



Oslo Cancer Cluster

12

RESULTS FROM 2012

ANNUAL REPORT 2012 > FROM CANCER RESEARCH TO CURE



Norwegian
Centres of Expertise

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COLOPHON:

Editor and text: Susanne Werner, Marthe B Løberg, Oslo Cancer Cluster
Photo credit: Linda Cartridge, Alexander Hagstadius, Bente Prestegård, Dark Arkitekter, Shutterstock
Design and layout: Fete typer
Production: RK grafisk
Print run: 500
Published: April 2013

From the CEO:

A WINDOW OF OPPORTUNITY

Oslo Cancer Cluster is continuously expanding in terms of members, activities and results. In 2012 we were happy to see the cluster strengthened both geographically through i.e. the Norwegian University of Technology in Trondheim, and by all member types along the value chain. The cluster now includes important cancer milieus on a national level as well as strong collaboration partners internationally.

Our signature events R&D-meetings, Cancer Crosslinks, European Cancer Cluster Partnering and International Cancer Cluster Showcase, are all based on the strong support from cluster members and collaborators. These meeting places serve an important role as a platform for sharing knowledge, inspiring to new projects and alliances, as well as bridging the gap between academia and industry.

The overall aim of Oslo Cancer Cluster is to accelerate the development of new cancer diagnostics and medicines. Therefore, I am very pleased to see a 100 percent increase in clinical cancer studies in Norway 2012! Several startup companies in the cluster moved into first phase clinical trials only a few years after they were established. Highlights from established members also show strong progress, and millions in funding of important national projects show that we are evolving on several levels.

Through our main projects, as described in this year's report, we aim to boost clinical trials in Norway and improve public framework conditions for our members. We actively support our biotech members with networks, fund raising and talent in order to shorten the development time of new cancer treatments as well as securing Norwegian patients quick access to them.

Last, but not least, I am excited to say that in 2012 we could sign off on the Oslo Cancer Cluster Innovation Park. Opening in spring 2015, it will be a unique and leading environment for research, industry and education within life sciences. This is the time to push forward – it's our window of opportunity.



A handwritten signature in black ink, appearing to read 'Jonas', followed by a horizontal line.

Jónas Einarsson
Acting CEO, Oslo Cancer Cluster

A DEDICATED ONCOLOGY CLUSTER

Oslo Cancer Cluster is an oncology research and industry cluster dedicated to accelerating the development of new cancer diagnostics and medicines.

Oslo Cancer Cluster was established in 2006, and has over 70 members from Norway, as well as Northern Europe. In June 2007, the cluster became a Norwegian Centre of Expertise (NCE).

Our members represent the entire oncology value chain from bench to bedside, and comprise small biotechnology companies, large pharmaceutical companies, university hospitals, biobanks and registries, patient organizations, technology transfer offices and academic research institutions.

To achieve our vision and accelerate the development of new cancer diagnostics and medicines, we concentrate our work on the following strategic areas:

1. COLLABORATIVE NETWORKS & PARTNERING

Stimulate collaborations and partnerships by further develop strong national and international networks.

2. INNOVATION

Stimulate and support innovations and start-up activities.

3. ACCESS TO CAPITAL

Strengthen our member's ability to attract capital.

4. CLINICAL TRIALS EFFICIENCY

Contribute to improved clinical trial efficiency for our members.

5. PUBLIC POLICY

Strengthen governmental focus and improve public policies for the cancer community.

6. WORKFORCE & COMPETENCE DEVELOPMENT

Engage in development and attraction of top talents to cancer R&D and entrepreneurship.

OUR MAIN EVENTS

- ◀ R&D network meetings
- ◀ Cancer Crosslinks
- ◀ International Cancer Cluster Showcase (ICCS)
- ◀ European Cancer Cluster Partnering (ECCP)

OUR MAJOR PROJECTS

- ◀ Foresight: clinical studies
- ◀ National program for personalized cancer medicine
- ◀ Access to capital through seed fund
- ◀ National fund for access to new cancer drugs
- ◀ Oslo Cancer Cluster Innovation Park
- ◀ Fostering the next generation

> OUR VISION

“We are committed to improving the lives of cancer patients by accelerating the development of new cancer diagnostics and medicines.”



