

# SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of your proposed project. This statement is required to be updated with your annual report

Grantee name	Life Sciences Queensland
Project title	Life Sciences Innovation Export Hub
Project number	SMEXBII000006
Project period	4 June 2020 to 30 June 2022

## 1. Public description

The project will establish The Life Sciences Innovation Export Hub in Queensland in collaboration with Life Sciences Queensland, Queensland University of Technology and the Australia China Technology Incubator. The Hub will bring together industry and research expertise from the Queensland life sciences sector with dedicated Asian export capability and knowledge. The Hub will support life sciences start-ups and SMEs to access Asian markets and provide access to specialised commercialisation training for export markets, export training and advice specific to the Asian life sciences and medical technology sector, the development of export and commercialisation strategies and access to commercial pathways and partners in the Asian market.

## 2. Proposed activities

- a. List key activities that your export hub has proposed to undertake and provide a brief overview

Activity title	Activity overview	Start date:	End date:
Life Sciences Innovation Export Hub appointments	Export Hub Manager appointed and commenced 21 Sept 2020. 0.5FTE	21/9/2020	Contract until Dec 2021
	<p>Existing QUT staff appointed to supporting Export Hub as follows:</p> <p>Administrative support: 0.5FTE</p> <p>Academic support: 0.1FTE</p> <p>Existing ACTI staff appointed appointed to supporting Export Hub</p> <p>Asia Pacific Liaison: 0.5FTE</p> <p>Export Market Analyst: 0.5FTE</p> <p>Total FTE support: 2.1 FTE</p>	4/6/2020	Ongoing
	<p>Asian Partners have been secured with H+Labs/TUS formally committing to be the Primary Asian partner for the Hub. Anthony Coles from H+Labs will act as the liaison.</p> <p>Secondary Asian partners include HKSTP, A*STAR, KBIO and JBA.</p>	4/6/2020	Ongoing
Communications and marketing material	<p>Export website created</p> <p><a href="https://research.qut.edu.au/lsiexporthub/">https://research.qut.edu.au/lsiexporthub/</a></p> <p>Export flyer created, distributed to channels and placed online.</p> <p><a href="https://research.qut.edu.au/lsiexporthub/wp-content/uploads/sites/312/2020/10/LSI-EH-A4-Flyer-FINAL.pdf">https://research.qut.edu.au/lsiexporthub/wp-content/uploads/sites/312/2020/10/LSI-EH-A4-Flyer-FINAL.pdf</a></p> <p>Briefing pack for communications developed and sent to Hub Partners for Hub promotion.</p> <p>Social media channels created</p> <p><a href="https://twitter.com/LSI_ExportHub">https://twitter.com/LSI_ExportHub</a></p>	4/6/2020	15/10/20

Activity title	Activity overview	Start date:	End date:
SME Export Hub Onboarding Forum	Due to COVID-19, this was attended virtually by Nagaraj Gopisetty (Hub Management Committee) and Joel Spotswood (Hub Manager)	26/8/20	26/8/20
Export Hub Project Plan, Statement of Activities and Export Strategy	Completed three key strategy documents for Hub activities for provision to Department. Statement of Activities and Export Strategy will be uploaded to Hub website for dissemination to Hub partners, participants and others.	4/6/2020	11/11/20
Export Hub Launch Event	Export Hub was formally launched via virtual webinar in conjunction with the Minister for Industry, Science and Technology, Hub Partners and primary Asian Partner H+ Labs/TUS.	26/10/20	26/10/20
Year 1 Bootcamps	<p>Series of bootcamps for initial pool of 25 Hub participants. Offering a mixture of virtual and in-person half-day to full day bootcamps (1 x Virtual, 1 x SEQ, 1 x FNQ) focussing on providing participants with experts in key market challenges around entering Asia.</p> <p>First bootcamp scheduled for 25 Nov 2020 for virtual attendance with speakers from Brandwood CKC, FB Rice, MTPConnect, Foundation for Australian China Relations, H+Labs, Institute of Glycomics and more.</p> <p>Second and third bootcamps tentatively scheduled for January and February 2021</p>	26/10/20	In progress 31/3/21

