



FOR IMMEDIATE RELEASE

Fusing Science and Society: Media Entrepreneur Adam Bly Launches National Biotechnology Week in London, Ontario

Ottawa (August 25 2009) – Adam Bly, Canadian founder, CEO and Editor-in-Chief of *Seed Magazine*, a publication dedicated to bridging the gap between science and culture, will be the keynote speaker at the launch of National Biotechnology Week in London, Ontario on September 18 2009. Bly's popular magazine, dubbed by commentators 'the Rolling Stone' of science publications, focuses on innovative ways of talking about science, a perspective Bly will bring to bear as he discusses the role of biotechnology not only in society, but its potential to revolutionize our economy. The launch is organized by national trade association BIOTECCanada, in partnership with TechAlliance of Southwestern Ontario and a group of partner organizations including the University of Western Ontario, and the London Economic Development Corporation.

"More so than ever before, science is informing every part of our lives and it is critical we all understand its value and impact," said Bly. "In addition, as biotechnology's output becomes mainstream, businesses and consumers need to be aware of what this means for them."

Understanding the impact of biotechnology on other industries and on the economy is, in fact, the theme of this year's biotechnology week, which focuses on building what economists term a 'bio-based economy' in Canada.

"Biotechnology in Canada contributes, through the bio-based economy, 6.4 per cent of our GDP, over \$2 billion in research a year; and creates the high-value scientific jobs that are becoming the global currency of today," said Peter Brenders, president and CEO of BIOTECCanada. "As a society, we need to have a dialogue now on how to turn the leadership we have established in this industry into economic advantage for us. That's why we are leading the development of an industrial strategy for Canada that we believe will build a strong position for Canada globally."

A recently released report by BIOTECCanada, *Beyond Moose and Mountains, the Canadian Blueprint* outlines such an industrial strategy. Based on national consultations with Canadian industry, the Blueprint recommends three broad areas of change to enable the bio-based economy. These are: stimulating capital formation through increased investment in innovative technologies; educating, attracting and retaining the world's brightest; and establishing an innovation-friendly environment.

In launching the week in London, BIOTECCanada and TechAlliance aim to show the bio-based economy in action. "Communities like London are on the front lines of economic change. We are fortunate to have a strong foundation of science and research in this city, and with the synergies between these two sectors as well as high tech, health care, and traditional manufacturing, we can drive new business and innovation never before seen in the region," stated TechAlliance president Marilyn Sinclair. "This is the bio-based economy in action and we are thrilled to be leading regional and national efforts with the launch of this year's biotechnology week."

In addition to the keynote by Bly, a regional Economic Symposium on the bio-based economy is planned for the day.

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**ABOUT NATIONAL BIOTECHNOLOGY WEEK**

Now in its sixth year, National Biotechnology Week involves every region of the country participating in this national program designed to inform Canadians and showcase Canadian excellence. Participants will take part in advocacy programs, public awareness campaigns, educational forums, career fairs, tour Canadian biotech companies, and showcase the value of biotechnology and how it is vital to our future. National Biotechnology Week is possible thanks to the support of Amgen, Abbott, Council for Biotechnology Information, Genzyme, Janssen-Ortho, Pioneer, Pfizer, Roche and Schering-Plough. Visit www.imagenation.ca for a full national calendar of events and a list of our partner organizations and companies across Canada.

ABOUT BIOTECCanada www.biotech.ca

BIOTECCanada is dedicated to the sustainable commercial development of biotechnology innovation in Canada. It is the national industry-funded association with over 250 member companies representing the broad spectrum of biotech constituents including emerging and established firms in the health, industrial, and agricultural sectors, as well as academic and research institutions and other related organizations

ABOUT TechAlliance www.techalliance.ca

TechAlliance represents, supports and helps to accelerate the growth of technology-based business in the London and Southwestern Ontario region by focusing on knowledge-sharing, capitalization, entrepreneurship, and collaboration. It is the London-based economic and business development agency representing over 150 members from the life sciences, technology and advanced manufacturing sectors, as well as academic and research institutions and other related organizations.