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## **OPPORTUNITY HOUSTON<sup>SM</sup> TO EXPAND HOUSTON REGION'S GLOBAL MEDICAL/BIOTECH FOOTPRINT**

### ***International Initiatives, Technology and More will Strengthen Economic Development in Medical / Biotech Industry Sectors***

**HOUSTON (Oct. 30, 2006)** -- The Greater Houston Partnership unveiled a historic fundraising effort aimed in part at building greater awareness of the region's business advantages to companies in the medical and biotechnology industries.

*Opportunity Houston<sup>SM</sup>*, chaired by Houston Astros' owner Drayton McLane, is designed to expand the region's global reach through enhanced international initiatives and leveraging technology to target foreign and domestic companies for relocation and expansion in the 10-county region.

McLane said that medical/biotech is one of the sectors being targeted because the region is already a recognized leader in a number of life science areas – due in no small part to research being conducted at the Texas Medical Center – and has the resources necessary to serve the industry.

"The Medical Center is a focal point for the life sciences, not only in Houston and the United States, but worldwide," McLane continued. "We've also created an environment here that brings people together from the commercial, service, governmental, academic, and entrepreneurial sectors to create and support new companies.

"Add that to the fact we have a young workforce skilled in the life sciences – and colleges that can tailor curricula to specific demands of these companies – and this region is well-positioned to support technology transfer and research commercialization."

*Opportunity Houston<sup>SM</sup>* is a \$40 million aggressive marketing campaign that will support the Partnership's strategic plan to help create 600,000 new jobs, attract \$60 billion in capital investment, and generate \$225 billion in foreign trade.

Included among the possible programs *Opportunity Houston<sup>SM</sup>* would fund are:

- Development of a Geographic Information System (GIS), an advanced technology that can capture data according to location and link prospects with specific sites throughout the 10-county region that best meet their requirements.
- Lead-generation methodology that will enable the Partnership to identify and aggressively pursue the strongest potential prospects in key growth sectors.

- Enhanced international outreach that includes trade missions similar to those taken earlier this year to India and China.
- Marketing efforts and public relations designed to impact domestic and international perceptions of the Houston region.

Taken together, McLane said, these and other activities will enable the region to make a powerful case for growth and development – not just in the medical and biotech industries but in other sectors as well.

“We have what companies need: a low cost of doing business, a strong pro-business environment, a great partnership with local governments, a skilled workforce – pretty much anything anyone could ask for,” he continued.

“All we have to do is get the word out, and that is exactly what *Opportunity Houston*<sup>SM</sup> is designed to do.”

The Greater Houston Partnership is the primary advocate of the Houston business community and is dedicated to building regional economic prosperity. It represents 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller.

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