



**The Prince Edward Island
Bioactives for Health Cluster:
*Creating Trusted Space***

The Asset Map- 1997

- Science
 - UPEI/ Atlantic Veterinary College
 - Food Technology Center
 - Ag Canada Research
 - CFIA Level 3 Laboratory/ Research
- Business
 - Dependence on Static Primary Resource Sector
 - BioVectra dcl
 - AquaHealth
 - A few other small companies
- Federal and Provincial Gov't Agencies
- Facilitator
 - Belvedere Life Science Research Group



**“A community that wants to grow and
is willing to change.”**

Dr. Mary Walshok- UCSD

Cluster Initiative:

Working with the real power of nature

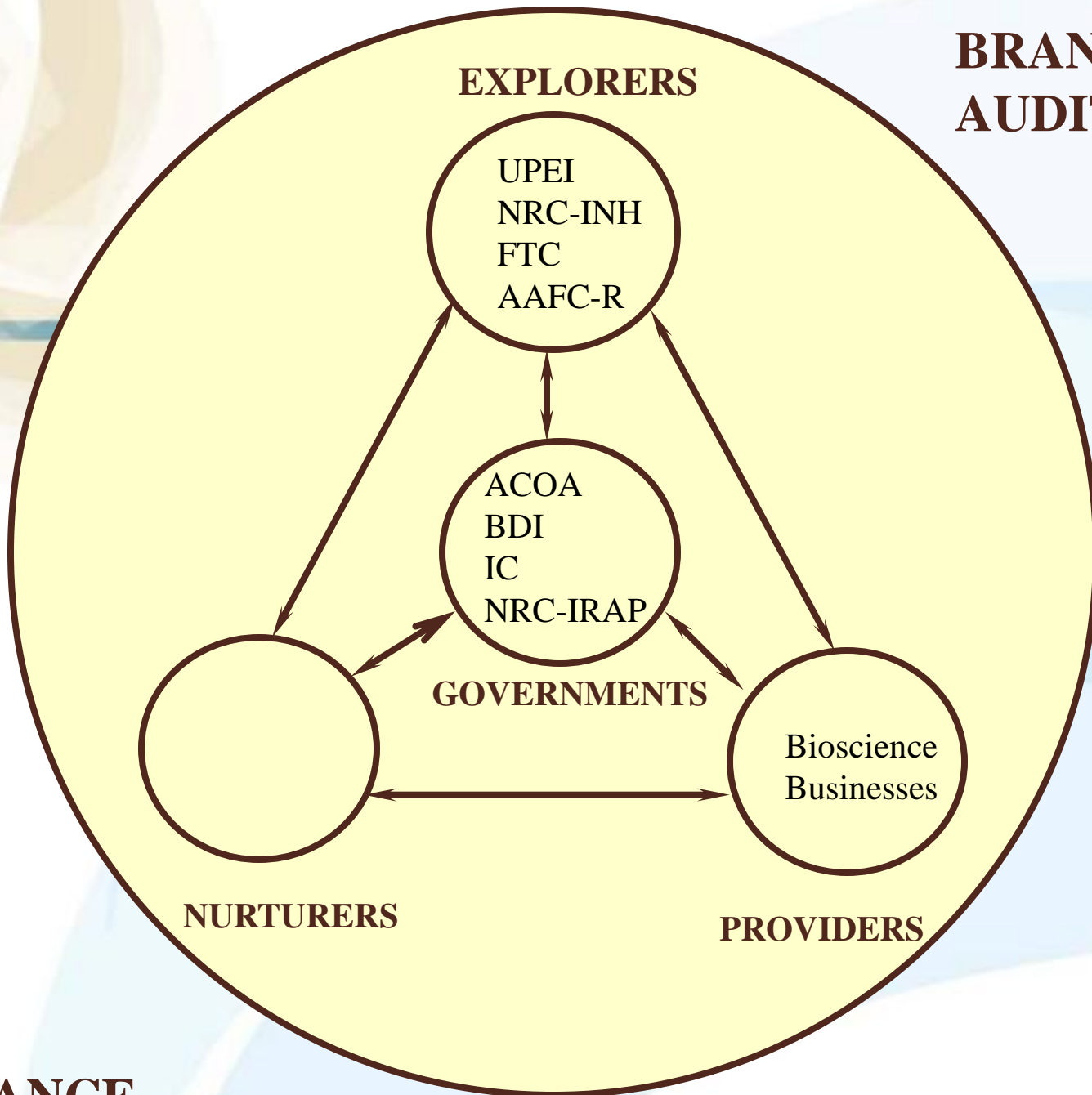
- Principles

- *Shared economic vision.*
- *Strong active leadership.*
- *Broad-based collaboration.*
- *Over-arching organizing structure.*
- *Good process.*

