



Media Release
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New Senior Market Development Manager – Biotechnology appointed

Susan Wilson has been appointed as New Zealand Trade and Enterprise's new Senior Market Development Manager – Biotechnology.

Susan has over 20 years' experience in the Australian biotechnology industry in a research and development capacity and in commercial sales, marketing and consulting roles. Her experience spans the Australian market as well as south east Asia, UK, Europe and North America across a variety of biotechnology applications including human therapeutics, functional foods, medical devices, dental and animal health.

Susan has a detailed understanding of the Australian biotechnology landscape with accompanying networks to facilitate business matching and partnership opportunities for the benefit of both Australian and New Zealand biotechnology firms.

"Together, Australia and New Zealand represent the fifth largest biotechnology hub in the world. The standard of research in New Zealand in the areas of agribiotech, functional foods, medical devices and imaging is very strong. High competencies in clinical trial management and lowered research costs also make New Zealand companies an attractive research partner.

"It makes clear commercial sense for us to work together to leverage our strengths into global markets rather than work individually. And funding initiatives, such as the Australian and New Zealand Biotechnology Performance Fund (ANZBPF) administered by NZTE, are helping these collaborations grow in a very tangible and measurable way," she said.

Susan has a passion for promoting collaborative partnerships between industry, researchers, government and financiers in Australia and New Zealand, and building upon the effectiveness of existing ANZ partnerships.

Prior to joining NZTE Susan held senior management roles in Becton Dickinson, Pfizer, Wyeth and Sanitarium, and founded a specialised life science / food sector business consultancy. She has a BSc from Macquarie University, an MBA from Macquarie Graduate School of Management and an advanced Diploma in Herbal Medicine.

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About New Zealand Trade and Enterprise

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's national economic development agency. Through its global network of offices NZTE works with international businesses and investors, connecting them to New Zealand business opportunities. www.nzte.govt.nz

About the Australia New Zealand Biotechnology Partnership Fund

The Australia New Zealand Biotechnology Partnership Fund (ANZBPF) is a New Zealand Government initiative administered by New Zealand Trade and Enterprise (NZTE). The ANZBPF supports significant trans-Tasman alliances that develop greater regional strength, sustained profitability, access to, and competitiveness in, international markets for New Zealand's biotechnology products and services.

The fund contributes up to 25 percent of the total project costs, with the New Zealand partner contributing another 25 percent and the Australian partner making up the remaining 50 per cent. The ANZBPF was announced in September 2003 and opened for grant applications on 1 July 2004. The fund originally comprised \$12 million (including grant and operational expenditure) to be allocated over three years (by 30 June 2007). In 2007 the government announced a further \$25m for appropriation over the next five years.

This year was the first since the fund's inception that criteria have been expanded to allow existing trans Tasman partnerships to apply for funding for new projects.

Only New Zealand companies or organisations are eligible.

The ANZBPF is designed to complement existing NZTE economic development services and support schemes offered by the Foundation for Research, Science and Technology (FRST), Technology New Zealand (Tech NZ) and the Health Research Council (HRC). The ANZBPF will support development, marketing and manufacturing initiatives between New Zealand and Australia; it is not a research fund. NZTE may direct applicants to other NZTE, FRST or HRC schemes if the proposals received are deemed more suitable for these funds.

All dollar-figures quoted in this release are inclusive of GST.