Swiss Biotech Pavilion at BioJapan 2008

Summary

BioJapan 2008, the 10th edition of the longest-established international biotechnology event in Asia, was held in Yokohama from October 15-17 with a focus on practical application and commercialization of biotechnology. Switzerland was represented by the Swiss Biotech Pavilion, which hosted 16 co-exhibitors, such as Actelion, Bachem, Bioengineering, Biolytix, C-CIT, Dualsystems Biotech, Lonza Japan, BaselArea, Biopolio, Greater Zurich Area, SWX Swiss Exchange, Swiss Biotech Association, CTI, Location Switzerland and the Swiss Science & Technology Office of the Embassy of Switzerland. Total attendance at BioJapan 2008 was over 23’000 persons. It was a successful event with nearly 200 quality contacts at the Pavilion. – Framework activities included receiving renowned scientist and artist Ariel Ruiz i Altaba and the Jetro Biolink Cluster Forum.

BioJapan 2009 will take place from October 7-9, 2009.

BioJapan 2008

BioJapan 2008 World Business Forum (http://expo.nikkeibp.co.jp/biojapan/eng/index.html), one of the world’s largest international biotechnology exhibitions, was held for the tenth time from October 15-17, 2008 at Pacifico Yokohama, Japan.

The three-day event attracted 23’000 visitors, a dramatic increase from the 2007 count of around 16’000. The visitor’s witnessed the latest trend in technology deemed critical for solving global issues; i.e. health, food, energy and environment. The technology is also considered to become the main driver for sustainable development of industries including pharmaceutical, food, chemical, machine and IT.

A total of over 140 exhibitors, consisting of a well balanced mixture of private companies, universities, overseas clusters, institutes, governmental bodies and small & medium-sized bio ventures, presented frontline research and cutting-edge new products. Overseas exhibitors accounted for almost half the number of exhibitors, as international collaboration is fast becoming a prerequisite for success in the field of biotechnology.

People visit the exhibition from academic and corporate research institutions, medical companies, bio ventures, investment offices and business development offices of national and local governments, engineering houses and venture capitals.

Qualified and well-known professionals were invited to speak about biotechnology trends and markets. The BioJapan organizers invited top speakers for the seminars from all over the world.

The exhibition was co-organized by the Japan Bioindustry Association (JBA), Japan Health Sciences Foundation (JHSF), Society for Techno-innovation of Agriculture, Forestry and Fisheries (STAFF), Japan Biological Informatics Consortium (JBIC), Japan Association of Bioindustries Executives (JABEX), Japan Pharmaceutical
Manufacturers Association (JPMA), NPO Kinki Bio-industry Development Organization (KBDO) and Nikkei Business Publications.

Official sponsors were Roche and Merck & Co.

Institutions including the following also gave their endorsement: Embassy of Switzerland, Embassy of the United States of America, British Embassy, Australian Embassy, Netherlands Foreign Investment Agency, Embassy of Canada, Embassy of Sweden, Scottish Development International, Embassy of Spain, Royal Danish Embassy, Embassy of the Federal Republic of Germany, Royal Norwegian Embassy, Finnish Funding Agency for Technology and Innovation Tekes, Embassy of France, Bioindustry Association of Korea, Shanghai Biopharmaceuticals Industries Association, Taiwan Bio Industry Organization, and Hong Kong Trade Development Council.

Why Japan?
The importance of Japan as one of the front runners in the bio industry has evolved substantially in recent years; a good example being the creation of “induced pluripotent stem cells (iPS cells),” which can renew themselves and can differentiate into a diverse range of specialized cell types. The country offers an excellent basis of academic research, cutting edge skills and technologies, all with strong forward momentum. Moreover, Japan’s biotechnology market, the world’s second biggest following the U.S., was estimated to have surpassed 2 trillion yen in 2007.

On the policy side, the government has made clear its commitment in developing biotechnology as a national strategy for the welfare of its citizens as well as from the viewpoint of national competitiveness, national economy, security and bioethics. It recognizes the need for change (e.g. deregulation and promotion) and has strengthened initiatives to increase R&D funding and accelerate patent filings.

Swiss Biotech Pavilion

The Swiss Biotech Pavilion was situated in a dominant and central location, in an “island” configuration, located adjacent to the Roche Pavilion. The Swiss Biotech Pavilion had a high visual impact, was visible from both main streets and was very successful in attracting attention to Switzerland’s top-notch biotechnology research and businesses at BioJapan 2008. The event was successful in creating new contacts and opportunities:

On October 17th, Ambassador of Switzerland in Japan Paul Fivat visited the Swiss Biotech Pavilion and Roche Japan’s Pavilion, to underline Switzerland’s commitment in the field of Biotech and Medtech.
Swiss Pavilion Co-organizers

- Science & Technology Office Japan
  Embassy of Switzerland
  5-9-12 Minami Azabu, Minato-ku, Tokyo 106-8589
  www.eda.admin.ch/tokyo_emb

- Swiss Biotech Association
  Wengistrasse 7
  8004 Zürich, Switzerland
  http://www.swissbiotechassociation.ch

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Swiss Participants and Sponsors:

Both Basel Area and Greater Zurich Area provided great support to identify and contact potential participants to the Swiss Biotech Pavilion. Seven companies and a total of nine sponsors and non-corporate participants joined our activities at the Swiss Biotech Pavilion.

