

Trade Mission to Australia for AusBiotech2010

www.ausbiotech2010.com.au

19 - 22 October 2010 at the Melbourne Convention and Exhibition Centre

Australia is the world's 6th largest Biotechnology industry and the largest in the Asia-Pacific region.

UK Trade & Investment (UKTI) is offering UK companies a range of opportunities to attend, exhibit and participate in Ausbiotech2010 to explore the Australian market.

All UK registered pharma/biotechnology companies are eligible to participate in the mission. Participation by those offering innovative products/technologies and services are most welcome.

To Attend

Using the Overseas Market Introduction Service, UKTI are offering to arrange discounted entry, recommended companies to target through the business matching programme, and access to networking receptions and marketing efforts.

For £1000 companies can receive:

- Full conference ticket to attend Ausbiotech2010 - normal early bird rate is \$1945 or £1170.
- Individual, tailored market report with recommended clients/business partners in Australia.
- Inclusion in the conference brochure and pre-conference UK marketing efforts.
- Invitation to UK networking reception.
- Assistance with hotel bookings at discounted government rates.

To Exhibit

Grants of £1800 are available through UKTI's Tradeshow Access Programme for companies wishing to take some exhibition space. These are available through application to Crispin Kirkman at ETNA, crispin.kirkman@emtechna.com, or 01276 855777. A management fee may apply.



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Exhibition Option 1

- Small “pod” on the UKTI stand, including podium style desk with company branding, seats and literature rack.
- Full conference ticket and tailored market report.
- Inclusion in conference brochure and invite to networking reception.

Cost: £3000

Exhibition Option 2

- Individual stand space in area reserved close to UKTI stand including conference entry and brochure as applicable with AusBiotech.
- Invitation to networking reception.
- Option available for tailored market report.

