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Fareed Zakaria to Chair Panel On Global Biotech Innovation During 2010 BIO International Convention

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Session will explore findings and key issues from the 2010 ***Scientific American*** *Worldview Report.*

Washington, DC: March 23, 2010-Fareed Zakaria, author, journalist and host of CNN's Fareed Zakaria GPS, will moderate a discussion among industry leaders on the state of biotech hubs and innovation around the globe during the upcoming 2010 BIO International Convention, the world's largest gathering of the global biotechnology community. The panel will review the results and central themes of an annual study highlighting key international developments produced by *Scientific American* in cooperation with the Biotechnology Industry Organization (BIO), the organizer of the BIO International Convention.

The session will focus on comprehensive survey results from a newly published report entitled, *Scientific American Worldview: A Global Biotechnology Perspective* featuring the *Worldview Scorecard*, a country-by-country "innovation capacity" ranking. The 2010 *Scientific Amerian Worldview* report will be available at the 2010 BIO International Convention and will be viewable online at **www.saworldview.com** in mid May.

"Fareed Zakaria is a well-known and highly respected journalist. We are excited to have him join us at the 2010 BIO International Convention," said Jim Greenwood, BIO's President and CEO. "Together with our partners at *Scientific American*, we are honored that he will moderate a distinguished panel to talk about how we can move biotech innovation forward in both established countries and emerging markets around the world."

Scientific American, the leading consumer science magazine, conducted the annual global biotech survey to highlight the factors promoting and impeding biotech innovation on a country-by-country basis.

"The fundamental mission behind our *Worldview* enterprise is to foster a productive, meaningful dialogue on the ways in which nations can best leverage their assets for the betterment of their life science and biotechnology sectors" observes Jeremy Abbate, Director of Global Media Solutions, *Scientific American*. "This session will help highlight this important discusssion."

The *Worldview*report will illustrate what countries are doing right, and what countries still need to work on to improve their capacity for creating biotech innovation locally. In addition, the report will show how countries compare against one another in such categories as work force availability, education and intellectual property protection.

The session will be held Wednesday, May 5 from 3:00-4:30 pm at McCormick Place in Chicago, Ill. The 2010 BIO International Convention runs May 3-6 in Chicago.

For more information on *Scientifc American Worldview*, please visit **www.saworldview.com**.

Advance media registration for the 2010 BIO International Convention is now open and will be available online through April 23, 2010. To register in advance, please visit **https://www.compusystems.com/servlet/ar?evt_uid=181&site=PRESS**

For more information on the global event for biotechnology, please visit **convention.bio.org**

www.scientificamerican.com

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Scientifc American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, *Scientifc American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 15 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientifc American Mind* and *Spektrum der Wissenschaft* in Germany.

About BIO

BIO represents more than 1,200 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the BIO International Convention, the world►s largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world.

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