Corporate exhibitors:
- Actelion Pharmaceuticals Ltd.
- Bachem AG
- Bioengineering AG
- Biolytix AG
- C-CIT AG
- Dualsystems Biotech AG
- Lonza Ltd.

Sponsors and non-corporate participants:
- BaselArea Business Development
- BioAlps AG
- Biopolo Ticino
- Embassy of Switzerland in Japan
- Greater Zurich Area
- Innovation Promotion Agency CTI
- Location Switzerland
- Présence Suisse
- Swiss Biotech Association
- State Secretariat for Education and Research SER
- SWX – Swiss Exchange
- Nespresso
- Lindt Chocolate
Testimonials

Thank you for the superb organization of the Swiss Biotech Pavilion. As usual it was a pleasure to work with you all. In the past, the venue and frequency of BioJapan was somewhat irregular (Tokyo,…, Yokohama, Osaka, Yokohama / biannual, annual). We think it is a good thing that BioJapan now always takes place at the same place on an annual basis. This way it will be “on the calendar” of all interested and concerned parties. (BaselArea)

We are glad that Bio Japan 2008 ended successfully, and happy to have participated in Swiss Biotech Pavilion and worked with you. The pavilion was stylish and well organized and it was comfortable to work there. We appreciate very much your excellent organization. As for Lonza booth, though the number of the visitors is not very large, we had a lot of valuable clients. Also we could enjoy working together and having communication with our swiss colleagues in the same pavilion. Thanks again for your contribution. (Lonza)

As a BioJapan „First-timer“ I very much enjoyed having been invited to help hosting a plentiful of visitors at the Swiss Biotech pavilion. The Swiss Biotech Pavilion with his unprecedented appearance was clearly a „Not-passing by“. As a consequence I nevertheless was impressed of the high interest this booth has generated during the full duration of the exposition. Especially striking was the high professionalism: How the event, the many sessions, the Swiss pavilion was organized and how smoothly all went. Therefore not astonishing at all the kind of visitors and partners which were attracted: High level professionals throughout. (Solothurn Economic Development Agency)

Floor Plan

The Swiss Biotech Pavilion was situated in a dominant and central location, in an “island” configuration, located adjacent to the Roche Pavilion, and near the French, Scottish, and Taiwanese country pavilions, as well as in view of the large RIKEN Pavilion.

Magnified view of the floor plan and bird view with Swiss Biotech Pavilion

The next page shows the complete floor plan of BioJapan 2008, highlighting the Swiss Biotech Pavilion and the Roche Pavilion.
Kagamibiraki

At the BioJapan VIP reception, attended by around 500 guests, prominent Swiss researcher Prof. Dr. Oreste Ghisalba had the honor of participating in the Kagamibiraki, or breaking of the sake barrels, alongside notables such as Mark Noguchi, general manager of Roche Pharma Japan. A welcoming speech was given by Mr. Katsuhiko Utada, Chairman of Japan Association of Bioindustries Executives and Senior Corporate Advisor of Ajinomoto.

From the left: Mark Noguchi, Representative and General Manager of Roche Pharma Japan and Prof. Dr. Oreste Ghisalba at the Kagamibiraki of the BioJapan opening ceremony

Media presence

Both Swiss and Japanese media visited the Swiss Biotech Pavilion in particular: Martin Fritz from SRDRS Japan/Berner Zeitung conducted a recorded radio interview with Dr. Ruiz i Altaba (see below) and Prof. Dr. Oreste Ghisalba at the Swiss Pavilion itself.

Mr. Tomoyuki Isoyama of Nikkei Business Publications conducted a lengthy joint interview with Urs Tobler of Greater Zurich Area, Keisuke Hara of Location Promotion Switzerland, Karl Brander of Economic Promotion Solothurn, Oreste Ghisalba of CTI, Jean-Claude Villetaz of BioAlps, discussing the future of Biotech in regard to the Free Trade Agreement between Switzerland and Japan.

Framework Events

“Minimal Landscapes” and Professor Ariel Ruiz i Altaba

Ariel Ruiz i Altaba, a scientist specializing in developmental neurobiology, stem cell and cancer research, and a renowned professor at the University of Geneva Medical School in Switzerland, explores “form” in its essence through photographic images of the subjects of his scientific expertise. The works bridge science and art, and highlight the high standards of research in Switzerland.

