

# NZBIO ANNOUNCEMENT

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Dear Biotech Industry Member:

Please help us identify key priorities for building a world class biotech sector in New Zealand, by completing this brief and anonymous survey.

Survey Link: [http://www.surveymonkey.com/s.aspx?sm=oXU2Qok3FpeMLLP\\_2f48O7Bg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=oXU2Qok3FpeMLLP_2f48O7Bg_3d_3d)

The global biotechnology industry surpassed \$70 billion in sales in 2007, and grew at double digit rates in North America, Europe and Asia-Pacific. While there are several competitive clusters around the globe, evidence to date suggests that there is no "one way" to success in building a bioeconomy. Instead, achieving global competitiveness in specific areas of focus depends on local strengths, context, and capacity.

The private and public sectors in NZ have already mobilised to create business opportunities in areas such as human healthcare, diagnostics, medical devices, agriculture, biofuels, environment, and nutraceuticals. Recognising the growing importance and potential of biotechnology to broadly impact NZ economic development, several government initiatives and agencies such as FRST, MoRST, and NZTE are engaged in building capacity for accelerating sector growth. To build on early successes and momentum, we need to identify specific priorities, areas of focus, and opportunities for preferential investment in building a thriving bioeconomy to achieve top tier global competitiveness.

Please note that your information will be completely anonymous and shown only in aggregated form. For your participation we will send you a report of the combined results and findings.

As a gesture of gratitude and acknowledgement of your participation, \$10 will be donated to the Cancer Society of New Zealand for each survey response received.

Thank you very much for your time in completing this survey which will enhance NZ biotechnology industry competitiveness. We appreciate your participation and leadership!

Sincerely yours,

NZBio [www.nzbio.org.nz](http://www.nzbio.org.nz)

Grow Wellington [www.growwellington.co.nz](http://www.growwellington.co.nz)

Victoria University of Wellington [www.vuw.ac.nz/vms](http://www.vuw.ac.nz/vms)

Please direct any questions about the survey to:

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