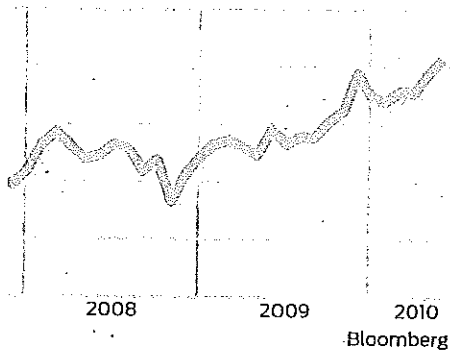


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Talk2Pros.com

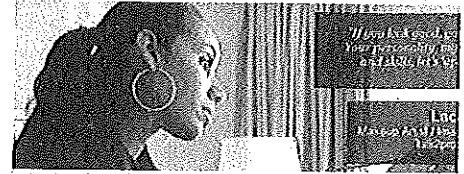
In a nutshell: Talk2Pros.com is a way to look up local independent service professionals.

Cool factor: Users can track down professional help for everything from contracting and event planning to personal training and software design. Consumers can browse through pictures and videos of particular professionals and can communicate with them using a simple messaging tool.

Note: The site is in beta, but there are thousands of professionals already signed up.

talk2pros find & meet local professionals

What service are you looking for?



Beauty & Wellness



Building & Construction

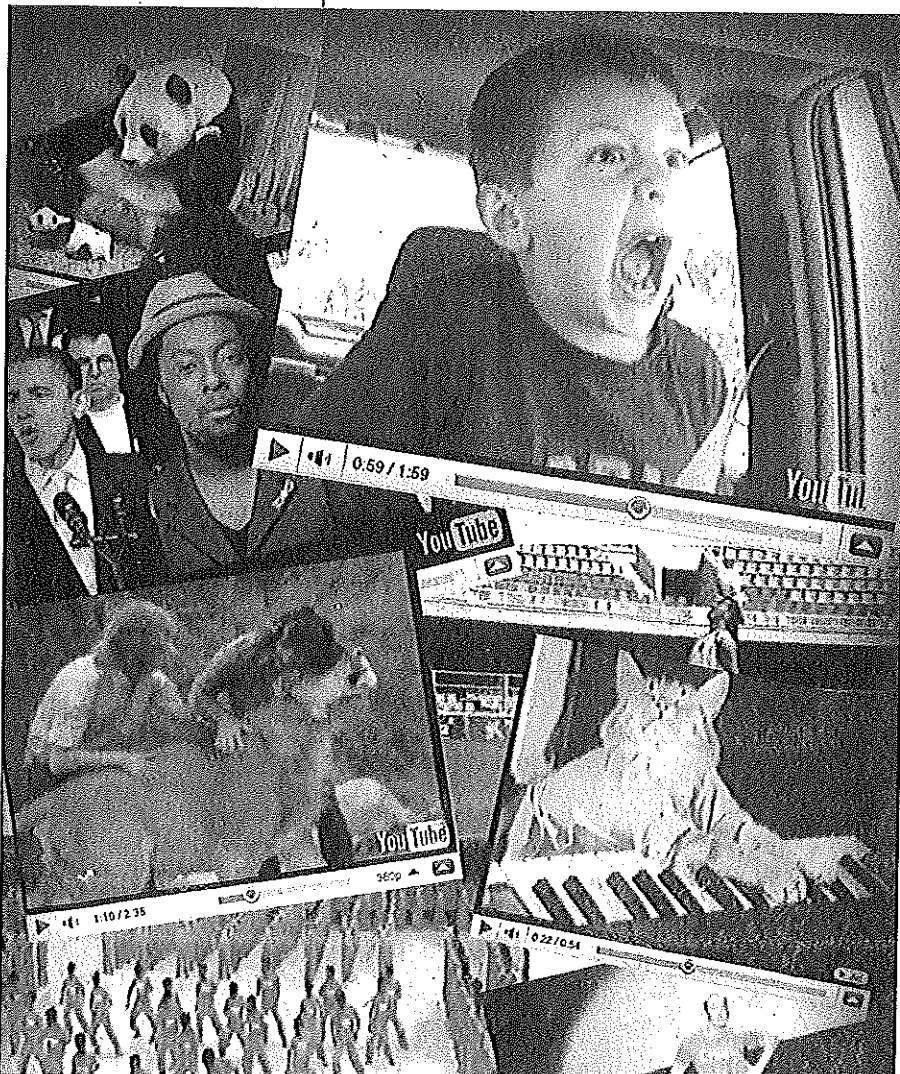
- Color Analysis & Hair Removal
- Beauty & Cosmetics & Make Up Artists
- Massage Therapists & Nail Care
- Nutritionists & Dietitians & Skin Care
- Tanning Salons & more...