THE BOARD OF OSLO CANCER CLUSTER

The Board of Oslo Cancer Cluster is made up of nine highly skilled and experienced members who reflect the oncology value chain from research to large pharmaceutical companies.



Chairman of the Board:
Bjørn Klem, Project Director in Photocure

The Board of directors of Oslo Cancer Cluster asked Jónas Einarsson to accede as acting CEO of Oslo Cancer Cluster in April 2012. In May, the General Assembly of Oslo Cancer Cluster elected former board member Bjørn Klem to be the new Chairman of the Board of Oslo Cancer Cluster.

Klem is Project Director in Photocure ASA, and has been an active board member in Oslo Cancer Cluster since the establishment in 2007. Further, Jannikke Ludt from the Norwegian Cancer Society was elected as a new member of the Board. Ludt is Head of the research section at The Norwegian Cancer Society and has a background as a scientist from Oslo University Hospital, the wNorwegian Radium Hospital.

Board members:

Henrik Lund, Chairman Board of directors, Jannikke Ludt, Head of the Research Section at the Norwegian Cancer Society, Tone Ikdahl, Head of Department, Cancer Clinic, Oslo University Hospital, Ullevål, Håkon Sæterøy, Managing Director Investor Corporate AS, Ragnhild Lothe, Professor, Oslo University Hospital, The Norwegian Radium Hospital, Hanne Mette D. Kristensen, CEO, Targovax, Rolf Bjerkvik, Professor, University of Bergen, Gunn Christoffersen, Business Unit Director, Roche Norway

Honary member:

Kaare Norum, Professor Emeritus, University of Oslo



12

RESULTS FROM 2012

1

New members in 2012

Oslo Cancer Cluster expanded its organization with the inclusion of eight new members in 2012. We are happy to see the cluster strengthened both geographically, and along the value chain.



Name: Sigurd Ørstavik
Position: Medical director,
Takeda Nycomed AS

Why did Takeda Nycomed decide to join the Oslo Cancer Cluster?

“Takeda Nycomed AS aims to be a leading pharmaceutical company in oncology in Norway. Oslo Cancer Cluster will enable us to seek collaboration with basic scientists, upstart biotech companies, clinicians and other pharmaceutical companies. We see Oslo Cancer Cluster as a key driving force for research based innovation in cancer treatment in Norway.”

Akershus University Hospital (Ahus)
www.ahus.no

Merck Serono
www.merck.no

Nextera
www.nextera.no

Leo Pharma
www.leo-pharma.com

Ecron Acunova
www.ecronacunova.com

GE Health
www.ge.com/no

Norwegian University of Science and Technology (NTNU)
www.ntnu.edu

Takeda Nycomed
www.nycomed.no

2

Highlights from Oslo Cancer Cluster members

Algeta's cancer drug goes global
Algeta presents updated results of Alpharadin (radium-223 dichloride) against prostate cancer with bone metastases at ASCO. Algeta's partner Bayer submits application for both EU marketing authorization and to U.S. FDA.

Photocure's Cevira® shows positive results
The results in a phase 2b study of Cevira demonstrate significant efficacy in the treatment of HPV and cervical pre-cancerous lesions.

Affitech includes first patient in clinical studies
Affitech receives approval from Russian authorities and starts testing its antibody drug on patients with various metastatic cancers in phase I clinical trials.

BerGenBio raises \$9 million
BerGenBio AS completes a \$9 million (52NOK million) Series A financing round that will be used to take lead compound BGB324 into clinical trials and to develop a companion diagnostic.

