WORLD'S MOST TANGIBLE BIO-HEALTHCARE CONVENTION

BIOP US INTERPHEX KOREA 2022

Post Show Report

August 3-5, 2022 / COEX, Seoul







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BIX 2022

| Title | BIOPLUS-INTERPHEX KOREA 2022 |
|--------------|--|
| Date | August 3(Wed) - 5(Fri), 2022 |
| Venue | COEX Hall A(1F), Conference Room(3F) |
| Hosted by | Korea Biotechnology Industry Organization/ Reed Exhibitions Korea |
| Supported by | Ministry of Trade, Industry and Energy |
| Topic | World's Most Tangible Bio-Healthcare Convention |
| Scale | 23 countries / 7,379 Attendees / 206 Exhibitors / 407 Booths / 36 Conference Sessions |
| Program | Conference, Exhibition, Business Matchmaking(Partnering), Company Presentation, Networking Party, etc. |





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SARTURIUS

Gold Sponsor











Silver Sponsor



























Partner Sponsor









Official Sponsor





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Exhibitor List

- 206 Exhibitors from 23 Countries

| Company Name |
|--|
| ABLE Labs |
| AbTis |
| AI FOR PET |
| Al Medic Inc. |
| Ajinomoto Genexine Co., Ltd. |
| Almac Group |
| Amazon Web Services |
| Ami Polymer |
| Amicogen, Inc |
| Ant |
| Ardena |
| Aston Sci. |
| A-SUNG International Co., Ltd. |
| AURI |
| Australian Trade and Investment Commission |
| AZothBio |
| B2BIO |
| Beckman Coulter Life Sciences |
| Beyond Cell |
| BioBankHealing |

| Company Name |
|---|
| Biomarketinglab Inc. |
| Biosolution Co., Ltd. |
| Brand Institute |
| Brink's Global Services Korea Ltd. |
| British Embassy Seoul |
| BT Resources |
| Carl Zeiss Co., Ltd. |
| CAS |
| Catalent |
| Cellenion |
| CellSafe Co., Ltd |
| CENYX BIOTECH Inc. |
| China-Korea Platform for Investment and Trade |
| CHOISTECHNOLOGY CO., LTD. |
| CHONNAM NATIONAL UNIVERSITY |
| CHUNG-ANG UNIVERSITY |
| Chungju City |
| Clarivate |
| CNS Co., Ltd. |
| CONNEXT Co., Ltd. |

| Company Name | |
|-----------------------------------|--|
| CRYOPDP | |
| Csafe Global | |
| Cureline Baltic | |
| CUROME BIOSCIENCES | |
| Cytiva Korea | |
| Deargen Inc. | |
| DELVER Inc. | |
| DONGWONSYSTEMS | |
| DOOHO IP LAW FIRM | |
| Dr.JCOS INC | |
| Dream Software, Inc. | |
| Dt&SanoMedics Co., Ltd. | |
| DUKSAN PURE CHEMICALS | |
| DYNE BIO INC. | |
| Embassy of Belgium in Seoul(AWEX) | |
| Embassy of Canada to Korea | |
| ENCell Co., Ltd | |
| EnvirotainerAB | |
| EPPENDORF | |
| FMS KOREA | |

INTRALINKS INC.



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Exhibitor List

- 206 Exhibitors from 23 Countries

| Company Name |
|---|
| nvirustech |
| PT |
| RIS Lab |
| JC BIO |
| JEIOTECH CO., LTD. |
| INPMEDI |
| JobsOhio |
| Jupiter Express + Peli BioThermal |
| KaiPharm Co., Ltd. |
| Keyfronbio |
| Keynoty System Inc. |
| Kim and Williams Co.,Ltd. |
| KM Corp. |
| K-Medi hub |
| KNF Neuberger |
| KOMABIOTECH |
| Kookmin University, Industry-Academic Cooperation Foundation |
| Korea Basic Science Institute (KBSI) |
| Korea Biotechnology Industry Organization (KoreaBIO) |
| Korea Institute of Oriental Medicine (KIOM) |

| Company Name |
|---|
| Korea Institute of Science and Technology (KIST) |
| Korea Kiyon |
| Korea Logistics News Co., Ltd. |
| Korea Radiolsotope Center for Pharmaceuticals |
| Korea Research institue of Biosicence & Biotechnology (KRIBB) |
| Korea Research Institute of Chemical Technology (KRICT) |
| Korea Research Institute of Standards and Science (KRISS) |
| KRPIA |
| LexisNexis |
| LITHUANIAN BIOTECHNOLOGY ASSOCIATION |
| Lonza |
| LSK Global Pharma Service Co., Ltd. |
| Maersk |
| Marken |
| MEDIAIPLUS, Inc. |
| MediRama |
| MEDIRUNS CO.,LTD. |
| MegazoneCloud |
| Merck Korea |
| MicrobiotiX Co., Ltd |

