

For Immediate Release

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Contact

Sarah Lubeck
(619)361-1437

WTC San Diego launches website to increase inbound investment during BIO 2017

Tool will streamline opportunities for San Diego companies during world's largest life sciences conference

SAN DIEGO – WTC San Diego, in partnership with Biocom, has launched discoversdbio.com, a website that will track, vet and expand investment opportunities for San Diego businesses during the BIO International Convention.



The [2017 BIO International Convention](http://discoversdbio.com), the world's leading biotechnology conference, comes to San Diego June 19 - June 21. In 2017, BIO is projected to attract more than 16,500 attendees, with more than 2,000 individuals coming from international destinations. These delegations, comprised of venture capitalists, foreign dignitaries, private companies and others, collectively send hundreds of requests to businesses and organizations for

tours and meetings outside of the San Diego Convention Center, many of which result in partnerships and inbound investment opportunities for San Diego businesses and research institutions.

Foreign investment (FDI) is an integral part of San Diego's life sciences cluster. In Q1 2017 alone, San Diego's life sciences cluster received more than **\$1.7 billion in FDI** – more than 75 percent of the region's total FDI during that quarter.

[Discoversdbio.com](http://discoversdbio.com) will function as a one-stop-shop for delegations seeking opportunities in the broader San Diego community during BIO 2017. The tool will streamline requests, improve the tracking of visitors and strengthen the follow through. Delegations are directed to a website that captures contact information, delegation make-up, requested company tours and more.

“The annual BIO convention offers significant opportunities for companies to network at the conference, and because San Diego has a vibrant life sciences ecosystem, many visiting delegations are eager to make connections outside of the conference,” said Jennifer Landress, senior vice president and COO at Biocom. **“However, sifting through a high volume of requests can be difficult. This tool will help track and vet the opportunities for San Diego organizations, giving them the information they need to make the decisions about which meetings to hold.”**



San Diego life sciences companies and/or research institutions that are interested in hosting delegations, please contact Drew Garrison at dg@sandiegobusiness.org to be added to the website.

San Diego Regional EDC, the parent organization of WTC San Diego, will also be running subsequent programming during BIO 2017 as a way to market the region and attract additional inbound investment. EDC will launch an economic impact study on San Diego's genomics industry, making San Diego the first region in the U.S. to quantify its genomics industry.

About Biocom

Biocom is the largest, most experienced leader and advocate for California's life science sector. We work on behalf of more than 850 members to drive public policy, build an enviable network of industry leaders, create access to capital, introduce cutting-edge STEM education programs, and create robust value-driven purchasing programs.

About World Trade Center San Diego

World Trade Center San Diego operates as an affiliate of San Diego Regional Economic Development Corporation. WTC San Diego works to further San Diego's global competitiveness by building an export pipeline, attracting and retaining foreign investment, and increasing San Diego's global profile abroad. sandiegobusiness.org/wtcsd

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