



Convention in China

*China's Innovation
Gets a Global Look.*

*November 12-13, 2013
China National Convention Center
Beijing, China*

CONFERENCE CO-HOSTED BY:



EXHIBITION MANAGEMENT:



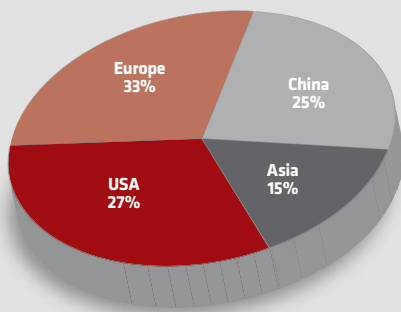
Promote Your Brand to a Global Audience: Exhibit at the 2013 BIO Convention in China

The 3rd annual **BIO Convention in China** builds on the success of the BIO International Convention, the world's largest biotechnology event. The BIO Convention in China brings together biotechnology, pharmaceutical and investment executives from around the globe to meet and explore business opportunities in China's biopharma sector.

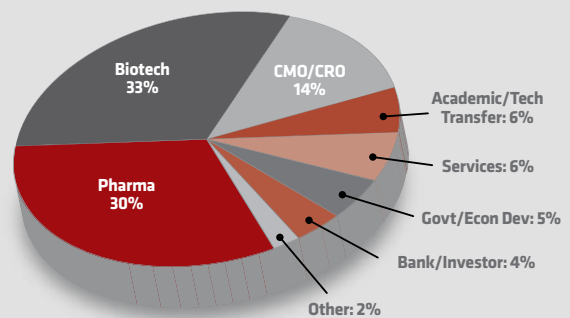
In 2013, we anticipate:

1000+ attendees • 400 companies • 100 exhibitors • 40 company presentations

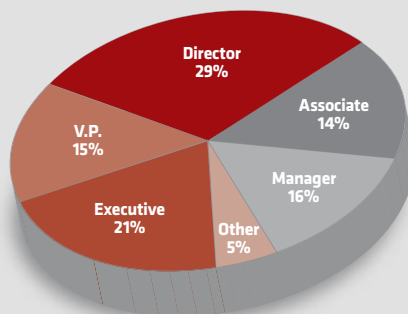
Participating Companies by Country



Participating Companies by Type



Attendees by Title



Why China?

Biotechnology figures prominently in China's 12th Five-Year Plan. Largely considered their blueprint for strategic economic growth and investment in the country from 2010 to 2015, the plan highlights seven emerging industries that could transform China's economy and drive growth. As one of these seven pillars, the biotech industry will receive a large slice of the \$1.7 trillion pie the Chinese government has allotted for the plan's implementation. **China's Minister of Health has pledged the country will spend an additional \$11.8 billion to advance biotech innovation from 2015 to 2020, as the country looks forward to its 13th Five-Year Plan.**

Don't miss this must-attend event for organizations looking to explore collaborations and promote innovations with China's biopharma sector!

Influential Decision Makers Come to the BIO Convention in China to:

- 1 Discover new products
- 2 Form strategic alliances
- 3 Evaluate the latest technologies
- 4 Network with business contacts
- 5 Gain insight into the Chinese market from key opinion leaders



Unparalleled Exposure for Your Company

The Convention features a high visibility exhibition area where attendees can view the most important technological advancements in biopharma all over the world. Showcase your innovations and services alongside the best in biotech.

Exhibit booths will be located next to the partnering suites, providing a high level of traffic in the exhibit hall and sending executives right to your booth.

Past exhibitors include:

Adroit People
AWEX
BioCentury Publications
Biogen Idec
Bionovo
BioTest
Biovendor
CatalentPharma Solutions
Czech Trade
CzechBio
Dongguan Songshan Lake National High-tech Industrial Development Zone
Fluor
Foundation for Biomedical Research and Innovation

Frontier BioSciences, Inc.
Health Ever Bio-Tech Co., Ltd.
Hong Kong Science and Technology Parks Corporation
Hong Kong Zao tong International Group Co., Ltd.
Kroll
Marks & Clerk
Nanjing Jiangning Science Park Life Science Town
Pardam
Pharmabiotech
Shanghai Chempartner Co. Ltd.
Shanghai Medicilon Inc.
Shanghai Patent & Trademark Law Office, LLC

Shamrock Structures
Shenyang Qipan Mountain Cluster
Shook, Hardy & Bacon LLP
Soft Flow
Sphere Fluidics Limited
Transpacific IP
UPS
VWR International
Wincon
Wuhan Biolake
WuXi Appetec Co., Ltd.
Yangtze River Pharmaceutical Group
Zhangjiang Innovation Park

Secure Your Spot Now

Space is limited and will be sold on a first come, first served basis. For U.S. and Europe sponsorship and exhibitor sales, please contact Michael Rosenberg, Vice President, E. J. Krause & Associates, Inc. at +1.301.493.5500 or Rosenberg@ejkrause.com to discuss your requirements. Visit www.bio.org/biochina (ENG) or www.biochina2013.com (中文) for more information.