| Company Name | |
|--|--|
| MicroDigital Co., Ltd. | |
| MiraeCellBio Co., Ltd. | |
| MMPENG CO.,LTD. | |
| N Therapeutics Co., Ltd. | |
| Nanofaentech | |
| Nanoscope Systems, Inc. | |
| NATIONAL MARINE BIODIVERSITY INSTITUE OF KOREA | |
| NDS Corporation | |
| NOVARTIS | |
| OncoClew | |
| Onions Co. Ltd. | |
| ORACLE | |
| ORGANOIDSCIENCES Co., Ltd. | |
| OSONG Medical Innovation Foundation Korea Bioprocessing Training Center | |
| OSSTEO Bionics | |
| PanGen Biotech Inc. | |
| PDC*linePharma | |
| PENVENTURES | |
| Phantomics | |
| PINOTBIO Inc. | |

| Company Name | | |
|--|--|--|
| PLACENTAJSC | | |
| PLASBIO | | |
| POLTREE | | |
| Portrai Inc. | | |
| Preclina Inc. | | |
| PRESTIGE BIOLOGICS | | |
| Promedius Inc. | | |
| Protiumscience | | |
| Public CMO for Microbial-based Vaccine | | |
| PurioGen Inc | | |
| QbDWallonia | | |
| Radisen | | |
| Repligen Korea | | |
| REV-MED | | |
| REYON Pharmaceutical co.,ltd. | | |
| Roki S&S Korea Co.,Ltd. | | |
| Rudacure U.S.A | | |
| S.Lab Asia Inc. | | |
| S²(Shinhan Square) Bridge Incheon | | |
| SAMSUNG BIOEPIS | | |



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Exhibitor List

- 206 Exhibitors from 23 Countries

| Company Name |
|---------------------------|
| Sartorius Korea Co., Ltd. |
| SB BIOSCIENCE |
| Schenker Korea |
| SCIENION GmbH |
| SCL Healthcare Co., Ltd |
| SCM LIFESCIENCE |
| Seoul national university |
| SeouLin Bioscience |
| SG Medical, Inc. |
| SGM |
| SIDLEY |
| SkyCell |
| SmartJack |
| SML Meditree Co.,Ltd. |
| SNP Genetics |
| SPMED |
| Stem bio Co., Ltd. |
| STGEN BIO |
| TEND BIO |
| Testo Korea Ltd. |

| The American Chamber of Commerce in Korea | | |
|---|--|--|
| The Way Healthcare Co.m Ltd. | | |
| Thermo Fisher Scientific Solutions LLC | | |
| Thermo Fisher Scientific, Patheon CDMO | | |
| TME Therapeutics | | |
| TRCHNOMART INC. | | |
| Turck Korea Co., Ltd. | | |
| U.S. Embassy in the Republic of Korea | | |
| UABBiomapas | | |
| UABBiotecus | | |
| UABCasZyme | | |
| UABInovatyviosdiagnostikoscentras | | |
| UMTR Co.,Ltd. | | |
| UNDBIO Co., Ltd. | | |
| UNITBAND | | |
| UPSASIAGROUPPTELTD | | |
| va-Q-tec | | |
| Vetter | | |
| Virginia Economic Development Partnership | | |
| WELLPEP CO.,LTD. | | |

Company Name

| Company Name |
|-----------------------------|
| WINGSTABIO INC |
| WOOJUNGBIO |
| Kcell Therapeutics |
| YACK SEOK WON |
| YUHAN KIMBERLY PROFESSIONAL |
| ZIMYUNG |
| |



BIX

Exhibition

| Date | August 3(Wed) - 5 (Fri), 2022 |
|---------------------|---|
| Venue | Hall A, COEX |
| Scale | 206 Exhibitors from 23 Countries, 407 Booths |
| Exhibition Items | Digital Healthcare Lab & Analysis Manufacturing Packaging Logistics Biotechnology Raw Materials(Pharma/Food/Cosmetics) Services(CRO/Compliance/IP Consulting) Public Sector(Government/Hospital/University) |
| Differentiation | Special Pavilions: Identifying trends in the bio-pharmaceutical industry -CMO/CDMO Pavilion, Digital Healthcare Pavilion, Cold chain Logistics Pavilion, Materials/Components/Equipment Pavilion |



