



亞洲生技商機高峰論壇大會 函

受文者：財團法人長庚紀念醫院

速 別：普通件

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附 件：亞洲生技商機高峰論壇文宣、贊助回覆函

林口醫研部
100.4.11
收件章
林口醫研部
通告
310
SP2011

主 旨：為配合政府推動生物科技產業，敬邀 貴單位共同參與「二〇一一年台灣生技月」系列活動及敬邀 貴單位成為「亞洲生技商機高峰論壇」贊助者。

說 明：

- 一、依據九十一年九月三十日行政院生物技術產業指導小組第三次委員會會議決議，為推動台灣生技產業，「台灣生技月」活動將由中華民國生物產業發展協會主辦，政府與產學界協助與支持。
- 二、本年「二〇一一年台灣生技月」活動內容將包括「亞洲生技商機高峰論壇 (BioBusiness Asia 2011)」及「台灣生物科技大展」等活動，期能透過此次亞洲最具規模的生物科技盛會，促進生物科技商機及產業發展，並讓國際各界更能全面性了解台灣生技醫藥產業蓬勃的發展現況、及優勢的投資環境，以吸引全球生技投資界之投入，使台灣成為亞洲生技醫藥之創投重鎮。
- 三、生技月的重點活動「亞洲生技商機高峰論壇 (BioBusiness Asia 2011)」，係由行政院科技顧問組、經濟部擔任指導單位，工業技術研究院為主辦單位，行政院國家發展基金管理會、國家生技醫療產業策進會、中華民國生物產業發展協會、台北市生物產業協會、中華民國對外貿易發展協會、生物技術開發中心、台灣區醫療器材工業同業公會、台灣區製藥工業同業公會共同合辦，擬於一〇一一年七月十九日至二十日假台北君悅大飯店舉辦，會中將邀請台、美、加、歐、亞太等國頂尖之生技公司與會，並已獲多家全球性創投公司共襄盛舉，

醫
研
部



工業技術研究院

Industrial Technology
Research Institute

Industrial Technology Research Institute
No. 195, Section 4, Chung Hsing Road,
Chutung Hsinchu, Taiwan 310, R.O.C.

勢將創造龐大的投資商機。相關訊息請參考

<http://www.biobusiness-asia.com/2011/>

四、素仰 貴單位對推動生技產業之發展不遺餘力，特函敬邀共同參與及贊助，並協助對外宣傳，如承蒙贊助，請匯款至「土地銀行工研院分行」 帳號：「156-005-00002-5」 戶名：「財團法人工業技術研究院」。

五、贊助活動承辦人：工業技術研究院生醫與醫材研究所
施小姐 (03)5912124。

亞洲生技商機高峰論壇大會榮譽主席

中華民國生物產業發展協會理事長

李鍾熙

亞洲生技商機高峰論壇大會主席

工研院生醫與醫材研究所所長

邵耀華



2011 BioBusiness Asia

New Asian Paradigm
July 19-20, 2011
Grand Hyatt, Taipei

In Conjunction with
BioTaiwan International Exhibition
July 21-24, 2011



Welcome

Dear Colleagues,

I would like to welcome you to the 10th BioBusiness Asia Conference at the Grand Hyatt Hotel in Taipei, Taiwan from July 19th to 20th, 2011. The Conference is held in conjunction with the 2011 Bio Taiwan Expo (July 21st to 24th). This is a great opportunity for you to network with the biotechnology businesses in Taiwan and explore collaborative opportunities with Asian Biotech companies.

The theme of this year's Conference is "New Asian Paradigm." The global economy has begun to recover, with the Asia-Pacific region taking the lead. With more and more enterprise pay close attention to emerging market, especially Asia area, developing business strategy and partnership becomes an important key for achieving the success of a biotech business. The conference will feature keynote speeches on topics of emerging biotech global trends, business models and the strategies to leverage global resources. The conference also hosts an Investor and Business Partnering Session to facilitate one-on-one networking among participants.

During past years, the conference has received supports from many worlds' leading biotech firms and attracted several hundreds of participants every year from around the world. This year, many international biotech investment funds and leading industry experts, including Burrill & Company, TVM Capital, Giza Venture Capital, Roche, Merck, J&J, Sanofi Aventis, and many others, have already signed on this year's event. I invite you to join us, and look forward to meeting you in Taipei in July.

Sincerely,

Johnsee Lee, Ph.D.
Honorary Chairman,
Conference Organizing Committee
BioBusiness Asia Conference 2011
Chairman, Taiwan Bio Industry Organization

Richard Shau, Ph.D.
Chairman, Conference Organizing Committee
BioBusiness Asia Conference 2011
General Director, BDL
Industrial Technology Research Institute

New This Year

- Highlight the impact of Economic Cooperation Framework Agreement (ECFA) signing on future biotech industry development of Taiwan and China.
- Provoke discussion on how the world could collaborate with Taiwan's biomedical sector to facilitate the linkage to China market.
- Closely interact with biotech opinion leader, Mr. Steven Burrill.
- Uncover the challenges and hear the strategies to energize biotech business.
- On - line platform for partnering meeting arrangements. 2 days of targeted networking opportunities at this Conference.

