RUSSELL STEELE**

President/Managing Director  
Nolato Contour



# WISCONSIN BIOHEALTH MISSION TO GERMANY

**Darmstadt** • Monday, April 8, 2024

**Cologne** • Tuesday, April 9, 2024

**Munich** • Wednesday, April 10, 2024

## Company Directory

The presented Wisconsin-based companies will attend Roundtable events in Darmstadt and Cologne as well as analytica trade show in Munich.

For individual meetings, please contact

Anika Schneider

[anika.schneider@wedc.onmicrosoft.com](mailto:anika.schneider@wedc.onmicrosoft.com)

+49 30 4036876-18

**LOOK FORWARD** 

## Surfacide Manufacturing Inc.

[www.surfacide.com](http://www.surfacide.com)



### Business activity:

Healthcare, UV-Disinfection

Surfacide Helios UV-C Disinfection stands as the premier healthcare solution for environmentally disinfecting high-touch surfaces and objects in healthcare and pharmaceutical facilities vulnerable to contamination and bioburden.

Their state-of-the-art technology includes an advanced multiple emitter solution that outperforms competitors in proven claims, certified safety, and effectiveness.

They connect traditional manual cleaning methods with the potent disinfection capabilities of UVC. Surfacide streamlines the disinfection process, offering a user-friendly solution that is easy to set up and activate.

### Jeffry Veenhuis

President & CEO

### Address:

W226N918 Northmound Drive Suite  
300 Waukesha, WI 53186

**Phone:** 2628944911

### E-mail:

[jveenhuis@surfacidemfg.com](mailto:jveenhuis@surfacidemfg.com)

### Website:

[www.surfacide.com](http://www.surfacide.com)

### Unique Selling Proposition:

- Advanced multiple emitter
- User-friendly solution

### Cooperation objectives:

- Promote solution to opinion leading hospitals, clinics, labs
- Collaborate with opinion leaders in the field of hygiene management in the health care sector

**Gentueri Inc.**

<https://www.gentueri.com/>



**Business activity:**

Genetic testing, devices and kits

Gentueri manufactures devices and kits for biological sample collection.

The company stands as a prominent provider of advanced genetic testing solutions, serving laboratories engaged in forensics, animal diagnostics, nutrition, wellness, and ancestry research. Their commitment to innovation is evident through collaboration with clinical labs developing their kits and protocols.

Gentueri's injectable swabs redefine the sample collection process, ensuring high-quality, non-invasive samples with minimal manipulation. Recognized for their user-friendliness and error reduction, their products effectively streamline genetic testing procedures. Additionally, their accessories seamlessly integrate with existing lab instruments, optimizing workflow efficiency.

Gentueri goes beyond by offering state-of-the-art devices for long-term genetic sample preservation, guaranteeing stability for over twenty years at room temperature.

Envisioning a future where genetic testing is not only advanced but also accessible, we continuously push the boundaries of innovation and closely collaborate with labs to contribute significantly to genetic research across various fields. As a trusted partner, Gentueri is unwaveringly dedicated to enhancing the efficiency, reliability, and user-friendliness of genetic testing for laboratories globally.

**Randolph James Nagy**

CEO

**Address:**

312 Locust Drive  
Verona, WI 53593

**Phone:** 6084970366

**E-mail:**

[rnagy@gentueri.com](mailto:rnagy@gentueri.com)

**Website:**

<https://www.gentueri.com/>

**Unique Selling Proposition:**

- Storing samples at room temperature for decades
- High quality, non-invasive samples.
- Minimal manipulations needed,
- Seamless integration with existing processing instruments in laboratories

**Cooperation objectives :**

- Identify partners for selling and distribution
- Build cooperation with local manufacturers in the field of lab solutions

## Dedicated Computing

[www.dedicatedcomputing.com](http://www.dedicatedcomputing.com)



### Business activity:

Healthcare, Computing

Dedicated Computing is a premier provider specializing in the design and delivery of long life cycle computers customized to meet the rigorous regulatory standards of the healthcare industry across FDA, EU, and other territories. Our cutting-edge solutions are meticulously crafted to address diverse medical applications, ranging from lab diagnostics and DNA analysis to medical imaging, robotic surgery, and other modalities.

What sets them apart is the Global distribution of long life cycle computers that adhere to the medical regulatory requirements of FDA, EU, and other relevant territories. Dedicated Computing understands the critical importance of compliance and reliability in the healthcare sector, and their commitment is reflected in the development and deployment of cutting-edge computing solutions.

Dedicated Computing is at the forefront of technology, ensuring that their clients in the healthcare industry have access to innovative and reliable computing solutions that seamlessly integrate with unique applications and regulatory landscapes.

### Phil Spivey

CEO

### Address:

N26 W23880, Commerce Cir  
Waukesha, WI 53188

**Phone:** +1 262.953.1655

### E-mail:

[phil.spivey@dedicatedcomputing.com](mailto:phil.spivey@dedicatedcomputing.com)

### Website:

[www.dedicatedcomputing.com](http://www.dedicatedcomputing.com)

### Unique Selling Proposition:

- Distribution of long life cycle computers meeting FDA, EU, and other relevant medical regulatory requirements
- Focus on compliance and reliability in the healthcare sector

### Cooperation objectives :

- Identify partners requiring long life cycle computers