



# **Biosciences in Georgia**

**Georgia House Study Committee on  
Bioeconomic Development**

December 7, 2007

# Georgia Department of Economic Development



## Marketing arm of the State

- **Team Global Commerce**
  - attracts new business
  - encourages expansion of existing industry
  - helps small businesses grow and thrive
  - helps Georgia companies engage in trade
- **Team Tourism**
  - attracts tourists to Georgia
- **Team Entertainment**
  - promotes Georgia as a location for entertainment projects

# Strategic Industries



## Industries targeted for growth

- Biosciences
- Logistics
- Agribusiness
- Energy
- Advanced manufacturing
- Advanced communications
- Business & financial services

# Innovation & Technology Office, Global Commerce Division



**Vision:** Position Georgia as a global leader in the growth of technology-based, innovation-oriented businesses and services, by focusing exclusively on Georgia's strategic industries.

**Mission:** Identify and develop quality leads that result in statewide business investment and new high-paying jobs, by targeting Georgia's strategic industries.



## Strategies

- Business development
- Project management support
- Product development
- Marketing

# Bioscience – Current state



## Current assets

- 15,283 private sector jobs
  - \$940M+ annual wages; \$61,500 avg. salary
- 250+ bioscience companies
- \$6.2B in product sales (\$6.9B projected this year)
- \$400M+ invested in university research (GRA), leveraging \$2B
- 50+ Eminent Scholars recruited (GRA)
- Wealth of international organizations: CDC, GB, CARE, ACS, etc.

# Bioscience – Current state



## Bioscience rankings

- 7th largest bioscience center in the U.S. (Ernst & Young)
- #5 for biotechnology strength (*Business Facilities* magazine)
- Ga. Tech-Emory Dept. of Biomedical Engineering ranked 2nd best in nation (*U.S. News & World Report*)

# Bioscience – Future state



**Objective:** Accelerate the growth of our global health leadership role through increased capital investment, collaboration and branding

**Goal:** Georgia's Bioeconomy will rank in the top five states by 2020

# Life Sciences Partners Group: How we'll get there



- **Planning**
  - May 2007 Identify Partners Group
  - July 30 & Oct. 10, 2007 Life Sciences Partners Group Meetings
  - Detailed current state & future state assessment
  - Conduct gap analysis process
- **Execution**
  - Define strategy
  - Execute solid and measurable steps
- **Alignment**
  - All stakeholders within one goal
- **Leadership**
  - Pete McTier
  - support by GDEcD

# Life Sciences Partners Group -- Partnership



## PRIVATE SECTOR

GA BIO

Solvay Pharmaceutical

Noro-Mosely Partners

AtheroGenics

Inhibitex

UCB

Arcapita

BioBusiness Strategies

Cooper Capital, LLC

## ACADEMIC/RESEARCH

GRA

UGA

USG

MCG

Georgia Tech

GSU

Emory

## GOVERNMENT

GDEcD

DTAE

GAC

MACOC

# Life Sciences Partners Group: Draft Strategies



1. Continue to build: world-class research in areas of core competency; Increase focus on translational research; & strengthen connections with industry-driven research
2. Create critical mass of life sciences companies by focusing on commercialization, new firm creation, and emerging industries
3. Continue to support technology development centers and incubators

# Life Sciences Partners Group: Draft Strategies



4. Provide land and infrastructure for research facilities
5. Continue to employ Strategic Industries Loan Fund aimed at OneGeorgia-eligible and conditionally-eligible counties
6. Through the state's Seed Capital Fund, provide early capital to a wide spectrum of technology and innovation-based companies

# Life Sciences Partners Group: Draft Strategies



7. Workforce development: support development of demand-driven pipeline for education and training of technical and highly-skilled talent, in occupations of biotechnology, bioscience, and health sciences
8. Create supportive business, tax, and regulatory climate for life science companies
9. Implement aggressive marketing strategy for life sciences industry, focusing on BIO 2009

# GDEcD Marketing Platform



## BIO 2009 – Atlanta, GA

- Estimated \$26.2M impact on Georgia (ACVB)
- Long-term regional impact
  - Midwest impact for BIO 2006 in Chicago was estimated at \$300
- Statewide exposure
  - more than 25,000 attendees anticipated in Atlanta
- Long-term gain
  - Potential to be one of four-city rotation
- Significant recruitment impact
  - year-long Georgia life science focus... and beyond

# GDEcD Marketing Platform



## BIO 2008 – San Diego, CA

- Year-long platform to showcase Georgia's life science industry
- Expand the Georgia brand
  - Opening Reception host (over 5,000 guests anticipated)
- Relationship building
  - CEO Reception host (over 400 life science CEOs)
- Double Helix Sponsor level
  - Life science micro-site to target prospects



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