Inven2 and Oslo University Hospital validate and out-license ColoGuideEx test
Oxford Gene Technology enters an exclusive licensing agreement with Inven2 for 12 highly promising colorectal cancer tissue biomarkers discovered by researchers in the Department of Cancer Prevention at Oslo University Hospital. Oxford Gene Technology will develop a non-invasive test for early detection of colorectal cancer based on these biomarkers.

Vaccibody receives \$3 M grant
Vaccibody is granted \$2,8 M (NOK16 M) from the Norwegian Research Council's BIA program for developing a novel therapeutic vaccine against precancerous lesion of the cervix. The project period is four years and includes collaboration with both Norwegian and UK academic institutions.

Personalized Medicine project attracts \$13 M
The research group Norwegian Cancer Genomics Consortium (NCGC) presents the strategy for a "National program for personalized medicine" and receives attention by both Norwegian and international media. The project is awarded a total of \$13 M (NOK75 M) in funding from the Research Council's Program for publicly initiated clinical cancer studies and BIOTEK 2021.

Birk Venture strengthens oncology investments
Birk strengthens its portfolio of investments in oncology, now counting five Oslo Cancer Cluster members: APIM Therapeutics, BerGenBio, Nextera, Nordic Nanovector and Targovax.

Start-ups ready for clinical phase I
Nordic Nanovector, Targovax and Ultimovacs raise substantial funds and receive approval to go into clinical trials phase I in 2013: Nordic Nanovector with anticancer radioimmunotherapeutics, and Targovax and Ultimovacs with therapeutic cancer vaccines.

Highlight of the year: Millions in grants from the Cancer Society
The Norwegian Cancer Society grants \$22 M (NOK127 M) to cancer research in Norway 2012. The society is the largest non-government sponsor of independent cancer research in the country.

INVESTINOR changes its mandate and invests in biotech
The government funded investment company Investinor invests in Oslo Cancer Cluster member BerGenBio. The White Paper "Tools for Growth" states that the Norwegian government will create up to six new national seed funds and will change Investinor's mandate to prioritize profitable investments in various sectors, including biotech.

3

2011–2012: Clinical cancer studies doubled

Oslo Cancer Cluster has since 2007 worked to improve clinical trial efficiency. Recent figures from the Norwegian Medicines Agency indicate that cancer trials have doubled since 2011 and Oslo Cancer Cluster members have contributed to this increase.

Norway reached a record high in 2012 – from 29 in 2011 to 60 commenced cancer studies – industry and investigator initiated included*. A few exciting examples are Oslo Cancer Cluster members Nordic Nanovector, Targovax and Ultimovacs, which are start-ups based on many years' of oncological research in Norway.

Nordic Nanovector is developing anticancer radioimmunotherapeutics, and Targovax and Ultimovacs therapeutic cancer vaccines. These companies have in 2012 received substantial financing and obtained approval to start clinical trials to test their cancer drug or therapy on patients. Something that will significantly strengthen Oslo Cancer Cluster's Oncology pipeline.

*Source: Norwegian Medicines Agency



Foto: Shutterstock

Jónas Einarsson,
CEO of Oslo Cancer Cluster:

“Several of Oslo Cancer Cluster’s biotech companies and researchers are spearheads in the development of new cancer drugs. Norway could and should be at the forefront of this area, if we have the courage to invest.”

4

Public policy

In 2012, Oslo Cancer Cluster had a strong focus on public policy, especially on securing access to new cancer drugs in Norway, strengthening clinical trials and establishing a national infrastructure for improved cancer diagnostics.

In 2012, Oslo Cancer Cluster has focused on three main issues:

1. Clinical trials as the source for a new industry, and as a treatment option
2. A national fund for securing access to new cancer drugs
3. A national program for personalized cancer medicine

In these areas, the cluster works closely with the Norwegian Cancer Society and the Association of the Pharmaceutical Industry in Norway (LMI). Oslo Cancer Cluster has met with the main political parties and communicated regularly with the Norwegian media and opinion leaders in order to increase awareness.

