



## Back & Big in Japan

## COMPANY OVERVIEW

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- Founded in 1996
- Management: Dr. Mike Rothe, Dr. Joachim Bertram
- Headquarters in Göttingen
- >50 employees
- Show room and sales office in Munich and Leipzig, Germany
- ISO 9001:2015 certification
- Privately held
- Since 2003 represented by distributors in Japan



# GÖTTINGEN – OLD UNIVERSITY WITH UNIQUE TRADITIONS

The most kissed girl in the world

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## IBA HAS THREE DEPARTMENTS

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Cell Selection &  
Expansion



- Streptamers®: fully reversible reagents for the selection of uncompromised, authentic cells

Protein Production &  
Assays



- Proprietary Strep-tag® system for purification, detection and immobilization of highly pure recombinant proteins

Custom Oligos &  
Predefined DNA/RNA



- Long lasting expertise in custom oligo synthesis, DNA and RNA modification and oligonucleotide labeling

## FUTURE PERSPECTIVES

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- Cell selection and Expansion
  - Fab-based traceless affinity cell selection (Fab-TACS<sup>®</sup>) technology
- Protein Production & Assays
  - 3rd generation Strep-tag<sup>®</sup> system based on the novel **Strep-Tactin<sup>®</sup>XT** in combination with **Twin-Strep-tag<sup>®</sup>**

## DISTRIBUTOR HISTORY JAPAN

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**COSMO BIO CO., LTD.**  
Inspiration for Life Science



 **Funakoshi**

**nacalai tesque**   
The quality for certainty.



## CM-CUSTOMER – SPIN-OFF KYOTO UNIVERSITY

Long lasting relation- revival under discussion – Jpn – China- GER

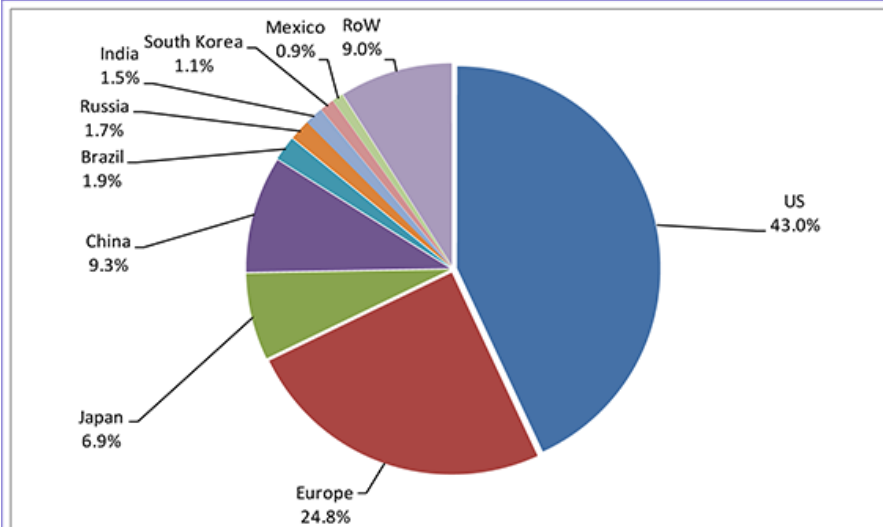
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# Molecular Diagnostics/Life Sciences Market

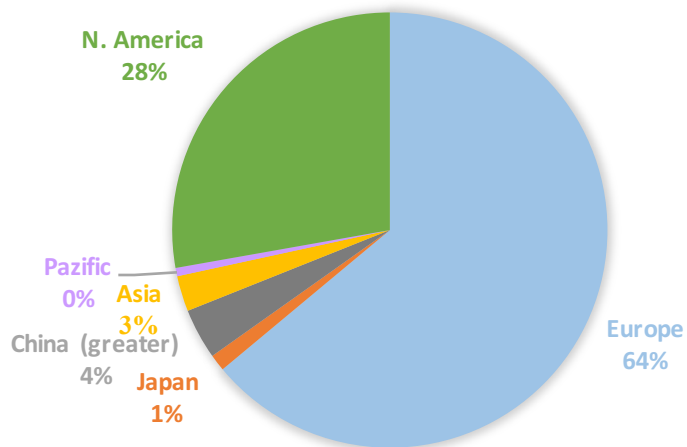
Figure 5.4 The MDx Market: Market Shares (%) by Region, 2019