Activity title	Activity overview	Start date:	End date:
Year 1 Online Modules	<p>Online training for Bootcamp participants to continue self paced learning via QUT's online learning management system. Will be rolled out from January 21 to March 21 and provide participants with commercialisation and export training specific to their identified technology and market of interest.</p> <p>Currently being developed by QUT with input from ACTI and Asian partners.</p>	1/1/21	In progress 31/3/21
Pitching and evaluation	At the conclusion of Bootcamp phase, Hub participants will be encouraged to submit a pitch of the market entry strategy they developed during Bootcamp and Online Training phase.	1/1/21	31/3/21
Year 1 Asian Readiness and Mentoring	<p>Readiness Phase of the program will see a number of workshops and seminars held for specific, targeted issues relating to each of the participants chosen to progress.</p> <p>Involves 1-1 mentoring, with objective of developing Asia Market plan and business plan.</p>	1/3/21	30/9/21
Year 1 Asian Immersion	<p>Overseas mission to test assumptions made in market and business strategy</p> <p>Activities include Asia Market orientation; pitching to investors; meetings with local and Australian expat mentors; pre-arranged meeting/pitch schedule with distributors, channel partners, government and/or manufacturing facilities</p>	1/3/21	30/9/21

Activity title	Activity overview	Start date:	End date:
Year 1 Asian Residency	<p>Companies will spend 3-4 months resident time collocated in an ACTI partner facility in Asia &amp; be supported by both Asian &amp; Australian business mentors.</p> <p>Companies will implement their Asian plans, focusing on in-market mentoring &amp; meetings with potential commercial partners &amp; customers. Providing practical skills to engage &amp; run a successful Asian business</p> <p>Outcomes will include:</p> <ul style="list-style-type: none"> <li>• A well-executed Asian business model</li> <li>• Assistance in establishing the business &amp; navigating the complexities of the Asian market.</li> </ul> <p>Reduce, costs, risks &amp; time of expanding the incubatees' business in Asia</p>	1/6/21	Ongoing
Program evaluation	<p>Evaluation of participants following each stage of Hub program phase, including advice and expertise for those who didn't progress.</p> <p>Case studies on outstanding participants who progressed through to Residency phase.</p> <p>Survey of participants for KPI update.</p>	4/6/20	30/9/21
Year 2 Bootcamps		1/7/2021	Not started 30/6/22
Year 2 Online Modules		1/7/2021	Not started 30/6/22
Pitching and evaluation		1/7/2021	Not started 30/6/22
Year 2 Asian Readiness and Mentoring		1/7/2021	Not started 30/6/22

Activity title	Activity overview	Start date:	End date:
Year 2 Asian Immersion		1/7/2021	Not started 30/6/22
Year 2 Asian Residency		1/7/2021	Not started 30/6/22
Hub performance and evaluation			

- a. Provide an overview of how the proposed activities align with the Industry Growth Centres Initiative and other government programs

The relevant Growth Centre to the Life Sciences Innovation Export Hub is the Medical Technology, Biotechnology and Pharmaceuticals (MTP) Growth Centre, known as MTPConnect. As representatives within Australia's life sciences sector, the Export Hub partners have all regularly engaged with MTPConnect directly and accessed or engaged with, MTPConnect initiatives, services and networks.

QUT currently administers both the Bridge and BridgeTech programs, which are co-funded via MTPConnect and industry partners and therefore, enjoys a strong working relationship with both MTPConnect as the growth centre and broader the life sciences industry. This includes regular communication with MTPConnect with regard to program progress and delivery but also the opportunity to discuss broader sectoral engagement. The Bridge and BridgeTech programs are funded out of MTPConnect's Biomedical Translation Bridge fund – a partnership of MTPConnect, MDPP, Uniquist and the Bridge/BridgeTech programs and thus, provides an additional avenue to regularly engage with the Growth Centre with regards to project progress and also broader sectoral priorities and strategies.

As a result of the strong relationships that exist between MTPConnect and Export Hub partners, MTPConnect was directly engaged with during the development of the Export Hubs program. This not only ensured the approval and support of MTPConnect in their role as the relevant Growth Centre, but also to ensure the alignment with existing MTPConnect initiatives such as the Bridge and BridgeTech programs, the BioMedTech Horizons program and the BTB program. MTPConnect have endorsed the Export Hub and committed their support to promoting and engaging with the Export Hub – see *Letter of Support attached*.

