

# Business EXPO 2005

## *“Lasso the Savings . . . Shop Rome!”*

**P**lanning is underway for the Greater Rome Chamber of Commerce 18th Annual Business EXPO to be held November 4th-5th at **The Forum** and promises fun and an excellent shopping opportunity for all.

Approximately 100 companies will be present to demonstrate, discuss, and sell their products. Participating businesses include retail, technology, health-care, information systems, and food. We are already on the way to being “Sold Out” again this year, so reserve your space early.

The event will be for Chamber Members Only on Friday, November 4th starting at 5:30 p.m. and will be open to the public on Saturday, November 5th from 10:00 a.m. - 4:00 p.m.

Many attend the show to get a headstart on holiday shopping. Local retailers will display and sell holiday gift-giving merchandise from their booths. Others will highlight the latest gadgets from the technology sector. Admission is \$3.00 for adults; children under 6 admitted free.

Local restaurants will be present providing food samples. This year's Corporate Sponsors are **Coosa Valley Technical College, Watters & Associates Land-**



**scape, Coosa Valley Federal Credit Union, and Blue Cross Blue Shield/Purchasing Alliance Solutions.**

We have Corporate Sponsorships available as well. For more information, contact Diane Tracy at the Chamber, 706.291.7663, or e-mail [dtracy@romea.com](mailto:dtracy@romea.com) or visit [www.romea.com/expo](http://www.romea.com/expo). ■

## Greater Rome Chamber of Commerce Directly Involved in Biotechnology Industry Organization (BIO)

**T**he **Biotechnology Industry Organization (BIO)** is the group that coordinates the BIO shows. Their mission statement is, “Biotechnology researchers expand the boundaries of science to benefit mankind by providing better healthcare, enhanced agriculture, and a cleaner and safer environment. The mission of BIO is to be the champion of biotechnology and the advocate for its member organizations – both large and small.”

BIO 2005, the world's largest biotechnology gathering ever, was held at the Pennsylvania Convention Center in Philadelphia from June 19-22. There were over 1,500 exhibitors and nearly 19,000 attendees at this year's show, which barely resembles the first ever BIO show in Raleigh in 1993, which only had 1,400 attendees. All but two states (12 of which sent their governors) and over 60 countries were represented at the show, which is expected to generate more than \$100 million in economic growth from licensing and research to collaboration and investments.

The State of Georgia has long been a participant in BIO shows. Georgia's presence at the show has grown annually in conjunction with Georgia's presence in the biotechnology scene. The state currently ranks 8th in biotechnology employment on Ernst & Young's annual report. Georgia's 13-booth pavilion was one of 32 state and/or regional pavilions, which were joined by 30 international pavilions in the 315,000 square foot display area. With the quality of life, educational resources and other advantages that Georgia has, a great deal of attention has been placed on this growing industry. Similarly, Rome and Floyd County can capitalize on this growth as well. The medical facilities and colleges here, along with proximity to Atlanta's resources, make Rome ideal for certain types of facilities related to the biotechnology industry. ■