

財團法人工業技術研究院 函

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受文者：中華民國西藥代理商業同業公會

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密等：無

附件：如文

主旨：本年度生技盛事-生技月「2014亞洲生技商機高峰論壇(2014 BioBusiness Asia Conference)」，歡迎各界先進踴躍報名參加並邀請贊助支持，惠請 轉知所屬會員周知，請 查照。

說明：

- 一、2013亞洲生技商機高峰論壇，業經於102年7月24~25日舉行，圓滿閉幕，開會期間承蒙 貴單位協助廣宣及支持贊助，倍增大會光彩，高誼盛情至深感紉，特函申謝。
- 二、2014亞洲生技商機高峰論壇(2014 BioBusiness Asia Conference)將於103年7月23~24日假台北君悅飯店及世貿南港展覽館舉行，敬請 貴單位援例支持，並惠請 周知會員朋友支持贊助，以活絡亞太地區生技市場，使台灣成為亞太地區生技醫藥創業投資的重鎮。
- 三、檢附「2014 亞洲生技商機高峰論壇 (2014BioBusiness Asia Conference)」廣宣eDM及邀請贊助說明書一份，敬請查閱。

正本受文者：中華民國西藥代理商業同業公會

院長 **徐爵民**

依權責劃分規定授權業務主管決行



2014 BIO BUSINESS ASIA

Connecting to the Global Value Chain

- ▶ July 23, 2014 Grand Hyatt, Taipei
- ▶ July 24, 2014 Grand Hyatt, Taipei
Taipei World Trade Center Nangang Exhibition Hall

In Conjunction with

BioTaiwan International Exhibition July 24-27, 2014

Supervised by



Organized by



7/23 Tentative Agenda

At Grand Hyatt Taipei

08:30 - 09:00	Registration Open
09:00 - 09:30	Opening Ceremony
SESSION I. BIOTECH GLOBAL TREND	
09:30 - 09:50	• David Flores - Co-Founder, President & CEO, BioCentury (Inviting)
09:50 - 10:10	“An Observation of Biopharma Industry: What’s the Next Challenge?” (TBD) • Quintiles (Inviting)
10:10 - 10:30	“The Insight of Pharmaceutical Global Development in Asia ” (TBD)
10:30 - 10:50	Refreshment Break
10:50 - 11:10	“The Prospective of Medical Device Market in Asia” • W. Christopher Fang -Worldwide Vice President, Spine & Trauma, Strategic Medical Affairs & Medical Sciences, Johnson & Johnson, DePuy Synthes
11:10 - 11:30	“Advancing Personalized Medicines through Drug and Diagnostic Co-Development: Lessons Learned and Road Map to Success” • Yiu-Lian Fong-Divisional VP, R&D, Abbott Molecular
11:30 - 12:30	PANEL DISCUSSION “Opportunities and Challenges in Biotechnology in Asia” • Quintiles (Inviting) • W. Christopher Fang -Worldwide Vice President, Spine & Trauma, Strategic Medical Affairs & Medical Sciences, Johnson & Johnson, DePuy Synthes • Yiu-Lian Fong-Divisional VP, R&D, Abbott Molecular • Jia-Jin Jason Chen- Chief Technology Officer, Supra Integration and Incubation Center
12:30 - 13:30	Luncheon
SESSION II. INVESTOR FORUM	
13:30 - 15:00	PLENARY SPEECH & PANEL DISCUSSION “The Strategies for Foreign and Local Biotech Companies Listing Successfully In Taiwan” • Howard S. Lee- Partner, The CID Group Ltd. • Faming Zhang – CEO, Waterstone Pharmaceuticals, Inc. • Audrey Tseng - Deputy Chairman, PricewaterhouseCoopers Taiwan • George Yeh - President, Taiwan Liposome Company Ltd.(TLC) • Jonas Wang - Chief Executive Officer, President, StemCyte Inc. • Allen Tsai - Executive Vice President, Investment Banking, KGI Securities Co.
15:00 - 15:30	Refreshment Break
15:30 - 17:00	PLENARY SPEECH & PANEL DISCUSSION “The Win-win Business model through Global Strategic Alliances” • Frank Kung- Managing Partner, Vivo Ventures(Inviting) • Shuntaro Kodama - Managing Director, DCI Partners Co., LTD. • Quintiles (Inviting) • Stanley SC Chang - Chairman, Medigen Biotechnology Corp.
17:00 - 18:00	Welcome Reception (Sponsored by NDF) (to be confirmed)

