

The **Global Confluence** of  
Who's Who of the **Lifesciences Industry**  
at **BioAsia 2012**

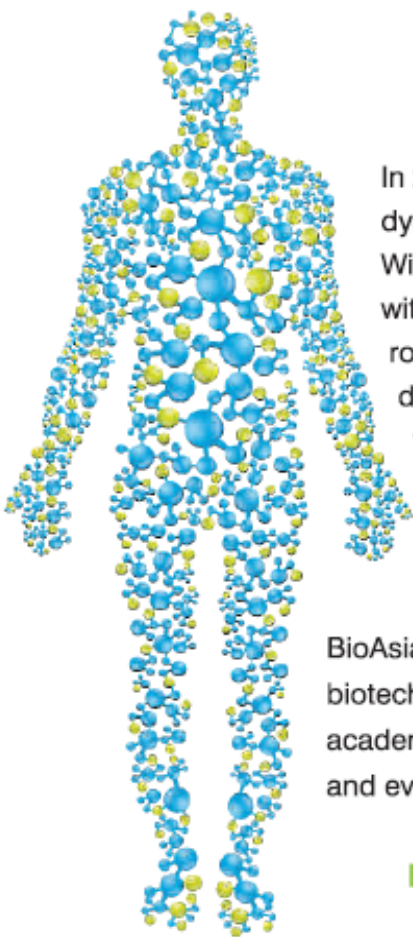


**Optimize your Opportunities**

BioAsia 2012 • February 9-11, 2012 • HICC, Hyderabad, India

[www.2012.bioasia.in](http://www.2012.bioasia.in)

**Bi**  *Asia*™  
The Global Bio Business Forum



## Optimizing Opportunities

In 2012, the ninth edition of BioAsia will unfold as the biggest, the widest and the most dynamic global forum on Lifesciences with vibrant theme of “Optimizing Opportunities”. With a noticeable difference, BioAsia 2012 will not only provide an opportunity to connect with the key stakeholders across categories, but will also provide a platform to outline a roadmap for growth through the planned consultation programmes & policy discussions during the event. The event will also offer a global showcase for companies to exhibit their unique strengths, products and services.

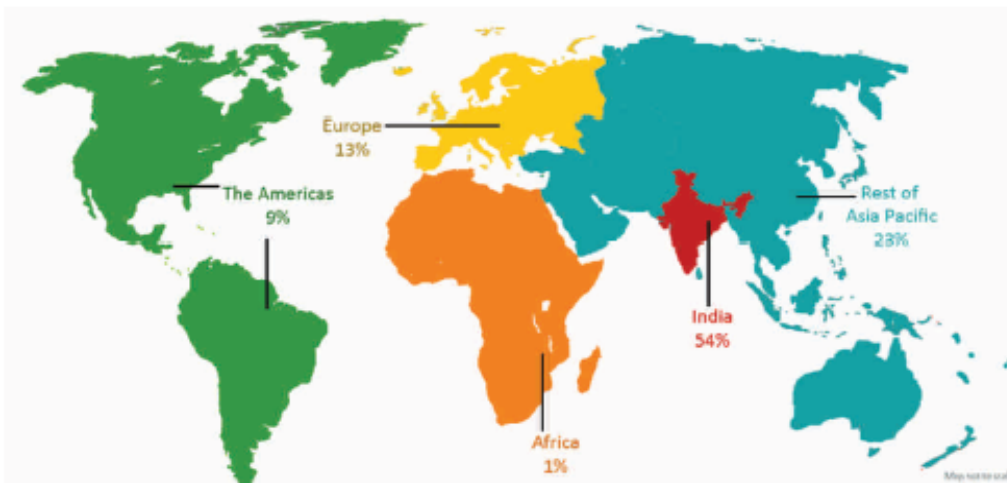
## Building global relationships

BioAsia 2012 is geared to be the confluence of the global thought leaders, stalwarts and biotech & biopharmaceutical industrial peers, venture capitalists, policy makers, analysts, academicians, universities and R&D hubs that drive the process of growth through innovations and evolutionary ideas.

