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BIOTECHNICA AMERICA (March 17 – 19, 2009)

**BIOTECHNICA AMERICA, INTERPHEX and PharmaMedDevice
host joint life sciences event in New York for the first time**

- Whole spectrum of the pharmaceutical and biotech industries under one roof

Hannover/New York. BIOTECHNICA, the biggest biotechnology show in Europe, America's top pharmaceuticals show INTERPHEX and PharmaMedDevice, an event which focuses on combination products (pharma/medical devices), will be joining forces again in 2009 to showcase their expertise. After the successful premiere of this life sciences event in Philadelphia in March 2008, the organizers of these three major shows decided to locate to New York next year to stage another joint event for the biotechnology and pharma industry. All three events will be taking place from March 17 to 19, 2009 at the same New York location – the Jacob K. Javits Convention Center.

This organizational alliance enables exhibitors and visitors from across the globe to access the US pharma and biotech markets at one single venue. According to Burrill & Company the US biotechnology industry is currently valued at 89 billion US dollars. Every year the biotech industry invests around 23 billion US dollars in research and development. Market experts IMS Health have forecast that by 2012 the US pharmaceuticals market will be worth around 400 billion US dollars.

The pharmaceuticals sector and biotechnology are characterized by increasing convergence. It is already true to say that the real blockbusting

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developments in pharmaceuticals come from the biotech sector. The trade fair organizer Deutsche Messe (Hannover, Germany) and their US counterpart, Reed Life Sciences (Norwalk, Virginia/USA) have therefore decided to establish this joint event as a major meeting-place for the life sciences industry on the North American market.

Exhibitors at BIOTECHNICA AMERICA will be showcasing promising biotech applications in the health sector, food production, the biochemical industry and environmental protection. INTERPHEX offers technological solutions for every aspect of pharma manufacturing – from development through to marketability. The event focuses on the four key areas of manufacturing/processing, information technology, outsourcing and contract services/facilities.

An exciting new feature of INTERPHEX 2009 will be the Life Sciences Emerging Technologies Innovation Center, where companies of all sizes can showcase new and innovative technologies for the pharmaceutical, biopharmaceutical and medical equipment industries. Another “first” at the event in 2009 is the display category Pharmaceutical Supply Chain and Security, which will bring supply chain and logistics professionals together to present solutions and technologies for the procurement, warehousing, inventory management, materials handling, security and transportation of pharma products.

A parallel conference program will provide a central forum for knowledge transfer between the pharma and biotech sectors. Visitors and exhibitors will also be attracted by a two-day jobs exchange with interesting job offers in the international life sciences sector.

In March 2008, the launch event held in Philadelphia attracted 1,003 exhibitors from 20 countries, including world market leaders such as Merck, Novartis, Pfizer and Sandoz. The joint show displayed a wide spectrum of leading-edge products and innovations, and was attended by some 13,000 professionals. Of these trade visitors, no fewer than 33 percent were primarily interested in biotechnology.

The next event in New York is expected to attract more than a thousand exhibitors and over 10,000 visitors.

About BIOTECHNICA

BIOTECHNICA in Hannover, Germany, is the leading event serving the European biotech industry. It embraces every segment of biotechnology – from basic biotechnology and equipment, bio-informatics and services to the five major areas of application: pharmaceuticals/medicine, biochemistry, food, agriculture and the environment. BIOTECHNICA has been organized and staged at the Hannover Exhibition Center by Deutsche Messe AG ever since 1985. In the meantime, BIOTECHNICA has become a global brand. Thus, in addition to BIOTECHNICA in Germany (October 6 – 8, 2009), next year's lineup includes BIOTECHNICA AMERICA in New York (March 17 – 19, 2009) and BIOTECH CHINA in Shanghai (June 1 – 3, 2009).

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