

FOR IMMEDIATE RELEASE

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### **Cato BioVentures Will Attend First-Ever MIXiii Israel Innovation Conference**

DURHAM, NC, May 20-22, 2014 — Experts from Cato BioVentures are attending Israel's first-ever MIXiii Innovation Conference in Tel Aviv, Israel, at the Tel Aviv Fairgrounds this week. Cato BioVentures will be one of several thousand companies attending this new event that mixes two industries together for the first time ever in the world: Biomedical and Technology. This joint conference will be part of Israel Innovation Week, as well as the Office of the Chief Scientist (OCS) annual Research and Development Conference.

The MIXiii Israel Innovation Conference will run both Biomed and High-tech conferences parallel with each other, allowing each conference to exhibit its own sectors and activities in separate venues and the attendees to freely move from one location to the other. The OCS annual R&D Conference will also merge with Israel Innovation Week, bringing the government perspectives and exhibitions of the OCS programs into the new format. Venues will include lectures as well as company presentations and exhibitions from all sectors as well as joint sessions covering topics of mutual interest to both the biomed industry and technology industry. Expected attendees include high-tech, biomed, multinational corporations; start-ups; incubators; accelerators; technology transfer offices of academic institutions; venture capital funds; service providers; and more.

The following Cato BioVentures experts will attend:

- Jo Cato, Ph.D., Vice President
- Heschi Rotmensch, M.D., F.A.C.C., F.A.C.P.,  
Medical Analyst

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These experts will participate in networking events and presentations, and will attend one-on-one partnering sessions while at the conference.

For more information, call 919-361-2286,  
e-mail [info@cato.com](mailto:info@cato.com), or visit Cato BioVentures online at  
[www.CatoBioVentures.com](http://www.CatoBioVentures.com).

### **About Cato BioVentures**

Cato BioVentures is the venture capital affiliate of Cato Research, a global contract research and development organization (CRO). For over 20 years, Cato BioVentures and Cato Research have partnered with entrepreneurs, academic institutions, and a broad base of biotechnology and pharmaceutical companies to advance a robust portfolio of successful product development programs. Through strategic CRO service agreements with Cato Research, Cato BioVentures has invested its CRO Service Capital™ in innovative therapeutics, medical devices, and stem cell technologies that improve the pharmaceutical industry's research and development productivity. If strategic outsourcing for development, regulatory, and clinical support is a core component of a company's business plan, then Cato BioVenture's investment model can make a positive difference in the company's overall success. For more information about Cato BioVentures, call 919-361-2286 or visit [www.CatoBioVentures.com](http://www.CatoBioVentures.com).

### **About Cato Research**

Founded in 1988 by Dr. Allen Cato and Lynda Sutton and headquartered near Research Triangle Park, North Carolina, Cato Research is a full-service contract research and development organization providing strategic and tactical support for clients in the pharmaceutical, biotechnology, and medical device industries. Services range from design and management of preclinical and clinical studies to submission of regulatory documents required for marketing approval. With a staff of approximately 250 and offices located in the United States, Europe, Canada, Israel, and South Africa, the Cato Research team consistently demonstrates an unsurpassed level of responsiveness, flexibility, attention to detail, and passion for bringing their clients' products to market with speed and cost-effectiveness. For more information about Cato Research, visit [www.Cato.com](http://www.Cato.com).

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