



PROVENCE PROMOTION

Bio Show (Boston)... coming shortly

Beautiful, bio, techno...

The " Global Event for Biotechnology" Bio show will be held between May 6 and 9 2007. This show is held in a different location every year (last year it was in Chicago, this year it is in Boston) and is the international meeting place for everyone concerned with biotechnology, including several celebrities involved in the sector ... Another opportunity for Provence Promotion to make its mark in good company and to show the region's vitality in the subject!

> To collect new ideas...

The Bio show was created in 1993 and is now the most global event in the biotechnologies industry. It brings together everyone concerned in the field including industrialists, bioethics research workers, doctors, laboratories, etc. A total of 6 000 international participants are expected from 60 different countries.

The event is sufficiently broad-ranging to cover a complete panorama of the sector as demonstrated by the variety of subjects discussed in the conferences:

- the future of vaccines,
- cancer and nanotechnologies,
- clinical tests,
- agriculture,
- industrial risks,
- opening up of international markets ...
- and obviously ethics.

> ...But also how to cultivate business!

This is the background in which very high level conference speakers will participate, including leaders in their field or even celebrities concerned personally such as Michael J.Fox, the American actor suffering from Parkinson's disease, or others closely involved with the benefits of biotechnologies on health, like Queen Nour of Jordan.

But the Show also has other aims; to bring together the various actors on the same stage and get them to meet each other so that they can form partnerships in individual meetings organised even before departure. This show is extremely well prepared at all levels, and very efficiently provides a genuine forum for discussions between highly targeted entrepreneurs. Last year, more than 11 000 meetings were set up between the 4 000 entrepreneurs present!

> Fertile ground for Provence Promotion

Provence Promotion will be accompanied on this trip by Bioméditerranée (the Provence-Alpes-Côte d'Azur region biocluster), Team Côte d'Azur, and several enterprises from the region. Its objective is to observe the latest trends, innovations and developments, but also to expose Provence talents in the matter.

It is also aimed at consolidating the emergence of the "Biotechnology" industry in the region,

- symbolised by successes like the Innate Pharma,
- legitimised by many references (such as the many hospital complexes, laboratories, research centres)
- and boosted by the current economic dynamism of the region, such as competitiveness clusters.

Provence on the move... Even Michael J. Fox should realise!

For further information

The Bio show site
<http://www.bio2007.org/>