



For Immediate Release

Contact: Anne Burkett
NAITA Executive Director
256.532.3505 • naita@naita.org

iCubate Receives 2019 NAITA Global Trade Award

HUNTSVILLE, AL, April 18, 2019 – The North Alabama International Trade Association announced today that Huntsville small biotechnology firm iCubate received the **2019 NAITA Global Trade Award** at NAITA's 36th Annual World Trade Day Luncheon.

With international sales leading the way to increased market opportunities, iCubate provides rapid, accurate and affordable syndromic testing to clinical laboratories of all sizes, ensuring that care providers across the globe have the right tools to improve treatment and outcomes for their patients. iCubate, an associate company at HudsonAlpha Institute for Biotechnology, was founded in 2009 by Jian Han, MD, PhD, who is a faculty investigator for HudsonAlpha. Dr. Han developed this novel technology for infectious disease detection and worked to recruit talent within north Alabama to develop and commercialize products that would benefit people around the world. From the whiteboard concept and technology development through manufacturing and FDA clearance and now commercialization of these products, iCubate is positioned for global success.

In 2016 iCubate was introduced to a publicly traded, China-based, global health care company at an international conference in San Francisco, and the two companies established a joint venture in July of that year. Through this joint venture, iCubate's molecular diagnostic product line will now be introduced into the world's largest patient market. The entire iCubate team was involved in completing this deal, which further solidified this already cohesive and committed group. After 10 months of negotiations, iCubate's dedicated, talented team, albeit small, worked with this company of 1500 employees to form an alliance that will make both companies stronger and will deliver a product to benefit countless people in China. Moving forward, this joint venture is not only valuable to iCubate today, but it also provides a model for corporate success in other countries.

Since 2016, iCubate's sales figures have grown exponentially, and a considerable percentage of their current sales are bound for international markets. The company continues to build on the ongoing work in Asia, while also working to leverage the company's CE Mark in Europe and pursue opportunities in India.

"NAITA and its Export Alabama Alliance partners have been a tremendous help as we have moved forward into global markets," said Carter Wells, CEO of iCubate. "NAITA has provided direction on overcoming language and cultural barriers, understanding foreign laws, market assessment, financing, due diligence/export compliance and logistics."

The Global Trade Award was presented by Jennifer Ashcraft, Director of HR & Training with LINE-X, the 2018 Global Trade Award Recipient, and accepted by Carter Wells, CEO of iCubate, during the 36th Annual NAITA World Trade Day Luncheon at the Huntsville Botanical Garden

About NAITA

The North Alabama International Trade Association (NAITA) is a business-driven organization committed to increasing knowledge, interest, and activity in international trade in North Alabama for 36 years. NAITA's mission is to provide international trade advocacy, training, and networking to promote economic growth in North Alabama. Further information on NAITA is available at naita.org.

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