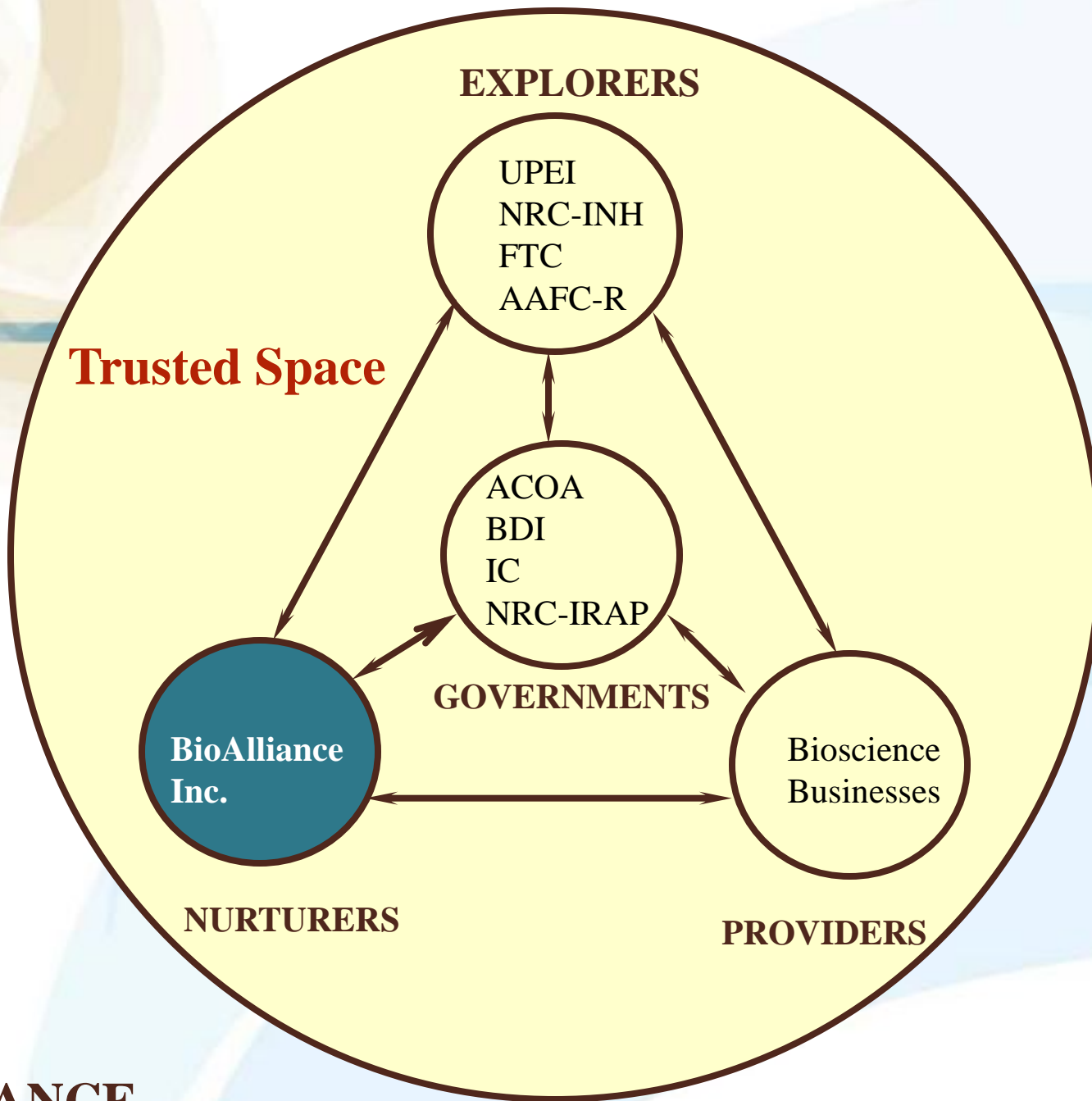
The Innovation Environment

- Leadership
- Management
- Culture
- Science and Research
- Entrepreneurship
- Governance
- Regulations and Taxation
- Brand Recognition
- Infrastructure
- Communications systems
- Market Forces
- Labour Force

