



TECHNOLOGY **COMMERCIALISATION**

JEFFERSON HARCOURT PRESENTS AT INTERNATIONAL CONFERENCE

Melbourne, Australia; 13 March 2009: Jefferson Harcourt, Managing Director of Grey Innovation was invited to speak at the 2009 NZBIO conference in Auckland, New Zealand, Tuesday March 10th. This conference is one of New Zealand's largest and most vibrant premier showcases for the life sciences sector.

Mr Harcourt presented in the MedTech session 'Effectively Developing Devices – Product Development & Regulatory Opportunities & Challenges'. Mr Harcourt drew on his experience commercialising technology over the past 10 years to discuss 'Best Practice Product Development – Avoiding the pitfalls through Process'.

Reinforcing his belief that good process is the key to reducing risk and delivery a good product, Mr Harcourt gave some examples of simple errors turning into project failures, for example the Mars Orbiter US\$125M project failure due to a simple failure to convert imperial to metric and the Airbus A380 two year project delay, loss of orders and share price effect due to incompatible CAD software between design teams.

To view the complete presentation please visit www.nzbio2009.co.nz

Grey Innovation Pty Ltd

(ABN 14 083 304 214)

42 Charles Street (PO Box 452) Prahran Melbourne Australia 3181

P +61 3 9692 6999 F +61 3 9692 6998 E info@greyinnovation.com W www.greyinnovation.com