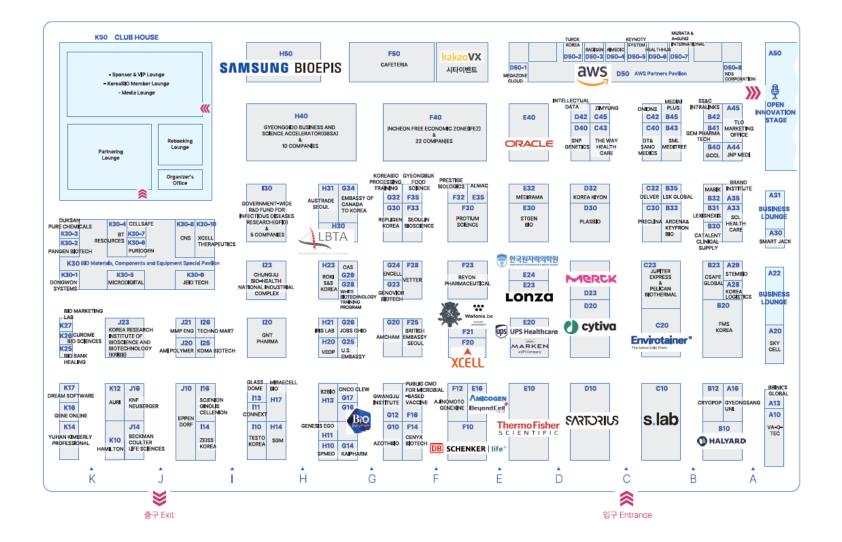




Exhibition

Floor Plan (Hall A, COEX)







BIX

Conference

| Date | August 3(Wed) - 5 (Fri), 2022 |
|-----------------|--|
| Venue | Grand Ballroom(1F) & Conference Room(3F), COEX |
| Scale | 36 Sessions, 133 Speakers |
| Contents | Find out the latest industrial technologies in bio-pharmaceutical industry and share global issues with industry-wide experts Meet renowned speakers of bio-pharmaceutical industry Concurrent 2 sessions for 3 days |
| Differentiation | Various topics of Sessions Keynote session, Corporate Management, Industry Insights, Value Chain, Hot technology, etc. |









Conference

36 Sessions & 133 Speakers





BIX

Company Presentation

| Date | August 3(Wed) - 5 (Fri), 2022 |
|-----------------|--|
| Venue | Hall A, COEX - Open Innovation Stage |
| Contents | Provide opportunities to identify new technologies of start-up ventures Provide opportunities to find new investment in the bio-pharmaceutical industry Give a presentation to reporters, investors and corporate stakeholders |
| Differentiation | Identify promising companies and provide opportunities for business meetings Create business ideas and new insights -2022 Key Words: "Overseas trends", "Start-up", "New technology", "IR" |







Company Presentation

Key Words

#Overseas trends #Start-up #New technology #IR

Day 1. August 3(Wed)

| 11:00 ~ 13:00 14:00 ~ 15:00 | CIPA: Investment Promotion Agency of Ministry of Commerce of the People's Republic of China | 2022 China & Korea Life Health Cross Border Industry Cooperation Docking Meeting |
|--------------------------------|---|---|
| 15:10 ~ 15:40 | Thermo Fisher Scientific, Patheon pharma services | Integrated clinical service solutions for every trial |
| 15:50 ~ 16:20 | Intellectual Data | 21 CFR Pt. 11 Compliance with Electronic Signatures |
| 16:30 ~ 17:00 | MediRama | Drug development strategy for success |

Day 2. August 4(Thur)

| 10:00 ~ 10:30 | STEMBIO | Development of novel drugs for incurable diseases using prion protein | |
|---------------|--|--|--|
| 10:40 ~ 11:10 | Xcell Therapeutics | Higher producibility and consistency for hMSC by chemically defined serum-free media | |
| 11:20 ~ 11:50 | UPS Healthcare MARKEN(a UPS Company) | -UPS PREMIER FOR HEALTHCARE PRIORITIZATION -Why Marken as priority? | |
| 14:00 ~ 14:50 | IFEZ(Incheon Free Economic Zone) Pt.1, Combination of technology and bio-healthcare | | |
| | MAERSK | Pharmaceutical Supply Chain: Innovation through Integration | |
| | IFEZ Pt.2 | | |
| | Shinhan Square Bridge Incheon | Shinhan Square Bridge Incheon, Korea's First Public-Private Collaborated Cluster | |
| 15:00 ~ 15:50 | Pinotbio | PINOTBIO's ADC Platform, 'PINOT-ADC™' | |
| | Portrai | Drug discovery with Spatial transcriptomics and Al | |
| | Phantomics | Digital transformation of medical imaging | |
| | Promedius | Aidant: Medical Al Cloud | |
| 16:00 ~ 16:50 | IFEZ Pt.3 | | |
| | K-NIBRT(ITP) | Bioprocessing Technology Training Center (K-NIBRT Program) | |



