

Media Release



18 February 2008

SA Business Development Workshop and Forum

Held in Glenelg, SA, AusBiotech's second annual Business Development Workshop and Forum attracted 96 registrations from the biotechnology industry – up from 72 registrations last year.

Representatives attended from across the biotechnology sector, including medical device companies, biologics companies, government officials – and the first international registration, Rodney Miers from the US company MPI Research.

This year's workshop, supported by BioInnovationSA, focused on the theme of the creative skills of bio business. Popular sessions included panel discussions led by experts on mergers and acquisitions, as well as an interactive session with public relations company Reputation on how to build a communications strategy.

AusBiotech CEO Dr Anna Lavelle said the workshop and forum focused on areas where many smaller biotechnology companies could benefit from extra knowledge.

"We covered all the elements of successful business development for biotech companies – from the anatomy of a deal, mergers and acquisitions, sourcing public funds, to the importance of a professional communications strategy," Dr Lavelle said.

"Having access to so much experience and knowledge in these critical areas is incredibly valuable in helping biotech companies exploit potential product development opportunities."

Attendees were able to network with their peers and had the chance to put some questions to a variety of experts in business development:

"The AusBiotech Business Development Workshop and Forum proved to be a valuable and informative event. The first-hand recounts and candid, open discussions, regarding both specific challenges and general caveats, were particularly beneficial. It was also a great opportunity to further foster networks within the Australian biotech sector."

- Stephanie Morris, Scientific & Marketing Support, protEcol Services, Hospira.

"Being new to business development and having a background in research as well as working for a state government I found the course to be an invaluable insight into how the industry works. I would be more than happy to recommend the course to others in a similar position to myself."

- Dr Inga Thomson, Project Officer, Industry Growth, NT Government

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