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bioOrlando

Imagine...a place where people come not only for the theme parks, but to be cured of deadly diseases; where medical miracles are performed everyday; where doctors from around the world are trained; and where scientists discover the secrets to longer, healthier lives. Imagine Orlando as a life science destination.

A few years ago this was only a dream for Orlando. But following the announcements of a new University of Central Florida (UCF) College of Medicine and the Burnham Institute for Medical Research's decision to locate their East Coast operations in Orlando in 2006, this dream began to become a reality.

Shortly thereafter, business leaders from around Metro Orlando gathered together to create *bioOrlando* – a council of the Metro Orlando Economic Development Commission (EDC) that serves as a catalyst for stimulating the life science and biotechnology industry in Central Florida.

Since 2007, *bioOrlando* – now with over 180 members – has been actively pursuing life science companies in a collaborative fashion. And The Tavistock Group's Lake Nona development near Orlando International Airport is the home for an emerging 'medical city.'

In addition to the new UCF College of Medicine (with classes starting this fall) and the Burnham Institute for Medical Research at Lake Nona, several other facilities decided to co-locate in this 'medical city' including: M. D. Anderson – Orlando Cancer Research Institute, Nemours Children's Hospital, Orlando VA Medical Center and a University of Florida Research Center. A recent economic impact study revealed that this life science cluster could create more than 30,000 jobs and an economic impact of \$7.6 billion by year 10 of operation.

The Tavistock Group's Lake Nona – home to Orlando's 'medical city' – has devised a master plan for the community bringing together the best of the best in everything. And working together, the EDC, The Tavistock Group, UCF, elected officials and *bioOrlando* members have been benchmarking with other strong life science and medical destinations and creating partnerships. Thus far, leaders involved with *bioOrlando* have visited and created partnerships with leaders in Nashville, TN; San Diego, CA; Frankfurt, Germany; Basel, Switzerland; and Dubai, United Arab Emirates. Orlando area leaders are working with officials worldwide to learn how they created life science clusters and how Orlando can achieve a competitive advantage.

For more information, visit www.bioOrlando.com.