

# Media Coverage

**Company:** AusBiotech  
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Who gave away the best stuff?

Amanda Ellis

## **A WEEK on from the AusBiotech conference it is time to ask the important question: who had the best freebies?**

If you were at the Melbourne Convention and Exhibition Centre last week you may have noticed some polite student volunteers wandering around.

While some were escorting speakers, assisting delegates and serving the community with good works ... some were also **spies**.

That's right.

They were collecting freebies for *BTN* to judge our second annual *Best Stuff Awards*.

They looked at the important questions.

Who gave away the best pen? Who served up the best gadget?

Whose lollies tasted the best and which freebies were the best take-homes for kids?

And finally, who was best in show?

### **Best pen**

Multi-disciplinary ZektinGroup's black and silver Bic beater was a clear winner in this category.

One pundit described the Parkville and Queensland-based engineering company's pen as truly a pleasure to use.

Coming in second was BioInnovation SA as Lab Research impressed in third place.

### **Best gadget**

Robotic or mechanical? Big bucks or chump change? While these are important questions, what it really comes down to is ... booze.

That's right, among biotech students CSL's bottle opener was the favoured gadget.

But hats off to AMRI, Parexel, and Quintles for tied second place.

### **Lucious lollies**

Melts in your mouth, dissolves on your tongue. Tastes magnificent?

These might be good factors when choosing a lolly.

But hey, IMB won this time around with Berocca.

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## Best take-homes for kids

There's nothing like a soft toy and this year is no different.

Oh Canada, thanks for your bear.

Congratulations also to AMRI and the Melbourne universities for donating hours of children's entertainment to the sector.

## Best in show?

While Grey Innovation received hats off from a number of fans, it was contract research organisation Quintiles who impressed this year with its offering.

Last year's winner Quintiles continued an impressive performance with a strong contingent of people to capture the imagination of more than one future biotech leader.

It gave away a mini suitcase on wheels to people who watched the CRO's presentation and was a clear favourite.

## Acknowledgements

Thanks to all the AusBiotech student members and volunteers who judged the *Best Stuff Awards*.

Hats off also to AusBiotech national student association coordinator and South Australia industry development officer Dr Olgatina Bushi for organising the judging for a second year running.