7/24 Morning Tentative Agenda

At Grand Hyatt Taipei

SESSION III. BUSINESS MODEL & STRATEGY	
08:30 - 09:00	Registration Open
09:00 - 09:30	“The Success Sequence : Building the Global BioPharma in Taiwan” • Amy Huang - General Manager, OBI Pharma, Inc.
09:30 - 10:00	“Connecting and Developing Taiwan as an Asian Hub” • Ming -Chu Hsu-Chairman & CEO- TaiGen Biotechnology Co., Ltd.
10:00 - 10:30	“ The Innovative Business Model Through Global Partnership” (TBD) • Swissray Global (To be invited)
10:30 - 11:00	Refreshment Break
11:00 - 12:00	PLENARY SPEECH & PANEL DISCUSSION “Strategic Collaboration in Biotech Industry” • Chester Ho - President & CEO, TaiAn Technologies Corporation.(Inviting) • Ting Kai(Peter)Wu – Senior Consultant, IBT Management Corp • Amy Huang - General Manager, OBI Pharma, Inc. • Ming -Chu Hsu-Chairman & CEO, TaiGen Biotechnology Co., Ltd. • Swissray Global (To be invited)
12:00 - 14:00	Luncheon (At Taipei World Trade Center Nangang Exhibition Hall)

7/24 Afternoon Agenda

At Taipei World Trade Center Nangang Exhibition Hall

SESSION IV. BUSINESS TO BUSINESS PARTNERING	
14:00 - 17:00	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.
17:00	Adjournment

At noon on July 24, we will arrange shuttle bus for you from Grand Hyatt Taipei to Taipei World Trade Center Nangang Exhibition Hall to attend BBA company presentation session, partnering meetings and BIO Taiwan activities.

Registration



BioTaiwan 2014	7/23	7/24	7/25	7/26	7/27
BioBusiness Exhibition		•	•	•	•
BioBusiness Asia Conference	•	•			
Conference on Greater China Opportunity			•		
One-on-One Partnering		•	•		
Plenary Luncheon		•	•		
Seminars & Workshops		•	•	•	
Job Fair			•	•	•

- Network** with top executives, investors, experts and government officials from Taiwan, China, Asia and all over the world
- Explore** Your unique products, technologies, services and bioclusters
- Exhibit** Taiwan and Asian biotech and pharmaceutical innovations
- Uncover** Asian and Greater China biotech market opportunities through Taiwan
- Capture** R&D, products, services and business partnership

Registration Form

More information please visit the website : www.biobusiness-asia.com/2014

Name:	Company/Organization:
Title:	Division:
Tel:	Fax:
Email:	Website:
Address:	

Activities Included (✓) / Registration Package	A	B	C	Students Only
Full Access to BioTaiwan Exhibition July 24-27	✓	✓	✓	✓
BioBusiness Asia Conference July 23-24	✓	✓		
Conference on Greater China Opportunity July 25	✓	✓	✓	✓
One-on-One Partnering July 24-25	✓			
Plenary Luncheon July 24-25	✓	✓	✓	
Seminars & Workshops July 24-26	✓	✓	✓	✓
Job Fair July 25-27	✓	✓	✓	✓
Registration Fee	NTD 9,500/ USD 350	NTD 7,000/ USD 275	NTD 3,000/ USD 150	NTD 1,000
PACKAGE SELECTED Please check (✓)				
If register on or before June 20, 2014	NTD 8,500/ USD 300	NTD 6,000/ USD 225	NTD 2,500/ USD 100	NTD 750

If you have any question, please contact with Secretariat Office:

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visit our website



BioBusiness Asia 2014 贊助方案

第十三屆亞洲生技商機高峰論壇 (BioBusiness Asia Conference) 將於 2014 年 7 月 23 至 24 日假台北君悅飯店及南港展覽館舉行。過去十餘年來，亞洲商機高峰論壇已吸引了來自世界各地、超過 3,500 名參加者與會。此外，2013 年更邀集近 20 家贊助商，於此盛會期間推廣其形象；安排近 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，更是與創投及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 2014 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\$200,000)

Gold Sponsor (NT\$100,000~NT\$200,000)

Silver Sponsor (below NT\$100,000)

Sponsorship Categories

I. Program

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

Categories Benefits	NT\$250,000 7/23 Global Trend Session	NT\$250,000 7/23 Investor Forum /Plenary Speech	NT\$250,000 7/23 Investor Forum/Panel Discussion	NT\$250,000 7/24 Business Model & Strategy/Plenary Speech	NT\$250,000 7/24 Business Model & Strategy/Panel Discussion	NT\$250,000 7/24 Company Presentation Session
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 A4 L Shape Folder	N/A	N/A	N/A	N/A	N/A	N/A
Logo on Notebook	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
Logo on Stainless Steel Vacuum Flask	N/A	N/A	N/A	N/A	N/A	N/A
Logo on Absorbent Ceramic Coaster	N/A	N/A	N/A	N/A	N/A	N/A
Logo on ID Badge Holder	N/A	N/A	N/A	N/A	N/A	N/A
Company Brochure in BBA Convention Bags	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary admission	5	5	5	5	5	5
Ad Placement in the brochure(additional fees may apply)	Free	Free	Free	Free	Free	Free

