

BIO Digital 2020 – Post-Conference Report

Canadian Delegation Feedback

BIO International Convention scheduled for June 8-11 in San Diego was postponed by BIO on April 9. BIO transitioned from an in-person convention to a new, virtual event format. The virtual gathering of the global biotech industry took place on June 8-12, extended by one additional day from the original scheduled dates in San Diego. BIO Digital offered five days of BIO One-on-One Partnering, 300+ online, expert-level education sessions and on-demand company presentations.

It was important to seek feedback from those who participated as part of the Canadian delegation, to shape the future direction of BIOTECanada's events and the Canada Pavilion in Boston, MA for BIO 2021.

Survey

The brief survey was designed to gather information from the Canadian's who participated in BIO Digital and to capture their overall experience.

A total of **252 Canadians participated** in BIO Digital. Breakdown of contact information acquired for the Canadian delegates:

- 171 - email addresses
- 64 - LinkedIn profiles
- 15 - unknown
- 2 - BIOTECanada staff

Of the 190 survey invitations sent, 57 attendees completed the survey. The survey response rate was 30%.

Key Findings

The responses to the survey were BIOTECanada members (**46%**) and non-members (**54%**). The majority of respondents had attended BIO International Convention in the past. The top elements participated in of BIO Digital were BIO One-on-One Partnering (**93%**), followed by Plenary Sessions (**44%**) and Education Sessions (**25%**).

In terms of overall experience and value for money most respondents felt that their expectations were met.

The exact same number of respondents are highly likely to participate in virtual events like BIO Digital in the future and are highly likely to attend BIO International Convention in Boston, MA in 2021 (**53%**).

While BIO Digital offered most of the same elements as an in-person BIO, participants missed the face-to-face interaction as well as the formal and informal networking that takes place at BIO.

BIO Digital by Numbers

7260 participants

4093 companies (incl. 2000 C-level attendees)

64 countries represented

553 sessions across 17 focus areas

900+ thought leaders

26 867 scheduled meetings

3269 partnering companies

314 academic institutions & research centres

313 student day participants

43% of companies have under 50 staff

US Market Info

Though the BIO International Convention annually takes place in the US, as seen above there are many companies, organizations and individuals from an array of countries that participate. Nevertheless, the US is still the primary location/market with which Canadian biotech companies seek partnerships, deals, and investment.

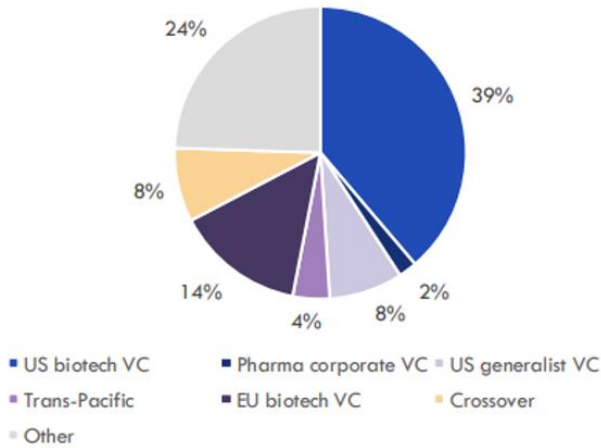
The US accounts for about one third of the global market, making it the largest for biopharmaceuticals. It leads in biopharma research and development worldwide. Data from the Pharmaceutical Research and Manufacturers Association (PhRMA) says that U.S. companies conduct more than half the world's R&D in pharmaceuticals (\$75 billion) and hold IP rights on the majority of new medicines. The economic impact of the biopharma industry on the U.S. economy is significant. The industry accounted for more than \$1.3 trillion in economic output, representing 4% of U.S. output in 2015. This total economic impact includes \$558 billion in revenue from biopharmaceutical businesses and \$659 billion from suppliers and worker spending.

[\[more from selectUSA.gov\]](https://selectUSA.gov)

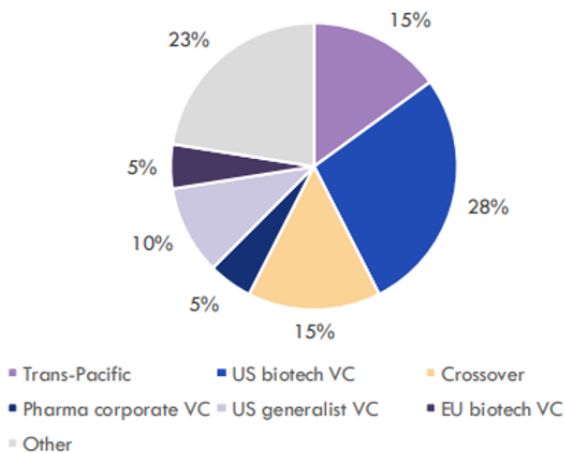
Venture Capital Investments

The graphs below represent a snapshot of biotech and biopharma investments worldwide in the first half of 2019, by location. This is included to illustrate that the US (blue) represents a significant market for healthcare investment capital.

Series A lead investors in global biopharma startups by category, 1H 2019



Series B lead investors in global biopharma startups by category, 1H 2019



[source: baybridgebio.com]