

BBI Cambridge and the Vernize Academy sign a partnership agreement to co-promote executive education, professional talent development and the international networking of the life sciences sector across the south-eastern European biocluster.

Thursday, 28 October 2021



Cambridge - 28 October 2021, the Vernize Academy and BBI Cambridge have formed an exclusive partnership to promote the world's first International online eMBA in Life Sciences across south-eastern Europe: Bulgaria, Romania, Serbia, Montenegro, North Macedonia, Albania, Kosovo, Bosna, Slovenia, Croatia, Greece and Turkey.

One of the main objectives of the BBI Business School is to expand its international network development by developing new regional alliances with new bioclusters to expand the community of commercially focused scientific leaders. BBI Cambridge has a unique knowledge of innovation, management and business, when applied to the main commercial opportunities in Life Sciences, such as pharmaceuticals, biotechnology, medical technologies and digital health, as well as other applications.

This is the first collaborative agreement to promote International executive education in Life Sciences and Biotechnology in the south-eastern European region, which includes Bulgaria, Romania, Serbia, Montenegro, North Macedonia, Albania, Kosovo, Bosna, Slovenia, Croatia, Greece and Turkey. This new agreement reinforces the opportunities for developing companies from across the region internationally. We are excited by this partnership with a like-minded educational provider, which promotes a global outlook, entrepreneurship, and the application of science, with an important ambition of addressing patient needs.

"The Life Sciences sector is one of the leading and fastest-growing sectors of the Bulgarian economy. From its founding, Health & Life Sciences Cluster Bulgaria supports the development of professional competencies, especially internationalisation, innovation and foresight. We need business

leaders working at the intersection of science and society, with a deep understanding of biotechnology, life sciences, and management.

For our ecosystem is a great opportunity to welcome and support in our region the World's first international MBA in Life Sciences and Biotechnology. By joining forces of Venrize Academy and The BBI Cambridge we can ensure well-trained leaders of life sciences, providing them with business skills, scientific critical thinking." - Kristina Eskenazi, Chair of the Health & Life Sciences Cluster Bulgaria.

The scope of our collaboration includes the active development of future business leadership. The BBI Business School has a pedigree in enabling IP creation and company spinouts. We are particularly excited to be working together on accelerating innovative technologies internationally, through venture building and technology transfer opportunities.

The combined programme offers practical experiences across its campuses in Cambridge and Barcelona for students to work on drug discovery and development projects by immersing our students in technology transfer, venture building and international business development. The programme brings together a bustling community of scientists, entrepreneurs, business leaders, corporate partners and investors with the focus on shaping the future of life sciences.

"We are extremely pleased and excited to announce the Biotechnology Business Institute in Cambridge is launching in January 2022. We have established this international academic institution to focus on delivering bespoke executive education specifically aimed at business-focused life scientists. With the aim to accelerate their overall career development within the wider Life Sciences sectors.

We will offer professional and practical development programmes based on the rapidly evolving Life Sciences arenas. Our aim is to help deliver the next generation of outstanding Life science entrepreneurs and business leaders. We are very excited for the future." – Chris Howie, BBI UK Managing Director.

This collaboration is the first step towards providing a connection between the major European innovation hubs and developing an increase in business transactions, as well as closer international interactions and the global promotion of regional talent.

'We live in unprecedented times of unmet medical needs and the development of life sciences innovation at scale is needed more than ever. By building the next generation of innovators and business leaders, the Biotechnology Business Institute (The BBI) contributes significantly to the tackling of global healthcare challenges. I am delighted to hear that the BBI has chosen to expand its reach to Bulgaria and

the Southeast European regions. I believe that by bringing the entrepreneurial spirit of Cambridge, Europe's most advanced biotechnology cluster, the programme will ignite interest in the sector and produce innovation which will save many human lives.' - **Martin Shiderov, Head of Health and Life Sciences, Investment Services at EY**

Learn more here about the south-eastern European cluster in Life Sciences education:

[THE VERNIZE ACADEMY CLUSTER](#)

Learn more here about the International eMBA in Life Sciences:

[INTERNATIONAL ONLINE EMBA IN LIFE SCIENCES](#)

International Support:



About Vernize Academy

Venrize Academy is an online education provider with the mission to bring the most innovative and impactful education to students and professionals across Southeast Europe (Bulgaria, Romania, Serbia, Montenegro, North Macedonia, Albania, Kosovo, Bosna, Slovenia, Croatia, Greece and Turkey).

Our vision is to offer an educational ecosystem which provides continues academic and professional development. A student's degree should not be a close-ended process but a catalyst which helps each individual to evolve and achieve career and personal aspiration. This is the reason why, by joining Venrize Academy and our partner programmes, you join a platform which supports you to gain knowledge, accelerate your career, build business, grow your network and expand your global horizons.

About Bulgaria Heath & Life Sciences Cluster ecosystem

Our global community connects 78 countries and 4.4 billion people (Africa, Americas, Asia, Canada, Caribbean, China, Europe, India, the Pacific & USA). Our community of over 20,000 experts – including government, health & social care providers, leading companies and start-ups, researchers, insurances, patients' groups and citizens, and the investment community connect through **ecosystem** meetings (120 per year) and international events and our online platform. Our Working Groups provide a platform for stakeholders, responsible for a given topic area, to meet, promote and advance their work across the ecosystem network, therefore maximising knowledge sharing and best practice.

About the BBI Business School Cambridge

Our Cambridge Campus is located in the historic City of Cambridge, with a long tradition of generating academic knowledge at the Bradfield centre at the Cambridge Science Park. The City's entrepreneurial roots have attracted global pharmaceutical companies and many start-ups. This campus elevates the status of the business school as a reference centre for management internationally and the expansion has allowed the BBI Business to meet a wide range of educational needs for scientists during their career development.

About the BBI Business School

The Biotechnology Business Institute is an international business school focused on training scientific managers and executives for their future careers.

The BBI facilitates early-stage business development activities amongst key stakeholders from the biotechnology sector and the pharmaceutical industry worldwide. A core focus is on new drug discovery and development to treat unmet medical need.

For more information, visit www.bbi-int.com, follow us on [Linked In](#) and [Subscribe](#) to our newsletter.

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