

# BioForum 2012

## Central European Forum of Biotechnology and Innovative BioEconomy

23<sup>rd</sup>-24<sup>th</sup> May 2012, Brno

[www.cebioforum.com](http://www.cebioforum.com)

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## Date & Venue

**Date:** May 23<sup>rd</sup>-24<sup>th</sup>, 2012 (Brno, Czech Republic)

**Venue:** BVV Trade Fairs Brno



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## BioForum

- organized since year 2000;
- the biggest event in Central Europe dedicated to innovative biobusiness;
- targets both business and science sides of the biotech community;
- a place for networking and partnering biotech enterprises;
- real network of Central European biotech companies creating and stimulating market of services and biotech products;
- the best way to promote young and ambitious CE biotech companies;
- Includes: Exhibition, BioPartnering (B2B meetings), Lectures, Poster presentations.

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## BioForum main target

- Innovative CE biotech start-up's and mature companies;
- Innovative biopharmaceutical companies;
- Distributors of equipment and test equipment;
- Companies offering high-tech scientific equipment;
- Investors (Venture and Seed Capital);
- Technology Parks, Incubators, Advanced technology centers;
- Research Centres and Technology Incubators;
- Patent and attorney offices;
- Consulting companies;
- CRO's;
- Student communities;
- Research groups conducting R&D projects (industry and academia);
- Companies and research groups offering 'contract research' services.

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## BioForum 2011 brief overview

- the biggest event in Central Europe dedicated to innovative biobusiness:
  - ✓ About **1000 participants** from **20 countries** including those coming from big pharmaceutical companies: Abbott, Merck MSD or Genentech;
  - ✓ 100 exhibitors and 100 R&D projects;
  - ✓ Above 400 BioPartnering meetings;
- well known and recognized brand in Central Europe.

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## BioForum 2012 Sessions

- **BioForum keynote speakers:**
  - **Steven Burrill, CEO of Burrill & Company, US**
  - **Jens Dhein, Scientific Director at Abbott Molecular, Germany**
  - **Steffen Wagner, PhD, Head Commercial Operations Central&Eastern Europe, SANDOZ, German**
- **BioForum speakers**
- **Biosimilars and new biotech products – Market and Development Opportunities in Central Europe**

The panel is dedicated to the market of Biopharmaceuticals. The aim is to show the market opportunities for alternative biotechnologies of drug development and drug production in CE region.

  - **Martin Votava, MD, PhD, Director of Regulatory Science, Pharminvent, a former Member of the Committee for Medicinal Products for Human Use, Scientific Committee at the European Medicines, Czech Republic**
  - **Joseph P. Fuhr, Jr., Professor of Economics Widener University, Philadelphia, US**

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## BioForum 2012 Sessions

- **Business models in Personalized Medicine**  
How to implement a new product or service into the market and how to be successful? How does the personalised medicine market look globally? Is there a place for personalised medicine business in Central Europe?
  - **Kate Gunning, Principal at BioVisibility, US Principal, BioVisibility LLC**
  - **Joseph V. Ferrara, President of Boston Healthcare, US**
- **Biotechnology business success stories in Central Europe**  
Presenting a path from the biotech start up to a big enterprise involved in an innovative R&D. How to achieve that? Lessons learned based on examples from Central Europe.
  - **Maciej Wiczorek, CEO, Celon Pharma;**
  - **Ludek Karasek, CEO, LentiKats.**
- **Marketing your biotech company**
  - **Metromark Research, University of South Carolina, School of Medicine, Columbia SC USA – „Marketing your biotech company”**
  - **Director, Worldwide Licensing, Merck MSD – „Recent trends in pharma partnering”**
- **Optimizing drug development: Risk/Benefit Relation as a Success Factor**
  - **John M. Respondek, PhD, Managing Director, Optipharm, Germany**
- **Recent trends in pharma partnering**
  - **Erik Lund, Director, Worldwide Licensing, Merck MSD, Sweden**

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## What makes BioForum unique

