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# NZBIO 'Go Asia' event to focus on opportunities in China

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**Singapore:** New Zealand life science sector's annual conference, which is expected to be held in Auckland from March 18-20, 2013, will focus on opportunities for collaborative work in Asia, particularly in China. The three-day conference will feature the theme, 'Go Asia'. Dr Paul Tan, chair, NZBIO, said that the theme complements New Zealand's trade focus and agreements as well as the rapid development of the bioscience sector throughout Asia. The conference will conclude with a forum that considers that challenge for the future.

Dr Tan said, "Whereas the New Zealand bioscience sector once looked mostly to the US and Europe, and to some extent Singapore, for funding and commercialization opportunities, both the global financial crisis and the rapid growth of markets throughout Asia has meant it has become prudent to look more broadly throughout Asia."

NZBIO is celebrating its 10th anniversary this year and chief executive Dr George Slim said that while the successes will be celebrated and the difficult moments and failures will be remembered, the sector is optimistic about its future. "From agbiotech to pharma, from biologics to therapeutics and from biofuel to diagnostics, more than 300 delegates from around the world will get a chance to consider how to drive the success of bioenterprise in New Zealand," he added.

Professor Zhong Yang, dean of the Graduate School of Fudan University in Shanghai, China, who is going to be one of the key note speakers at the event, will speak on on bioscience trends in China and the opportunities for collaborative work.Ã?Â

Furthermore, Professor Zhong will joined by Dr Janette Dixon, senior vice president, QRxPharma, who will share her views on how New Zealand's bioscience companies can leverage Asia. QRxPharma is focused on the development and commercialization of new treatments for pain management and central nervous system disorders.