- Architects & Building & Home
- Engineers & Environmentalists
- Green Business & Home & Land
- Lawyers & Real Estate Agents & more...

Business Report

1 Bloomberg

GATE.COM | Monday, May 17, 2010 | Section D ★★★★★



BIOTECH

Mission Bay says Bayer will occupy Pfizer site

By Tom Abate
 CHRONICLE STAFF WRITER

In a boost for San Francisco, Bayer Health-Care is expected to announce today that it will open a U.S. Innovation Center near the UCSF Mission Bay campus, filling the void that rival drugmaker Pfizer created last year when it canceled plans to make the city its hub for biotech discovery.

Bayer, a German pharmaceutical giant with a bio-manufacturing operation in Berkeley, will move 65 researchers into the building at 455 Mission Bay Blvd. S. that Pfizer left vacant last July after a merger caused the New York pharmaceutical company to rejigger its facilities.

City and UCSF officials say they're thrilled to land another major drug company and Bayer officials say they're eager to relocate their re-

Biotech continues on D4

BUSINESS

The Chronicle with Bloomberg

Bayer, Nektar to Mission Bay

Biotech from page D1

search team, now based in Richmond, to work amidst the academic and startup energy around UCSF.

Anchor tenant

"This is a real milestone for Mission Bay and for all our efforts to attract and grow biotech and life sciences companies to the city and region," Mayor Gavin Newsom said in a statement. "We see Bayer as more than just another company. It's an anchor and a catalyst for future activity and innovation." Regis Kelly, director of

drug companies look for places to invest.

Bayer vice president of biologics research Terry Herminston, who heads the company's discovery center in Richmond and will run the newly christened U.S. Innovation Center when it opens later this year, said Mission Bay offered a perfect opportunity.

Potential collaborators

"We wanted to be where the cutting-edge research was being done and there was space available," said Herminston, adding that the decision followed some corporate soul-searching about where Bayer could find the richest pool of potential collaborators in fields like hematology, oncology, cardiology, women's health and diagnostic imaging.

"We wanted to be where the cutting-edge research was being done and there was space available."

Terry Herminston, Bayer vice president of biologics research

This is Bayer's second big investment in the Bay Area in recent months. In September it decided to spend more than \$100 million over the next four years to modernize a plant in Berkeley that employs 1,400 people making a blood coagulant for hemophiliacs.

In both instances, Bayer's decision hinged in part on inducements from state and local officials, including Gov. Arnold Schwarzenegger, eager to dispense the notion that California won't roll out the red

carpet for industry.

In Mission Bay, Bayer will benefit from an enterprise zone designation that could result in five years' worth of tax credits for some employees, as well as an exemption from San Francisco's 1.5 percent payroll tax for 7½ years.

Newsom spokesman Tony Winnicker said the city's willingness to use all the means at its disposal to lure biotech firms to San Francisco are bearing fruit, with 56 companies now employing 2,750 people within the city's borders —

whereas in 2004 only one biotech firm had a San Francisco address.

Town and gown

Meanwhile, with 3,300 students and staff members circulating around the Mission Bay campus, UCSF Chancellor Susan Desmond-Hellmann recently asked some academic and industrial leaders to brainstorm about how to bring town and gown together to create the biotech community of which San Francisco has dreamed.

"Physical proximity is not enough," said UCSF's Kelly, adding that the hope is to create opportunities for the face-to-face interactions from which new collaborations can arise.

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ECONOMIC CRISIS

Greece still a wild card in recovery of euro

BLOOMBERG BUSINESSWEEK

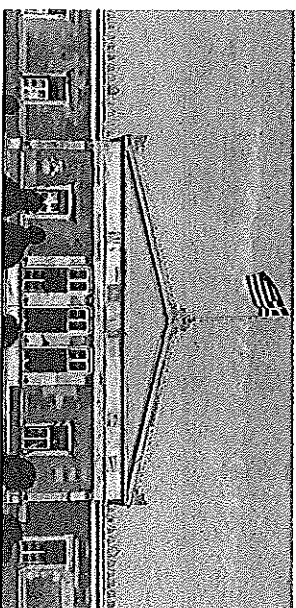
Even as Europe's leaders pledged a \$1 trillion package to stop the region's financial crisis, doubts persisted about the nation that started it all.

Greece, which has a separate bailout of

tary Fund, the European Commission, and the

Greek government — must prove the markets wrong and, in the process, restore the reputation of the euro.

"If not mission impossible, it's certainly mission highly improbable," says Morris Goldstein, a



Greeks meet their target, every quarter they will get another piece of the \$140 billion, which will fully cover the nation's financing needs into 2012. If the Greeks don't reach their goals, the commission and the IMF can withhold funds or even ask for more

partner, the IMF must play an unfamiliar supporting role. The IMF has bailed out nations from Turkey to Korea and has far more experience playing the heavy than the commission. It suspended payments to Romania in November after political