

## CyberMedia launches Asia edition of BioSpectrum from Singapore

11 April 2006 | News



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CyberMedia, South Asia's first and largest speciality media house launched its newest title *BioSpectrum Asia* in Singapore during the BioSingapore Forum Annual General Meeting, Singapore's leading Life Sciences industry event, on March 23, 2006.

Leading personalities from the academia, and life sciences industry attended the launch event. His Excellency, High Commissioner of India, Alok Prasad was the guest of honor for the evening. Among the special guests were Dr Foo Fatt Kah, Venture Partner of Aravis Maida Vale, Michael Schroter, managing director of Lily Systems Biology Pte Ltd, and key industry representatives from logistics, pharma and biotech companies in Singapore.

The magazine was launched jointly by the Indian High Commissioner, Alok Prasad, Steven Fang, CEO of Cygenics and chairman of BioSingapore, Roland Lim, executive director of BioSingapore, Pradeep Gupta, chairman, CyberMedia, and *BioSpectrum Asia* editor, N Suresh.

Speaking at the launch of *BioSpectrum Asia*, Alok Prasad, High Commissioner of India in Singapore said, "I am happy that CyberMedia has chosen Singapore as the venue to launch its first global venture in life sciences. Singapore has been positioning itself as a regional life sciences hub, and it serves an ideal launch pad for *BioSpectrum Asia* to reach out to an international audience."

Stressing on the importance of life sciences, he said Asia is playing a crucial role in shaping the international order, and life sciences is a key sector that can give it a competitive edge.

"Both Singapore and India share synergies in the areas of popular culture, media and science and technology. The launch of *BioSpectrum Asia* in Singapore has not only established this fact but also has reinforced the Comprehensive Economic Cooperation Agreement that was signed last year opening up more opportunities for Indian companies to set up shop in Singapore," Prasad added.

Pradeep Gupta, chairman and managing director of CyberMedia (India) Ltd, the publisher of *BioSpectrum* said, "Through this magazine, *BioSpectrum*, India's first and only exclusive biotechnology business magazine has extended its footprint to cover the path breaking happenings in the Asia-Pacific region. We decided to launch the magazine in Singapore as it gives us a unique platform to address a cosmopolitan audience in the Life Sciences arena. The launch of *BioSpectrum Asia*, earmarks another of CyberMedia's ongoing global expansion initiatives."

As the world's economic fulcrum gradually shifts towards Asia, there is an increased focus on the exciting happenings in different industrial sectors. In the 21st century, life sciences has emerged as one of the most promising segments in terms of growth as well as providing benefits to a vast number of people in the world.

"In addition to the bi-monthly print magazine, the exciting developments in the life sciences sector in the world's fastest growing region is already being delivered to industry leaders in all the Asia Pacific countries through a fortnightly digital magazine and a news-based website ([www.BioSpectrumAsia.com](http://www.BioSpectrumAsia.com)), under the *BioSpectrum* brand name from Singapore," said Shyam Malhotra, Editor-in-Chief, *BioSpectrum*.

*BioSpectrum Asia* will provide useful insights into the exciting areas of pharmaceuticals, biotechnology, medical devices, and research highlights and policy announcements from around the world, which will be of use to the life sciences business leaders in the region.

Life sciences is the term used to refer to pharmaceuticals, biotechnology, medical devices and healthcare services. While Japan has always had a major presence in life sciences, including the world's second largest pharma industry, in recent years, China, India, Taiwan, Korea, Australia and Singapore have emerged as significant players in this arena.

The global life sciences industry is estimated to be worth about \$2 trillion. The Asia-Pacific region accounts for nearly 20 percent of the sector even though it is home to nearly 60 percent of the world's population. But this region is fast catching up with double-digit growth rates. If healthcare services are excluded, the life sciences sector will be approximately \$1 trillion. And the Asia-Pacific region has nearly quarter of the share of life sciences excluding healthcare.

Krishna Vilasini Bharadwaj  
in Singapore