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| **Boston Consulting Group and NIBRT announce the Biopharma 4.0 Alliance** |

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| **Boston Consulting Group and NIBRT announce the Biopharma 4.0 Alliance for Digital Innovation in Operations***The Alliance will develop and deploy Industry 4.0 technologies in order to deliver transformative benefits to the operations of global biopharma manufacturing and related sectors.* DUBLIN, IRELAND, May 2nd 2019 – Boston Consulting Group (BCG) and National Institute for Bioprocessing Research and Training (NIBRT) are delighted to formally announce the creation of the Biopharma 4.0 (B4.0) Alliance for Digital Innovation in Operations. The Alliance, the first of its kind globally, is a unique collaboration between leading players in the biopharma industry such as Takeda, selected innovative technology providers and industry experts from BCG and NIBRT. The team has recently completed the B4.0 design blueprint, which lays out in detail the top 95 industry 4.0 use cases as applied to biopharma manufacturing. The blueprint outlines how biopharma companies can use cutting-edge technologies such as robotics, artificial intelligence and augmented reality to revolutionise manufacturing operations. The Alliance, formed in September 2018, will now move into the next phase, involving the build out of a physical “digital demonstrator” based in NIBRT’s Dublin facility. *“Industry 4.0 technologies have the potential to deliver transformative benefits to the biopharma industry. Building on the digital blueprint, the Biopharma 4.0 Alliance will provide a robust proof-of- concept for 4.0 technologies in NIBRT’s pilot plant facilities. In turn, this will support the optimal deployment of these technologies in biopharma manufacturing operations in Ireland and beyond”.*says Killian O’Driscoll, Director of Projects at NIBRT. As biopharma manufacturing becomes increasingly complex, globalised, and more highly regulated, the sector must improve its operations to increase quality and supply performance, whilst reducing cost to the patient. In other industries (including aerospace, defence, automotive, and FMCG), the deployment of Industry 4.0 (I4.0) technologies has delivered huge benefits to manufacturing performance. However, biopharma is currently significantly behind other advanced manufacturing sectors in its adoption of disruptive technologies. The demonstrator will cover the latest I4.0 technologies in manufacturing, quality control, quality assurance and cross plant operations. These technologies will be seamlessly integrated with core operating processes to enable proof-of-concept studies on new innovations and new ways of working. Visitors to the centre will be able to experience and learn about these technologies, as well as pilot specific use-cases and co-develop I4.0 solutions with NIBRT & BCG. “*Takeda Dunboyne Biologics are delighted to be part of this digital demonstrator between NIBRT and BCG. As we build our new state of the art facility in County Meath, this alliance will help us in our Biopharma 4.0 journey to build the right capabilities using augmented reality to aid on demand 24/7 training*”, comments Susan Hynes, VP & Site Lead, Takeda Dunboyne Biologics. Commenting on the Alliance Paul Sweeney, COO, Daqri, the global leader in Professional Grade  Augmented Reality, says *“We are very excited to be part of this this ground-breaking Alliance, and to collaborate with NIBRT and BCG to explore and showcase applications of our Augmented Reality based, Industry 4.0 tools in the biopharma sector.”* *“The Biopharma 4.0 alliance is a core part of BCG’s strategy to lead the way in how Industry 4.0 technologies can be applied in biopharma. We believe there is a once in a generation opportunity to create a step change in biopharma manufacturing performance through smarter adoption of disruptive Industry 4.0 technologies,”*says Frank Cordes, BCG Partner and Operations practice lead for Western Europe. *“The Alliance and resulting digital demonstrator provide the platform, capabilities and expertise that our clients require to deliver this.”*ENDS *(*Pictured; (left to right), *Aoife Barron (NIBRT), James Morton (BCG), Susan Hynes (Takeda Dunboyne Biologics), Killian O’Driscoll (NIBRT) at the launch of the Biopharma 4.0 Alliance* |

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| **Biopharma 4.0 Alliance** |

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| **About NIBRT**The National Institute for Bioprocessing Research and Training (NIBRT) is a global centre of excellence for training and research in biopharmaceutical manufacturing. NIBRT is located in a world class facility in Dublin, Ireland. This facility is purpose built to closely replicate a modern bioprocessing plant with state-of the art equipment and enables NIBRT to offer the highest quality training and research solutions. NIBRT's mission is to support the growth and development of all aspects of the biopharmaceutical manufacturing industry.NIBRT Marketing and Communications Manager alison.quinn@nibrt.ie+353 1 215 8100 |

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| **About  Boston Consulting Group**Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most criticalchallenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with offices in more than 90 cities in 50 countries. For more information, please visit [www.bcg.com](http://www.bcg.com/)Press enquiries: Rebecca Cummins, BCG UK Senior PR Coordinator cummins.rebecca@bcg.com+44 207 753 8383  |

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| **About DAQRI**DAQRI, the leader in Professional Grade AR™, empowers workforces to be more effective. DAQRI Worksense™ and DAQRI Smart Glasses® link digital content to the real world to accelerate productivity, communication, and key business processes. From the office to the factory floor, DAQRI customers improve workplace efficiency, safety, and their bottom line. With head offices in Los Angeles, California and Dublin, Ireland, Daqri provide a complete hardware, software, applications, and partner ecosystem to bring AR to scale.  |

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| **About Takeda**Takeda Pharmaceutical Company Limited, a global, values-based, R&D-driven biopharmaceutical leader committed to bringing better health and a brighter future to patients by translating science into life-changing medicines, has been established in Ireland since 1997. Across Ireland, Takeda has commercial operations, corporate services and three manufacturing facilities in Bray, Dunboyne and Grange Castle.Takeda is developing a new, innovative biologics manufacturing facility, on a 120 acre site in, Dunboyne, County Meath. The state-of-the-art facility will adopt single use technology in the manufacturing processes and will be a highly automated facility.  |

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