Position Your Company as a Leader at China's Premier Industry Conference

1 Partnering Meetings

BIO's One-on-One Partnering™ system allows registrants to search company and investor profiles, evaluate potential collaborations and funding opportunities with participating companies, communicate directly with prospective investors and senior business and scientific management and pre-schedule private one-on-one meetings.

2 Company Presentations

Presenting at this exclusive partnering forum provides companies with increased visibility in front of a global audience of biotech and pharmaceutical companies, all interested in cross-border business development alliances

3 Plenary Sessions & Business Roundtables

China-specific and Western-focused programming sessions are led by key business and government leaders and focus on crucial clinical, regulatory, financing and public policy issues impacting the industry.

4 Keynotes by Government Officials and Business Leaders

Past presenters have included:

- **Elaine Chao**, Former Secretary, U.S. Department of Labor
- **Governor Jon M. Huntsman, Jr.**, Former U.S. Ambassador to China
- **Sun Xianzue**, Deputy Commissioner, State Food and Drug Administration (SFDA)
- **Chen Qiyu**, President, Fosun Pharma
- **Wang Peng**, Ph.D, Chief Scientific Officer, Simcere Pharmaceutical Group
- **Dr. Jörg Reinhardt**, CEO, Bayer HealthCare



“The BIO Convention in China is a great venue to meet with decision makers, from all over the world, interested in doing business with China’s biopharma innovators. I have found great benefit in the conference’s programming, the top-notch speakers and keynotes, and the networking is unlike any other event of its kind in China.”

- Jimmy Zhang, PhD, MBA, Managing Director,
MSD Early Investments–Greater China, Merck & Co. Inc.

Be a Part of Biotech's Elite

BIO sponsors have access to top-notch customer service, prime brand exposure and recognition from the most influential people in biotech.

Sponsors (representative list as of 4/1/2013)



Let us build a sponsorship package that meets your company's needs. Please contact John Sloan, Managing Director, External Relations & Development at +1.202.962.9506 or email jsloan@bio.org to get started!

Conference co-hosted by:



state biotechnology centers and related organizations across the United States and in more than 30 other nations.

The Biotechnology Industry Organization (BIO), the world's largest biotechnology trade association, represents more than 1,100 biotechnology companies, academic institutions,



The China Center for Pharmaceutical International Exchange (CCPIE), an independent, public institution affiliated with the China Food and Drug Administration (CFDA), includes the following departments: Division of General Affairs; Division of Technological Cooperation; Division of Consultancy Services and Division of Conference & Exhibition.

Exhibitor Application

Exhibit Space Pricing:



Option #1: Raw Space

International Rate*: USD \$390 per sqm (available in 9 sqm or multiple units)



Option #2: Shell Scheme Package Space

International Rate*: USD \$430 per sqm (available in 9 sqm or multiple units)

Includes Wall Panels, Fascia Board with Company Name & Booth Number in English and Chinese, Information Counter (1), Chairs (2), Waste Basket (1), Spotlights (2), Electrical Outlet (1), and Carpeted Floor

For additional information, please contact Michael Rosenberg, Vice President, E. J. Krause & Associates, Inc. at +1.301.493.5500 or Rosenberg@ejkrause.com to discuss your requirements.



Yes, we plan to participate at the 2013 BIO Convention in China

Contact Information:

Name:

Title:

Company:

Address:

City:

State:

Zip/Postal Code:

Country:

Phone:

Email:

Website:

Please email or fax your completed application to Rosenberg@ejkrause.com or 301.493.5705.

**Applies to multi-national, foreign-funded and joint venture companies*

CONFERENCE CO-HOSTED BY:



Biotechnology
Industry
Organization



EXHIBITION MANAGEMENT:



E. J. KRAUSE &
ASSOCIATES, INC.

www.bio.org/biochina (ENG)
www.biochina2013.com (中文)