- Presents a strong network between partners **in the CE sector** of innovative biobusiness;
- BioForum gives a real opportunity to **screen biotech companies from Central Europe: Czech Republic, Poland, Hungary, Estonia, Lithuania or Latvia;**
- BioForum provides the **real link between science and business**. Its participants are both businessmen interested in implementation of innovations and scientists, who are interested in doing business;

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## Benefits:

- **Business benefits:**
  - ✓ Participation in BioForum, especially in BioPartnering, gives you a unique opportunity to meet your potential business and science partners. On two days of BioForum we help you to arrange these meetings with very selected participants (biotech&pharma CE leaders), so during the events you can hold even up to **40 B2B meetings**, which is time and cost effective;
  - ✓ Furthermore each year BioForum hostes more than 1000 participants, about 100 exhibitors and presents about 100 R&D projects from CE biotech sector, so you can get deep aknowledge about innovation in this region and create network, that can transform in fruitful cooperation;
  - ✓ Because BioForum presents a strong network between partners in the Central European sector of innovative biobusiness, this event gives companies from around the world a real opportunity to **screen biotech companies from Central Europe: Czech Republic, Poland, Hungary, Estonia, Lithuania and Latvia**;
- **Marketing benefits:**
  - ✓ Promotion of your company among Central European innovative biobusiness enterprises during BioForum - at one place and in one time;

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## Exhibition offer\*

		Prices (EUR)
Exhibition space	4sqm	800
	6 sqm	1000
	9 sqm	1300
	12 sqm	1550
Corner space (surcharge)		165
Booth building + standard equipment (surcharge)		50 / 1 sqm

\*All prices are in EUR and don't include tax. Only Polish participants should add tax (23%)

**Booth building with standard equipment contains:**

1. Walls
2. Chairs (two for 4sqm booth; three for 6sqm booth; three for 9sqm, four 12sqm)
3. Electricity - 1 electric plug (230V)
4. Lights (1 point, 100W, for 4sqm booth; 2 point, 100W each, for 6sqm booth; 3 point, 100W each, for 9sqm booth; 4 point, 100W each, for 12sqm)
5. Table
6. White counter 100x100x50cm, with one shelve
7. Waste bin
8. Hanger
9. Booth framing with Company name (20 marks included)

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## Each Exhibition Package includes:

- Registration fee for:
  - ✓ up to 5 representatives (for 6sqm);
  - ✓ up to 6 representatives (for 9sqm);
  - ✓ up to 8 representatives (for 12sqm).
- One BioPartnering registration profil;
- BioBusiness Banquet (2 invitations);
- Company Profile in the BF Catalogue;
- BioForum catalogue:
  - ✓ up to 2 copies (for 6sqm);
  - ✓ up to 3 copies (for 9sqm);
  - ✓ up to 4 copies (for 12sqm).
- Entrance to career day;
- Pocket guide;
- Two-Day Pass to BioForum Seminars and free Workshops;
- WI-FI internet;

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## Additional promotion of a company before and during BioForum :

Brand Builder	Price*
1/2 page ad in BioForum catalogue (ca. 1000 copies)	125
1 page ad in BioForum catalogue (ca. 1000 copies)	225
Additional invitation to BioBusiness Banquet	50
Dedicated mailing to BioForum 2012 newsletter subscribers and registered participants (about 17 000 records)	250
Banner on <a href="http://www.cebioforum.com">www.cebioforum.com</a> (per month)	125

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## Attendees offer

	Full BioForum access and BioPartnering	BioForum Educational Access	Student's access
Registration after 1.03.2012	350 EUR	225 EUR	free of charge*
BioPartnering	✓		
BioBusiness Banquet	✓		
Company Profile in the BioForum Catalogue	✓		
BioForum catalogue	✓	✓	
Two-Day Pass to BioForum exhibition	✓	✓	✓
Two-Day Pass to BioForum Seminars and free Workshops	✓	✓	✓
Pocket guide	✓	✓	✓
Entrance to career day	✓	✓	✓
BioForum materials	✓	✓	✓

**Additional information:**

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\*Including Ph.D. students till 30 years old. Each student has to prove his student's status.

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### Organizer:



### Coorganizers:



### Partners & Sponsors



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## Organizer of BioForum

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