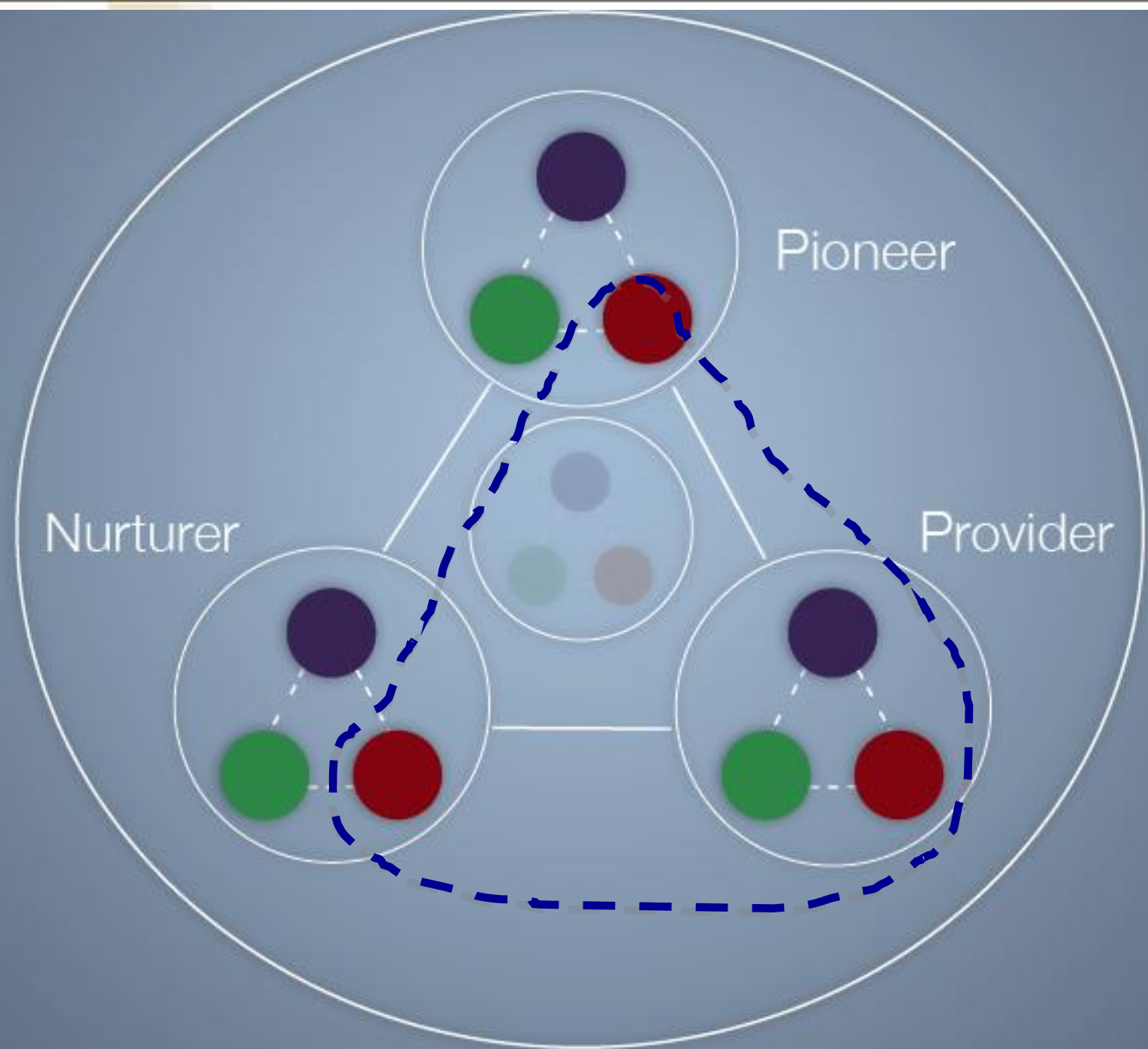
BRAND AUDIT



**PRINCE
EDWARD
ISLAND
BIOALLIANCE**



**PRINCE
EDWARD
ISLAND
BIOALLIANCE**



Pioneer

Nurturer

Provider

Collaboration

Companies

Government

**PEI
BioAlliance
Inc.**

**Financial
Institutions**

**Academic
and Research
Community**

- Industry, gov't at all levels, academic/ research community, financial institutions and a “catalytic facilitator”.

The Prince Edward Island BioAlliance

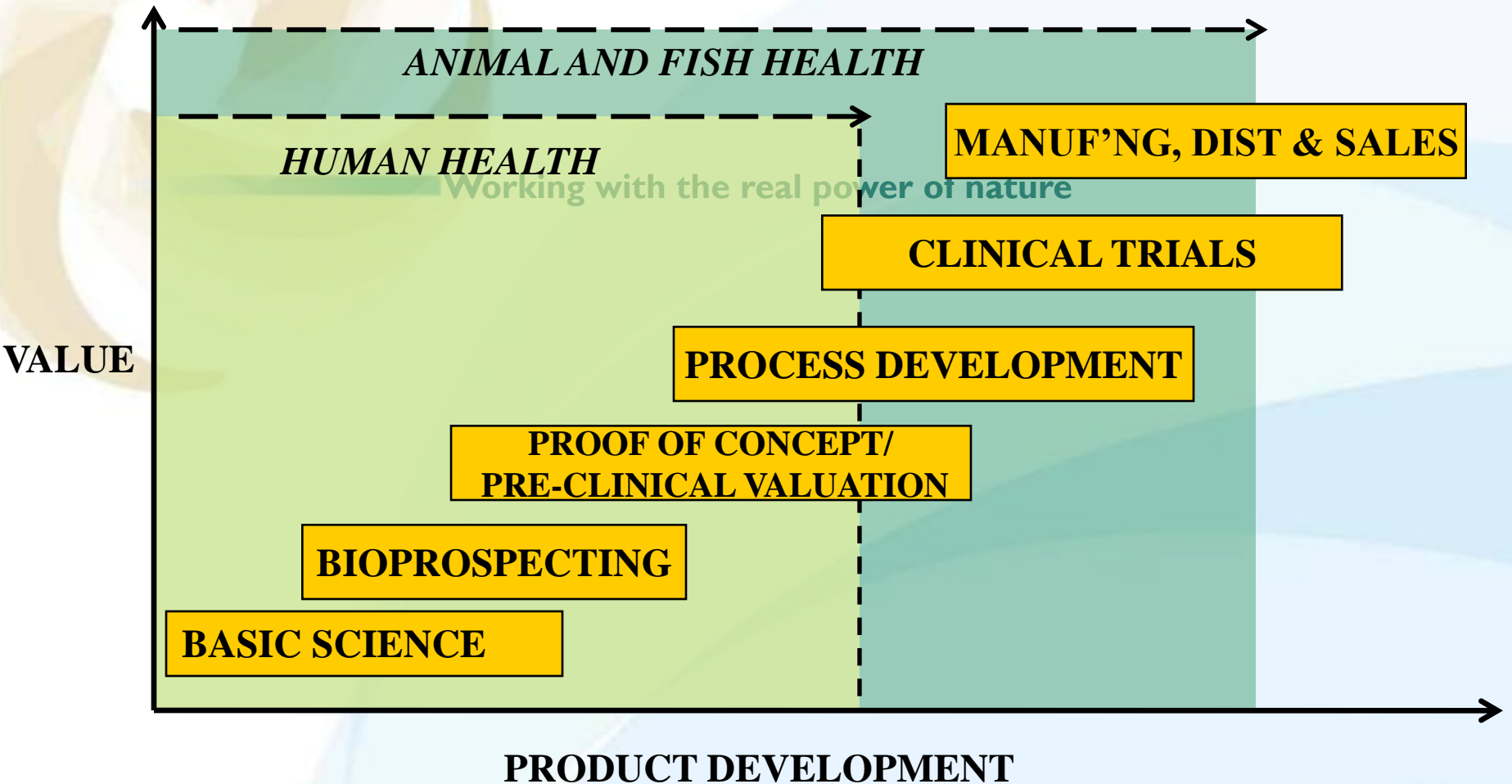
- The Prince Edward Island BioAlliance is the cluster of individuals and organizations dedicated to building the bioscience-based economic sector in PEI, with an emphasis on collaborative initiatives in research, business, education, and supporting infrastructure.
- The PEI BioAlliance Inc. is a Part II company, incorporated March, 2005 to plan and coordinate BioScience Cluster Development in PEI.
 - Governance: 12 Member Board- Private Sector, Research, Gov't

