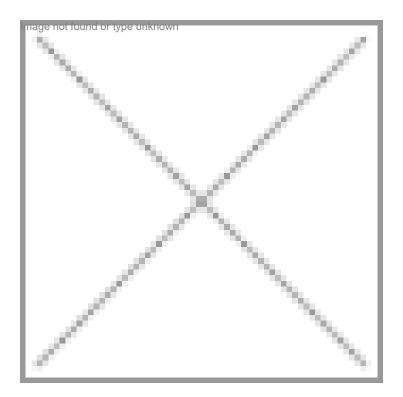


BioSuppliers a hotspot for biomarketing skills

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Several companies Agilent, Alfa Laval, Amersham Biosciences, BioRad, Cambrex Chemicals, Kendro, Millipore, Sartorius, Thermo Electron, Waters India and others have set up their subsidiaries in India and are supplying equipment on a large scale to the Indian biotech industry. Besides, there are Indian companies like Ace Instruments, Andel Equipments, Bangalore Genei, Biotech India, Genetix Biotech Asia, Life Technologies, Pharmalab, Praj Industries, Span Diagnostics and Toshniwal Instruments, which are manufacturing/supplying key equipments, consumables, etc., to the biotech sector.

Employer Expectations

What are companies looking for? There is no one set pattern what are companies looking for? There is no one set pattern of job profile. "BioSuppliers could be both trading companies are search and are companies looking for? There is no one set pattern of job profile. "BioSuppliers could be both trading companies are search and are companies of job profile." BioSuppliers could be both trading companies the nature of equipments/instruments or reagents, enzymes segment is more niche unlike biopharma/bioagri," elaborated biology bio

Take another case. Cambrex Chemicals, a 100 percent subsidiary of the US based Cambrex Corp., assists the biotech industry in the industry i

Chemicals. Selection Edge

At Genetix the job categories are business development executives, product specialist and customer care representatives," said Arun Prakash, managing director. Genetix. The company offers marketing and technical support to biotech and life sciences companies. The qualifications required are MSC (for business development executives), PhD for product specialist (males/ temples), graduates with computer skills for customer care representatives (females)," he added.

• Hands on relevant experience

In Amersham biosciperices, a leading global provider of biotech systems, products and services used in gene and protein research, or upon the different levels of jobs throughout the organization range from product specialists, area manager, product manager, sales manager, application specialists, service engineers and service managers. "We have defined key responsibilities and accountability for each position/functions. For example packal sed for the control of the c

"In general, we look for candidates with a MSc or PhD degree in bio-related fields like molecular biology, biochemistry, and chemical engineering. A couple of years of either sales experience with a similar company or a couple of years of research experience in a lab or industry is a requirement. Specialization is a particular area is a definite plus. Being a technology-intensive company, a couple of years of either research or sales experience is a must," they added.

Wipro Health Science is one of the top service providers, offering both IT solutions and supplying equipment to the biotech industry. According to Wipro officials, "At present the job categories are consultants, solution architects and software engineers and also biochemists in the future. The job functions are conceptualizing, designing and delivering solutions to research laboratories in industry and academia. Wipro is also setting up a reagent kitting setup to deliver reagents for its hardware solutions at a better price".

Selection Procedure

trend

"The procedure for selection is recruitment either through manpower consultarits (for more senior roles) or walk-in interviews (for junior roles). The qualifications required is laboratory background with masterise fixe by fixe by a subject of the subj software delivery. We look for technical skills, customer focus and ability to envision set with the set wit Wipro criteria for each hired person. Better communication skills and an ability to listen and comprehend what is being said clearly can give a definite selection edge, "they added. "Although internally there is a full-fledged training process and training courses on both technical as well as soft skills but it helps if the candidate has prior laboratory expertise and experience." Wipro is not currently recruiting but sees considerable scope in the next year.

The growth potential for employees is excellent. Plenty of opportunity is available for except with within India and internationally too. "We are around 700 employees, for bio process department we are 13 and expected to around 700 employees, for bio process department we are Depending on our growth of business, we may plan to recruit next year," said off the opportunity in the BioSuppliers segment is growing and in a manufacturing company like ours, there is a huge growth potential," commented Dr Babu of Bangalore Genei. "The person can become the head of his/her respective department along with improvement in job competence and personality development through good working environment and devalor and personality development through good working environment and devalor and personality development through good working environment and devalor and personality development through good working environment and devalor and personality development through good working environment and devalor and personality development through good working environment and devalor and personality development through good working environment and devalor and the personality development through good working environment and devalor and the personal devalor deva Genetix.

Rolly Dureha

and the growth rate expected is around 13 to 15 percent. This is directly related with the biotech R&D and products for which equipments are required.

 The total segment is expected to grow between 20-25 percent.