



# Department of Economic Development

## Georgia: Leading in the Business of Bioscience



January 31, 2008

# Georgia's Bioscience Credentials



## Bioscience in Georgia Today

- 250+ bioscience companies
- 15,283 private sector jobs, \$940M+ in annual wages, \$61,500 avg. salary
- 7,500+ jobs at CDC, universities & other public sectors
- \$6.9B projected in GA sales this year
- Expanding 38% faster than other industry sectors (2001-2006)

# Georgia's Bioscience Credentials



## Bioscience in Georgia Today

- 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*)

# Building a Bioscience Industry



## Growth Through Partnership

- Georgia's House Study Committee on Bioeconomic Development (HR 662)
- Georgia BIO
- Georgia Allies
- GDEcD Bioscience Partners Group

# Building a Bioscience Industry



## Attracting and Growing the Bioscience Industry in Georgia

- Strategic industry focus
- GDEcD Innovation & Technology Office collaboration with bioscience stakeholders and industry groups
- Life Science Facilities Fund and Strategic Industries Loan Fund
- Georgia Centers of Innovation Program

# Building a Bioscience Industry



## Attracting and Growing the Bioscience Industry in Georgia

- **GRA Venture Capital Fund**
  - \$40 Million (\$10M state, \$30M private investment)
  - **Investment Tax Credit legislation**
  - Focused on bioscience and technology
  - Provide critical early-stage financing
  - Encourage research and innovation, and stimulate commercialization
  - Assist companies already involved in GRA VentureLab program

# Building a Bioscience Industry



## Attracting and Growing the Bioscience Industry in Georgia

- New law exempting energy machinery and equipment from sales/use tax
- Bioscience Workforce Development
- The BioEnergy Corridor

# Building a Bioscience Industry



## Attracting and Growing the Bioscience Industry in Georgia

### Georgia Biodiesel Facilities

- U.S. Biofuels, Rome
- Soymet, Rome
- Middle Georgia Biofuels, Dublin
- Sunshine Biofuels, Camilla
- Bulldog Biodiesel, Ellenwood
- Inland Oil, Bainbridge
- Alterra Biofuels, Gordon & Plains

### Georgia Ethanol Facilities

- Windgap Farms, Baconton,
- U.S. Ethanol, Cordele
- First United Ethanol, Camilla

### Cellulosic Ethanol Facilities

- Range Fuels, Soperton, will be the nation's first cellulosic ethanol plant.

# Building a Bioscience Industry



## Attracting and Growing the Bioscience Industry in Georgia

- **Development of plan for Georgia Business Center for Global Health**
  - “Living Room” Concept
  - Serve as a center for public/private partnerships
  - Provide a focal point for Georgia’s bioscience industry
  - Represents a comprehensive, unified approach to bioscience economic development
  - Entrepreneur support

# Building a Bioscience Industry



## Marketing

### Leverage 2008 BIO International Convention– San Diego

- Exclusive sponsorship of Welcome Reception (exposure to over 5,000 anticipated guests)
- CEO Reception Host (invitation only event). Exclusive access to over 400 bioscience CEOs
- Attendance and participation by Governor Perdue
- Launch Innovation & Technology Office/BIO website that will serve as a central bioscience portal
- Development and placement of print and banner ads around and after BIO 2008
- Prominent logo placements on BIO website, conference website and conventional hall
- Private sector bioscience marketing consultant – Executive on Loan

**Investment:**

**Over \$2M**

# Building a Bioscience Industry



## Marketing

### 2009 BIO International Convention – Atlanta, GA

- Partner with private sector for BIO 2009 Sponsorship - \$1M
- Build on BIO 2008 advertising campaign – print, electronic, PR
- Expand existing city, state, and private sector partnerships to enhance event opportunities
- Double Helix Sponsorship to include exclusive sponsorship of Welcome Reception and CEO Reception Host
- Host industry specific events/receptions leading up to and during the show at Georgia bioscience venues
- Organize private/public sector events that will expose visiting executives to the state's resources and advantages
- Organize pre and post conference facility and community tours to visiting CEOs and management personnel (MCG, Georgia Tech, UGA, etc.)
- Continue to enlist support of a marketing Executive-on-Loan and private sector partners to ensure market message is targeted and effective



Georgia<sup>®</sup>