

BioJapan 2010

World Business Forum

Renaissance of Bioindustry

Missouri BioJapan Trade Mission Sign Up!!!

**Yokohama, Japan
September 29-October 1, 2010**

<http://expo.nikkeibp.co.jp/biojapan/2010/exhibitorsite/eng/>

****For more information, please contact:***

Krista Zurkamer
International Business Manager-Pacific Rim Missouri Department of Economic Development PO Box 118
Jefferson City, MO 65102
Phone: 573-751-6728
Fax: 573-526-1567
Email: Krista.zurkamer@ded.mo.gov

OR

Jessica L. Eads
Business & Industry Development Manager -- Life Sciences Missouri Department of Economic Development
P.O. Box 118 Jefferson City, MO 65102
Office: 573.751.4982
Fax: 573.751.7384
jessica.eads@ded.mo.gov

OVERVIEW:

The Missouri Department of Economic Development in partnership with the Missouri Biotechnology Association and the Missouri Technology Corporation will be leading a Japan Trade Mission Delegation to participate in BioJapan 2010 World Business Forum in Yokohama September 29-October 1, 2010. The Japanese government predicts that its biotechnology market will reach \$275 billion by the year 2010 and have created at least 1000 new bio-based companies. With U.S. exports of goods and services seeing an increase by 16.7 percent during the first quarter of 2010, now is the perfect time to consider getting into the global market.

BioJapan attracts guests from all over the world interested in biotechnology opportunities in Japan. At BioJapan 2009, Missouri stood out at the show with a delegation of 12 attending the show representing industry leaders from across our great state. Delegation members were able to exhibit in the Missouri booth, participate in all BioJapan trade show activities, attend business development meetings with key Japanese bio organizations and network with many of the leading bio companies from across the globe.

Based on a successful BioJapan 2009 trade mission, Missouri will be exhibiting again in 2010 and hopes to bring another strong delegation to this year's show. The trade mission provides a unique opportunity for those interested in doing business in Japan and for anyone interested in pursuing strategic alliances and collaborations with Japanese firms. Participants will receive individualized support from DED staff, including our Missouri Japan Director Hiroaki Shino, evaluating business opportunity in the Japan market, providing outreach to the Japanese biotechnology community and scheduling all business development meetings.

As a trade mission delegate you will receive:

- Full conference registration
- Admission to all conference social events
- Market research
- Agent/Distributor search
- Japanese business protocol
- Foreign company briefings
- Department assistance in scheduling business development meetings
- Ability to work our Missouri booth and network with potential partners during the conference
- Literature placement in the booth

Attendees will be responsible for their own transportation and lodging costs. MO DED assistance is available for transportation and lodging arrangements.

Investment: \$1100 per person per organization payable to Missouri International Trade Show Fund.

Please fill out the form below COMPLETELY and fax, mail or email it to Krista Zurkamer by July 30, 2010. Please send a check made out to MO International Trade Show Fund, to Krista Zurkamer at the address below. Payment will be due by August 20, 2010. Cancellations before August 20, 2010 will receive a 50% refund. No refunds after August 20, 2010.

We welcome participation from community partners, organizations and the industry-related companies in your area. Please feel free to pass along to any interested party.

To register, please contact:

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Trade Mission \$1100 _____

Name (professional designation: CECD, etc.) _____

Company/Community Name _____

Address/City/Zip _____

Phone _____ Fax _____

Email _____ Website _____

Thank you,

Krista Zurkamer & Jessica Eads

Source: Email invitation received from the Missouri Economic Development Council (MEDC), June 23, 2010