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Company Presentation

Key Words

#Overseas trends #Start-up #New technology #IR

Day 3. August 5(Fri)

| 10:00 ~ 10:30 | Onions Co. Ltd. | Medication Adherence, Beginning of Chronic Disease Management |
|---------------|---|--|
| 10:40 ~ 12:30 | TLO Marketing Office (Duho IP) | |
| | KIOM | Composition for inhibiting proliferation of tumor comprising Salvia plebeian or Oenothera Radix extract as effective component |
| | KBSI | Protein-Protein Interaction (PPI)-based Targeted Drug Development |
| | KIST | New therapeutic target and prognostic biomarkers for colon cancer |
| | KRISS | Modular phantoms for medical imaging |
| | KRICK | Blood-compatible fluorine-based polymer and thin film comprising same |
| | KRIBB | Anticancer agent for metastasis and angiogenesis |
| | GBSA(Gyeonggido Business & Science Accelerator) | |
| 14:00 ~ 16:00 | Woojungbio | The Role of Private Clusters in Accelerating New Drug Development |
| | SB BIOSCIENCE | High-sensitivity rapid diagnostic kit using aptamer and rapid molecular diagnostic kit using protein engineering |
| | UNDBIO | Research and Development Project for the Commercialization of Insulin & Insulin Analog(Similar) |
| | WINGSTABIO | To infinity and beyond! |
| | ORGANOIDSCIENCES | Organoid based strategies for innovation of biohealth industry |
| | Aston Science | Introduction of therapeutic cancer vaccine and Aston Science |



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Partnering

| Date | August 3(Wed) - 5 (Fri), 2022 |
|-----------------|---|
| Venue | Hall A, COEX – Partnering Lounge |
| Contents | Match with new partners in the bio-pharmaceutical industry Hold an on/off meeting after pre-event meeting matching Approximately 30 minutes per meeting Partnering types: Joint research, Marketing partnership, In & Out licensing, Funding & Investment, Production partnership, Joint ventures and more |
| Differentiation | Provide BIX partnering platform Provide information on selected and recommended three companies(personal, similar, most popular) through BIX platform's big data AI analysis Provide opportunities to participate in online partnering only for overseas companies |







BIX

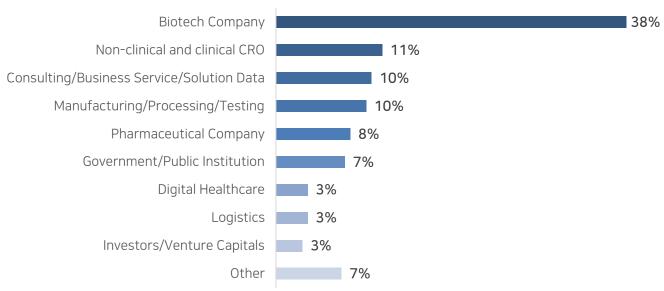
Partnering

12 Countries176 Companies

Belgium China Finland India Germany Latvia (*** Switzerland Lithuania Singapore United Korea Taiwan States

487 Participants 152
Partnering
Meetings

[Partnering Companies Industry]





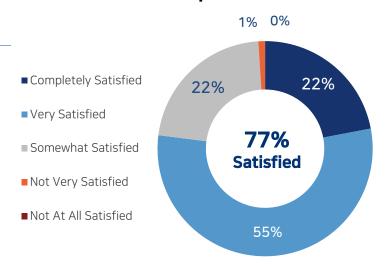


Participants Statistics (Overall)

