

## Genea Biomedx opens at Discovery Park, UK

**Kent – UNITED KINGDOM, 27 June 2014:** Australian fertility group Genea has been awarded an Expansion East Kent loan as it opens a manufacturing and distribution base at the prestigious science park, Discovery Park, in Sandwich, Kent.

Genea's IVF technologies company Genea Biomedx and stem cell researcher Genea Biocells are setting up European headquarters and facilities to manufacture culture medium at the former Pfizer site in order to access the growing European IVF and life sciences market.

Since launching at the leading fertility conference in London last year, Genea Biomedx Commercial Director Kim Giliam said the company had searched for a logically located strategic hub in Europe.

"We're inspired by joining the scientific hub of excellence that Discovery Park has fast become," Mr Giliam said.

"Discovery Park ticks all of the boxes. It's close to all forms of transport to continental Europe as well as direct flights to North America and Asia. There are state of the art facilities and valuable support from the local government as it is an Enterprise Zone."

Europe is a key market for Genea Biomedx with 90 per cent of the world's IVF clinics in the Northern Hemisphere and 40 per cent in Europe.

"It makes sense for us to be here, making the vital solutions that nurture eggs, sperm and embryos during the IVF process locally and answering the needs of IVF clinics across Europe," Mr Giliam said.

Genea Biomedx will release a new generation of its world leading embryo culture media in early 2015. The first and second generations of Genea's embryo culture medium are in use in more than 600 clinics across 60 countries under the name Sydney IVF Media Suite.

As Sydney IVF, Genea developed the first triple sequential media system and produced the first embryo culture media under a ready to use philosophy – no additional preparatory steps need to be taken by the user.

"Genea Biomedx will be the first media manufacturer with European headquarters and manufacturing in the United Kingdom and the Expansion East Kent financial support has enabled us to bring this facility to Kent," Mr Giliam said.

# Press Release



Genea's facilities at Discovery Park will also house Genea Biocells' future clinical stem cell media manufacturing hub.

"Genea Biocells, which has the world's largest private bank of healthy and disease-affected human embryonic stem cells, already collaborates with partners across Europe so establishing a UK base is a logical next step," Genea Biocells General Manager Dr Uli Schmidt said.

Genea CEO Dr Tomas Stojanov said the establishment of facilities by two unique life science technology businesses would be beneficial to Discovery Park and the wider East Kent community.

"These facilities will translate into at least 40 jobs and will have the potential to attract producers of similar technologies in the areas of biotech, diagnostics and stem cells. With Genea's 28 year history of investing more than 10 per cent of revenue back into research and development annually, you can be sure both Genea Biomedx and Genea Biocells will be innovating for many years to come." Dr Stojanov said.

Leader of Kent County Council Paul Carter welcomed Genea Biomedx to Kent, a decision assisted by the commitment of support from the Regional Growth Fund – Expansion East Kent.

"This development will help to create jobs in Sandwich and have a wider positive impact on the Kent economy." Mr Carter said.

Laura Sandys MP attended the launch and cut the ceremonial ribbon with Mark Dance, Cabinet Member for Economic Development at Kent County Council.

"I am absolutely thrilled to welcome Genea Biomedx all the way from Australia and it is an honour to open their state-of-the-art facilities at Discovery Park," Ms Sandys said.

"Genea Biomedx is no ordinary business. It is in the business of life creation and this is an important day for couples around the globe hoping to conceive. With the help of the world-leading fertility technologies that Genea Biomedx is working on, their dreams of bringing a baby into the world stand a better chance than ever of being realised.

"I am delighted that Genea Biomedx has chosen Discovery Park as their base in the northern hemisphere, bringing new investment and jobs to our very special corner of the world."

# Press Release



Paul Barber, Managing Director of Discovery Park said: “It is a real pleasure to officially welcome Genea Biomedx to the growing science community at Discovery Park. We are pleased that they have chosen the park as their European base, and we are sure that they will find great benefit from the many advantages available, including the world-class facilities, superb location and thriving tenant community.”

---

ENDS

**For further information or interview requests, please contact:**

Elizabeth Gosch – [elizabeth.gosch@genea.com.au](mailto:elizabeth.gosch@genea.com.au)

Ph: +61 414 319 775

## Notes to Editors

### **Genea Biomedx**

Genea Biomedx is an IVF technologies business. Genea Biomedx’s parent company Genea has been at the forefront of fertility treatment for 26 years.

For more information about Genea Biomedx, see: <http://www.geneabiomedx.com>

### **Discovery Park**

Discovery Park is Europe’s leading science and technology park, based on the outskirts of Sandwich, Kent.

Providing world class facilities, Discovery Park has attracted a host of international companies from the life science, pharmaceutical, biotechnology, science and technology sectors.

Facilities include research and development laboratories and specialist niche manufacturing facilities, commercial office space and warehouse solutions.

Discovery Park benefits from being Enterprise Zone status.

For more information about Discovery Park, see: <http://www.discovery-park.co.uk>

Regulatory clearance for Genea Biomedx products is pending.