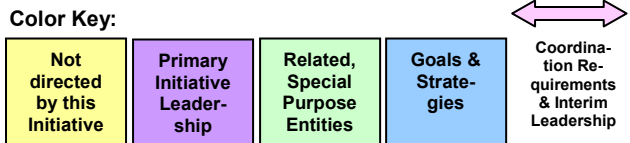
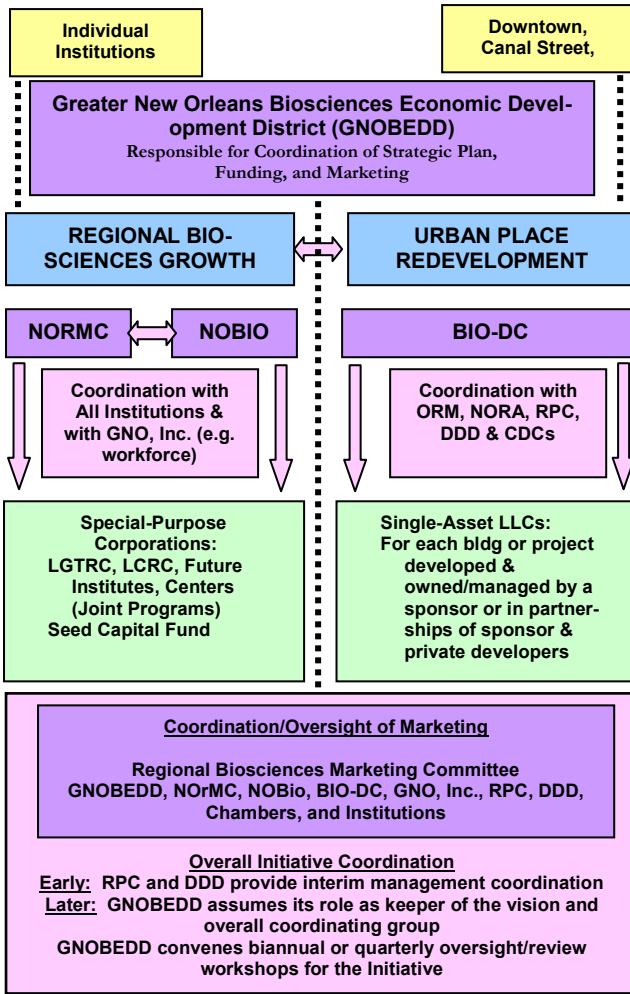


LEADERSHIP & MANAGEMENT



NORMC: New Orleans Regional Medical Collaborative, Inc. Responsible for joint research programs, technology development, clinical programs and knowledge workforce

NOBio: New Orleans BioInnovation Center, Inc. Responsible for Business Enterprise Support, Seed and Venture Capital, and Incubator Facility Operations

BIO-DC: New Orleans BIO Development Corporation Responsible for Development— Land Acquisition, Land-Banking Program, Infrastructure improvements, site/street improvements, real estate projects, real estate transactions & partnerships, and real estate sales/leasing

NORBI ACHIEVEMENTS

- Adoption of management and physical development plan for GNOBEDD, which received an EDA Excellence Award in 2007
- Adoption of project prioritization list(s) - including the retention of LSU/VA facilities in downtown New Orleans
- Reorganization of New Orleans Regional Medical Center (NORMC) to reinforce the NORBI/GNOBEDD Vision

The following organizations participated in the development of the New Orleans Regional Biosciences Initiative:



The New Orleans Regional Biosciences Initiative

Creating a knowledge-based economy through healthcare & biosciences investment



REBUILD, REDEVELOP, RENEW

GROWING A KNOWLEDGE-BASED ECONOMY

Knowledge is the key to prosperity. Globally, economies are recognizing the significant role of education, technology and innovation in stimulating growth. In the New Orleans metropolitan area the biosciences and healthcare industries offer an opportunity to foster a culture that embraces the knowledge-based economy.

Downtown New Orleans is intrinsically endowed with a well defined cluster of research institutions, hospitals and universities that are critical to stimulating a knowledge-based economy. Recently, the Regional Planning Commission (RPC) in collaboration with a myriad of public and private entities, drafted a strategic plan for growing the biosciences. The plan focused on the need to form a regional biosciences collaborative (the New Orleans Regional Biosciences Initiative—NORBI) and a physical economic development district charged with growing biosciences investment—the Greater New Orleans Biosciences Economic Development District (GNOBEDD).

A geographic cluster of biosciences and healthcare assets is imperative to creating an environment that nurtures innovation through the cross-fertilization of ideas and collaborations. Retention of the healthcare industry and investment in New Orleans' medical district are essential in strengthening innovation practices that produce businesses, jobs, and wealth for the region.

THE NORBI VISION

The NORBI is a regional collaborative of public and private biosciences stakeholders who seek to educate the region about the biosciences/healthcare industry. At its core is GNOBEDD a discrete geography responsible for regional biosciences growth and urban place redevelopment.

THE GREATER NEW ORLEANS BIOSCIENCES ECONOMIC DEVELOPMENT DISTRICT FOOTPRINT



The NORBI vision seeks to grow a globally competitive Innovation Economy for the New Orleans region by building on the region's knowledge institutions to:

- Perform globally competitive biosciences research
- Grow and attract entrepreneurial companies
- Create good jobs, a highly skilled workforce and wealth for citizens
- Anchor a vibrant urban community at the region's core.

In pursuing this vision, the New Orleans region will:

- Find and use new treatments and cures for human diseases
- Enhance stature and accomplishments of the region's higher education and health care institutions
- Establish the City of New Orleans as a great, diverse, and successful U.S. city—a center of health sciences and biosciences excellence.

For Additional Information Contact: Caitlin Cain, Economic Development Director
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