



A Nobel Prize at BIOMEDEX 2007

Dr. Kary Mullis :
a pioneer in the world of *DNA* !

Montréal, Monday, February 26, 2007 – On **March 28** and **29** **BIOQuébec** will present its sixth edition of **BIOMEDEX**, Canada's most pre-eminent annual meeting in the life science industry. The influential happening, taking place at the Sheraton Hotel in Laval, in the heart of **the City of biotechnology and human health of Metropolitan Montréal**, will host several conferences, a business forum involving an impressive amount of national and international investors as well as a trade exhibition. Over five hundred executives, renowned professionals and prominent members and workers of the life science industry won't miss out on the event!

Among those highly awaited, **Dr. Kary Mullis**, 1993 Nobel prizewinner in Chemistry and Inventor of the **Polymerase Chain Reaction (PCR)**, the process is hailed as one of the monumental scientific techniques of the twentieth century. A method of amplifying DNA, PCR multiplies a single, microscopic strand of the genetic material billions of times within hours. On **Thursday March 29**, as part of **BIOMEDEX**, Dr. Mullis will present an exclusive symposium on the **"Innovation in life science firms: The PCR Story"**.

The 2007 **BIOMEDEX** programming secures a very unique content that promises huge response from its life science industry audience! First with **BIOMatch**, a distinct occasion for Canada's life science biotechnology and medical companies to present their products and therefore pursue business and financial deals with potential investors. It's also an exclusive opportunity to meet acknowledged conference speakers.

Then comes the **pharma forecast** which will bring forward challenges and issues in the industry and its pharmaceutical image, upcoming marketing strategies such as online marketing, and how to integrate them in the biotech and pharmaceutical markets.

Technology transfer will emphasize on early technology assessment in big pharma, including a presentation of technology transfer projects by Quebec and French research centres.

To wrap up the two-day event, the **GENESIS Gala awards** ceremony will reward excellence in entrepreneurship, innovation and technology transfer among companies and individuals who have played a key role in the growth of Quebec's Life Sciences Industry.

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