Sponsors



2011 BioBusiness Asia

Agenda

July 19 (Tuesday)		July 22 (Wednesday)	
08:30-09:00	Registration	Session III: Business Model and Strategy	
09:00-09:30	Opening Ceremony	08:30-09:00	Registration
Session I: Biotech Global Trend		09:00-10:20	Regulatory Opportunities and Challenges for Medical Device Development
09:30-10:30	Biotech 2011 Life Sciences – Looking Back to See Ahead ▶ Mr. Steven Burrill, CEO, Burrill & Co	▶ Dr. Sherry Keramidas, Executive Director, Regulatory Affairs Professionals Society (RAPS), USA	
10:30-10:50	Break	▶ Dr. Yan Liang, President, Shanghai Pudong Medical Device Trade Association, Former Director of Policies and Regulations Department, SHFDA	
10:50-12:00	New Asian Paradigm in Biomedical Industry Moderator: Mr. Chin-Ho Hsieh, Chairman, Wealth Magazine Panelists: Mr. Steven Burrill, CEO, Burrill & Co Dr. Johnsee Lee, President, Taiwan Bio Industry Organization	10:20-10:40	Break
12:00-13:30	Lunch & Case Study Strategic Partnership Brings a Bigger Success ▶ Dr. Guo-Liang Yu, CEO, Epitomics, USA ▶ Dr. Dean Tsao, Chairman, PlexBio, Taiwan	10:40-12:00	Building a Regional Network on Clinical Trial Service Among Australia, Taiwan, and South Korea Moderator: Dr. Peter Riddles, Director and Founder, ViciBio, Australia
Session II: Investor and Business Partnering		▶ Professor Tony Webber, CEO, Clinical Network Solutions, Australia	
13:30-15:20	Investor Forum I How do Taiwan, China, and the US Create Win-Win Situation in Biomedical Industry in Post ECFA Era? ▶ Moderator: Dr. Frank Kung, Managing Partner, Vivo Ventures	▶ Dr. Wing-Kai Chan, Director, National Centre of Excellence for Clinical Trial and Research, National Taiwan University Hospital, Taiwan	
15:20-15:40	Networking Refreshment Break & Exhibition	▶ Mr. Do Hyun Cho, Staff Researcher, The Korea Health Industry Development Institute (KHIDI), Korea	
15:40-17:30	Investor Forum II Growth of Emerging Market: Opportunities and Challenges to Global Biotech Industry • Establishing New Drug Discovery Partnership in India ▶ Dr. Bishwajit Nag, President, Renovel Discoveries, India	12:00-13:30	Luncheon
17:30-18:30	Cocktail Reception & Exhibition	Session IV: Business to Business Partnering	
		13:30-17:30	Biotech Investment Opportunities Company Presentation & Partnering Meetings Participants' submissions with their preference and target partner profiles will be reviewed and pre-matched by the conference committee, and the match-making arrangement will continue onsite at the scheduling desk for the participants who express their interests during the conference. This program provides resources and space for private meetings between industry executives, investors, and principle investigators from leading research institutions.
		17:30	Adjournment

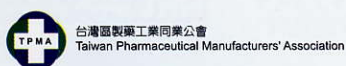
Supervised by



Organized by



Co-organized by





BioBusiness Asia 2011 贊助方案

第十屆亞洲生技商機高峰論壇 (BioBusiness Asia Conference) 將於 2011 年 7 月 19 至 20 日假台北君悅飯店舉行。過去九年來，亞洲商機高峰論壇已吸引了來自世界各地、超過 2,500 名參加者與會。此外，2010 年更邀集超過了 25 家贊助商，於此盛會期間推廣其形象；安排超過 100 場一對一媒合會議，尋找合作機會。這是一個增加貴單位可見度，更是與產官學研各界建立連結的大好機會，邀請貴單位與我們共襄盛舉，加入 2011 年論壇贊助商之行列。

What you get as a BBA Sponsor...

- Strategic Value and Benefits
- Brand Recognition in front of global biotech professionals

Sponsor Benefits

The BBA sponsorships are divided into 3 levels.

Diamond Sponsor (above NT\$250,000)

Gold Sponsor (NT\$100,000~NT\$250,000)

Silver Sponsor (below NT\$100,000)

I. Program

Establish yourself as an industry thought leader by sponsoring a program that showcases biotechnology's role.