II. 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)

Categories Benefits	NTS 50,000 Contents	NTS 100,000 Back Cover (Exclusive)	NTS 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 A4 L Shape Folder	N/A	N/A	N/A
Logo on Notebook	N/A	N/A	N/A
Logo on BBA Convention Bags	N/A	N/A	N/A
Logo on Stainless Steel Vacuum Flask	N/A	N/A	N/A
Logo on Absorbent Ceramic Coaster	N/A	N/A	N/A
Logo on ID Badge Holder	N/A	N/A	N/A
Company Brochure in BBA Convention Bags	N/A	N/A	N/A
Complimentary admission	1	2	2
Ad Placement in the brochure(additional fees may apply)	—	—	—

III. 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.

Categories Benefits	NTS 60,000 A4 L Shape Folder (Exclusive)	NTS 90,000 Notebook (Exclusive)	NTS 80,000 Convention Bags (Opportunities: 3)	NTS 90,000 Stainless Steel Vacuum Flask (Exclusive)	NTS 60,000 Absorbent Ceramic Coaster (Exclusive)	NTS 100,000 ID Badge Holder (Exclusive)	NTS 30,000 Company Brochure in BBA Convention Bags
Sponsor List & Hyperlink on BBA website	Yes	Yes	Yes	Yes	Yes	Yes	N/A
Logo on BBA announcement	Yes	Yes	Yes	Yes	Yes	Yes	N/A
Logo on BBA conference hall	N/A	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	N/A
Logo on BBA A4 L Shape Folder	Yes	N/A	N/A	N/A	N/A	N/A	N/A
Logo on Notebook	N/A	Yes	N/A	N/A	N/A	N/A	N/A
Logo on BBA Bags	N/A	N/A	Yes	N/A	N/A	N/A	N/A
Logo on Stainless Steel Vacuum Flask	N/A	N/A	N/A	Yes	N/A	N/A	N/A
Logo on Absorbent Ceramic Coaster	N/A	N/A	N/A	N/A	Yes	N/A	N/A
Logo on ID Badge Holder	N/A	N/A	N/A	N/A	N/A	Yes	N/A
Company Brochure in BBA Bags	N/A	N/A	N/A	N/A	N/A	N/A	Yes
Complimentary admission	1	2	1	2	1	2	N/A
Ad Placement in the brochure(additional fees may apply)	US\$ 690 fee	US\$ 690 fee	US\$ 690 fee	US\$ 690 fee	US\$ 690 fee	US\$ 690 fee	N/A

*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 2014』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"/> 7/23 Biotech Global
Trend /Plenary Speech | NT\$ 250,000 | <input type="checkbox"/> 7/23 Investor Forum
/Plenary Speech | NT\$ 250,000 |
| <input type="checkbox"/> 7/23 Investor Forum
/Panel Discussion | NT\$ 250,000 | <input type="checkbox"/> 7/24 Business Model &
Strategy /Plenary Speech | NT\$ 250,000 |
| <input type="checkbox"/> 7/24 Business Model &
Strategy /Panel
Discussion | NT\$ 250,000 | <input type="checkbox"/> 7/24 Company
Presentation Session | NT\$ 250,000 |

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(專屬 1 家) | NT\$ 100,000 |
| <input checked="" type="checkbox"/> A4 封底裡(專屬 1 家) | NT\$ 100,000 Sold Out |

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 400 份)。詳細規格請見 BBA 網站。

- | | |
|--|---------------------------------|
| <input type="checkbox"/> 手提式 L 型資料夾 (專屬 1 家) | NT\$ 60,000 |
| <input type="checkbox"/> 筆記本附筆組 (專屬 1 家) | NT\$ 90,000 |
| <input type="checkbox"/> 環保提袋 (限量 3 家) | NT\$ 80,000 |
| <input checked="" type="checkbox"/> 保溫杯 (專屬 1 家) | NT\$ 90,000 Sold Out |
| <input type="checkbox"/> 陶瓷吸水杯墊 (專屬 1 家) | NT\$ 60,000 |
| <input type="checkbox"/> 票卡夾 (專屬 1 家) | NT\$ 100,000 |
| <input type="checkbox"/> 簡介置於 BBA 提袋 | NT\$ 30,000 |
| <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 2014 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 郭珮筑小姐收。

四、若有任何問題，請洽大會秘書處郭珮筑小姐/施晶瑩小姐

電話：(03)591-2121/ (03)591-2124

傳真：(03)591-0096

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

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