

NEW ZEALAND BASED COMPANY EXPANDS TO HERSHEY

By Brittany Brock, Finance Specialist



Pacific Edge new throughput molecular diagnostics laboratory.

THE LIFE SCIENCES INDUSTRY IN THE REGION CONTINUES TO GROW!

Pacific Edge (PEDUSA), a New Zealand based company listed on the NZX, has recently established its US subsidiary in the Hershey Center for Applied Research (HCAR) in Hershey, PA. The new location will house its US headquarters as well as Clinical Laboratory Improvement Amendments (CLIA) certified laboratory. The company plans to begin offering its *Cxbladder*[™] test to urologists in the US early next year and anticipates bringing a significant number of new jobs to Central PA over the next three years. At peak capacity, the company has estimated they will employ up to 100 people in this new business.

Pacific Edge is a biomedical company that was founded in 2001 with a goal of developing simple to use, non-invasive, highly accurate diagnostic and prognostic tests for early detection and management of cancer. The company combines state-of-the-art molecular biology, micro-array technology and proteomics with world-class tissue banks and clinical data along with proprietary analytical software to identify unique gene and protein signatures for targeted cancers.

The company's first product is *Cxblad-*



der[™], an easy and accurate method for detecting bladder cancer using a small urine sample. This easy-to-use, non-invasive test is highly accurate and can help in the early detection of bladder cancer and to better monitor and manage a patient's disease. Pacific Edge is also developing a pipeline of products for the early detection and management of other cancers including gastric and colorectal cancers and melanoma.

Pacific Edge has already begun to commercialize *Cxbladder*[™] in New Zealand and Australia. It will soon begin to take *Cxbladder*[™] to the markets in Spain and Portugal which will be followed by other European markets.

The next significant market is the US. The US is of course the largest market opportunity for Pacific Edge and molecular diagnostics is well understood among the clinicians and practitioners. The company has spent significant time and resources preparing for its commercial start-up in the US and is very excited about bringing its advanced technology to the US market.

Locating to the Central PA Region was an easy decision for Pacific Edge for a plethora of reasons. It is an ideal geographic location convenient to the Northeast corridor from Washington, DC to Boston, MA with a high concentration of key medical and academic centers. The Hershey Center for Applied Research (HCAR) offers a beautiful suburban setting with access to a well-educated and stable workforce. HCAR also offers state-of-the-art facilities, professional staff, and tremendous resources. "The location is ideal for us, strategically located in close proximity to

key major metro areas, medical centers and academic institutions," says Jackie Walker, CEO of Pacific Edge Diagnostics USA. "The HCAR team has been instrumental in introducing us to outstanding resources at the Penn State Milton S. Hershey Medical Center and the local community, as well as helping to facilitate our construction and commercialization start-up activities. We are excited to work with key urologists in the area and to hire some outstanding employees from the highly skilled regional talent pool in Central PA."

The Hershey Center for Applied Research received a \$6 million Redevelopment Assistance Capital Program (RACP) grant, part of

which has been used to help fund the fit out of Pacific Edge's space. HCAR is located in a Keystone Innovation Zone which enables Pacific Edge to be eligible for state tax credits as well. All of this combined with the close relationship with Penn State Milton S. Hershey Medical Center and Penn State College of Medicine and its wealth of resources make this a perfect location for PEDUSA.

Pacific Edge is the second international company to locate to the Hershey Center for Applied Research in the past year. The first company, vivoPharm joined HCAR in September 2011. vivoPharm is a contract research organization from Adelaide, South Australia that provides clinically predictive integrated preclinical services in different disease areas (with a focus on cancer) to the biotechnology and pharmaceutical industries. With construction completed in 2011, vivoPharm now occupies 5,800 square feet of space in Building 1 at HCAR. They expect to employ over 40 people within the

View of Hershey Center for Applied Research Building 1 from Bullfrog Valley Rd.



next 18 months.

The Hershey Center for Applied Research is a public/private partnership that is leveraging regional assets for the benefit of its tenants. HCAR is a catalyst for the creation of a high technology knowledge community in Central PA. They provide resources and facilities to assist high technology companies, service providers, academic entities, and non profits, from early stage startups to mature companies.

The Capital Region Economic Development Corporation (CREDC) has been

instrumental in the development of HCAR since day one. CREDC assisted HCAR in obtaining a \$5 million Business in Our Sites loan and grant package in 2006 for the initial construction of Building 1. Additionally, CREDC is currently administering and managing a \$6 million Redevelopment Assistance Capital Program (RACP) Grant from the Commonwealth of PA and a \$1 million Economic Development Administration (EDA) grant from the Federal Government for various fit-out projects in Building 1. n

THE FUTURE OF REGIONAL INCLUSION: Recruitment & Retention

By: Amma Johnson, VP of Chamber Operations

Any viable organization looks ahead. The demographic of our region and even our nation is changing. Our communities are becoming more diverse. As an employer, are you embracing the change that's happening? Are you willing to look ahead and take action today?

On November 2nd, Part III of the Chamber & CREDC's Regional Inclusion, 'Call to Action,' series will explore the topic of Recruitment & Retention and ways that we can embrace a vibrant and diverse workforce, engage them and keep them within our organizations. It's a known fact that people are our greatest resource and to attract and retain a diverse workforce is something that must be intentional.

Our next Regional Inclusion 'Call to Action' series will feature panelists from area organizations such as Highmark, Pinnacle-Health, JFC Staffing and more! Come and hear best practices from employers in our region and also network and make contacts with diverse community leaders. Every organization is at a different place in their journey and their approach to diversity and inclusion (D&I). Regardless of where you are, we'd love to see your organization represented on November 2nd. It's our goal to provide you with the information, resources and contacts to help you with your D&I goals.

Join us for Part III of the Regional Inclusion, 'Call to Action', series on November 2nd from 8:00 a.m. - 12:00 p.m.

at the C. Ted Lick Wildwood Conference located at One Hacc Drive, Harrisburg, PA 17110. To register or for more information, visit www.HarrisburgRegionalChamber.org. n



**REGIONAL INCLUSION
'CALL TO ACTION'
SERIES, PART III
"RECRUITMENT &
RETENTION"**

NOVEMBER 2, 2012
C. Ted Lick Wildwood Conference