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Care, Dare, Share, Be Fair

The Story of IBA

Nicolas Coupain

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- Since 1986, IBA has been putting particle physics at the service of medicine, research, and industry, turning science into positive impact
- This book traces the human and entrepreneurial journey of a company born in a university laboratory and guided by four principles that have shaped its culture: care, dare, share, be fair
- Its story offers a compelling lesson in agility, courage, and purpose for all who seek to reconcile innovation, performance, and humanity

From the design of the first Cyclone 30 cyclotron to the global recognition of proton therapy, the narrative follows a path marked by breakthroughs, crises overcome, and strategic rebounds. It explores the technical, financial, and human challenges faced by an academic start-up that grew into an international player, balancing boldness with rigour, applied research with industrial performance. But IBA is more than a technological pioneer: it is a corporate citizen committed to advancing the common good. Its model is based on balancing the interests of stakeholders—patients, employees, customers, shareholders, communities, and the environment. Its mission — "to protect, enhance, and save lives" — is made tangible through the thousands of patients treated, the hundreds of accelerators installed worldwide, and a culture deeply rooted in trust, transparency, and long-term vision. Beyond machines and markets, IBA is a mindset: an attentive and daring organisation, faithful to its roots yet firmly focused on the future.

Nicolas Coupain is a historian and a graduate of the Université libre de Bruxelles. With experience in international organisations and companies, he specialises in corporate culture, scientific and industrial heritage, and sustainability. He has published several reference works in these fields and is dedicated to using insights from the past to help illuminate the future.







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