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**BIOTECHNOLOGY LIFE SCIENCES TRADE MISSION TO BEIJING LAUNCHED BY
UNDER SECRETARY FOR INTERNATIONAL TRADE FRANCISCO SÁNCHEZ**
U.S. Delegation of 19 Companies to Explore Export Opportunities in Growing Marketplace

BEIJING – Under Secretary of Commerce for International Trade Francisco Sánchez arrived in Beijing today to launch a U.S. Department of Commerce-led biotechnology life sciences trade mission. Sánchez is accompanied by representatives from 19 U.S. companies seeking opportunities to establish a foothold in China’s expanding biotechnology sector.

“China is one of the most important future markets for U.S. biotechnology firms,” Sánchez said. “I’m pleased to bring this delegation to Beijing to meet with Chinese public and private sector officials to explore potential partnerships that will mutually benefit both our economies.”

U.S. biotech and life science firms often consider China the most important future market in terms of sales and clinical trial opportunities, and potential investment. China’s enormous consumer base and impressive economic growth further reinforce the importance of the market for U.S. firms.

The mission will provide U.S. participants with first-hand market information and access to government decision makers. U.S. companies will be introduced to distributors, public and private buying agents and other potential business partners. Additionally, one-on-one meetings will be arranged with potential agents, distributors, and partners, enabling U.S. companies to position themselves to enter or expand their presence in China.

“We have three full days of government and business meetings here in Beijing and I know the U.S. businesses joining me today are as optimistic as I am in the potential to grow their business here in China,” said Sánchez. Rather than traveling to China independently, the government-led trade mission will enhance participants’ ability to secure meetings while in China.

The mission continues to Hong Kong. This trade mission advances President Obama’s National Export Initiative which aims to double U.S. exports by the end of 2014, supporting economic and job growth.

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International Trade Administration

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