

The 'Go-To' Guys

Roberts Mitani, one of Life Sciences' most influential investment banking and private equity advisory firms, will be attending the groundbreaking 'in circulation' conference.

by Ronald C. Trahan

BRUCE ROBERTS RECALLS that he met Hideki Mitani—then a vice president at Goldman Sachs & Co.—in 1988, when Bruce was a student at Harvard Law School and Hideki “was a rising star in real estate financing.” Hideki’s responsibilities included supervising the Japan Desk in the Goldman Sachs real estate department. “At the time, there was a lot of concern about Japanese investors buying up a considerable amount of real estate in Manhattan. I happened to be the chair of a university speakers’ forum,” explains Bruce. “Hideki accepted my invitation to speak at our forum and brought a whole team of bankers from Goldman Sachs to explain why the U.S. had nothing to fear from Japanese investors. There was great chemistry between us immediately. But there’s no way I could foresee that Hideki would some day become one of the most important people in my life.” Today, Bruce Roberts and Hideki Mitani, along with colleagues Jeffrey Oh, Patrick Abouchalache, Kaz Kohno, Hiroaki Yamauchi and Ted Moon, have built one of the most influential investment banking and private equity advisory firms in the Life Sciences sector. The firm also has strong expertise in the Consumer Products and Services sector, as well as the emerging field of Industrial Biotechnology and Renewable Resources. One of the keys to the sustained success of RM is its long-term approach of serving clients in a *primary care physician manner*—that is, identifying and diagnosing potential business ailments and acting to cure them on a case-by-case basis. Equally important, RM has a truly global network that is unique for a boutique firm. The Company is equally active in North America, Europe and Asia, where it has an office in Tokyo providing consulting and advisory services to large and small corporate clients. The firm’s staff, collectively, speaks English, Japanese, French, Korean, Spanish, Mandarin Chinese, German and Arabic. This unique international perspective has allowed RM to uncover hidden value for clients and investors by transferring technology and knowledge to those markets where it commands the greatest value—what the firm’s partners call *Global Technology/Knowledge Arbitrage*, or GTA. “We are certainly looking forward to participating in this first-of-its-kind ‘in circulation’ investor conference,” says Bruce. “Medtech Insight has a long and strong track record of orchestrating successful conferences in which everyone benefits: investors, emerging companies and business development execs from the larger medtech companies.”



Bruce E. Roberts, Managing Director of Roberts Mitani, has 15 years of global private equity, finance, business development and law experience.

“in circulation” will be a single-track format consisting of 10-minute company presentations immediately followed by individual meetings in private breakout rooms. The conference will also feature an interactive physician panel and a product exhibition/networking dinner. More event details will be posted regularly at <http://www.medtechinsight.com/incirc-01.html>. □

**In Circulation: Strategic Partnering and Investing in Circulatory Medicine
The Hyatt Regency-McCormick Place, Chicago, Illinois, April 27, 2005**

This is the first ‘specialty-specific’ investment conference focusing on early-stage companies developing products for both diagnosis and treatment of diseases associated with the circulatory system. This meeting will feature more than 30 companies developing technologies for such high-growth segments as interventional cardiology, stroke, cardiovascular diagnostics and more.

To register for this conference, please call 949-219-0150 or 888-290-2225 (toll-free in the U.S.), send an email to sales@medtechinsight.com, or **register online at www.medtechinsight.com**.

What leading investors are saying about their participation at MedTech Insight's In³ and specialty investor conferences:



“Medtech Insight provides the best way I know to rapidly review investment opportunities and get a good sense of where the whole medical technology world is moving. Companies can be heard

in the context of competing technologies, and the format allows investors to get a quick overview of a new company and then meet the management team to drill as deep as you'd like to.”

Lorelei D. Davis, Ph.D.
Partner
Frantz Medical Ventures
Mentor, Ohio



“Medtech Insight's conferences are run in an extremely efficient manner. As an investor, I greatly appreciate the quantity and quality of the emerging companies that are invited to

present at these conferences. Above all, I have found the Medtech Insight staff to be always professional and very helpful. I recommend their conferences as a great value.”

Serafin Samson
Senior Associate
Affinity Capital Management
Minneapolis, Minnesota



“Medtech Insight's conferences give me the opportunity to quickly identify companies that could be of interest to our firm, and then qualify them further by being able to see them ‘up close’

as it were during the breakout sessions. In short, over a very brief period of time I can determine which companies might be truly of interest to us without expending a lot of time and expense.”

Alan Kaganov
Partner
U.S. Venture Partners
Menlo Park, Calif.

Ronald C. Trahan is President/CEO of Ronald Trahan Associates Inc. (www.ronaldtrahan.com), a public relations/investor relations firm that serves big and small companies, both public and private.