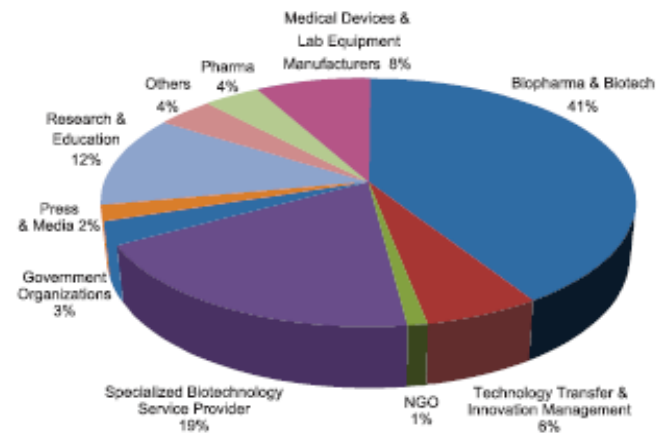
**Be a part of this exciting journey to optimize your opportunities like never before.**

## BioAsia 2012: Expand your reach globally!

BioAsia geographic profile

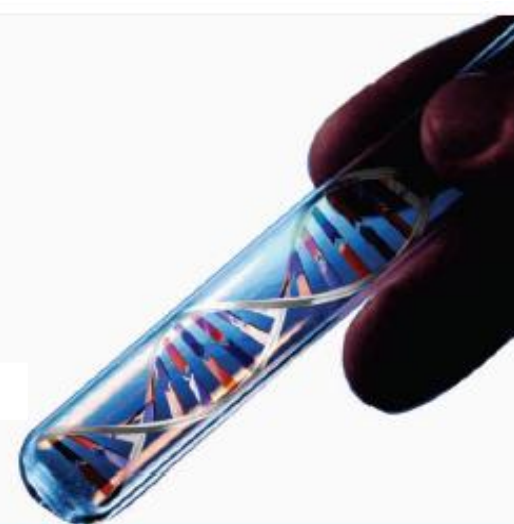


BioAsia sector profile



## 4-fold Focus. Many-fold Impact

BioAsia 2012 will focus on the four key areas of the host country's strengths



### Vaccines



BioAsia will: Enable discussions on new policy recommendations, global trends & opportunities and importance of logistics, in addition to offering a platform for companies to explore the global vaccine market.

### Contract Research



BioAsia will: Offer an insight on the global regulations for conducting clinical trials and offer the global CRO community a platform for exploring collaborations, mergers, acquisitions & insourcing opportunities.

### Investments



BioAsia will: Facilitate dialogue between participant VCs, business leaders, entrepreneurs, & the academia to discuss unique challenges in global & Indian VC environment & enable possibilities of JVs between biopharma companies to fund research initiatives.

### Intellectual Property Rights (IPRs)



BioAsia will: Provide exposure to various IP protection strategies, facilitate dialogue between IP & law firms, business entities & the academia & highlight issues related to strengthening of IP portfolio & IP asset management in organization.

## Optimize Partnerships



If you are a:

- ◆ Vaccine Company
- ◆ Contract Research Organization
- ◆ Biotech & Biopharma Company
- ◆ Infrastructure/Labspace developer
- ◆ Biotech Cluster
- ◆ National Trade and Investment Agency

As Asia's preeminent Lifescience Event, BioAsia 2012 will expand your opportunities to partner with the global players and bring you face-to-face with the global thought leaders and peers from the biotech industry worldwide.

BioAsia will provide high profile brand positioning and visibility, a platform to showcase strengths, expand business opportunities and an opportunity to explore various emerging markets and get involved in policy discussions.

