

# Bio Taiwan 2012 Conferences & Exhibition

The major partners of Bio Taiwan 2012 are the leaders of Taiwan's emerging biotechnology industry. Their contributions to this important event are indicative of a globally focus strategy for tomorrow's advances in biotechnology.

The organizers deeply appreciate the contributions of multiple organizations, institutes and individuals during our previous successful events. We firmly believe that these efforts have paved the way for Taiwan's biotechnology industry to achieve global success. The immense population of Bio Taiwan 2011 is a testament to our combined achievements.

Look toward 2012, we believe it to be the breakthrough year for the biotechnology field. Join us and help celebrate this golden era of innovation, design and partnership.

## **Introduction**

### **Theme of the year**

#### **The Golden Decade**

- From the Asia-Pacific to the World

### **Date**

July 26<sup>th</sup> (Thu.) ~ 29<sup>th</sup> (Sun.), 2012

### **Venue**

Taipei World Trade Center - Exhibition Hall 1

### **Advisory Committee (preliminary)**

- ◎ Advisory Committee for Promoting Biotechnology, EY
- ◎ Ministry of Education, EY
- ◎ Ministry of National Defense, EY
- ◎ Ministry of Finance, EY
- ◎ Environmental Protection Administration, EY
- ◎ Department of Health, EY
- ◎ Council of Agriculture, EY
- ◎ Council of Economic Planning and Development, EY
- ◎ National Science Council, EY



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- ◎Financial Supervisory Commission, EY
- ◎Industrial Development Bureau, MOEA
- ◎Department of Industrial Technology, MOEA
- ◎Small & Medium Enterprise Administration, MOEA
- ◎Taipei City Government
- ◎Tainan County Government
- ◎County City Governments

## **Organizer**

Taiwan Bio Industry Organization

## **Executor**

Chan Chao International Co., Ltd.

## **Sponsors (preliminary)**

1. Industrial Technology Research Institute
2. Office of Public Affairs & Technology Transfer, SINICA
3. National Health Research Institutes
4. National Applied Research Laboratories
5. Development Center for Biotechnology
6. Pharmaceutical Industry Technology and Development Center
7. Food Industry Research and Development Institute
8. Animal Technology Institute Taiwan
9. Metal Industries Research & Development Center
10. Hsin Chu Science Park Administration
11. Southern Taiwan Science-based Industrial Park Administration
12. Pingtung Agricultural Biotechnology Park
13. Central Taiwan Science Park Administration
14. Biotechnology & Pharmaceutical Program Office, MOEA
15. Taiwan Biotechnology Industry Alliance
16. Taipei Biotech Association
17. Chinese Herbs and Biotech Development Association
18. Taipei Green Energy Association
19. Taiwan Green Energy Association
20. MICE Project Office, MOEA



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21. China Development Industrial Bank
22. Taiwan Venture Capital Association
23. Taiwan Federation of Industry
24. Bio Industry Development Association
25. Monte Jade Science and Technology Association of Taiwan
26. Tze-Chang Foundation of Science & Technology
27. Health Food Society of Taiwan
28. Chinese Nutrition Food Association
29. Health Food Association R.O.C
30. Taiwan Medical & Biotech Industry Association
31. Taiwan Pharmaceutical Manufacturer's Association
32. International Research-Based Pharmaceutical Manufacturer's Association
33. Chinese Pharmaceutical Manufacturer and Development Association
34. Chinese Society of Laboratory Animal Science
35. Taiwan Food & Pharmacy Machinery Manufacturer's Association
36. Taiwan Foundation for the Development of Biomedical Technology
37. Institute for Biotechnology & Medicine Industry
38. The Association of Allied Industry in Science-based Industrial Park
39. The National Union Chinese Medicine Association of R.O.C.
40. Chinese Taipei Biotechnology Service & Business Trade Association
41. Taipei Cross-Strait Civil Association
42. Importers and Exporters Association of Taipei
43. Cosmetic Interflow Association of Taiwan
44. Taiwan Environmental Manufacturers Association
45. Health Industry Distribution News (Japanese Newspaper)
46. Mass Media and Professional Magazines
47. Related Biotech Research Institutes
48. American States Offices Association in Taiwan (ASOA)

## **Exhibitor Move-in & Move-out**

Move-in: July 24<sup>th</sup>-25<sup>th</sup>, 2012

Move-out: July 29<sup>th</sup>, 2012 (Before 23:00)