To raise the public debate on patient access to new cancer drugs, Oslo Cancer Cluster arranged a “Government Day” at Litteraturhuset in Oslo, where pharma, small biotechs, hospitals, the Norwegian parliament, and health authorities were represented. More than 130 people attended the event, which resulted in several articles, TV- and Radio interviews, as well as mentions in editorials.

OUR AIM

It is important for the policy makers to understand the need to maintain and increase oncology clinical trials in Norway. Clinical trials are essential both as a treatment option for cancer patients and as a source for innovations and medical advances.

Oslo Cancer Cluster has suggested a national fund for new cancer drugs as a temporary financing mechanism in order to secure and speed up access to new cancer drugs. With the availability of such a fund, specialists in Norwegian hospitals could apply for financing and start using new drugs as soon as they are approved by the Norwegian Medicines Agency.

Oslo Cancer Cluster also believes that it is crucial to meet future challenges in cancer treatment with a “National program for personalized cancer medicine”. A pilot platform using whole genome sequencing will pave the way for giving the right drug to the right patients at the right time, and Oslo Cancer Cluster will work to make this a national initiative.

➤ GOAL

“Oslo Cancer Cluster will strengthen governmental focus and improve public policies for the cancer community.”



➤ EVENT

**GOVERNMENT DAY 2012:
HOW SHOULD NORWEGIANS
GET ACCESS TO NEW CANCER
TREATMENTS?**

Oslo Cancer Cluster hosted a “Government Day” in September 2012 in collaboration with two of its members, Swedish Orphan Biovitrum and Targovax.

The event focused on access to new cancer drugs. Perspectives on orphan drugs, personalized cancer treatment and daily dilemmas in the clinic were presented, followed by a panel discussion.

The speakers and panelists represented pharma, small biotechs, hospitals and the Norwegian parliament and health authorities.

5

Foresight: clinical studies



Oslo Cancer Cluster launched a foresight process in the autumn of 2012 to boost oncological studies in Norway by addressing challenges and possibilities within the field.

The strategy group conducting the work consisted of representatives from all Oslo Cancer Cluster member groups, public authorities and key clinical trial partners. They were asked to make a comprehensive, long-term assessment of what needs to be done to strengthen clinical studies in oncology in Norway.

The process focused on how core competence can be preserved and how new industrial opportunities can be opened up, primarily looking at phase I and II studies. The results has been summarised in a report outlining actions and priorities, which will be followed up in 2013.

CENTRES FOR CLINICAL TRIALS

The main centers for oncology clinical trials in Norway are the Oslo University Hospital and Haukeland University Hospital in Bergen. To increase knowledge sharing and collaboration between the hospitals, Oslo Cancer Cluster arranged R&D Network Meetings in Bergen and Oslo respectively, with tours to the clinical trial units running parallel.

STRENGTHENING THE CAPACITY

It is important to maintain a high level of clinical trials in oncology to secure patients' access to new and innovative cancer treatments. Together with the Norwegian Radium Hospital Research Foundation, Oslo Cancer Cluster has strengthened the capacity at the Clinical Cancer Research Unit in Oslo with a grant for an oncologist position.

RELEVANT LINKS:

Clinical Cancer Research Unit, Oslo University Hospital: www.ous-research.no/cru/
Clinical Trial Unit, Helse Bergen: www.haukeland.no/english
Nordic Network for Early Clinical Trials (Nordic NECT): www.nordicnect.org
Oncolex: www.oncolex.org

6

National program for personalized cancer medicine

The year started off with a successful presentation of a Norwegian strategy for personalized cancer treatment and wrapped up with NOK75 million (\$13 M) in public grants being awarded to the Norwegian Cancer Genomics Consortium (NCGC).

The purpose of NCGC's "National program for personalized medicine" is to make a state-of-the-art diagnostics infrastructure available to the Norwegian Healthcare system. This will ultimately result in optimized treatment decisions and cancer care. A pilot platform using whole genome sequencing will pave the way for giving the right drug to the right patients at the right time.