### By being a premium sponsor at BioAsia 2012, you will get:

- ◆ High visibility to a captive target audience comprising of key stakeholders of the industry and across critical emerging markets like India, China, Korea, etc. in addition to the developed economies of US and Europe.
- ◆ An opportunity to tap potential businesses
- ◆ International brand exposure at a global forum

**Be known and if known, be well known!**

### Participate in BioAsia 2012 as:

- ◆ Principal Industry Host
- ◆ Industry Co-Host
- ◆ Corporate Sponsor
- ◆ Business Partnering Sponsor
- ◆ Media Sponsor
- ◆ Kit & Stationery Sponsor

For sponsorship details please refer to Page 9

**Do not be just an Attendee;  
utilize the BioAsia 2012 media  
coverage to be in the spotlight**

## Connecting Biotech & Business

If you belong to:



- ◆ Specialized Biotechnology Service Provider
- ◆ Medical Devices & Lab Equipment Manufacturer
- ◆ Company specializing in Cold Storage and Logistics of Biologicals
- ◆ Industry Association
- ◆ Investment agency and IP Firms/Patent & Legal Services
- ◆ Bioinformatics & IT solutions
- ◆ Research Organization & University
- ◆ Business Analytics and Consulting Firm

BioAsia 2012 gives you the biggest opportunity to connect and interconnect with global thought leaders & decision makers of the Lifesciences -Biopharmaceutical giants, research houses, regulators from various geographies and also fresh, young minds in the sector. By hosting and participating in the event, workshops and discussion forums you can enrich both your resource and knowledge pool. This vibrant platform gives you access to a dynamic database that you can employ to drive exponential growth for yourself along with the enviable chance to sit across the table with various global trade & investments companies.

BioAsia 2012 reaches out to as many as 50 countries worldwide, multiplying possibilities for you to connect with not only the Who's who of the industry but even the regulatory experts. Apart from this, you get brand salience for your product and global media coverage for it.

### Participate in BioAsia 2012 as:

- ◆ Corporate Sponsor
- ◆ Business Partnering Sponsor
- ◆ Media Sponsor
- ◆ Kit & Stationery Sponsor
- ◆ Session Sponsor

### An ideal opportunity to

- ◆ Expose your brand to a receptive and powerful global audience
- ◆ Shake hands with the global thought leaders & renowned industry experts
- ◆ Access and tap potential business prospects and Optimize the same
- ◆ Explore the different markets for expanding your footprint
- ◆ Gain media attention
- ◆ High visibility to a captive target audience who matter – key stakeholders of core industry markets of India, China, USA, Europe etc.

For sponsorship details please refer to Page 9

## Optimize your Network

# Why & How

If you are a:

- ◆ Business Development Executive
- ◆ Strategy, Marketing & Sales Professional
- ◆ Senior Lifescience Executive
- ◆ Scientist
- ◆ Academician & Research Scholar
- ◆ Investment Banker
- ◆ Consultant
- ◆ Technology Transfer Professional

BioAsia 2012 is your gateway into the world of Lifescience. As global thought leaders, experts, biopharmaceutical giants, research hubs, policy makers, venture capitalists and all bio-allied sectors gather on this dynamic platform, you will be able to avail the best and widest of networking opportunities.

For individuals, BioAsia is an excellent forum for networking and building business relations, as BioAsia 2012 will provide access to the Asian and international markets.

In addition, by being a part of discussions, seminars and forums that shape the future of biotechnology itself, you can enhance your resource pool and make strategic moves that may be a game changer. BioAsia 2012 will reach out to as many as 50 countries across the world and give you the unique opportunity to get on a dynamic and future-oriented global paradigm. Choose to make the most of potential opportunities.

### Participate in BioAsia 2012 as:

- ◆ Conference Delegate
- ◆ Speaker in Company Presentation Track
- ◆ Partnering Delegate

For registration details please refer to Page 9



## International Tradeshow

The Exhibition will not only offer great chance to showcase your strengths, innovations, products & services to best effect, but also yield contacts with potential clients from more than 50 countries.

Another unique opportunity an exhibitor entails is the opportunity to present their company in the Company Presentation Area. BioAsia also offers various customized support to promote the company to its participants.