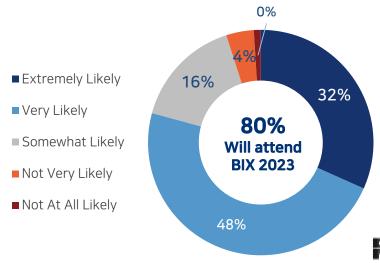
77%
Satisfied

80% will attend again

Participant Satisfaction



Willingness to attend again in 2023



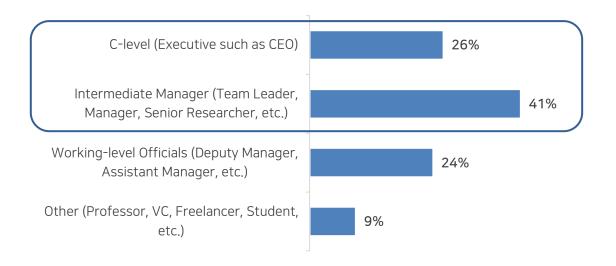


BIX

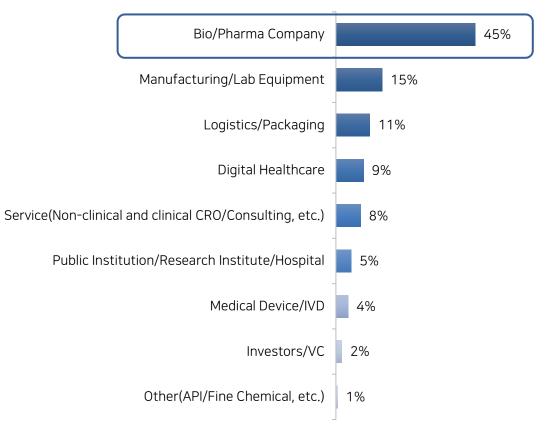
Participants Statistics (Overall)

Job Position

65% were KEY DECEISION MAKERS



Industry Classification



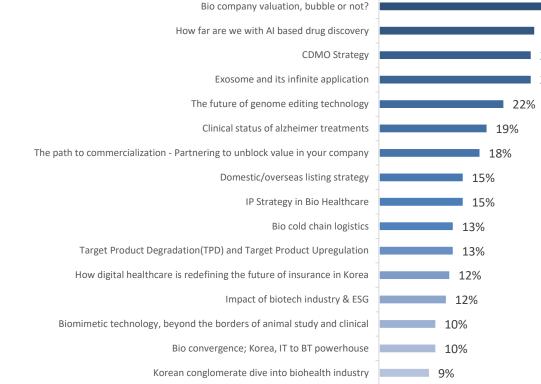


Post pandemic global clinical trial - Trends in drug development: innovation, analysis and execution

BIX

Participants Statistics (Conference)

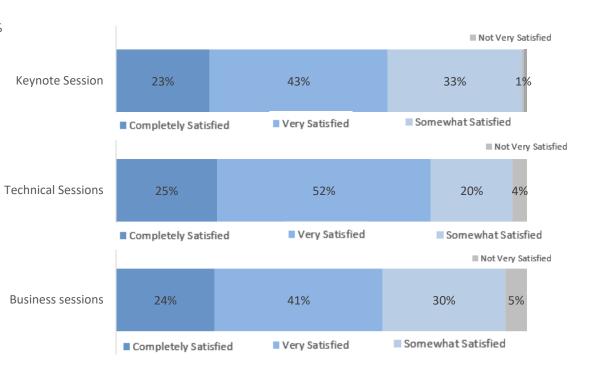
Interested Session (Technical Sessions)



Defend your trade secrets

Preventative medicine through In-silico Trial

Sessions Satisfaction

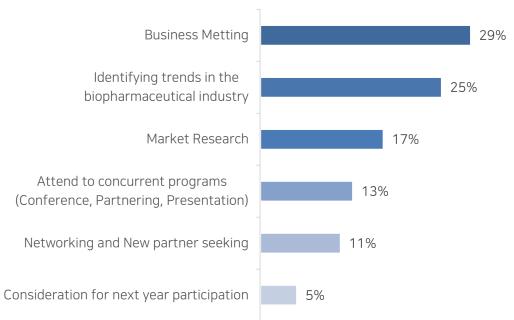




BIX

Participants Statistics (Exhibition)

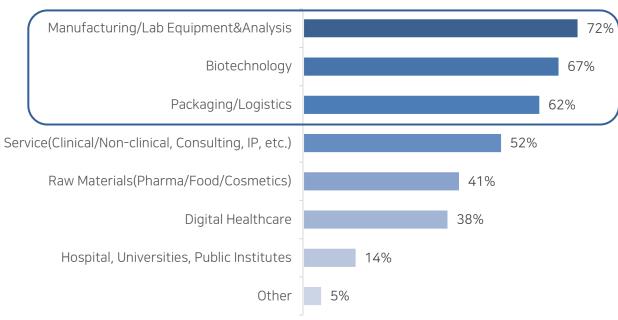
Purpose of Participation



[Main Purpose of Participation]

Business Meeting (29%)
Identifying trends in the biopharma industry (25%)

Industry Interest



[Main Industry Interest]

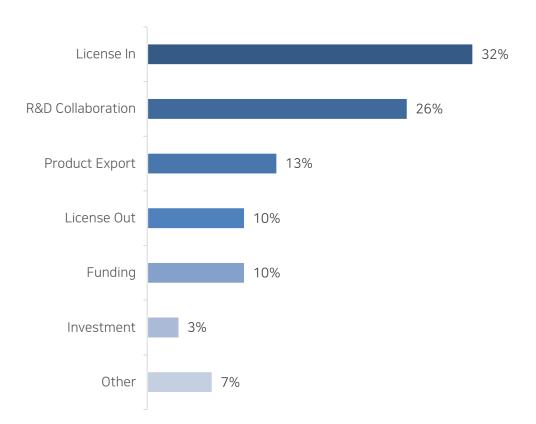
Manufacturing/Analysis (72%), Biotechnology (67%), Packaging/Logistics (62%)



BIX

Participants Statistics (Partnering)

Partnering Business Demand



[Feedback from participants]

"There were various programs."