After the initiative was presented at Oslo Cancer Cluster's signature event Cancer Crosslinks in January, it has received significant international attention. In July, NCGC was pointed out in the prestigious science journal Nature as one of Europe's most important initiatives within clinical cancer sequencing.

The interdisciplinary consortium consists of Oslo Cancer Cluster and cancer research centers from all the health regions and university hospitals in Norway. Oslo Cancer Cluster is supporting the consortium and its three-year research project to study genetic changes in tumors.

The first phase of the project attracted a substantial NOK35 million grant (\$6 M) from the Norwegian Research Council, under the Program for publicly initiated clinical cancer studies. The second phase received NOK40 million (\$7 M) from the Research Council's BIOTEK 2021 program. Oslo Cancer Cluster has facilitated an industry consortium as part of the second application, and is a partner in communicating and disseminating the results.

A first clinical research project has been initiated to identify all gene changes in 800 patients in Norway with melanoma, lymphoma, leukemia, myeloma, sarcoma, prostate, breast and colon cancer. Larger and more specific studies are in the planning stages, and the consortium is applying for additional funds toward long-term goals of offering Norwegian patients optimized cancer treatment and diagnostics, and providing genomics support for clinical trials in Norway.

LINKS

Norwegian Cancer Genomics Consortium:
cancergenomics.no



Professor Ola Myklebost at the Institute for Cancer Research, Oslo University Hospital is heading the Norwegian Cancer Genomics Consortium.

➤ EVENT

CANCER CROSSLINKS

Cancer Crosslinks is an annual meeting place for the Norwegian oncology community. It aims to stimulate the dialogue between researchers, clinicians and the industry, as well as to increase translational and clinical research activities in order to develop tomorrow's cancer treatment.

Cancer Crosslinks attracted 230 delegates in 2012 and was organized in collaboration with Bristol-Myers Squibb and MSD. Our concept and branding of this event has been successfully exported to Sweden, and the first Swedish Cancer Crosslinks took place in October 2012 in Lund.

7

Oslo Cancer Cluster Innovation Park

The dream is finally coming true. In 2015, when the Oslo Cancer Cluster Innovation Park opens, it will bring together Norway's leading life sciences community. Research, industry and education will be housed under one roof with the aim to reduce the time it takes to develop new cancer medication and diagnostics.

Oslo Cancer Cluster Innovation Park is a unique project. Unlike other Innovation Parks it will integrate a high school, namely Ullern High School. To accelerate collaboration with Oslo University Hospital's Institute of Cancer Research, the 36,000 m² space will be situated next to the hospital and physically connected by footbridges.



Oslo Cancer Cluster Innovation Park tenants*:

- ◀ Oslo Cancer Cluster
- ◀ Institute for Medical Informatics, Oslo University Hospital, the Norwegian Radium Hospital
- ◀ Department of Pathology, Oslo University Hospital, the Norwegian Radium Hospital
- ◀ The Norwegian Radium Hospital Research Foundation
- ◀ Oslo Cancer Cluster Incubator AS
- ◀ Targovax AS
- ◀ The Norwegian Cancer Registry
- ◀ Ullern High School

In addition, small biotech companies, international pharma, CROs, suppliers and biobanks are expected to move in.

* Tenants who have signed up for the Oslo Cancer Cluster Innovation Park as of April 2013.

The Innovation Park is scheduled to open in May 2015.



➤ **Jónas Einarsson,**
Acting Director of Oslo Cancer Cluster:

“We look forward to starting construction. The innovation park will house important cancer research at Oslo University Hospital along with the Cancer Registry of Norway. Our own startup companies that base their technologies on this particular area of research will be able to develop in one of the world’s most exciting cancer research communities.”



8 Fostering the next generation

Oslo Cancer Cluster and Ullern High School collaborate closely to educate tomorrow’s researchers and entrepreneurs through the concept “The School of the Future”. This collaboration is a first step towards the future integration of Ullern High School within Oslo Cancer Cluster Innovation Park.