### Event Scale

Expected Companies: 800+ (520 Companies in BioAsia 2011)

Expected Visitors: 5000+ (2350 Visitors in BioAsia 2011)

Expected Countries: 50+ (38 Countries in BioAsia 2011)

**THE GLOBAL FORUM FOR  
BUSINESS AND NETWORKING**

**MEET THE BEST MINDS FROM  
ACROSS THE WORLD**

**Online Registration – Plan and calculate the cost of taking part in BioAsia 2012. Visit [www.2012.bioasia.in](http://www.2012.bioasia.in) to avail the Online Registration benefits.**

## BioBazaar International Buyer-Seller Meet

Biopharmaceuticals today presents burgeoning market opening the doors for biobusiness. BioBazaar, the first of its kind in India is organized by Pharmexcil at BioAsia 2012. A Buyer-Seller Meet, BioBazaar's objective is promoting the interests of the Indian Biopharma and Medical device sectors. BioBazaar is the "one stop" for various biopharma products such as vaccines, monoclonal antibodies, biogenerics, blood products and medical devices. It is your one point access to top notch Indian sellers and potential international buyers. BioBazaar was introduced in BioAsia 2011 which was attended by 31 global delegates across 16 countries and over 100 Indian delegates.



### A unique opportunity for Indian Sellers!

BioAsia 2012 is the forum that gives you access to 50 global importers looking to buy from Indian companies. These international Buyers are sponsored and specially invited by BioAsia. Optimize this opportunity by registering online/offline for INR 10,000.

**For registration details please refer to Page 9**

## Programme at a glance

**50+** High Profile Speakers

**8+** Sessions

**4+** Workshops

### Day 1 – February 9, 2012

08:00 - 17:30	Registration Opens
09:00 - 16:00	Workshops (Separate Registrations)
	Labs for the future   CIP & Cleaning Validation for FDA/EU Compliance   IP Management
17:00 - 18:00	Inaugural Ceremony
18:00 - 20:00	Networking Reception

### Day 2 – February 10, 2012

08:00 – 09:00	Power 20 Breakfast meeting (20 select industries – by Invitation only)
09:30 – 11:00	Vaccine Policy - Recommendations & Challenges
11:30 – 13:00	Investing in Asia – Enabling vaccine industry success
13:00 – 15:00	Luncheon Panel
15:00 – 16:30	Supply chain importance in the vaccine market – Impact of Cold Chain logistics
16:30 – 18:00	Vaccine Exports – Will Highly Regulated Markets be on the Radar?
18:30	CEO Conclave & Networking Reception

### Day 3 – February 11, 2012

08:00 – 09:30	Breakfast meeting
09:30 – 11:00	Rising importance of Contract research Organizations
11:30 – 13:00	Innovative Partnership Models in Outsourcing: CROs, CRAMs, CMOs
13:00 – 15:00	Luncheon Panel "Win-Win Opportunity for Biotech Companies and Investors"
15:00 – 16:00	Research Cost Effectiveness – Long Term Solution to the Industry?
16:00 – 17:00	Asian CRO Growth: Is the Contract Organizations' boom in the waiting and why?
17:00 – 18:00	Valedictory Ceremony



# Sponsorship Options

## Why should you sponsor?

By being a premium sponsor at BioAsia 2012, you will get:

- ◆ High visibility to a captive target audience comprising of key stakeholders of the industry and across critical emerging markets like India, China, Korea, etc. in addition to the developed economies of the US and Europe An opportunity to tap potential businesses
- ◆ International brand exposure at a global forum

BioAsia understands that every company has its own set of requirements and hence is committed to offer customized packages tailored to the needs of the participating company. However, the standard sponsorship packages of BioAsia are outlined below:

## Principal Industry Host

- ◆ Position & visibility of the Principal Industry Host of BioAsia 2012
- ◆ Brand visibility across all communication collaterals and the venue, including the inaugural round table conference, workshops, seminars, sessions, delegate kits, award ceremonies, prominent visibility area in tradeshow sections
- ◆ Mention in all BioAsia 2012 media releases
- ◆ Exclusive global media coverage – pre-event and onsite
- ◆ Right to conduct exclusive seminar, workshops or discussion forums. BioAsia 2012 will partner in mobilizing the right audience
- ◆ Position as the key moderator of the inaugural keynote
- ◆ Exclusive video and photo image coverage throughout the entire event
- ◆ 54 sq. mts of prominent space in the tradeshow
- ◆ 15 Delegate passes for all the days of the Bio-business forum
- ◆ Exclusive meetings with the enlisted global corporate and delegates
- ◆ Private Partnering Room for the company at the BioAsia partnering area
- ◆ Right to exclusive meetings with the key guests at the conference
- ◆ Right to launch/relaunch any product, service or make corporate announcements (Organisers to be Pre-intimated)

## Industry Co-Host

- ◆ Position as the co-host of BioAsia 2012
- ◆ Brand visibility as the co- host of BioAsia 2012 across all communication collaterals and the venue, including the inaugural round table conference, workshops, seminars, sessions, delegate kits, award ceremonies, prominent visibility area in tradeshow sections
- ◆ Mention in all BioAsia 2012 media releases
- ◆ Right to conduct exclusive seminar, workshops or discussion forums. BioAsia 2012 will partner in mobilizing the right audience
- ◆ Exclusive global media coverage – pre-event and onsite
- ◆ 36 sq. mts of space in the tradeshow
- ◆ 10 Delegate passes for all the days of the Bio-business forum.

# Sponsorship Options

- ◆ Exclusive meetings with the select global corporate and delegates
- ◆ Private Partnering Room for the company at the BioAsia partnering area
- ◆ Support for launch/ relaunch of any product, service or corporate announcements.

## Business Partnering Sponsor

- ◆ Position as the Business Partnering Sponsor of BioAsia 2012
- ◆ Brand visibility as the Business Partnering Sponsor of BioAsia 2012 across communication collaterals including inaugural backdrops, advertisements, etc. and prominent visibility in business partnering area of BioAsia 2012
- ◆ Business Partnering login page to carry "brought to you by 'your company name'" caption thereby reaching out to over 1000 life science companies across the globe
- ◆ Private Partnering Room for the company at the BioAsia partnering area
- ◆ 18 sq. mts of space in the tradeshow
- ◆ 6 Delegate passes for all the days of the Bio-business forum.

## Media Sponsor

- ◆ Position as the Media Sponsor of BioAsia 2012
- ◆ Brand visibility as the Media Sponsor of BioAsia 2012 across communication collaterals including inaugural backdrops, advertisements, etc. and prominent visibility in media suite of BioAsia 2012 at the venue.
- ◆ Brief Note in all BioAsia 2012 media releases
- ◆ All advertisements to carry "brought to you by ' your company name'" caption
- ◆ Exclusive global media coverage – pre-event and onsite
- ◆ 18 sq. mts of space in the tradeshow.
- ◆ 5 Delegate passes for all the days of the Bio-business forum.
- ◆ Support for launch/ relaunch of any product, service or corporate announcements.

## Kit & Stationary Sponsors

- ◆ Company name / logo in the delegate badge lanyards
- ◆ Branding as a 'Kit Sponsor' in the kit bags
- ◆ Mention as the kit sponsor across communication materials
- ◆ Write-up about the company in the sponsor section of the website
- ◆ Logo with hyperlink on the event website – [www.bioasia.in](http://www.bioasia.in)
- ◆ 9 Sq. Mtr stall in the industry exhibition area

## Corporate Sponsor

- ◆ High brand visibility at BioAsia 2012 across all communication collaterals and the venue including the inaugural round table conference, workshops, seminars, sessions, prominent visibility area in tradeshow sections.
- ◆ Global media coverage during the event
- ◆ Right to conduct exclusive seminar, workshops, networking evenings or discussion forums. BioAsia 2012 will partner in mobilizing the right audience.

