

Media Alert



21 October 2010
For immediate release

Media Conference

1pm, Thursday 21st October
AusBiotech 2010

Global Pharms hunt for Australian Innovations *Rare glimpse into investment objectives and strategy at AusBiotech 2010*

The Australian biotechnology industry is attracting major investment interest from some of the world's largest pharmaceutical companies.

Senior representatives from many of these companies, including Merck, GlaxoSmithKline, Roche, Pfizer, Novartis and Eli Lilly are attending *AusBiotech 2010* annual conference - further proof that Australia is the leading location for biotechnology companies in the Asia-Pacific region.

"We have been very impressed this year with the interest and investment from these companies," says AusBiotech CEO Dr Anna Lavelle. "This interest has resulted in some major, exciting partnerships. Our industry's continued collaboration with these global partners will ensure the biotechnology sector continues to be a major contributor to Australia's future."

Speakers from many of the international companies will present at *AusBiotech 2010* on Thursday, 21st October from 10:30am in a session titled "*Big Pharma Scouts, What You Want and What You Get.*"

This will be followed by a plenary by Eli Lilly's Dr Rob Armstrong, Vice-President of Global Research and Development. Eli Lilly has become a major international player in Australia's biotechnology industry this year with up to a \$50million contribution to an Australian-first venture capital partnership between the Queensland Government, Eli Lilly & Company, and other strategic US partners. The company has also entered into important agreements with Acrux and Starpharma, with Acrux potentially being the largest licensing deal ever signed with an Australian biotech company. After *AusBiotech 2010*, Lilly's Dr Armstrong will spend a week traveling throughout Australia meeting with potential partners, ministers and high level government officials.

Dr Armstrong will be available for media interviews following his *AusBiotech 2010* plenary speaker session at 1pm, Thursday 21st October. He will provide insight into Lilly's strategy in this region and a rare glimpse into what big pharmaceutical companies are looking for in local investments.

- Ends -

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Information for media:

Rob Armstrong will be available for media comment at 1pm, Thursday 21 October at *AusBiotech 2010*. He'll have some limited availability to do interviews outside of this time.

Jackie Fairley, CEO of Starpharma and one of Lilly's recent partners, is also available for interviews.

For further information, interviews, or media registration for AusBiotech 2010, please contact:

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