Sponsorship Categories Benefits	NT\$ 200,000 7/19 Biotech Global Trend Session	NT\$ 200,000 7/19 Investor and Business Partnering Session	NT\$ 200,000 7/20 Successful Business Model and Strategy Session	7/20 Company Presentation		
				Session Track I NT\$100,000	Session Track II NT\$ 100,000	Session Track III NT\$ 100,000
Sponsor List & Hyperlink on BBA website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on BBA announcement	Yes	Yes	Yes	Yes	Yes	Yes
Logo on BBA conference hall	Yes	Yes	Yes	Yes	Yes	Yes
Logo on BBA Registration Counter	Yes	Yes	Yes	Yes	Yes	Yes
Logo on BBA dinning hall	N/A	N/A	N/A	N/A	N/A	N/A
Logo on Pens	N/A	N/A	N/A	N/A	N/A	N/A
Logo on Notepapers	N/A	N/A	N/A	N/A	N/A	N/A
Logo on BBA Convention Badges	N/A	N/A	N/A	N/A	N/A	N/A
Logo on BBA Convention Bags	N/A	N/A	N/A	N/A	N/A	N/A
Company Brochure/Logo on BBA Newsstands	N/A	N/A	N/A	N/A	N/A	N/A
BBA Convention USB	N/A	N/A	N/A	N/A	N/A	N/A
Complimentary admission	4	4	4	2	2	2
Ad Placement in the brochure (additional fees may apply)	Free	Free	Free	Free	Free	Free

II. Networking Receptions

The Networking Reception is open to all conference attendees. Sponsorships of these receptions enhance corporate recognition and offer the opportunity to display company promotional materials. BBA provides all food and beverage, planning, venue and corporate recognition signage, with no additional cost to the sponsor.

Sponsorship Categories Benefits	NT\$ 200,000 7/19 Lunch	NT\$ 200,000 7/20 Lunch
Sponsor List & Hyperlink on BBA website	Yes	Yes



Logo on BBA announcement	Yes	Yes
Logo on BBA conference hall	N/A	N/A
Logo on BBA Registration Counter	Yes	Yes
Logo on BBA dinning hall	Yes	Yes
Logo on Pens	N/A	N/A
Logo on Notepapers	N/A	N/A
Logo on BBA Convention Badges	N/A	N/A
Logo on BBA Convention Bags	N/A	N/A
Company Brochure/Logo on BBA Newsstands	N/A	N/A
Logo on BBA Convention USB	N/A	N/A
Complimentary admission	6	6
Ad Placement in the brochure(additional fees may apply)	Free	Free

III. Printing Advertisement

Attendees are looking for you in this fully version of the final program brochure.

Ad types in final program brochure include:

- A4 size Colored Contents
- A4 size Inner Back Cover (Exclusive)
- A4 size Inner Front Cover (Exclusive)

Sponsorship Categories Benefits	NT\$ 50,000 Contents	NT\$ 100,000 Back Cover (Exclusive)	NT\$ 100,000 Front Cover (Exclusive)
Sponsor List & Hyperlink on BBA website	Yes	Yes	Yes
Logo on BBA announcement	Yes	Yes	Yes
Logo on BBA conference hall	N/A	N/A	N/A
Logo on BBA Registration Counter	N/A	N/A	N/A
Logo on BBA dinning hall	N/A	N/A	N/A
Logo on Pens	N/A	N/A	N/A
Logo on Notepapers	N/A	N/A	N/A
Logo on BBA Convention Badges	N/A	N/A	N/A
Logo on BBA Convention Bags	N/A	N/A	N/A
Company Brochure/Logo on BBA Newsstands	N/A	N/A	N/A
Logo on BBA Convention USB	N/A	N/A	N/A
Complimentary admission	1	2	2
Ad Placement in the brochure(additional fees may apply)	-	-	-

IV. Service & Gifts

We offer a variety of services and gifts to enhance your company visibility at the conference. Attendees will associate their positive experience with your brand.

Sponsorship Categories Benefits	NT\$ 60,000 Pens (Exclusive)	NT\$ 80,000 Notepapers (Exclusive)	NT\$ 60,000 Convention Badges (Exclusive)	NT\$ 80,000 Convention Bags (Opportunities:5)	NT\$ 100,000 BBA Newsstands (Opportunities:2)	NT\$120,000 USB (Exclusive)
Sponsor List & Hyperlink on BBA website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on BBA announcement	Yes	Yes	Yes	Yes	Yes	Yes
Logo on BBA conference hall	N/A	N/A	N/A	N/A	N/A	N/A
Logo on BBA Registration Counter	N/A	N/A	N/A	N/A	N/A	N/A
Logo on BBA dinning hall	N/A	N/A	N/A	N/A	N/A	N/A
Logo on Pens	Yes	N/A	N/A	N/A	N/A	N/A
Logo on Notepapers	N/A	Yes	N/A	N/A	N/A	N/A
Logo on BBA Convention Badges	N/A	N/A	Yes	N/A	N/A	N/A
Logo on BBA Convention Bags	N/A	N/A	N/A	Yes	N/A	N/A
Company Brochure/Logo on BBA Newsstands	N/A	N/A	N/A	N/A	Yes	N/A
Logo on BBA Convention USB	N/A	Yes	N/A	N/A	N/A	Yes
Complimentary admission	1	2	1	2	2	2
Ad Placement in the brochure(additional fees may apply)	NT\$ 20,000 fee	NT\$ 20,000 fee	NT\$ 20,000 fee	NT\$ 20,000 fee	NT\$ 20,000 fee	NT\$ 20,000 fee

