



## Business Model Session Call for Speaker Proposal

**The BioBusiness Asia Conference is launching its call for speakers for the 2010 conference. The Conference provides a platform bringing a variety of biotech thought leaders and industry experts together to explore hidden business opportunities and address issues pertaining to the biotechnology industry. This business model session will take place in the morning of July 21, 2010.**

### Date and Venue

Date: July 20 to 21, 2010

Venue: Grand Hyatt Hotel, Taipei.

### Session Formats:

We suggest a couple of formats which you may consider for your proposal.

<b>Format</b>	<b>Length of time</b>	<b>Number of presenter</b>	<b>Remark</b>
<i>Dialogue</i>	60 minutes	1-4	This could take place under two conditions: (1) presenter(s) to presenter (s); (2) presenter to participants
<i>Case Study</i>	60 minutes	1-3	This should at least include (1) problem area, (2) root causes or challenge, (3) solutions (4) successful factors for this case.
<i>Panel</i>	60 minutes	1-6	This could involve a group conversation providing insight and experience sharing.
<i>Individual Presentation</i>	30 minutes	1	This could focus on educational talks or provide unique viewpoint.
<i>Debate</i>	60 minutes	2-6	Open for free form.

### Note:

1. Actions which didn't work well are also encouraged to share with attendees.
2. The proposed format is not necessary to simply fall in one of the above types. We accept a mixture, e.g. *individual presentation* plus *panel* or *case study* plus *dialogue*.

**Topic:**

The topics include but are not limited to:

1. Prevention, Prediction, and Personalization
  - i. In-vitro Diagnostics
  - ii. Drug discovery and development (Generic Drug, Biologics, NCE)
2. Innovative Service Model
3. Enabling Technologies

**Evaluation & Selection Criteria:**

All proposals submitted are reviewed and selected by the Program Planning Committee.

Program topics should be practical and innovative. We are looking for speakers to provide the audience with greater understanding of current issues, new perspectives, with program content that offers educational value and solutions while stimulating new ideas. The program planning committee reserves the right to accept or decline the submission.

**Speakers Kits:**

For those selected proposals, each presenter will receive the following benefits:

- One complimentary registration for whole conference
- One-on-one match-making arrangement
- Complimentary table display opportunity
- Extensive publicity for logo recognition on website and all printing materials prior to Conference
- One page advertisement placed in conference handbook
- On-site logo recognition

**Policies for Accepted Proposals:**

Some policies are regulated to make sure the consent between presenters and the organizing committee.

- We do not accept cancellations for any reasons or at anytime. Any speakers who cannot make it during the conference are required to recommend a substitute candidate to replace his or her position. Also, a notice needs to be sent to the organizing committee prior to the conference.
- The organizing committee reserves the right to discuss with presenters to modify or revise the proposed program.
- The proposal applicant will serve as the primary contact window to communicate with the



organizing committee.

- The presenters are not entitled to be reimbursed with travel or housing expenses and honoraria.

### **Proposal Submission & Review Timeline:**

We start calling for proposals from now on. Please note that the schedule below is our working process.

- Submission Deadline: January 31, 2010
- Evaluation: Whole February
- Notice: Late February

### **Notes:**

Below are some reminders which we would like you to pay attention to:

- Applicants will be contacted if the program planning committee has any questions pertaining to the submission.
- You may submit a proposal after the deadline has passed if you'd like to be considered for a last-minute opening. We'll respond to you if there is a spot available for you.
- Please use the **Proposal Application Form** to submit the proposal. Any inquiries about this call, please contact Ms. Sophia Lin (TEL: 886-3-5912123; email: yuchien@itri.org.tw) or Ms. Wendy Tsai (TEL: 886-3-5912457; email: wendytsai@itri.org.tw).

*We hope to see you at BioBusiness Asia Conference 2010!*