- ◆ 27 sq. mts of space in the tradeshow
- ◆ 7 Delegate passes for all the days of the Bio-business forum.
- ◆ Meetings with the select global corporate and delegates.

### Session Sponsor

- ◆ Brand visibility at the sponsored session
- ◆ Inclusion of logo in the sponsored session invites
- ◆ Inclusion of logo as Session Sponsors across the promotional materials
- ◆ Logo with hyperlink in the BioAsia website
- ◆ Mention in press releases related to the sponsored session
- ◆ 18 sq. mts of space in the tradeshow
- ◆ 7 Delegate passes for all the days of the Bio-business forum.
- ◆ Meeting with the speakers of the sponsored session

## Registration Options

### Delegate Registration

- ◆ Full Conference Access
- ◆ Business Partnering Access
- ◆ Access to exhibition
- ◆ Access to Buyer-Seller Meet

### Partnering Delegate

- ◆ Business Partnering Access
- ◆ Conference Access

### Exhibitor

- ◆ One free full conference access ticket
- ◆ Two free exhibitor access tickets
- ◆ 15 minutes presentation slot in Company Presentation Track
- ◆ 50 free visitor invitations to the exhibition for distribution
- ◆ Logo of the company with hyperlink on the website under exhibitor section

### Company Presentation

- ◆ 15 minutes presentation slot in Company Presentation Track
- ◆ One complimentary delegate pass
- ◆ Partnering access to registered delegate
- ◆ Logo of the company with hyperlink on the website

For Pricing, log on to [www.2012.bioasia.in](http://www.2012.bioasia.in)



"The willingness of the participants to partner with us was exceptional and I am truly delighted by the number of great connections we made at BioAsia and throughout our visit. In addition, the follow up to the event has been superb."

### Dr. Martin Mackay

President, Pfizer Global Research & Development, USA

"I am proud of the fact that 10-30% of generic drugs in the US are made in India and we now have 150 US-FDA approved plants in India. Further in India, we have started drug discovery as early as 1994. An Indian-produced drug will make a difference to not only India but to the people of the world."

### Dr. Anji K. Reddy

Chairman, Dr. Reddy's Laboratories, Hyderabad &  
Recipient of BioAsia's Genome Valley Excellence Award 2011

"Business partnering meetings at BioAsia has grown by 800% since its inception and over 2500 companies have used the BioAsia business partnering portal."

### Dr. B. S. Bajaj

Secretary General, Federation of Asian Biotech Associations, Hyderabad

"BioAsia 2012 will serve as the bridge to global opportunities and partnerships as Lifescience does not recognize borders. The management team of BioAsia has assembled a truly global conference led by global leaders anchored by Hyderabad's and Genome Valley's world class infrastructure."

### Dr. Robert W. Naismith

Chairman, Roosevelt Capital Partners LLC, USA &  
Chairman, International Advisory Board, BioAsia

"Hyderabad is the Pharma capital of India contributing to about 40% of India's total production. Also, Hyderabad has emerged as the undisputed leader in the Vaccine segment, which is evident from the number of WHO prequalified units in Hyderabad"

### Dr. P V Appaji

Executive Director, Pharmexcil, Hyderabad

#### Organizers



www.biofaba.org



www.pharmexcil.com



www.ap.gov.in

#### Event Partners



www.apic.in



Confederation of Indian Industry

www.cionline.org

#### Knowledge Partner

FROST & SULLIVAN

www.frost.com

#### Supporting Organizations



www.swedenbio.se



www.ausbiotech.org



www.v-b-u.org



www.biocat.cat



www.jujama.com



www.0408rdc.com



www.creativemind.co.in



www.biorosinfo.com



www.bioindustryark.eu



www.intl-fiba.org



www.mibt.org



www.kwconferences.com



www.slokapr.com

#### Associates

#### Media Partners



www.expresspharmaonline.com



www.advancedbiotech.in



www.lsin.in



www.pharmafocusasia.com



www.elsevierbi.com



www.pharmasianews.com

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