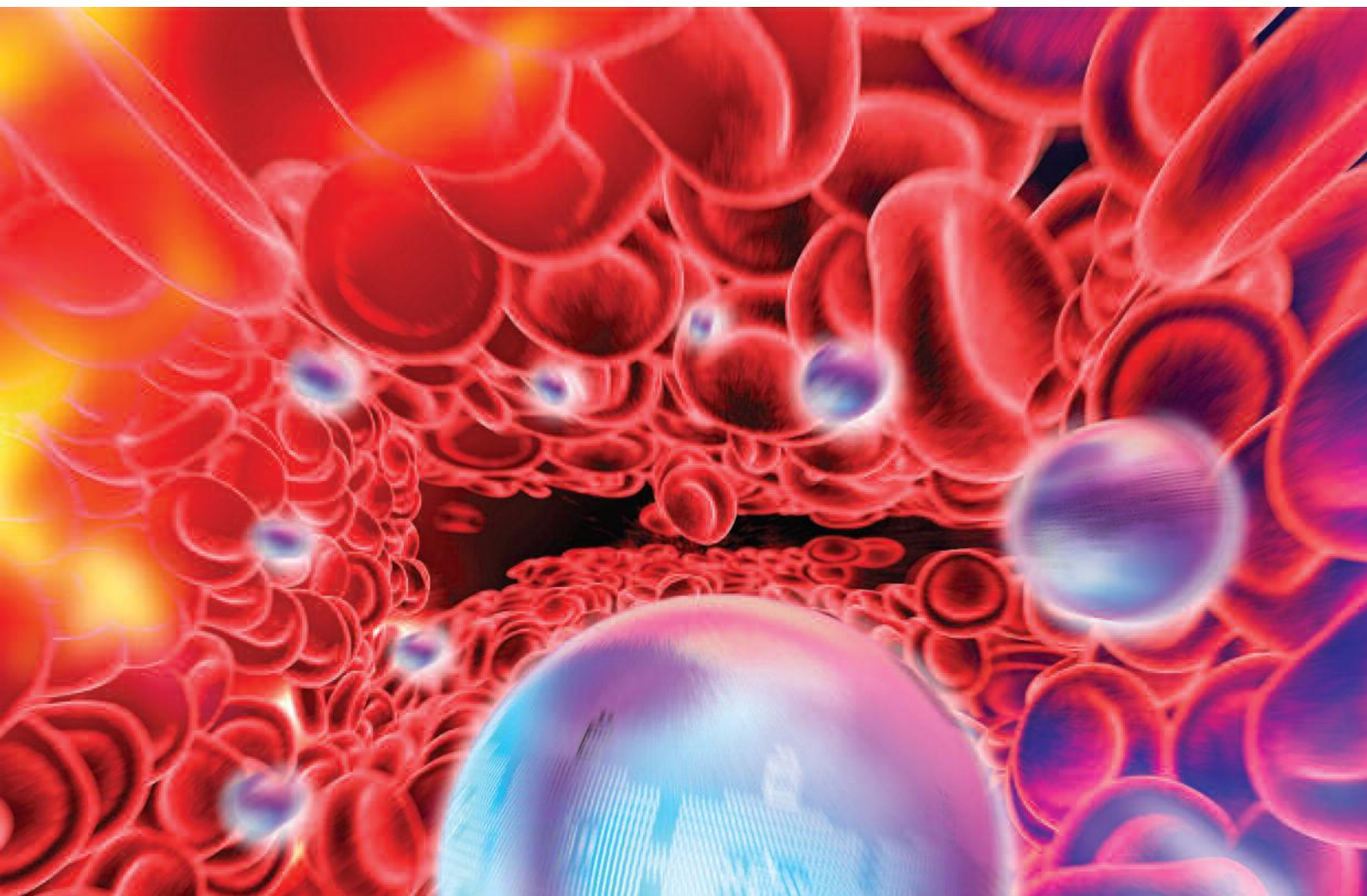
Cost: Dependent on stand

Why AusBiotech2010

Australia is the world's 6th largest Biotechnology industry and the largest in the Asia-Pacific region. CSL, based in Melbourne, is the world's 4th largest Biotechnology Company by sales, and one of over 450 companies active in the sector. Major pharmaceutical companies with manufacturing and/or research sites in Australia include GSK, AstraZeneca, Pfizer, Merck and Hospira in addition to local pharma and generics manufacturers.

Melbourne, is the hub of biotechnology in Australia and is home to 140 biotechnology companies, 15 major medical research institutes, seven teaching hospitals, and nine universities. Melbourne has joined London and Boston as the only three cities in the world with two universities in the global top 20 of biomedical rankings, and can justifiably claim to be one of the top 5 biotechnology hubs in the world.

AusBiotech2010 is Australia's national Biotechnology event, and the premier conference for the Asia-Pacific region.



Other Market Opportunities

Translational Research Excellence 2010 (TRX10)

Queensland is hosting TRX10 at the Brisbane Convention Centre from 11th – 13th October.

There are speaking, exhibiting and sponsorship opportunities available for companies interested in translational research, genomics, proteomics, metabolomics, bioinformatics, imaging and IT solutions for R&D. See www.trx10.com.au

New Zealand

There will be plenty of opportunities to network and link in with New Zealand companies at Ausbiotech.

However, interested companies who may not have fulfilled all their meeting requirements at the conference are invited to travel on to New Zealand. UK Trade & Investment will assist in arranging site visits and individual meetings with targeted companies and research institutes.

Stopping off on the way?

UK Trade & Investment has sector experts throughout Asia, so if you are thinking of stopping in Singapore, Malaysia, Hong Kong, China or Japan en route we can assist you in making contacts in those markets as well.

UK Trade & Investment support

Travel grants for mission delegates who are new to exporting may be available through your local International Trade Teams based throughout England.

Speak to your International Trade Advisor, if you have one, or to locate your nearest team, please visit www.uktradeinvest.gov.uk or call +44 (0)20 7215 8000.

Register interest

To sign up for the mission, please fill in the attached mission form.

To register your interest, or for any queries contact:

Joe Dodd

Manager, Trade and Investment

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UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy and assists overseas companies to bring their high quality investment to the UK.

www.uktradeinvest.gov.uk

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