



# 4 WAYS YOU CAN COLLABORATE DURING GLOBAL BIOTECH WEEK

Participating in Global Biotech Week is a unique opportunity to engage with policymakers, industry leaders, and the public to discuss the transformative potential of biotech and explore collaboration opportunities. We look forward to spotlighting the news, events, and latest developments coming out of the Canadian biotech industry which are setting the pace for global industry standards.

**Global Biotech Week 2025 is set for September 21-27, 2025**, and it's your chance to be part of a worldwide celebration that started right here in Canada. Since launching the first National Biotech Week in 2003, what began as a modest gathering of provincial partners has blossomed into an international awareness week, inspiring similar initiatives across the globe, from the United States to Europe and Australia. Global Biotech Week now plays a pivotal role in highlighting the critical impact of biotech innovations on the global stage, showcasing how they drive the competitiveness of various sectors that underpin our economies.

## HOW YOU CAN COLLABORATE:

### Host or Support an Event

Whether it's in person or online, consider organizing activities such as livestreamed workshops, industry conferences, company site tours, fireside chats, or interactive webinars. For inspiration, take a look at some of the successful events from [previous years](#). Fill out the [form](#) to let us know what you're planning.

### Launch a New Resource or Program

Kick off Global Biotech Week by unveiling a new resource or program. This is a perfect opportunity to draw attention to your initiatives and garner interest from the larger biotech ecosystem. Complete this [form](#) to share your plans with us.

### Spread the Word

Even if you're not hosting an event or launching a new initiative, you can still play an important role as a Global Biotech Week Collaborator. Help amplify the importance of this week by sharing campaign materials on your website, blog, or newsletter. Access all the promotional tools you need [here](#).

### Raise Awareness on Social Media

Use the hashtag **#GBW2025** to elevate the conversation about biotechnology's impact and potential. Engage policymakers, industry influencers, and the public by highlighting how biotech innovations are shaping our world.

**Planning an activity or event for Global Biotech Week?**  
Fill out the form [here](#) to let us know what you're planning.

*Keep reading for additional resources.*



# RESOURCES FOR COLLABORATORS:

- [Digital promotional kit](#) (files available in english and french)
- [Searchable event directory](#)
- [Press Centre](#) (send us the link to your press release, and we'll post it to our website)

## LOGOS



September 21 – 27, 2025  
Celebrating science,  
innovation and solutions  
#GBW2025

## SOCIAL MEDIA IMAGES

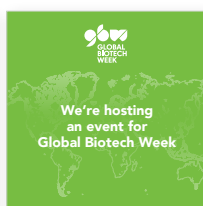
Share these visuals on your social channels to highlight how you're taking part in Global Biotech Week and help raise awareness across your community.



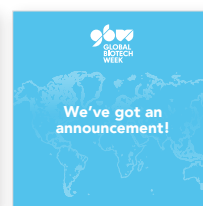
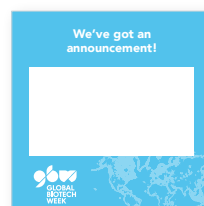
I'm a Global Biotech Week  
Collaborator



We're hosting an event for  
Global Biotech Week



We've got an  
announcement!



## SAMPLE SOCIAL MEDIA POSTS

Use this ready-to-go copy to share how you're participating in Global Biotech Week and help spread the word within your community.

1. Excited to share that we're a Global Biotech Week Collaborator! Our organization is (insert activity here) Join us in helping spread the word about the great work being done in the Canadian biotech ecosystem! Learn more: #GBW2025
2. It's Global Biotech Week! I'm taking part by learning more about the Canadian biotech ecosystem, (insert activity here) How are you celebrating the week? #GBW2025
3. Global Biotech Week runs from September 21 – 27, 2025, BIOTECANADA has put together resources that will help you in your own promotional efforts for recognizing the week. Find out how you can become a Global Biotech Week Collaborator here: #GBW2025
4. Biotechnology is shaping the future of health, sustainability, and innovation. This Global Biotech Week, we're proud to be part of a growing Canadian ecosystem that's making an impact worldwide. Let's celebrate the science, the people, and the potential. Learn more: #GBW2025
5. Biotech is more than a big idea—it's research, innovation, and impact happening every day. For Global Biotech Week, we're showing what that looks like at (insert organization name). Click here to learn more #GBW2025

## EMAIL SIGNATURES



## POSTERS



## DIGITAL BACKGROUND



## NEWSLETTER CONTENT

Use this short blurb in your newsletter or email updates to highlight Global Biotech Week and encourage your audience to get involved. Feel free to personalize it to reflect your own activities.

### **Subject: Celebrate Global Biotech Week with Us!**

Global Biotech Week (September 21–27, 2025) is a chance to highlight the strength and potential of biotechnology in Canada and around the world. This annual campaign brings together organizations, researchers, and industry leaders to raise awareness of the sector's impact. Whether you're hosting an event, sharing a story, or learning something new, there's a way to get involved. Learn more and explore how you can participate: [globalbiotechweek.ca](https://globalbiotechweek.ca)

Together, let's showcase the dynamism and potential of the biotech industry during Global Biotech Week!

## QUESTIONS?

Contact us at [info@biotech.ca](mailto:info@biotech.ca)