

COPENHAGEN

- A NATURAL NEW HOME FOR THE EMA

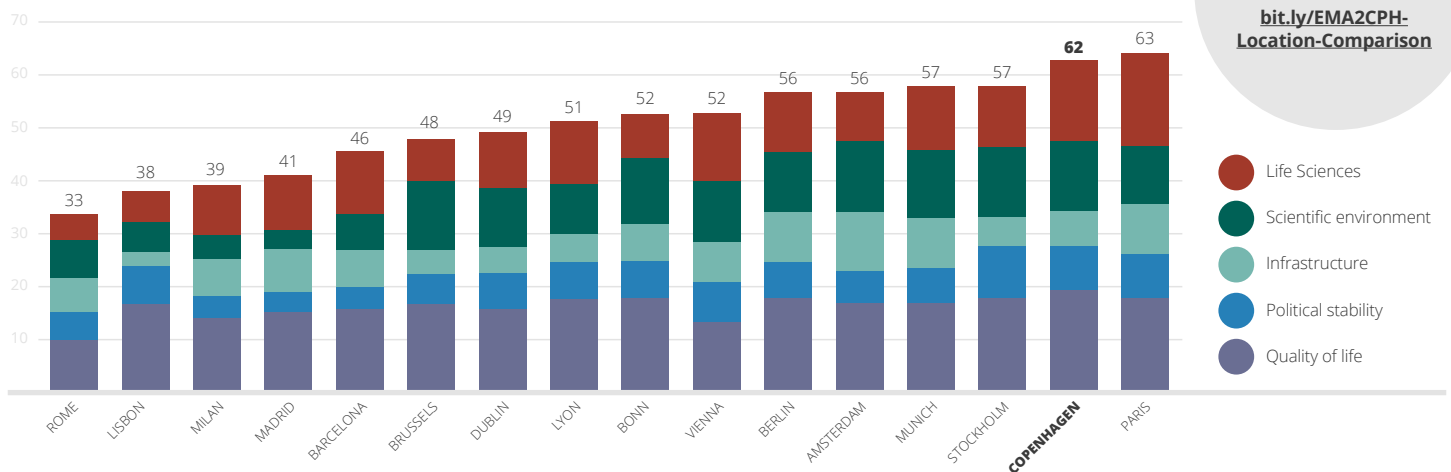
Since the Brexit clock has started ticking, the race is on to find a new home for the EMA

The European Medicines Agency (EMA) is responsible for the evaluation and safety of medicines used in the EU. It serves and protects the public health of 500 million people. Based in London for over two decades, and with over 900 highly skilled staff, the EMA will need to relocate following the UK's historic Brexit decision.

Defining the 'EMA factor'

So what special qualities must the new EMA host city have? To answer this, the European Federation of Pharmaceutical Industries and Associations (EFPIA) developed criteria for evaluating candidates. To quantify these criteria with sufficient granularity, relocation experts at KPMG defined five expanded parameters to rank 16 potential host cities in terms of suitability. Highlights from this report are presented below.

Total points per city as sum of the points for each parameter. Each parameter consists of 3-6 sub-parameters. Max points = 80



Copenhagen leads on the parameters and sub-parameters that are essential

Ranked in overall second place, just one point behind Paris, Copenhagen leads the field on powerful decision drivers for both EU member representatives and relocating EMA employees:

- ✓ **#1** for research & scientific environment
- ✓ **#1** for products in pre-clinical and phase II development
- ✓ **#1** for quality of life (attractiveness for families and partners and cost of housing)
- ✓ **#1** for professional growth opportunities
- ✓ **Strong** EU and global connectivity anchored in Greater Copenhagen



Lægeforeningen



Danish Association of the
Veterinary Pharmaceutical Industry

DANSK
ERHVERV



pharma danmark
The Association of Professionals
in Pharmaceutical Sciences



Den Danske Dyrlægeforening

COPENHAGEN
CAPACITY
Invest in Greater Copenhagen

REGION
The Capital Region
of Denmark

WONDERFUL
COPENHAGEN



medicon valley alliance
Creating Opportunities



Copenhagen: in depth

A large and dynamic life sciences cluster? A leading research and science environment? A 13-minute airport transfer to one of the most liveable cities in the world? There's a strong case for Copenhagen as the new home for the EMA.



Welcome to a world-class life sciences cluster

The Greater Copenhagen area is among Europe's largest and most dynamic life science clusters. With more pre-clinical and phase II developments than any other EMA host contender, our strong pipeline makes us a powerhouse in drug development. We also rank as the EU's number one biotech cluster.

Europe's leading research and scientific environment

The productivity of our scientific community demonstrates its vitality. A small scientific publishing giant, we produce more co-publications per million inhabitants than any other host candidate. We are identified as a "leader in innovation" and are the EU's second biggest investor in R&D.



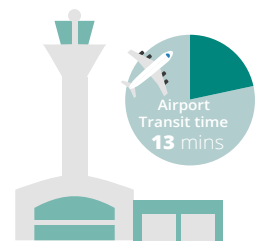
The no. 1 city for life quality and opportunities

Copenhagen is a truly liveable city. It ranks among the top three EMA candidates on quality of living and work-life balance, and has city rents more affordable than in most EU science hubs. As the top performer on access to professional growth opportunities and gender equality, our metropolis is bursting with possibilities – for employees, their partners and their families.



Top-ranking infrastructure and connectivity

Our efficient and business-friendly metropolis reflects Denmark's top ranking for city management. It is also highly accessible, with direct flights connecting all EU capitals and commercial centres. And for travellers with no time to waste, only Copenhagen offers a 13-minute transfer between airport and city.



A global leader on safety and transparency

Our reputation for responsible business is well founded. Scoring 90 out of 100 on Transparency International's Anti-Corruption Index, Denmark is ranked the world's least corrupt country. And as a top three candidate for political stability and absence of violence, it's also one of the safest places to live.

The full version of the benchmarking study undertaken by KPMG in March 2017 can be accessed here:

bit.ly/EMA2CPH-Location-Comparison