



## DR KIERAN ROONEY

ASIA

# HIGH GROWTH MARKETS SPECIALISTS

### UK TRADE & INVESTMENT HIGH GROWTH MARKETS PROGRAMME

High Growth Markets Specialists support UK Trade & Investment in the provision of dedicated professional assistance to help UK companies enter or expand their engagement with 17 designated high growth markets. High Growth Markets Specialists are well placed to offer a variety of tailored strategic interventions to individual companies.

The UK Trade & Investment High Growth Markets Programme was established in February 2007 and is headed by Dr Sarada Tew. The Programme will consist of a team of up to 15 specialists providing intelligence-led strategic input to target primarily mid-corporate companies to further the UK's engagement with high growth markets. These include:

- Brazil
- China
- India
- Indonesia
- Malaysia
- Mexico
- Qatar
- Russia
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- Vietnam

**UK Trade & Investment High Growth Markets Specialist Dr Kieran Rooney brings substantial experience from the bioscience, pharmaceutical, medical devices and healthcare sectors to help develop international trade opportunities for leading UK-based mid-corporate companies within the 17 designated high growth markets.**

Kieran has considerable senior level commercial experience across the life sciences sector, having held directorships at multiple UK- and USA-based pharmaceutical and life science organisations. As business development director for a number of biopharmaceutical companies, he has broad knowledge and first-hand experience of pioneering market growth in Asia Pacific countries.

For two years Kieran was the DTI International Technology Promoter for Life Sciences working with various British embassies to help UK businesses forge global technology relationships. Kieran's previous experience encompasses the spectrum from academic research through technology commercialisation, product development and deal making throughout the global life sciences market.

Kieran has extensive experience working with pharmaceutical, biotechnology and other life science

companies across Asia, Europe and North America. In addition to working with multinational companies, he also has in-depth knowledge of the start-up culture in the life sciences, having been involved in establishing spin-out companies from the universities of Nottingham, Manchester and Stanford (USA).

As a High Growth Markets Specialist, Kieran will focus on the life sciences markets of Asia, and in particular India, China and the economies of South East Asia.

Kieran holds a BSc in Pharmacy from the University of Sunderland, a PhD in Pharmacology from Cardiff University and is a Member of the Royal Pharmaceutical Society of Great Britain. He also works as a UK Trade & Investment Sector Champion for Life Sciences.

#### Kieran can be contacted as follows:

Tel: +44 (0)20 7215 8000  
Mobile: +44 (0)7825 603105  
Email: [kieran.rooney@pera.com](mailto:kieran.rooney@pera.com)