



LIFE FROM INSIDE

Bracco triples production of its Innovative Contrast Agent for ultrasound in Geneva, inaugurating a second facility

The significant investment increases the production of CEUS microbubbles. The imaging platform for ultrasound, the fruit of Bracco's research, assists doctors all over the world with more accurate diagnostic data, improving patients' quality of life and facilitating personalized treatment plans.

PLAN-LES-OUATES (GENEVA), 6 NOVEMBER 2024 – Over 80 million euros has been invested to build Hexagon, a new manufacturing facility located next to the historical 1996 plant which will, when fully operational, triple the production and distribution of one of the leading products from Bracco's research. The new multi-functional building will supply the world with the innovative contrast agent for ultrasound based on microbubbles, which allows real-time diagnosis and offers greater versatility as well as sustainability. It is the latest milestone in the Bracco Group's long-standing story of success. Founded in Milan in 1927, today the company operates in 100 countries while maintaining its strong Italian roots, and counts 1.8 billion euros in turnover and 3,800 employees.

The ties with Switzerland go back a long way: first the Research Center, now nearly 40 years ago, followed by the Plan-les-Ouates manufacturing site. "It all began with collaboration between our research department and the Swiss Battelle Institute," recalls **Diana Bracco**, President and CEO of the Group. "A pioneering example of open innovation, it allowed us to explore cutting-edge modalities in diagnostic imaging. As a result of this major investment, we will be in a position to satisfy the high global demand for our product. For us, as a family company, it is both an achievement and a great source of pride to be able to compete on a global scale in such a technologically advanced sector. We have invested on average 2 million francs per year over the last decade in the Bracco Suisse site in Plan-les-Ouates," concluded Diana Bracco, "have seen 12.5 million francs in R&D costs annually, and have employed more than 100 people, 45 of whom are scientists and researchers. Furthermore, it is precisely the proximity of the research and development department to production which is an essential factor in the success of Bracco Suisse."

Contrast-Enhanced Ultrasound is a high-sensitivity, non-invasive diagnostic imaging modality free of radiation, capable of enhancing the visibility, and therefore the evaluation, of heart cavities, blood vessels and tissue vascularity. Microbubbles also have enormous potential in the field of precision medicine, because they can serve as vectors of pharmaceuticals, activating the temporary opening of the vascular tissue barrier thereby optimizing the therapeutic effect, making it as targeted and effective as possible.

"Bracco has always been at the forefront of scientific progress because innovation is in our DNA," stated **Fulvio Renoldi Bracco**, Vice Chairman and CEO of Bracco Imaging. "With this ambitious project, which enables us to triple and expand our production lines, Bracco aims to become the global leader in the CEUS sector. We see the potential of this modality as a complement to X-ray, magnetic resonance and PET/SPECT to help health systems deliver more efficient care to their patients. Our microbubble platform is a more convenient, cutting-edge medical technology that adds value to diagnostic imaging. We will continue to invest in this area in the near future, as it has already delivered excellent results internationally."

Inauguration day for the new plant - a 4-story building characterized by contemporary design and constructed according to the most rigorous sustainability standards - began with a symbolic ribbon-cutting ceremony attended by, along with Diana Bracco and Fulvio Renoldi Bracco, Anne Lèvy, Director of the FOPH – Federal Office of Public Health, Xavier Magnin, Mayor of Plan-les-Ouates, Monika Schmutz Kirgöz, Ambassador of Switzerland to Italy, Gian Lorenzo Cornado, Ambassador of Italy to Switzerland, Alexandre Epalle, Director General of Economic Development, Research, and Innovation for the Canton of Geneva and Simona Loizzo, member of the Italian Parliament. In their speeches, the ambassadors from the two countries highlighted the friendly relations between Italy and Switzerland, the value of the investment in the Canton of Geneva, and Bracco's role in one of the most advanced sectors of the Life Sciences and of prevention.



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In the afternoon, the scientific symposium “Bubble Power – Imaging & Beyond” was held at the Spark Auditorium to celebrate the event. Moderated by Fabio Tedoldi, Head of Global Research & Development at Bracco Imaging, the convention featured an opening greeting by Cristina Messa, Full Professor of Diagnostic Imaging and Radiotherapy at the University of Milano-Bicocca and former Minister of University and Research, and opening remarks by Alberto Spinazzi, Senior Vice President, Chief Medical and Regulatory Officer, titled “Reimagining Medical Imaging to Advance Healthcare”, as well as numerous valuable contributions from international scientists, managers and specialists.

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Il Gruppo Bracco opera nel settore delle scienze della vita ed è leader mondiale nella **diagnostica per immagini**. Fondato nel **1927**, oggi è presente in oltre 100 paesi, con un fatturato consolidato di 1,8 miliardi di euro di cui l'88% sui mercati esteri e occupa 3.700 dipendenti. Il Gruppo vanta un patrimonio di oltre 2.000 brevetti e investe ogni anno in **R&S** oltre il 10% del fatturato di riferimento nell'imaging diagnostico e nei dispositivi medicali avanzati.t