"I was satisfied that I could find collaboration opportunities."

"Partnering with conferences and exhibitions allowed me to participate in multiple pedals at once."

[Desired companies and items]

"Pharmaceuticals, Overseas licensing of medicines/medical devices, etc."

"Food Bio Tech companies related to the recent issue of cultured meat/alternative meat."

"CMO/CDMO company"

"Cell therapy", "Exosome"



Official Channel

- Facebook

☑ 13 posts - SNS news, Event overview, A guide before the event, etc. Delivering information by posting contents periodically

- Attracting visitors through Facebook promotion





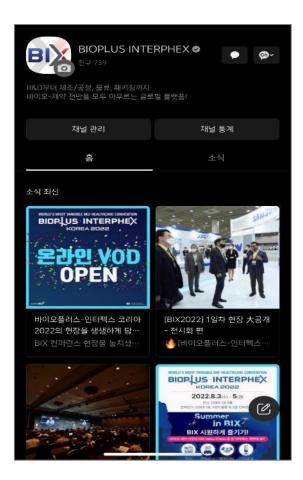






Official Chanel - Kakao Channel

- ☑ Attracting about 700 attendees by promoting through kakao channel
- ☑ Informing visitors of pre-registration through kakao messages
- ☑ Sharing exhibition photos after opening the exhibition to attract visitors





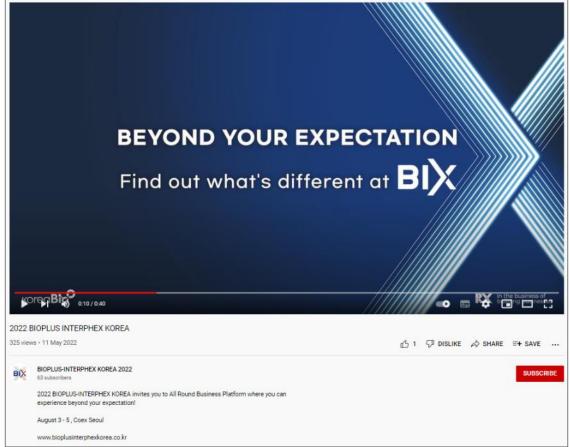






Official Chanel
- Youtube







Online Promotion

Kakaotalk & Facebook Ads







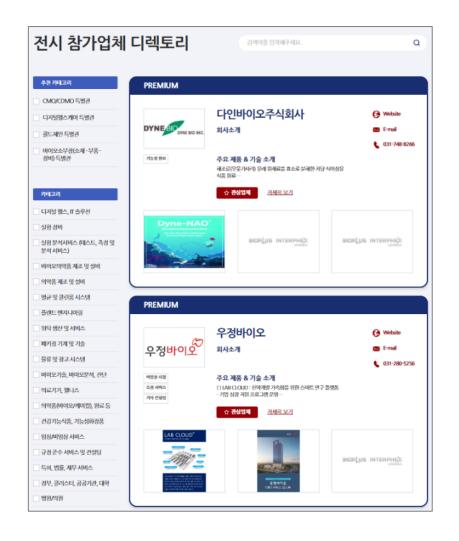
[Kakaotalk Ads]

[Facebook Ads] RX KoreaBio

Online Promotion

Pre-promotion through Online Directory











Online Promotion

Promotion through COEX Website







[Korean] [English]



Press Release

Press releases from association

- About 500 articles are released
- Attracting 200 reporters and matching 50 interviews with speakers





3일 삼성동 코엑스에서 열린 BIX 기조세션에서 황만순 한국투자파트너스 대표와 이정규 브 릿지바이오테라퓨틱스 대표, 최윤희 산업연구원 선임연구위원 (왼쪽부터) 이 한국 바이오산 업의 현재와 미래에 대해 논하고 있다.

능한 사이즈가 아니다"며 "적극적 M 한다"고 강조했다

품안전처 또한 전문인력을 대폭 늘리 는 등 더는 규제 기관이 아닌 성장을 하는 가운데 코로나19 여파로 3년 만 위한 동반자적 기관으로 탈바꿈해야 에 대면 행사로 열렸다.