The images of “Minimal Landscapes” are the approximation of actual living form to classical minimal perfection, such as the sphere or the cube. At the same time, the black islands forming archipelagos of explicit and implicit meanings become imaginary landscapes in the viewer’s mind. The works of Ariel Ruiz i Altaba, born 1962, have been shown in Geneva, Paris, San Francisco, New York, Seattle, Washington D.C. and Seoul. His works are also in museums and private collections in the U.S. and Europe.
BIOLINK FORUM is JETRO’s international biotech business networking, symposium and business partnering event that provides an opportunity for representatives from biotech companies in Japan and abroad to come together for symposiums, networking and one-on-one business talks. It was a concurrent event to BioJapan 2008. The event attracted close to 400 attendees, including 350 participants from some 60 biotech clusters in 14 countries. Due to the growing importance of cross-border exchanges and tie-ups in the biotech industry, the Science & Technology Office exhibited and presented the biotech cluster Switzerland.
APPENDIX:

Useful Websites and Documentation

- BioJapan 2008 World Business Forum
  http://expo.nikkeibp.co.jp/biojapan/eng/index.html
- Jetro Biolink Forum
- Visual Swiss Biotech Pavilion
• Swiss Biotech Pavilion Pamphlet, English and Japanese
Swiss Biotech Pavilion Press Release:

**Press Release: Swiss Biotech at BioJapan 2008**

**Swiss Biotechnology**
Switzerland counted 220 biotech companies, of which 148 were pure biotech companies and 72 suppliers, in 2007. Measured in terms of population, Switzerland has the highest density of biotech companies in the world. US$224 million in venture capital was poured into the Swiss biotech industry in 2008, more than in any year since 2000. The Swiss biotech industry employed over 14,000 persons at the end of 2007.

**Swiss Biotech Pavilion**
Biotechnology is an important industry and field of research in Switzerland, which is underlined by the Swiss Biotech Pavilion at **BioJapan 2008**. The Swiss Biotech Pavilion will host top biotechnology firms and promote the country's biotech clusters. It offers Japanese companies and future research partners a unique opportunity for contact making and network building. Actelion Pharmaceuticals, Bachem and Lonza, which also have branch offices in Japan, and Bioengineering, Biolytx, C-CIT and Dualsystems Biotech are the top biotech companies present.

**Organizers & Supporters**
The Science & Technology Office (Embassy of Switzerland) promotes the excellence of Swiss education, science, technology and innovation in Japan among a wide network in administration, universities, research institutes and the private sector.

The Swiss Biotech Association represents cutting edge biotechnology research and development poles of Basel Area, BioAlps, Biopolo Ticino, and Greater Zurich Area.

CTI The Innovation Promotion Agency is Switzerland's start-up funding and technology transfer agency with over 60 years experience in bringing innovation to the marketplace.

Location Promotion Switzerland is an official initiative to assist and advise companies abroad in setting up business activity in Switzerland.

The Swiss Stock Exchange is a major European financial market with an integrated, fully electronic trading system.

**BioJapan 2008**
BioJapan is Asia’s oldest and one of the world’s largest international biotechnology exhibitions that is held for the 10th time on 15-17 October 2008 at Pacifico Yokohama. Over 16,000 visitors attended in 2007, witnessing the latest trend in technology driving the sustainable development of industries including pharmaceutical, food, chemical, machine and IT. A total of over 400 exhibitors, consisting of a well balanced mixture of private companies, universities, overseas clusters, institutes, governmental bodies and small & medium-sized bio ventures, presented frontline research and cutting-edge new products. Overseas firms accounted for almost half the exhibitors.

**Links:**
- BioJapan 2008: [http://expo.nikkeibp.co.jp/biojapan/][en]
- Swiss Biotech Partners Directory
- Swiss Embassy Tokyo: [www.eda.admin.ch/tokyo](http://www.eda.admin.ch/tokyo)

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• Swiss Biotech Partners:
### Swiss Biotech Partners Directory

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Technologies / Products</th>
<th>Type of cooperation</th>
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</table>
| Bachem AG | Peptide Synthesis, Drug Discovery, Veterinary Products, Chemicals, Bioassays | Licensing-

### Technologies / Products

- **Technologies / Products**
  - Peptide Synthesis
  - Drug Discovery
  - Veterinary Products
  - Chemicals
  - Bioassays

### Type of cooperation

- **Licensing**
- **Co-development**
- **Technology Transfer**
- **Joint Development**
- **Outsourcing**

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- **URL**: www.bachem.com
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### Additional Information

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### Swiss Science & Technology Office

**Swiss Biotech Partners**

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<thead>
<tr>
<th>Company Name</th>
<th>Technologies / Products</th>
<th>Type of Cooperation</th>
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- Phenotypic analysis  
- Vector cloning (expression or targeting vectors)  
- Connect and liaise with government and administrative bodies| Joint development, Licensing-out  
- Lead products in pre-clinical development  
- Pharmaceutical development and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture and/or development-stage GMP-compliant manufacture 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事業内容(技術、製品等)

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