



September 13, 2006

Subject: Invitation to Participate in a Medical Devices Strategic Mentorship and Partnering Program

The Canadian Consulate General in Los Angeles, in collaboration with the Larta Institute (www.larta.org), cordially invite your company to apply for participation in a unique 3-phase mentorship and partnering program designed for Canadian medical device companies interested in engaging the U.S. market. The purpose of the program is to provide participants with valuable mentorship and preparation for U.S. market penetration, access within one of the U.S.'s largest medical device clusters and one-on-one meetings with leading companies.

The medical device communities of the U.S. are very diverse and so are those of Southern California. Within these markets the Canadian Consulate General and the Larta Institute host a unique ability to assist a wide variety of Canadian companies with a variety of needs.

The Canadian Consulate General in Los Angeles has partnered with the Larta Institute for their profound experience in a variety of high technology sectors. Every year the Larta Institute assists over 200 companies spinning out of the U.S. federal government, 25+ top research universities, and a global network of 18 nations. The Larta Institute does this by managing global technology commercialization programs for innovators while providing investors and large corporations with a pipeline of cutting-edge innovations from leading governments and research institutions.

The program will take place in three phases and on three dates:

- **Phase I / Mentorships (November 28 & December 5)**: The Larta Institute will host two virtual workshops/sessions designed to assist Canadian companies in developing an appropriate business case presentation that will later be delivered to medical device industry representatives. Sessions will also provide guidance and assistance in tackling relevant business issues facing high technology companies including, but not limited to, financing, intellectual property, marketing, business models, and program management.
- **Phase II / Networking & in-Market Prep in Orange County, CA (December 12 & 13)**: Participants will have the opportunity to network with some of the Orange County region's key medical device executives at a networking luncheon and receive a unique briefing on the local and U.S. markets. In addition, participants will receive presentation rehearsals with local market experts and the opportunity to present to a significant medical device company executive (some of the Larta Institute partners include Medtronic, Johnson & Johnson, Boston Scientific and Pfizer).

- **Phase III / One-on-One Meetings (meetings will be ongoing and scheduled to take place by February 28, 2007):** The Larta Institute and the Canadian Consulate General will arrange three one-on-one meetings with U.S.-based medical device companies. The vast network of executives will give each Canadian company an opportunity to present their partnering plans and market needs to key industry stakeholders. Individual meetings will take place via telephone, videoconference or in-person.

Upon review by the Canadian Consulate General and the Larta Institute company selection and registration will be limited. If you wish to participate you must submit the attached application via e-mail, fax or mail no later than **October 10, 2006**, to the attention of Chris Major, Trade Commissioner at:

Canadian Consulate General, Los Angeles
550 South Hope Street, 9th Floor
Los Angeles, CA 90071

Fax: (213) 346 – 8827

E-mail: chris.major@international.gc.ca

All applicants will be notified of their status by October 30th. There is a CAD\$575 fee per company to participate in the program and is payable upon acceptance into the program. Cheques should be made to the “Receiver General of Canada.” All travel expenses and fees incurred to set up one-on-one meetings will be borne by the participating company.

For any additional information and/or questions please do not hesitate to contact me at (213) 346-2761. We look forward to hearing from you.

Attachment: Application for Participation

Sincerely,

Chris R. Major

Chris R. Major
Trade Commissioner
Canadian Consulate General – Los Angeles, CA