*若貴單位有特殊需求，亦可針對貴單位提出之需求作後續討論，研擬專案合作方式。



『亞洲生技商機高峰論壇 BioBusiness Asia 2011』贊助回覆函

請圈選『贊助項目』，並將此頁回傳至(03)591-0096，謝謝。

1. Program: 贊助公司 Logo 將陳列於會議時段內。

- | | |
|---|---|
| <input type="checkbox"/> 7/19 上午 NT\$ 200,000 | <input type="checkbox"/> 7/19 下午 NT\$ 200,000 |
| <input type="checkbox"/> 7/20 上午 NT\$ 200,000 | <input type="checkbox"/> 7/20 下午 Track 1 NT\$ 100,000 |
| <input type="checkbox"/> 7/20 下午 Track 2 NT\$ 100,000 | <input type="checkbox"/> 7/20 下午 Track 3 NT\$ 100,000 |

2. Networking Receptions: 公司 Logo 將陳列於用餐會場。

- | | |
|---|---|
| <input type="checkbox"/> 7/19 午餐 NT\$ 200,000 | <input type="checkbox"/> 7/20 午餐 NT\$ 200,000 |
|---|---|

3. Printing Advertisement: 刊登於大會節目手冊(Program Brochure)，開會期間分送與會者；預計發行 500 本。

- | | |
|--|--------------|
| <input type="checkbox"/> A4 彩色廣告內頁 (不限廠商數) | NT\$ 50,000 |
| <input type="checkbox"/> A4 封面裡(限量 1 家) | NT\$ 100,000 |
| <input type="checkbox"/> A4 封底裡(限量 1 家) | NT\$ 100,000 |

4. Service & Gifts: 贊助廠商之 LOGO 將刊登於大會專屬製作的製作物上(預計發行 500 份)，或提供單位簡介置於 BBA 展示架中。

- | | |
|--|--------------|
| <input type="checkbox"/> 會議用筆 (專屬 1 家) | NT\$ 60,000 |
| <input type="checkbox"/> 便條紙 (專屬 1 家) | NT\$ 80,000 |
| <input type="checkbox"/> 參加者名牌 (專屬 1 家) | NT\$ 60,000 |
| <input type="checkbox"/> 環保提袋 (限量 5 家) | NT\$ 80,000 |
| <input type="checkbox"/> 簡介置於 BBA 展示架 (限量 2 家) | NT\$ 100,000 |
| <input type="checkbox"/> 會議用隨身碟 (限量 1 家) | NT\$ 120,000 |
| <input type="checkbox"/> 上述贊助項目另加購廣告內頁 | NT\$ 20,000 |

5. 特殊需求及預算: _____

公司基本資訊:

公司名稱:	中文— 英文--	付款方式:	<input type="checkbox"/> 支票 <input type="checkbox"/> 電匯
地址:			
聯絡人:		職稱:	
電話:	傳真:	Email:	
發票抬頭:		統一編號:	

本公司將贊助 2011 亞洲生技商機高峰論壇，共 NT\$: _____

_____ 負責人簽名



※請注意：

一、大會將於收到 貴公司之回覆函後，於一個月內寄送發票。

二、付款方式：

1.電匯：

匯款至「土地銀行工研院分行」

戶名：財團法人工業技術研究院

帳號：156-005-00002-5

*請將匯款收據傳真至(03)591-0096，以確認收款。

2.即期支票：

抬頭：「財團法人工業技術研究院」

寄送地址：新竹縣 310 竹東鎮中興路四段 195 號 53 館 236 室 亞洲生技商機高峰論壇籌備大會 施晶瑩小姐收。

四、若有任何問題，請洽大會秘書處施晶瑩小姐/簡淑芬小姐

電話：(03)591-2124/ (03)591-2166

傳真：(03)591-0096

Email:CYShih@itri.org.tw/maxine@itri.org.tw

http://www.biobusiness-asia.com

姓名		公司名稱	
地址		電話	
傳真		E-mail	
其他資訊		備註	