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BayBio: Europe's Leading Biotechnology Market Presents Opportunities to US Companies

SAN FRANCISCO, April 6, 2010 /PRNewswire/ -- Germany is ranked number one in exporting research-intensive goods. This level of innovation drives the world's second largest market for biotechnology after the United States. Germany Trade & Invest will have representatives at this year's BayBio 2010 conference on April 7 in San Francisco, California, to highlight opportunities for American companies in Germany.

There are more companies operating in the biotech and biomedical sectors here than in any other country in Europe. Revenue in this industry has grown over 40 percent between 2005 and 2009 and promises to expand in the coming years.

A driving force of this industry is the commitment to research and development. Dedicated biotechnology companies annually invest nearly EUR 1 billion. This industry contributed strongly to the recently announced findings by the German Institute for Economic Research (DIW), which concluded that Germany had the largest proportion of research-intensive goods and services in the world in 2007. In addition, Germany is the world's leading exporter of research-intensive goods, making it an ideal site for biotechnology companies to commercialize cutting-edge technologies.

Eastern Germany, especially the capital region Berlin-Brandenburg, has become a hotbed for the biotechnology industry. This cluster makes up almost half of all biotechnology companies in Eastern Germany. Nationwide, hundreds of companies work together with research institutes and partners to boost innovation capacity.

The integration of biotechnology clusters further improves the country's attractiveness as an investment location. Research institutes and

companies large and small can utilize the cluster structure to share ideas, innovate with partners and quickly bring new products to market.

Germany Trade & Invest will be leading the panel "Open Innovation: Global Strategies" as a forum to showcase the leading approaches to integrating the innovation process from research to commercialization. Representatives from Mologen AG, a leader in the Berlin-Brandenburg biotechnology cluster in the field of developing DNA-based drugs, will discuss the advantages of doing business in Germany, from the highly developed innovation infrastructure to the wide range of public and private financing options. Other major players, including Bayer HealthCare Pharmaceuticals, Theralive, and Omicia, Inc. will address the role of international R&D cooperation and Germany's role in strengthening partnerships.

Germany Trade & Invest is the foreign trade and inward investment promotion agency of the Federal Republic of Germany. The organization advises foreign companies looking to expand their business activities to the German market. It provides information on foreign trade to German companies that seek to enter foreign markets.