조성 방안 등을 총력 지원키로 했다 사업통상자원부는 작업자 1차관 이 201 서운 간나고 코에스에서 여러 바이오플러스-인터펙스 코리이 2022' 개막식에서 이같이 언급했다 이오 분야 ; 임등 12개 해 350여개 장 차관은 바이오의약 기술을 기반 액에 비해 2. 개원가 적인 글로벌 다"고말했다 환영/환숙 의대·의전원 악사악국 제약바이오 유통

산업부 바이오 민간투자 총력 지원…용지 공급・인프라 조성 등 강화 바이오플러스-인터펙스' 개막 2022년 08월 04일 美·獨등 12國 200여기업 참여 기업 19면 를 위해 민간에서 마련한 '10년간 13조 "바이오 키우려면 M&A 막는 규제부터 혁파를" BIX 2022 개막 BIX 성황리에 마무리…"해외 여느 바이오 컨벤션과도 견죽만 했다' 연금에서 바이오에 전문화된 장기 펀드 를 조성해 이사회에 참여하는 게 방법"이 이 대표는 서울대에서 1만여 건의 바이 오 특허를 낼 동안 미국 스탠포드대는 의료기기 와 미래를 함께 알아보고 반전을 위한 방 건강 [메디파나뉴스 = 해성규 기자] 한국바이오현회와 리드엑시비션스코리아(이하 리드)가 공동 주최한 바 간호계 이오플러스-인터펙스 코리아 2022(BIOPLUS-INTERPHEX KOREA 2022-이하 BIX)가 컨퍼런스, 전시 파트너링 및 기업발표로 구성된 종합 컨벤션 행사를 5일 성황리에 마무리 했다 판례 한의계 국내외 유수 제약바이오기업들의 여름휴가 기간임에도 진행된 이번 행사는 'Summer in BIX'란 테마로 펼쳐졌다. 컨퍼런스에서는 기존의 학회 발표 형식을 과감히 버리고 패널 디스커션 등을 채택해 눈길을 끌었다





BIX

Using Existing Data of bio-pharmaceutical industry

E-mail Newsletter

☑ Sending 22 newsletters to 100,000 former participants















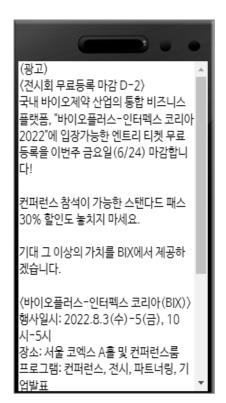


BIX

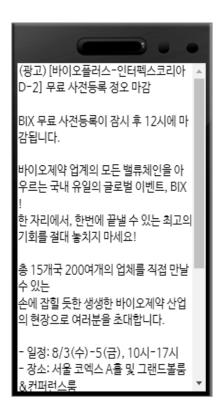
Using Existing Data of bio-pharmaceutical industry

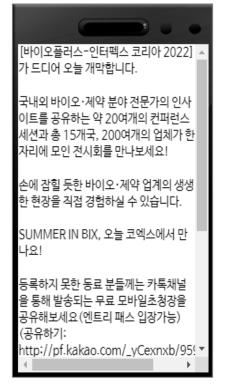
Sending Mobile Messages

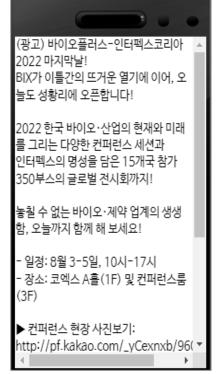
- ☑ Sending messages to 100,000 former participants about 5 times
- ☑ Sending mobile messages to all pre-registrants during the event















Using Existing Data of bio-pharmaceutical industry

Telemarketing(TM)

- ☑ For major participants among former participants, major pharmaceutical companies and registrants
- ☑ Approximately 2,000 calls





BIX

Invitation

Distribution of invitation

- ☑ Distributing 100,000 invitation cards
- ☑ Sending Kakaotalk invitations that can be easily used on mobile
- ☑ Sending mobile invitations for exhibitors using SEND4U system

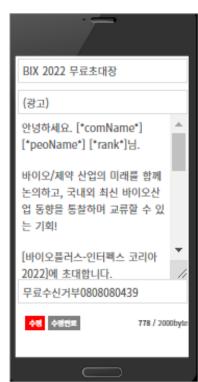


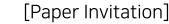












[Mobile Invitation]



Invitation

Marketing tools & Posters

- ☑ Enable exhibitors and speakers to create their marketing tools to invite their own visitors
- ☑ Sending guide mail to all exhibitors and speakers