The Life Sciences Innovation Export Hub is a pilot program that will be run in Queensland for the first 2 years, and with successful implementation be expanded to a national program that includes involvement from universities and companies around Australia with which the Hub partners have strong existing partnerships. MTPConnect's support and involvement will be vital in establishing the Export Hub, engaging with the MTP sector and expanding the program nationally.

The specific Growth Centre priorities that the Export Hub align with, include;

**1. Align investment in Knowledge Priorities that meet current and future market needs**

The Hub will address a number of MTPConnect's Knowledge Priorities, including current and emerging therapeutic areas, current and emerging device/diagnostic areas and skills and capabilities. By utilising LSQ's network and QUT's industry partners and alumni, the Hub will support and develop participants from start-ups and SMEs.

The Hub will directly address MTPConnect's priority to increase commercialisation skills and identify market needs utilising LSQ's knowledge of the local sectors and ACTI's knowledge and relationships in the Asian markets to develop export strategies with participants.

**2. Create a highly productive commercialisation environment from research to proof of concept and early clinical trials**

Start-ups often also lack the resources for business development and commercialisation activities, market analysis and export. As such, the Hub will provide critical support for late stage commercialisation and market penetration for Queensland life sciences companies.

Combined with QUT's expertise in the Bridge and BridgeTech programs, and ACTI's existing incubator programs, bootcamps and workshops, this program will provide SMEs and start-ups with commercialisation training and exposure to international export markets through activities such as clinical trials. It is expected that the successful commercialisation journeys of participants will result in broader improvements to the life sciences sector and further develop the commercialisation environment for life science companies from research through to end stage products, clinical trials and prototypes.

**3. Transform the SME sub-sector to support the growth of smaller companies into larger, more stable and successful companies**

With support provided from the Export Hub and the program partners, it is anticipated that participants will have significant opportunities to access international export markets and populations, develop international collaborations and attract foreign investment. This in turn provides the environment to support the growth of SMEs and start-ups in the life sciences sector.

**4. Strengthen Australia as an attractive clinical trial research destination**

The involvement of LSQ partners including QUT and its clinical trial expertise will broaden the scope for collaboration between Queensland companies and key emerging markets on clinical studies in Asia.

This will include the ability for Queensland based SMEs to access Asian markets and populations for clinical trials for drug development as well as provide the pathway to introduce Queensland capabilities in clinical trials to attract Asian companies and export partners to undertake clinical trials in Queensland.

**3. Key performance indicators**

- a. Provide an overview of your export hub's key performance indicators (KPIs) and progress against.

- Number of domestic workshops and seminars held for participants – *currently held 2 events for domestic participants*

- Industry partners attracted and additional funding leveraged for the Life Sciences Export Hub – *secured in-market support and commitment from primary Asian Partner H+Labs/TUSPark*
- Additional meetings and partnerships with Asia Pacific partners facilitated by the Export Hub
- Number of international workshops and seminars held for participants
- Missions led to nominated Asian markets expected to be Singapore/SE Asia, Southern China/Hong Kong, Korea and Japan in the first 2 years
- Key activities and outcomes facilitated through bootcamps and missions to identified Asian markets
- Additional memberships in start-up incubators and innovation precincts located in targeted Asian markets
- Investment from Asian Pacific companies attracted to undertake activities in Queensland and throughout Australia
- Commercialisation outcomes such as new spin-outs, in-licensing opportunities, investment secured, patents/IP generated, contracts signed, etc.
- Export sales in target markets from current and historical program participants

b. Participant statistics

	2018-19	2019-20	2020-21
Current number of participants:	0	0	52**
Number of participants currently exporting:	0	0	N/A**
Average employees (FTE)* of participants:	0	0	N/A**

\*FTE denotes Full-time equivalent

\*\*At the time of report submission, the Hub had 52 potential participants from attendance at the Hub Launch who expressed interest – 32 SMEs, and 20 researchers who classified as potential start-ups and SMEs. For the first phase of Year 1, this will be reduced to 25 who will proceed through the Hub’s program phases.

Exporting and FTE statistics have not been collated for this initial expression, however will be captured by our initial pool of 25 and will be updated accordingly once finalised.