Pupils at Ullern started receiving guest lecturers from researchers already in 2009 and were offered the opportunity to do internships with the Oslo University Hospital.

The response from students has been very positive. In 2012, twice as many were granted internship to top research departments. The biology students had a go at killing cancer cells and the physics students got an insight into ionizing radiation in the diagnosis and treatment of cancer. In addition, the media students did mini-internships at the Communications Department.



“Attracting and developing top talents within cancer R&D and entrepreneurship is one of Oslo Cancer Cluster’s key strategic areas.”

Students from Ullern High School learning Photodynamic technology, developed at Oslo University Hospital.

9

Network meetings and partnering events

Stimulating collaboration and partnerships by developing strong national and international networks is the core of the cluster's activities and projects.

In 2012, Oslo Cancer Cluster organized three R&D Networking Meetings, the signature event Cancer Crosslinks and Onkologisk Fagdag with the latest news from ASCO®, and the inter-

national events International Cancer Cluster Showcase (ICCS) and ECCP2012, which was set up as a satellite event to BIO-Europe this year.



Foto: Shutterstock

CANCER CLUSTER HOSTED MEETINGS 2012:

Time	Name of Event	Attendees
January	Cancer Crosslinks 2012, Oslo	232
March	R&D with NTNU, Oslo	46
April	R&D network meeting, Bergen	85
June	Onkologisk Fagdag (Post ASCO®), Oslo	66
June	International Cancer Cluster Showcase, Boston	150
June	BIO Study tour, Dana Farber, Boston	12
August	R&D meeting, New Kids on The Block and Clinical Research Unit in Oslo	115
September	Government Day/Myndighetsdag, Oslo	125
October	Café Scientifique, Oslo Innovation Week, Oslo	50
October	Tertulia, Oslo Innovation Week, Oslo	55
November	European Cancer Cluster Partnering Event 2012, Hamburg	120

INTERNATIONAL AND NATIONAL CONFERENCES OSLO CANCER CLUSTER ATTENDED:

April	DM Arena – Kreft og prioritering, Oslo
May	EPIC Biotech, London
June	BIO 2012, Boston
September	Fritz Bender Symposium, Oslo
November	Onkologisk Forum, Trondheim
November	BIO-Europe 2012, Hamburg

10

BIO 2012: Kicking off the International Cancer Cluster Showcase

BIO International Convention is the largest annual event for the global biotech industry. In 2012, Oslo Cancer Cluster tried out a winning new concept – the International Cancer Cluster Showcase – and extended its international collaboration network.

Oslo Cancer Cluster teamed up with international partners from Massachusetts, Quebec, Toulouse, and UK’s “golden triangle” to present innovative oncology pipelines and member companies to the international community. The event took place at the renowned Whitehead Institute in Cambridge, one day prior to BIO 2012. More than 210 international participants signed up for the Sunday event. Oslo Cancer Cluster members Epitarget, Lytix Biopharma, Targovax and Vaccibody gave excellent presentations, and Inven2 and BTO displayed their oncology partnering opportunities during a lively poster session.

Along with 14 of its members, Oslo Cancer Cluster enjoyed an intense and successful week in Boston during Bio International Convention 2012. Oslo Cancer Cluster arranged a visit to Dana Farber and exhibited in the Scandinavian Pavilion with the fol-

lowing members: Affitech, Bergen Teknologioverføring (BTO), BerGenBio, Biomolex, Clavis Pharma, Epitarget, Inven2, Lytix Biopharma, Nexus Oncology, Nordic Nanovector, Photocure, PubGene, Targovax and Vaccibody.

The showcase, exhibition and networking during BIO 2102 resulted in significant media coverage and generated concrete results for Oslo Cancer Cluster and attending members. Due to the success of the first edition, the International Cancer Cluster Showcase will be developed further with both existing and new international partners.