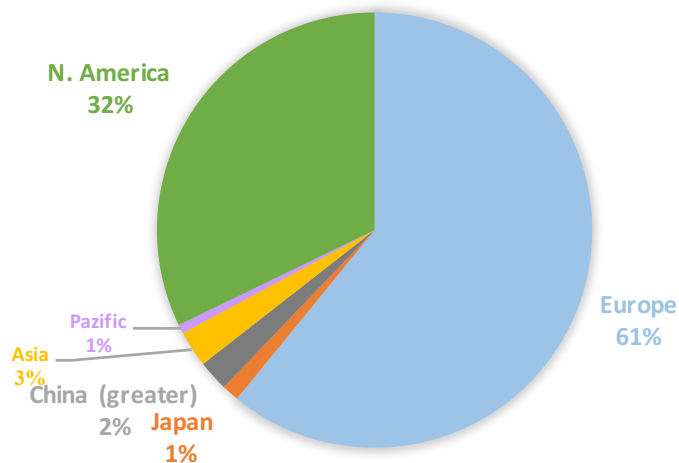
Source: *Visiongain2015*

## IBA – EU BASED COMPANY - SALES WORLD WIDE

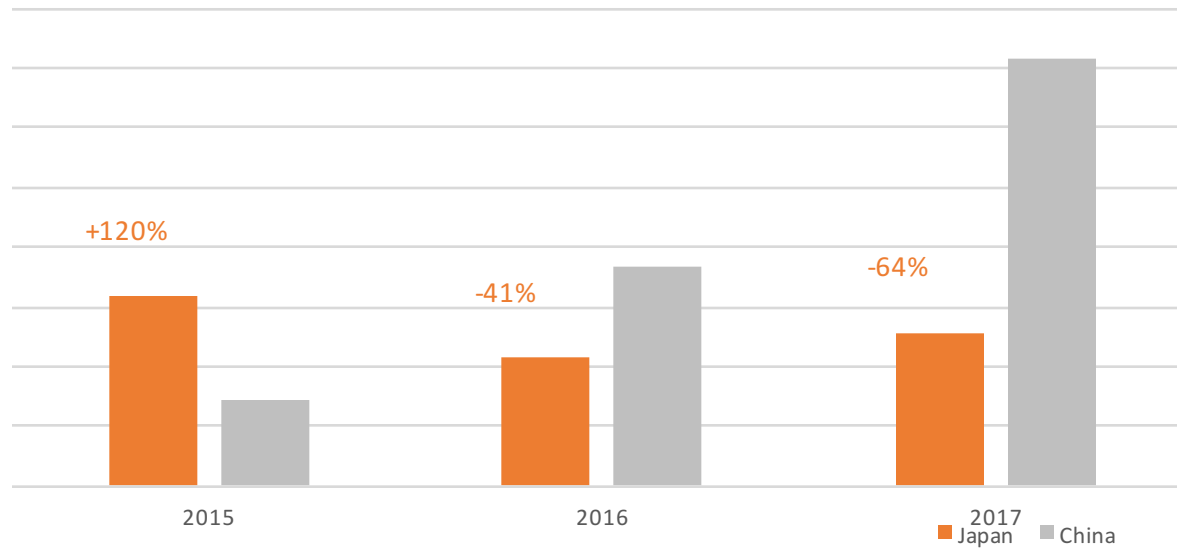
2017



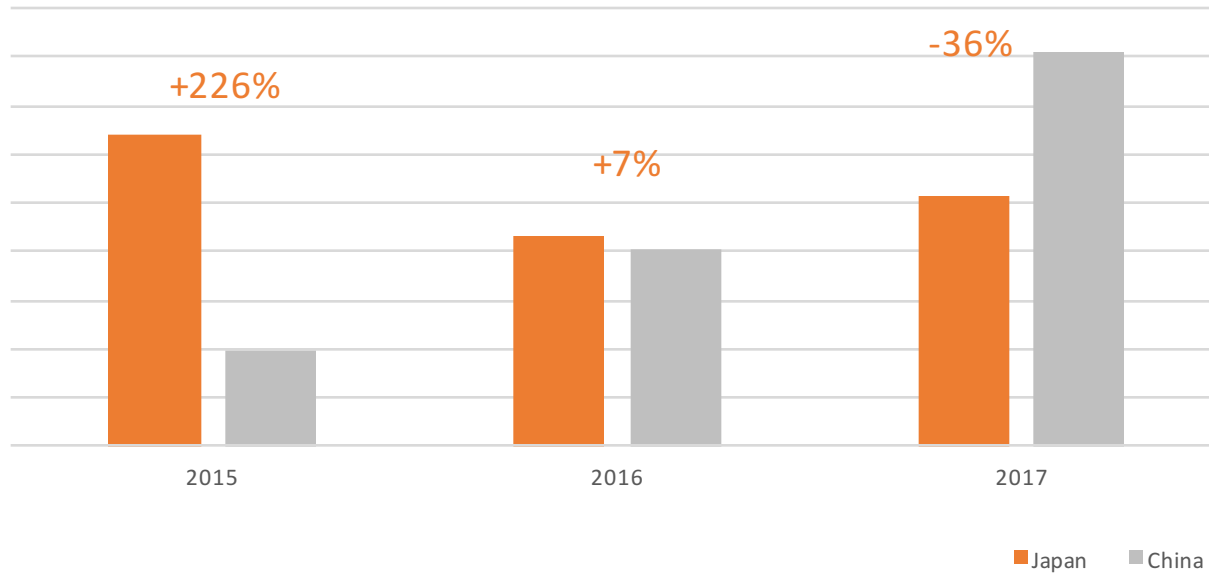
2018



## SALES JAPAN VS CHINA



## SALES JAPAN VS CHINA DISTRIS ONLY





## **Back & Big in Japan - the future**

## DISTRIBUTORS

Supplier – Distributor relations depend on peoples

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- › Extend interaction
- › Discuss measures to support performance
- › Trainings
- › Webinars
- › Personal relation between involved employers at both sides

## B2B ENGAGEMENT

Partnering in Osaka and Yokohama – 2018 – B2B depends on peoples

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› Personal meetings to discuss:

- matching technologies
- options for co-development
- business initiatives



# IBA – JAPAN ??

## Depends on peoples

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Willingness to meet in the „middle of the bridge“



## PERSONAL RELATION BY HEART

The personal relation – business is done by people

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- › IBA/Joachim Bertram
- › Engaged since 2003
- › Frequent visits between 2003 & 2005
- › 2018 – feeling like coming home
  - Culture, landscape, food (after 2003 family was used to German style Japanese Food like Sushi – now making Sushi at home in the family)