Clusters Engage In:

Working with the real power of nature

- Promoting R & D excellence, innovation, networking
- Infrastructure projects
- Importing new technologies
- Attracting new business/ highly skilled people
- Promoting investment and spin-offs
- Professional and technical skills development
- Promoting cluster growth
- Brand building/ public awareness

MAXIMIZING ECONOMIC IMPACT FROM PRODUCT DEVELOPMENT AND COMMERCIALIZIZATION



THE PEI VALUE PROPOSITION

The Prince Edward Island Bioscience Cluster is the location of choice for companies engaged in the research, development, and commercialization of bioactives-based human, animal, and fish health and nutrition products.

- ✓ **Risk-Reduced Product Development and Commercialization**
- ✓ **Shorter Time to Market.**

Industry Members: PEI Bioscience Cluster

- Aqua Bounty Canada
- Aquience
- ARK Biomedical Canada
- Atlantic AgriTech Inc.
- Atlantis BioActives
- BioVectra Inc
- BioMolecular Pharma
- Chemaphor Inc.
- Elanco
- ELS Pharmaceuticals
- Fortius Pharmedica Inc
- Genzyme Diagnostics
- Global Vetnostics
- Maritime Pulse Drying
- Natures Crops International
- Nautilus Biosciences Canada
- Neurodyn
- Novartis Animal Health-Aqua
- Phytterra Bio
- Phytterra Yeast
- Solarvest
- Stirling Products NA Inc.
- Tube-Fab Inc.
- Viro Technologies



Natural science for a healthy future.

KEY SUCCESS FACTORS

- Leadership Beyond Self Interest
- Facilitating Structure: Trusted Space
- Set Goals/ Develop Strategies At Cluster Level
- Implementation/ Accountability
- Collaboration: Value-added Engagement
- Communicate¹⁰

THE PEI VALUE PROPOSITION

- Aligned strategic intent
- Focused HQ science & infrastructure
- Positive business environment
 - Building successful companies
 - Access to talent/ capital
 - A bureaucracy of one
- A collaborative community

The Commission on the Future of Agriculture and Agri-food on Prince Edward Island





THE
PEI AGRI-FOOD
ALLIANCE



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THANK YOU!