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## Exhibits profile

For BioTaiwan 2012, an estimated 1000 booths will be displayed. Follow with the categories below:

<b>Pavilions</b>	<b>Participants</b>
Government Biotechnology (Policy, Achievements)	<b>Government Department Pavilion</b> <b>R&amp;D, Incubation Pavilion</b> <b>Biotechnology Science Park &amp; Local Government Bio Pavilion</b>
Biotechnology Exhibitors	<b>Pharmaceutical, Biomedical Pavilion:</b> Pharmaceuticals, Chinese Medicine, Medical Services, Associations.
	<b>Instruments &amp; Devices:</b> Biotechnology R&D, Manufacturing Equipment, Instruments, Associations.
	<b>Agriculture &amp; Fishery Biotechnology Pavilion:</b> Farming, Floriculture, Bio Fertilizers, Insecticides.
	<b>Bio Food Pavilion:</b> Food & Beverage Industry, Associations.
	<b>Biotech Material Services Pavilion:</b> Reagents, Biochips, CROs, Patents, Law Firms, and Online Logistics.
	<b>Biotech Cosmetics Pavilion:</b> Materials, Cosmetics Products, and Equipments.
	<b>Biotech Trust and Venture Capital Pavilion:</b> Banks, Certificates, Bonds, Investors, Venture Capitals.
Overseas Biotechnology	Invitation of European, American, Australian, Asian and Mainland Chinese Bio Dealers and Investors.
Biotechnology Studies	Organizers collaborate with Scientific / Educational Institutions.

## Conference details

A series of conferences coinciding with an exhibition will be held at Taipei International Convention Center and TWTC 2<sup>nd</sup> Floor from July 26<sup>th</sup> (Thu.) ~ 29<sup>th</sup> (Sun.), 2012. Specific details about all conferences and business forums will be release in mid June after confirmation with co-organizers.

## Marketing

### Promotional Activities

- ⊙ Design a show mascot to reinforce our visual identity.
- ⊙ Mobilize Taiwan representative offices overseas for heavy promotion.
- ⊙ Invite participation from foreign ambassadors and consulates.
- ⊙ Ally with major international exhibition companies overseas, particularly with mainland China.
- ⊙ An estimated 200,000 official invitation emails will be sent to related trading companies, distributors, manufacturers, schools and organizations.
- ⊙ Bio Taiwan 2012 official documents will be sent to R&D institutions, schools and academic



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medical centers, to invite participation.

- ◎ Media access and promotion of the event will be heavily encouraged.

## **Media**

- ◎ **Press Conferences**

Media conferences in February, mid June and July will be held to promote the exhibition.

- ◎ **Newspapers**

Feature advertisements will be published in major newspapers.

- ◎ **Television**

Bio Taiwan Editorial Coverage will be aired on major television channels one month prior to the exhibition, and exhibition news will be broadcasted nationwide during the exhibition days.

- ◎ **Broadcasting**

Intensive exhibition programs will be aired one week in advance.

- ◎ **Magazines**

Publish in relevant domestic and overseas magazines, inviting foreign companies and domestic experts to visit the exhibition.

- ◎ **Advertising Flags**

600 exhibition flags will be visible along main roads in Taipei, 15 days before the exhibition opening.

- ◎ **Pamphlets**

Publishing partners will distribute a variety of pamphlets, to be dispatched through faxes, e-mails, regular post and as newspaper inserts.

- ◎ **Online**

A widespread online promotion campaign will be undertaken, featuring regular e-news and exhibitions hyperlinks targeting the 42,000 bio-professionals in our database.

## **Anticipated Results**

- ◎ Attraction of approximately 80,000 visitors, increasing public awareness & interest in biotechnology.
- ◎ Promotion of biotech concepts in today's younger generation, preparing them for future involvement.
- ◎ Introduction of local biotech industries to leading international R&D projects and venture capital firms, allowing the creation of new collaboration.
- ◎ Acceleration of Taiwan's globalization aspirations, through contact with overseas companies and venture capitalists.
- ◎ Publicize Taiwan's reputation as a leader in global biotechnology and its goal to become an



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international R&D hub, as well as a manufacturing and operation center of biotechnology products in Asia-Pacific Region.

- ◎ Encouragement of cross-strait business relationships, in accordance with government policy, by sending special invitations to mainland Chinese biotechnology companies.

