

INNOVATION CRESCENT PARTNERS MARKET TO BOSTON-AREA LIFE SCIENCE COMPANIES

Partners Promote Region's Life Science Assets

Oconee County, GA – Georgia's Innovation Crescent regional partnership recently completed its first regional marketing effort to promote the life science sector between Athens and Atlanta. The idea for this effort was to capitalize on the fact that the BIO International Convention will be in Atlanta in mid-May, and use this opportunity to examine an established life science cluster in order to determine how we can create a similar cluster in Georgia.

Innovation Crescent members from Oconee County, DeKalb County, the Atlanta Development Authority, Metro Atlanta Chamber, and Georgia Department of Economic Development called upon life science companies within Boston, Cambridge and Millford in hopes of gaining information about the assets that the greater Boston area possesses in regards to life sciences. This information will be used to strengthen the assets that Georgia currently has and enable members from across the Crescent to effectively market what life science companies truly need to grow their business.



Gregg Simon, Michael Starling, David Hartnett and Rusty Haygood (l-r)

One theme that resounded throughout the conversations with companies and consultants was the fact that the Boston-area life science industry is as strong as it is today primarily due to the partnership of the academic community, government, life science businesses, and the development community for over 30 years. Oconee County's Rusty Haygood stated, "The companies that we spoke with continued to emphasize the partnerships that made the Boston-Cambridge area successful. Further, they were insistent that the future of life sciences will involve merging skill sets between biology, chemistry, and information technology to produce significant gains in life sciences."

Crescent members met with seven life science companies from the greater Boston area. These companies ranged from a one-person medical device start-up to a company employing over 11,000 persons worldwide. From the meetings with these seven companies, it was determined that most have facility expansions under construction now or plan to expand over the next few years. Gregg Simon of the Atlanta Development Authority stated, "We did come away with tangible project leads for follow-up, but the biggest win from my point of view was to nurture long-term relationships that will pay off in the years to come."

Georgia's Innovation Crescent is comprised of Barrow, Clarke, Clayton, Cobb, DeKalb, Fulton, Gwinnett, Jackson, Madison, Morgan, Oconee, Oglethorpe, and Walton counties.