



Media Advisory
November 17, 2009

Jay Ingram to speak at Agricultural Biotechnology International Conference (ABIC 2010) in Saskatoon, September 2010

Saskatoon, SK: Canadian author and broadcaster Jay Ingram will be the keynote at the ABIC 2010 public forum September 12, 2010. Ingram is one of four keynotes and 66 industry experts to speak at ABIC 2010 *Bridging Biology & Business*. Ingram hosts the science program *Daily Planet* on Discovery Channel Canada.

The Agricultural Biotechnology International Conference returns to Saskatoon September 12-15, 2010, hosted by Ag-West Bio. ABIC, which began in Saskatoon in 1996, has traveled the world: Australia, Ireland, Germany and Thailand have each hosted the conference. ABIC 2010 is expected to draw 1000 delegates from around the world to hear a stellar line-up of presenters in three streams: **Energy, Health and Sustainability**.

Jay Ingram is the author of several bestselling books including *Talk, Talk, Talk: Decoding the Mysteries of Speech*; *The Science of Everyday Life*; *The Velocity of Honey: And More Science of Everyday Life*; and *The Burning House: Unlocking the Mysteries of the Brain*, which won the 1995 Canadian Science Writers Book Award. Ingram's most recent popular science book is entitled *Theatre of the Mind: Pulling Back the Curtain on Consciousness* published by Harper Collins in October 2005. Ingram has had a weekly science column for the Toronto Star since 1993.

For more about Jay Ingram and other confirmed ABIC 2010 speakers please visit the conference website: www.abic.ca/abic2010

ABIC background

In 1996, Ag-West Bio created the first major international conference devoted to science and business development in agbiotech. In 1996 the first Agricultural Biotechnology International Conference (ABIC) in Saskatoon hosted 700 delegates from 29 countries. The ABIC 2010 planning committee is comprised of the province's top biotech experts from Saskatchewan's life science cluster. A tradeshow, an international poster competition and a public forum are included in this premier conference.

Ag-West Bio Inc. is a leading catalyst for industry growth in Saskatchewan's bioeconomy. Ag-West provides seed capital, regulatory support, industry information and aids strategic alliances. Ag-West Bio is a member-based organization representing agricultural biotechnology, bioproducts and bioprocesses, and the natural health products and functional food sectors.

To arrange an interview with Jay Ingram, please contact:

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