## **In Conclusion**

Bio Taiwan 2012, a name gaining worldwide recognition as a cornerstone event, vows to host the biggest biotech exhibition in the Asia-Pacific region this coming July. We are dedicated to the development of Taiwanese biotechnology with local and international partners.

## **To Exhibit**

### **Exhibition Fee**

Booth type	Rental rate	Facility List	
Raw space	US\$2,205	Without partition, carpet or any display facility	3m x 3m
Stander booth	US\$2,625	Partition	3m x 3m
		Full carpet	9 SQM
		Reception desk (100*50*70cm)	1pc
		Round table	1pc
		Chair	3pcs
		Spotlight	3pcs
		Company name fascia board	1pc

Note:

- ◎ A 50% down payment is required with each space application, with the remainder due by May 30th, 2012.
- ◎ Temporary telephone rental is possible, at a price of NT 4,000 (NT 1,000 installation, NT 3,000 deposit), which is approximately US\$130.
- ◎ Special electricity requirements such as 24 hr electricity, internet and dial-up lines are available upon request.
- ◎ Fee does not include water & power
- ◎ In cases where a concrete structural column is located within a booth, the price will be US\$ 2,360



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## **Withdrawal Guidelines**

- ◎ Once the 50% deposit for an exhibition booth or an exhibition fee has been paid, it cannot be refunded.
- ◎ Companies or institutes who violate the policies below may be removed and banned from future events:
  - Booths rented by participating companies cannot be transferred in private or utilized by companies with a name other than the company name used during application.
  - Products displayed by participating companies must be related to the exhibition theme.

## **Exhibitor's Meeting & Booth Allocation**

- ◎ The organizing committee will notify individual exhibitors 10 days in advance by registered mail and 3 days by telephone. Allocations are subject to product category selections.
- ◎ The selection sequence is based on booth categories and by date of payment. For further information, please refer to TAITRA's "Terms and Regulations for Participation". In the event of any occurrences unforeseen, the decision of the organizer shall be enacted.
- ◎ It is not permissible for multiple exhibitors to occupy the same location.

## **Early Bird Specials**

- ◎ Applicants who apply **before December 31<sup>st</sup> 2011** will receive the following benefits:
  1. Standard booth (9 sqm): **US\$ 2,425** /aw Space (9 sqm): **US\$ 2,005**
  2. Priority to select booths alongside other exhibitors (where applicable) at the exhibitor's meeting.
- ◎ Applicants can communicate a corporate activity message in the form of an e-publication through the BioClub website service containing 42,000 emails in related industries worldwide. (Press releases will be provided well in advance)
- ◎ BioClub website provides hyperlinks to applicants to extend their publicity. Applicants without their own website will be given free hosting space (web design is the responsibility of the applicant).
- ◎ The organizer will cooperate with national media outlets to promote shared company interests.



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# Bio Taiwan 2012

July 26~29, 2012

Taipei World Trade Center Exhibition Hall 1

**Application Form** yyyy/mm/dd (            )

Company name			
Address			
VAT Reg. No.		Contact Person	
Telephone		URL	
Fax		E-mail	
Exhibit Profile			
Proposed Theme	<input type="checkbox"/> Governmental Biotech <input type="checkbox"/> Biomedical <input type="checkbox"/> Medical Devices & Instrument <input type="checkbox"/> Agriculture & Fishery <input type="checkbox"/> Bio Food <input type="checkbox"/> Biotech Cosmetology <input type="checkbox"/> Biotech Material <input type="checkbox"/> Biotech Service <input type="checkbox"/> International Biotech		
Standard Booth ( Please tick √ )	<input type="checkbox"/> Booth with standard furnishing (9 sqm)		Each booth US\$ 2,625
	<input type="checkbox"/> Raw Space Booth (9 sqm)		Each booth US\$ 2,205
No. of Booths		Total Rental	US \$ _____

**Note: This application serves as the organizer's proof to collect payment**

Company Stamp

Authorized Signature

Exhibitor Signature

### Terms and Conditions:

1. Exhibit product must conform to the theme, within the boundary of rented space, the organizer can evict the violated exhibitors.
2. In the case of unforeseen circumstances such as natural disaster, which results in the loss of exhibitor's benefit, the paid fees will not be refunded.
3. Exhibitors should comply with all necessary changes made by the rightful organizer.
4. Other terms and conditions should comply with the exhibition general rules.

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