

International Animal Health leaders gather in Prince Edward Island

NEWS RELEASE

Charlottetown, PE (June 13, 2017) – Senior executives, investors, emerging companies, regulators and researchers from around the world are in Charlottetown, Prince Edward Island, June 12 – 14th to attend VetHealth Global™, North America’s premier International Animal Health and Nutrition Business Conference. The biennial conference, hosted by the PEI BioAlliance, is a gathering place for international industry leaders to discuss emerging market trends, global regulatory issues, and innovative developments in companion and food animal health and nutrition.

This is the seventh such event hosted by the BioAlliance since 2007. Welcome remarks will be given by the province and Dr. Randolph Seidler, Vice President, Global Head of Business Development Animal Health at Boehringer Ingelheim will provide the opening plenary address, setting the stage for this year’s event. As the second largest animal health business in the world, Boehringer Ingelheim has more than 10,000 employees worldwide, products available in more than 150 markets and a global presence in 99 countries.

“The theme for this year’s VetHealth Global Conference is *insight, foresight, and leadership*. These are imperative traits for the success of any business and aspirational values for our company. Boehringer Ingelheim is very pleased to be a part of the important discussions at VetHealth Global 2017 as we explore new opportunities to bring better health to our animal population,” said Dr. Seidler.

Dr. Seidler will moderate the opening panel discussion on Tuesday, June 12th, “Animal Health Unleashed” which will provide perspectives from leading animal health senior executives from Zoetis, Henry Schein, as well as European wealth management and investment firm, Stifel, on the growth of the industry, transformational technologies, and key challenges and opportunities available.

VetHealth Global™ also focuses international attention on PEI’s fast-growing bioscience cluster and local innovation in veterinary health products, animal feed additives, diagnostics, and fish vaccines. “This has become a must-attend event for world leaders and gives our businesses the connections they need to advance their businesses, says Rory Francis, Conference Chair and Executive Director of the Prince Edward Island BioAlliance.

“We take very seriously our role in providing a venue for animal health businesses, large and small, to take stock of the ever-changing marketplace, new business models, new technologies, and new externalities,” said Francis. “This is a unique event for animal health and nutrition companies, large and small from around the world to come together to gain insight from well-seasoned leaders and to identify new business opportunities.”

Keynote Luncheon presentations for VetHealth Global 2017 will include:

Tuesday, June 13th

“Superpower Dogs” – Canadian Writer/Director Daniel Ferguson will present a special sneak peek of the science and story of the upcoming IMAX film, Superpower Dogs, currently in production. Filmed over several years and featuring some of the world’s most extraordinary working dogs, the film celebrates the human-animal bond on an unprecedented scale.

Wednesday, June 14th

“Corporate Social Responsibility: Farce or Future?” - Presenter Claire Lamont, CEO of Canadian marketing firm, Smak will discuss how and why socially conscious consumers are driving the market and how companies need to be paying attention,

An Innovation Spotlight Series will showcase 12 emerging companies from across North America and Europe with new products and innovative solutions. A pre-conference workshop on communicating your brand in a digital world will kick off the conference.

For more information, contact:

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About the Prince Edward Island BioAlliance

www.peibioalliance.com

The Prince Edward Island BioAlliance was incorporated in 2005 to accelerate the growth of PEI's bioscience sector and enable next generation prosperity. Since that time, the BioAlliance has coordinated the work of leaders in bioscience business, research and government organizations in PEI, providing strategy, focus, and alignment among the partners. This collaboration has been the driver of bioscience growth to date and has given the PEI Bioscience Cluster a reputation nationally and internationally. PEI is currently home to over 50 bioscience-based companies, employs more than 1300 people and generates more than \$150 million in private sector revenue annually.