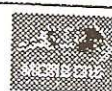


U.S. Chamber of Commerce

European American Chamber of Commerce



News & Updates

International Biotechnology Delegation

6/19/2001

To bring business collaboration opportunities directly to the companies of Northeast Ohio World Trade Center Cleveland is promoting Northeast Ohio's core growth industries internationally and attracting delegations of companies involved in these focus industries to participate in the annual World Trade Conference. In preparing for the 56th World Trade Conference, WTC Cleveland worked with organizations throughout the World to recruit biotechnology companies. One such partnership was with World Trade Center Trieste, one of 330 World Trade Centers in 100 countries. Through our partnership with WTC Trieste, Turval Laboratories participated in the Conference and was matched with potential business partners in Northeast Ohio.

Turval Laboratories is an agricultural biotechnology company, specializing in microbials that aid in animal digestion. Their products are a natural substitute for chemical antibiotics used for cows, pigs, sheep, and horses. They have developed both the organism that produces this positive effect and a method of delivery that makes it commercially viable.

Northeast Ohio has a pocket of companies involved in the animal feed industry, which could greatly benefit from such an innovative product. WTC Cleveland looked to partner Turval with Ohio companies that can incorporate this technology to create a more competitive product. A team of professionals in the biotechnology industry reviewed the profiles of inbound delegates and matched them with appropriate business partners in Northeast Ohio.

Three days of individual meetings took place around the 2-day World Trade Conference event. Turval met with Northeast Ohio manufacturers of animal feed and animal feed ingredients to discuss strategies for collaboration. From the perspective of the Ohio companies, Turval could provide them with a competitive advantage with this unique product. Ultimately, the connection provided by WTCC will provide great benefits for Northeast Ohio. Turval's business partners will be able to develop a technological advantage over their domestic and international competition. Additionally, higher milk production will improve business for Ohio dairy farmers and organic food production techniques will benefit Ohio consumers.



"The information I received and the contacts which you organized were well targeted and I believe will lead to profitable economic collaborations. The quality of service and hospitality could also be seen in the details and were beyond my expectations.", Mr. Alessandro Turello, Chairman of Turval Laboratories

The 57th Annual World Trade Conference, June 2, 3 & 4, 2002, will focus on Instruments, Controls & Electronics. WTCC will build