

## The 86<sup>th</sup> Annual Meeting of the Japanese Biochemical Society

Japanese Biochemical Society is an academic meeting which attracts student type of researchers. We focused on “Dynabeads” product this year to attract attention of young researchers who are less familiar with the product.

### ■ Place and Schedule

- Place: Yokohama
- Schedule: Sep 11<sup>th</sup> to 13<sup>th</sup>, 2013

### ■ Our booth activities

We designed a special booth for “Dynabeads”. We asked the researchers to post their comments on our booth wall and received about 150 comments by the end of the meeting.

Some of the comments we received were; “What kinds of application do they (want to use)require? for “Dynabeads”, “What is the most important issue for magnetic beads?”. All those comments are great source of our further marketing and sales strategy.



### ■ Summary

Over 4,000 researchers attended this meeting and over 130 researchers registered at our booth. We promoted “Dynabeads” very successfully throughout the meeting.

Over...