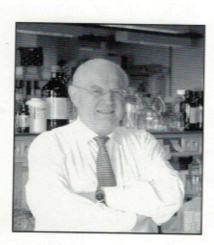
INSEAD



Through this choice, the INSEAD Innovator Prize Selection Committee wants to highlight the vision and drive with which Désiré Collen has created a virtuous circle between science and business throughout his career.

- His scientific excellence as a pioneer in molecular medicine is recognized worldwide. He
 published approximately 650 research papers in leading scientific journals and his research
 earned him several prestigious scientific prizes.
- A scientist with a sharp feeling for clinical feasibility and an intuition for good business
 opportunity, he has translated his knowledge into products for the benefit of mankind (t-PA
 saved the lives of hundreds of thousands of heart attack patients) and to lay the basis of
 innovative, successful ventures such as Thrombogenics.
- A true pioneer, he has always looked at pushing boundaries. He was one of the first
 academics in Belgium to patent-protect his research which later permitted him financial
 independence as a researcher. Equally, his choice to license his invention out to Genentech,
 at that time a small Californian start-up, was anything but obvious. He also charted new
 territory by reinvesting his royalties to build large research groups at the university and to
 finance fundamental research.

Under the auspices of the INSEAD Belgian Council, chaired by Baron Jean-Pierre Berghmans

Piet Dejonghe & Patrick Demoucelle Presidents of the INSEAD Alumni Association of Belgium request the pleasure of the company of

Hr and Hrs. D. Collen

at the gala dinner and award ceremony of the INSEAD Innovator Prize 2009 to

Désiré Collen

inventor of t-PA and founder of Thrombogenics for his achievements as an outstanding entrepreneurial scientist

on Wednesday, November 18, 2009 at 7.30 p.m.

Venue: Autoworld

Esplanade du Cinquantenaire

Jubelpark 11 1000 Brussels

Dress: black tie