[Conference Poster]



BIX

Invitation

Marketing tools & Posters

- ☑ Enable exhibitors and speakers to create their marketing tools to invite their own visitors
- ☑ Sending guide mail to all exhibitors and speakers











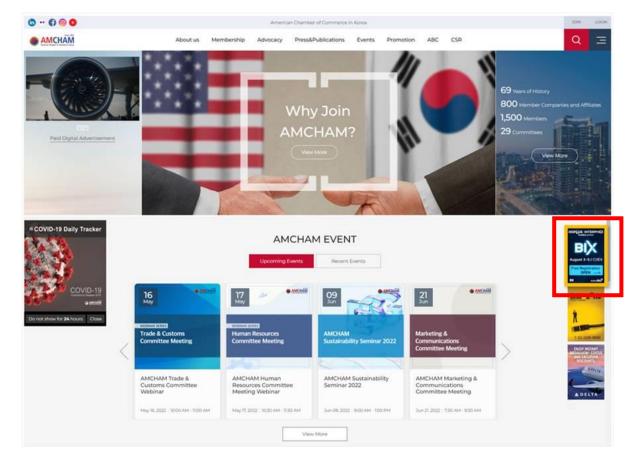




Media Promotion

Media Advertisement







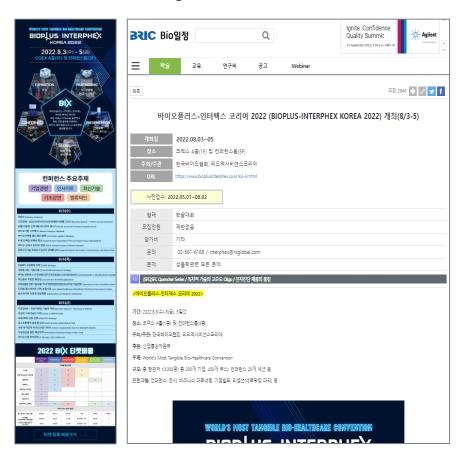
BIX

Media Promotion

Media Advertisement

☑ Media promotion services such as website, eDM, magazine advertisements





[Cold-chain Platform(CCP)]

[Biological Research Information Center(BRIC)]

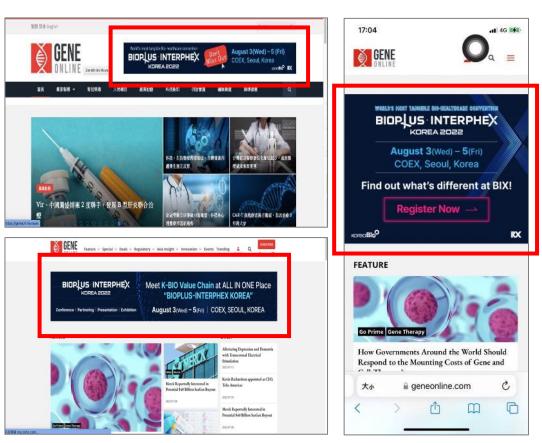


BIX

Media Promotion

Media Advertisement







Media Promotion

Media Advertisement















Media Promotion

Media Advertisement













Participation in related events & Promotion



☑ Promoting events by participating in related events and distributing promotional materials

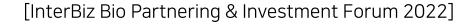














Participation in related events & Promotion

Production and Distribution of PR materials

☑ Promoting events by participating in related events and distributing promotional materials













[MEDIEXPO KOREA]

[in-cosmetics Korea]

On-site Promotion

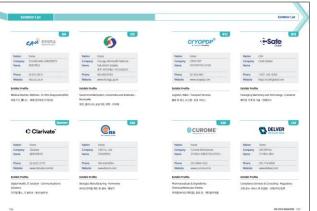
Magazine book(Program book) & Leaflet

☑ On-site promotion using official magazine and show leaflet



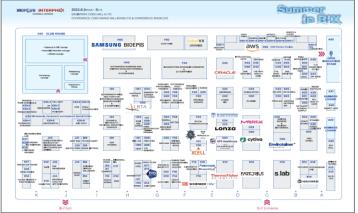












[Leaflet]



On-site Promotion

Digital Signboard in COEX Hall A

☑ Attracting visitors through digital signboards at the entrance











05. Photo Gallery





















05. Photo Gallery





















WORLD'S MOST TANGIBLE BIO-HEALTHCARE CONVENTION

BIOP US INTERPHEX

July 12 - 14, 2023 COEX, Seoul

Inquiry to

BIX 2023 Secretariat

02-561-6169

interphex@rxglobal.com