SAVE THE DATE: International Cancer Cluster Showcase will be arranged in Chicago 21 April, 2013, one day prior to BIO 2013. Read more on www.internationalcancercluster.org



ECCP 2012: Innovative format and networking opportunities



> EVENT:

ECCP – EUROPEAN CANCER CLUSTER PARTNERING

An annual partnering arena for the international oncology community established in 2009 by Oslo Cancer Cluster in collaboration with the French cluster Cancer-Bio Santé. The key goal of ECCP is to build partnerships in order to accelerate innovation in cancer treatment. www.ecc-partnering.com

SAVE THE DATE:

ECCP 2013, 14–15 October in Toulouse

The 4th European Cancer Cluster Partnering (ECCP) was arranged as a satellite meeting to BIO-Europe in Hamburg and took place on November 11, 2012. The new meeting format, held in conjunction with Europe's largest partnering conference, turned out to be a great success.

The participants watched 22 pitches from innovative oncology companies, which were followed by intense discussions. Hosted by Oslo Cancer Cluster and its French partner Cancer-Bio-Santé, from Toulouse, this year's event drew 120 oncology delegates from all over Europe, the US and Asia. Cancer Campus from Paris, the Toulouse Oncopole and Innovation Norway in Germany joined as event partners. The majority of the delegates used the opportunity to combine ECCP with BIO-Europe to meet with their oncology contacts and discuss collaboration opportunities during One-to-One meetings.

In addition, Oslo Cancer Cluster organized an international seminar with its Nordic partners at BIO-Europe on November 12: "Research at the Top of Europe". Norway, Sweden, Denmark and Finland showcased the R&D and innovation strengths in the Nordic countries to stimulate new collaborations.

Tom Pike, chairman for several Nordic biotech companies and Per Walday, CEO of PCI Biotech, were updating the top-level international audience on selected initiatives and developing pipelines in Norway.

Professor Gilles Vassal, Head of Clinical Research at Institute Gustave Roussy in Paris:

"I found it very interesting and I met several people with very good and innovative projects. Congratulations on an excellent networking event."

Oslo Cancer Cluster communicates through several channels, including virtual networks, to support and promote members, main projects and events. The overall goal is to improve the lives of cancer patients by accelerating the development of new cancer diagnostics and medicines.

The cluster's most important platform is the web page oslocancercluster.no, which in 2012 had 16,822 unique visitors whom returned 32,652 times. Due to a rapidly changing landscape of communications, Oslo Cancer Cluster had a special focus on strengthening the use of Facebook, Twitter and LinkedIn as strategic tools to complement other media channels. The number of members and collaborators in Oslo Cancer Cluster's LinkedIn-group increased from 100 to nearly 500 in 2012.

Marketing and communication is an important part of the work being done when attending international conferences

and events. Oslo Cancer Cluster promotes attending members by connecting them with the media covering the conferences. In 2012, the cluster was present at international conferences such as BIO, EPIC and ECCP, as well as national conferences such as Cancer Crosslinks, Onkologisk Fagdag and Government Day.

Oslo Cancer Cluster produces an annual supplement distributed with Aftenposten each autumn in connection with Pink Ribbon Month: "Kampen mot Kreft". The cluster uses the supplement to promote causes it works for, as well as to inform about oncology R&D projects the members are involved in.



SOCIAL MEDIA:

- Oslo Cancer Cluster group: 2237 fans
- 650 followers of Oslo Cancer Cluster @elikirand (Norwegian) and 495 followers of @SusanWer (English)
- 485 included in the Oslo Cancer Cluster group for members and collaborators

MEDIA COVERAGE:

(Estimated by digital surveillance only)

Oslo Cancer Cluster

Media coverage in Norway: 45 articles
Media coverage internationally: 346 articles

Member companies*

National media coverage in Norway: 2260 articles
International media coverage: 3424 articles

* SMEs involved in cancer research and development



Members by April 2013

www.oslocancercluster.no  

Oslo Cancer Cluster · Vollsveien 6, 1366 Lysaker · Fax: +47 67 12 26 58