



**ANIMAL HEALTH
INVESTMENT** Europe

The Changing World of Animal Health

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MSD

Animal Health

The 5th annual Animal Health Investment Europe took place on February 24-26 in London. Over two days, we saw 20 emerging companies pitch in the Innovation Showcase, leading industry speakers discuss the latest trends and challenges in the industry and more than 1500 one-to-one meetings.

Before the event, Jim McIntyre, Vice President, Global Business Development for our headline partner MSD Animal Health, gave us his thoughts on the industry, innovation and why Animal Health Investment Europe remains the must attend event in the Animal Health Calendar.

The theme for Animal Health Investment Europe in year five is 'change'. To what extent has the animal health industry changed in the past five years?

The animal health industry continues to change rapidly with an increasing number of megatrends and rising consumer challenges. Most recently, there have been two significant developments in the animal health industry. First, many companies are now consolidating their businesses within a few top-tier animal health companies, which has dramatically changed the landscape of the industry. Second, animal health companies are extending beyond their medicines, vaccines and health management solutions and services into related areas of diagnostics, technology, nutritional and even genetic spaces. This change I expect will continue to reshape animal health over the next five years, and is a topic that we will be exploring at Animal Health Investment Europe in London.

We had close to 200 innovators present at the forum. What is the MSD Animal Health approach to external innovation?

At MSD Animal Health, we have an exceptional track record of discovering and developing first- and best-in-class medicines, vaccines and related technologies. We have significant internal discovery efforts under way and co-innovation partnerships with companies as well as academic institutions.

Also, we look to complement our strength in science and technological innovation with external collaborations as new investment opportunities in helping companies develop their science and scale their technologies.

The veterinary profession continues to evolve and digital technology is influencing this change. How does MSD Animal Health see the role of the veterinarian in years to come?

Just as major trends are affecting our industry and our customers, which ultimately drive our business and science evolution, so it is for veterinarians. They are being asked to evolve and help enable new and existing solutions to everyday life within the Companion Animal and Livestock sectors. They are uniquely positioned to do so. As real-time, actionable data and insights become more available, they will continue to be our key partners to help, improve or enhance animal management and health outcomes.

What is the most exciting part of Animal Health Investment Europe for you?

Our Business Development and Animal Health Ventures teams from MSD Animal Health look forward to meeting with innovators across the spectrum of varying types of technology and learning about new and evolving technological solutions for our customers. We have long-standing knowledge in helping to shape the future of animal health through a commitment to science and technological innovation. We continue to invest in research and development as well as business development opportunities to leverage our capabilities and expertise to set new industry standards for products and solutions that improve the health and well-being of animals and the people who take care of them.