



THE HEALTH CLUSTER OF WALLONIA

Talent Now Initiative

BioWin is the health cluster in **Wallonia, Belgium**, the regional reference for all stakeholders in **biotech, e-health** and **medtech research** and **innovation projects**.

Objectives:

- Share the launch of BioWin’s **Talent Now** program which is based on the outcome of a study, performed by BioWin **during 2019-2020**, on the talent needs of **biopharma, medical technology** and **data science** companies
- The scope of this project, which aims to develop a recruitment strategy to ensure the **demands for a highly skilled workforce is met**, is finding short term solutions to the talent shortage in the life sciences industry

Strategy:

- Issued news in French and English
- Follow up with key media targets organising interviews

Results:

- The announcements gained a total of 39 articles, with coverage in leading publications **BioCentury, L’Echo, Metro** and **Biotech Finances**
- Arranged 7 media briefings

