



INSPIRE



INVENT



INNOVATE

Bio Nebraska

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Mission

The mission of Bio Nebraska is to be the champion of biotechnology and to advocate for its member organizations promoting academic, industry and government partnerships to foster the growth of life sciences within Nebraska.



What is Bioscience in Nebraska?

- **Agricultural Feedstocks and Chemicals**
 - includes applied biotechnologies to ag processing; organic and ag chemicals; biofuels
- **Drugs and Pharmaceuticals**
 - includes biological and medicinal products; pharmaceutical manufacturing; diagnostic substances
- **Medical Devices and Equipment**
 - includes surgical and medical instruments/supplies; lab equipment; electromedical equipment; dental equipment; ophthalmic products
- **Research, Testing, and Medical Labs**
 - includes R&D in biotech/other life sciences; biological testing labs; medical labs and diagnostic centers



Bio Nebraska activities

- Affiliate of Biotechnology Industry Organization
- Educational and networking opportunities
- Bio Nebraska annual meeting
 - Governor's Bioscience Award awarded each year
- Updates and advocacy on local and national issues relating to bioscience industry
- Lead Nebraska delegation to BIO International
- State Strategic Plan in Biosciences



Bioscience in Nebraska

- Employment
 - Specializations in:
 - Agricultural Feedstock and Chemicals
 - Employment up 72.8% since 2001
 - Medical Devices and Equipment
- Academic Research
 - Approximately \$251 million in 2008
 - Biological Sciences \$114 million
 - Medical Sciences \$70 million
 - Agricultural Sciences \$57 million
- Patents
 - 314 issued between 2004 - 2009
 - Biochemistry
 - Biotechnology
 - Drugs and pharmaceuticals



Bioscience in Nebraska

- *319 bioscience organizations* identified in Nebraska
- *19.2% employment growth*, compared to 15.8% growth nationally between 2001 – 2009
- *11,350 employees* in Nebraska's bioscience industry
- Wages are *50% higher* than private sector wages
- July focus groups



BIO International

- World's Largest Biotech Gathering:
- 15,322 industry leaders from 49 states and 65 countries
- 125+ breakout sessions across 17 tracks
- Record 17,100 partnering meetings between 2,125 companies and 190 presentations
- More than 1,700 exhibitors



BIO International

- Bio Nebraska booth
 - Lead Nebraska delegation
 - Sponsorship Opportunities for 20 x 30 booth
 - Coordinate the booth development and shipping
 - Pre-show promotions sent to past attendees (more than 1,600 names)
 - Send press releases to attending media
 - Flat Iron Steak Bites and Lead generation
 - Decision Makers: More than 37% of our booth leads were directors, VPs, CFO/CEO/CIO
 - Worldwide connections



BIO International

- Why is it important?
 - Opportunities to connect
 - Peers with other states
 - Decision makers from around the world
 - BIO Partnering Meetings or privately scheduled meetings
 - Regional impression
 - Worldwide exhibitors – by country and by state
 - Put Nebraska on the map
 - Generate leads for our economic development, industry, and university sponsors
 - Return to Washington, DC in June 2011
 - 2010 Governor Heineman, President Milliken, Lincoln Mayor Chris Beutler attended







