

HAIG BARRETT JOINS THAT'S NICE AGENCY FOR BIO INTERNATIONAL CONVENTION "THE GLOBAL EVENT FOR BIOTECHNOLOGY"

PHILADELPHIA | JUNE 15TH -18TH 2015



Haig Barrett joined the That's Nice Agency for the 2015 annual BIO International Convention.

BIO International, sponsored by the Biotechnology Industry Organization based in Washington, DC, hosted over 1,700 exhibitors and marketing agency partners along with thousands of organizations.

With the leading biotech companies, top 25 pharmaceutical companies, top CROs and CMOs and more than 300 academic institutions including the major research labs and leading government organizations all in attendance, the convention is one of the world's largest biotechnology gatherings for service providers and clients in the industry.

During the event, BIO highlighted the industry's most relevant and timely topics including how the leading biopharma firms are mobilizing to take on tough diseases and the increasing number of emerging opportunities for the growing industry in global markets, manufacturing, clinical trials, research and new product development.

In addition to the latest topics, Haig's team along with That's Nice also enjoyed a number of individual client meetings discussing current market trends and the many opportunities for strategic growth and advancement in the biotechpharma space.

Among other markets served, the biotech and pharmaceutical market is a key area of expertise for Haig Barrett where specialties include market access, brand strategy, sales enablement, and mergers and acquisitions.

Haig Armaghanian says, "The increased opportunity in the biotech industry demands a sharpened value proposition with competitive positioning as a key component in order to remain innovative and to be a part of this surge in growth within the industry."

At the foundation of the growth is definitely due to data and research.

According to Guy Tiene of That's Nice LLC and Nice Insight, "At our agency the demand for market research has increased dramatically as clients seek to fully understand their position and how to best communicate their value in the pharma and biotech marketplace."

Nice Insight, the research arm of That's Nice in New York, offers both industry and custom research products and services focused on a variety of marketing intelligence needs that are available to validate and support overall strategy.

Haig Barrett and That's Nice are developing enhanced consulting and strategy services via the HB Think Tank—more to come on this.