



**Initiated by Philippe Genne, CEO and Founder of Oncodesign,  
PHARM/IMAGE project takes off  
thanks to the creation of a private consortium.**

*Supported by the Community of agglomeration of Dijon City, the Burgundy **Regional Council**, the **General Council** of the Côte-d'or, the French Government, and European funds.*

Oncodesign (biotech specialized in evaluation and development of anti-cancer therapies), the Georges-François-Leclerc anti-cancer Centre, the **University Hospital Centre** of Dijon, uB-filiale, the International Competences Centre in **Tele-Imagery**, and Chematech signed on Friday March 7<sup>th</sup> the agreement that formalizes the **Economic Interest Group, a private and independent structure**, untitled *Pharm/Image*. The activity of the latter has started last week.

Whereas *Pharm/Image* is now concrete, Oncodesign, the French company based in Dijon and responsible for the project birth, is getting a new dimension and sees new technological possibilities arising. Specialized in preclinical imagery adapted to pharmacology for years, (Magnetic Resonance Imaging (M.R.I.), Positron Emission Tomography (P. E. T.)) Oncodesign will be able to concretize rapidly future developments in this field, taking advantage of a positive environment that gathers every key players of the chemistry, computer science and clinic sectors. The *Pharm/Image* E.I.G. constitutes for its members a major lever for the search of new industrial partners. Formerly planned for 2010, Oncodesign's investments in technology such as the settlement of a  $\mu$ TEP in its animal husbandry facility are now confirmed. The strategy imagined by Oncodesign and its partners which consisted in gathering local competences in order to give birth to a centre dedicated to pharmaco-imagery has been successful. Both the sector demand and the global net already set up to initiate *Pharm/Image* should provide Oncodesign and its partners a brand new economic and scientific appeal.

Pharm/Image project has many vocations:

The *Pharm/Image* medical imagery pole will be located in Dijon and this unique centre in France should accelerate significantly clinical and preclinical research.

Both Oncodesign and the other *Pharm/Image* E.I.G members will benefit from innovative material means and tools for their research. Indeed, non invasive medical imagery technologies used in clinics such as the Magnetic Resonance Imaging (M.R.I.), the Positron Emission Tomography (P. E. T.), the Single Photon Emission Computed Tomography

(S.P.E.C.T.), the optical imagery as well as the ultrasound imaging will have their equivalents in Dijon for preclinical research thanks to the funding triggered by the E.I.G. constitution.

The *PharmImage* pole will host a cyclotron, device that will enable the production of radio-elements to facilitate the tracking of some molecules in the organism.

The cyclotron is an essential requirement to be able to use the P.E.T. and the S.P.E.C.T. in pharmacology; its main function consists in the research integrating a radiolabeling platform.

The *in vivo* imagery platform of the pole will be specialized in research for the development of treatment efficiency markers.

With more than 80 researchers working on behalf of private or public organisations (university laboratories, Regional Hospital Complex, anticancer centre...), the E.I.G. *PharmImage* should favour the emergence of new research programs in disciplines such as the pharmacology, the molecular chemistry, the biology, the nanotechnologies, and in therapeutic fields such as the cardiology, the neurology, and of course, the oncology. Like *Oncodesign*, the *PharmImage* coordination centre is based in the park Mazen Sully.

Let's remember that Philippe Genne, CEO of *Oncodesign* has initiated the project *PharmImage* in 2005. He is still playing a key role in the consortium development: "The essential purpose of the project *PharmImage* is pre-eminently the mutualisation of the numerous local competences in pharmaco-imagery". The development of the economical activity of the E.I.G. members favouring their researches and Technology transfer in the fields of imagery and pharmacology, as well as the improvement and increase of the results of this activity are the main objectives of the project *PharmImage*. The signature of the E.I.G. is about to contribute significantly to the development of *PharmImage* as it confers to the project a legal entity which eases considerably the search of financial partners and the promotion of research programs.

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## ***About Oncodesign***

Created 13 years ago in Dijon, *Oncodesign* ([www.oncodesign.com](http://www.oncodesign.com)) is the European market leader in the field of the preclinical evaluation of the efficacy of anti-cancer therapies. Unique in Europe the *Oncodesign's* technological platform measures the efficiency and the therapeutic potential of new molecules, from the cell to the human combining several imagery techniques to its competences in pharmacology of anticancer agents.

The translational research allows the creation of a transversal relation between molecules, model, and patient which is fundamental to accelerate the development of new anticancer therapies. *Oncodesign* develops several partnerships with public and private research organisations to favour innovation and be the leader on its market.

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