BIOTECH CHINA produces good results
- High proportion of foreign exhibitors
- 5,179 trade visitors from 29 countries
- First German joint pavilion
- Organizers and attendees very satisfied

Shanghai/Hannover. BIOTECH CHINA, which took place from 28 to 30 May 2008, closed on a positive note. It was the second time that the Shanghai International Exhibition Center (INTEX) had hosted this central communication platform for the biotechnology industry in Asia. “With foreign exhibitors comprising 41% of the total and 5,179 professional visitors from 29 countries, the event more than fulfilled our expectations”, said Andreas Gruchow, Board member of Deutsche Messe AG, Hannover, the organizers of BIOTECH CHINA. “In particular, we have seen a marked improvement in the calibre of the exhibitors and visitors from this future-oriented, specialized sector. Our trade show has established a firm foothold in China’s most important economic centre.”

A total of 121 exhibitors from 15 countries showcased their products and innovations in a display covering 3,700 square metres. Exhibitors included leading companies such as Sarstedt, Millipore, Merck Chemicals, Roche Diagnostics and Sartorius. Whereas most of the exhibitors who took part last year were from Asia, this year saw numerous companies from Germany, the USA and Canada join the ranks. BIOTECH CHINA also welcomed the first German joint display, as well as stands from biotech associations and business development agencies from Germany, Austria, Spain and the USA. Finally, the trade show was also attended by delegations from Spain, Canada, Australia and the USA.

In general, the exhibitors were extremely satisfied with the event, as typified by the comments of Dr. Viktoras Butkus, Chairman & CEO, Fermentas Life Sciences, Lithuania: “Fermentas has opened a new subsidiary in Shenzhen. BIOTECH CHINA has proved to be the perfect platform for us to build stronger relationships to China’s research community and potential partners and customers. We will be back in 2009!”

The German joint stand enjoyed similar success. Dr. Bernd Glauner, Head of CASY Technology, innovatis AG, reports: The excellent organization of the
German Pavilion at BIOTECH CHINA has considerably contributed to not only strengthen the relationship with our partner ALIT, but especially to further establish and extend our network in China through numerous high-quality leads."

A side program created for the foreign exhibitors included an evening reception at the German embassy, as well as a visit to a modern biotech park in Shanghai, where various research institutes and many foreign biotech and pharmaceutical companies operate under optimal conditions.

The concept, combining the three-day exhibition and the Innovation Forum with the BIO-FORUM, a parallel two-day Congress, was well received by professional visitors from outside China. The USA, Canada, Germany and Scandinavia were among the top ten countries in terms of visitor numbers this year.

Exhibiting companies used the Innovation Forum for company and product presentations. This year’s comprehensive program was characterized by a strong German presence with exhibitors from Germany’s joint display and Merck Chemicals playing an active part.

The BIO-FORUM Congress had an impressive list of high-profile speakers, including Bristol Meyers Squipp, GE Healthcare, Genentech, Glaxo Smith Kline, Waters and many other global companies, who addressed such keynote topics as stem cell and RNAi technology, biomarkers and diagnostics, as well as work in drug discovery and generic drugs.

Recruiting skilled personnel was another keynote theme in Shanghai. On 30 May the trade show featured a Bio-Career Day, which afforded an ideal careers platform where international companies engaged in life sciences can show what they have to offer as employers and have an excellent opportunity to meet potential employees personally. The participating companies included Fosun, Abbott, Qiagen and Invitrogen.

BIOTECH CHINA is a member of the global BIOTECHNICA family. The collaboration with the Chinese trade fairs BIOTECH & PHARM CHINA, ISCL (International Scientific Instruments, Chemical Reagent and Laboratory Equipment Expo), as well as the high-profile scientific congress BIO-FORUM provide access to all areas of the biotech and pharmaceutical industries in Asia.
The next BIOTECH CHINA will take place from 1 to 3 June 2009 at the same venue in Shanghai.