

## A decent draw at Bangalore Bio

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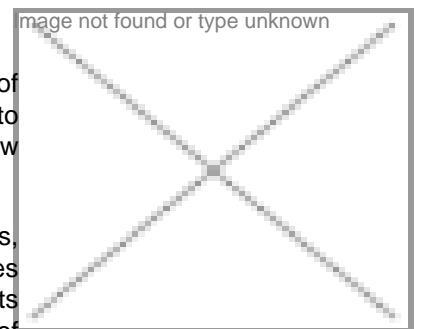


"Sorry we are here, Wish the world to be disease free"

This is what a banner proclaimed at one of the stalls in the trade show and exhibition of Bangalore Bio 2003. This was true to some extent. The organizers had made big effort to get good response by initiating the move and also launching Bangalore Bio 2003. But how was the show overall?

The general manager of ClinTec (India) International Pvt. Ltd, which is into clinical trials, Shamiq Hussain said, "it's a good show to participate. We received a couple of enquiries during the first two days. It was encouraging to take part in events like this. These events provide a platform to showcase our company. We can't do any business in just a couple of days."

Rajiv Ramanathan, director- business development, Quintiles Spectral (India) Pvt Ltd had similar views. He said, "participation in the events is a part of the business development process. Business can't be done in a couple of days. Events are only the platforms."



SR Suresh representing Systat Software Asia Pacific Ltd and participating in the event for the first time said, "The whole idea behind our participation was to have a feel of the industry, to showcase our firm to the industry and to get enquiries. Out of 10, I will rate it at six."

The major benefactors of the event were the distributors, who received good number of enquiries. Shiv Kumar, area manager, Jain Biologicals, a distributor, said, "this time we got more enquiries compared to the last year." The same is true for other distributors.

### **Platform for future business**

Korryn Kentopp, director business development, biopharma division, Marken, UK says, "we were here mainly to present our company in India. Actually we don't have customers in India. It is only a platform and potential lead for taking up business. But it was interesting for to receive enquiries during the first two days of the three-day event."

"The event has given us lots of ideas and support. We are expected to close the deals with a couple of the companies. The response was tremendous. For us Bangalore Bio 2003 will definitely play a key role in business development," said Sandeep Saxena, business development manager, Scinova India, Pune.

Sundaresh Babu, manager-accounts, XCyton Diagnostics, says, "in terms of business potential we have nothing to gain from this event. Yes it had presented us, before the public. From this platform we showcased our company and how our products will benefit the society."

Alok Gupta, associate director & head- life sciences & biotechnology, Rabo India Finance Pvt Ltd observed that the event provided the perfect platform for the companies in biotech, healthcare and pharma, instrumentation and infrastructure sectors to showcase the latest in technology, research and trade to a global audience. Apart from regular components of the event, special events helped the industry people to meet and discuss their future plans.

### **Bridging the relation**

Jayant Nadiger, Trade Commissioner, Flanders, a Federated state of Belgium, had a different view. He said, "Our participation in the event would strength the relationship between Flanders and India that has been developing in the recent past. Dr Viloo Patell, CEO, Avesthagen, has done her postdoctoral work from a university at Ghet in Flanders. Marc Van Montague, a famed biotechnologist from Flanders is a board member of Avesthagen. All these will definitely improve the relations between the two countries.

Although the Bangalore Bio was successful in pulling the crowd, Puneet Mehrotra, technical director, Bioinformatics Institute of India, Noida, said, "I think still they have to work a lot. They have to get the IT majors such as Wipro, TCS, Infosys that are into biotechnology/life sciences."

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