



REGIONS OF THE U.S. Biotechnology Market



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In the U.S., 68% of all biotechnology firms focus on the development of therapeutics, vaccines and diagnostics. Key growth areas in the region include AIDS/HIV therapy, DNA testing materials, cancer therapies and drug design based on pharmacogenomics. In the agricultural biotechnology sector, the market for specialty oil-bearing crops, insect- and pesticide-resistant grains and produce, and heartier, more efficient strains of existing seeds is expected to grow.

State governments in the region have made a firm financial commitment to life sciences research and development as a result of tobacco settlement funding. Programs include expanded funding for academic and research institutions, support for start-up biotechnology firms, and incentives for established companies to relocate.

Market Trends

Of greatest significance to the Midwest and Great Lakes regions are enhancement technologies involving corn, soybeans, canola, and potatoes. There is also a small, but viable, market for biological pesticides and herbicides. Some leading firms involved in this sector are introducing packages of non-selective herbicides and "matching" gene-modified seeds, and seeking out smaller seed and pesticide firms for acquisition. Other promising segments of this market include veterinary drugs, hormones, vaccines and animal



diagnostics, transgenic seed products, and plant diagnostics.

Opportunities

Biotechnology companies in the Midwestern and Great Lakes regions are searching for partners to assist in the development of their discoveries and share the cost burden. Opportunities exist for Canadian firms in single product research collaborations, single product licensing agreements, and joint ventures. Most biotechnology alliances are formed between specialized research firms and large companies. Academic institutions and government agencies also pursue external collaborations.

Contract manufacturing has become a lucrative element of the U.S. biotechnology industry, regardless of whether contracting firms have in-house capabilities.

Opportunities exist for Canadian biotech firms that can produce bio-engineered ingredients, or complete formulations for large companies that hold the commercial product rights.

Market Access

Canadian firms should be aware that marketing bio-engineered products in the United States

involves a complex and lengthy process of evaluation by U.S. regulatory agencies. Companies should therefore budget their time and resources accordingly. Canadian firms are also advised to market their products and services aggressively, and to develop key partnerships with other biotechnology enterprises and centres operating in the region.

See Potential?

To learn more about this market, please read *The Biotechnology Market in the Great Lakes and Midwestern Region of the United States*, prepared by the Market Research Centre for the Trade Commissioner Service. This report and hundreds of others are available at www.infoexport.gc.ca

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