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## BioAsia to Take A New Avatar in 2012 As An Advocacy and Networking Platform

NewswireToday - /newswire/ - **Hyderabad, Andhra Pradesh, India, 11/21/2011** - The organizers of BioAsia on Monday unveiled the agenda for the annual global bio-business conference held in the city. The ninth edition of this prestigious event to be held from February 09 to 11, 2011 at HICC will focus on CROs, IPR, Vaccines.

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The organizers of BioAsia on Monday unveiled the focus areas for the annual global bio-business conference held in the city. The ninth edition of this prestigious event to be held from February 09 to 11, 2011 at Hyderabad International Convention Centre will focus on CROs, IPR, Vaccines and Investments.

In tune with the popular demands of the industry, BioAsia will be seen in a new avatar in 2012 as an advocacy and networking platform. The ninth edition of BioAsia, BioAsia 2012, will have only panel discussions to increase the interactions instead of technical sessions. "Already, representatives of top 16 MNCs in bio-pharma have confirmed their participation. More business support elements like workshops, company presentations, luncheons and BioBazaar will be part of BioAsia 2012. A state-of-the-art partnering system which integrates professional and social networking platforms will also be part of this prestigious event," announced Dr. KV Raghavan, Vice President, Federation of Asian Biotech Associations [FABA] & Former Director, Indian Institute of Chemical Technology [IICT] at a press conference here in the city.

He also announced the list of partners for BioAsia 2012, which includes Frost & Sullivan, Confederation of Indian Industries, Alexandria India, Lonza India, Hyde Engineering & Consulting and Yes Bank among others. Further, the organizers announced the support from various parts of the globe through regional industry associations like SwedenBIO, Swiss Biotech, AusBiotech, Biocat (Spain), etc.

BioAsia 2012 has already attracted high profile speakers and global thought leaders like Dr. Richard Connell, Vice President and Head of R & D, Pfizer, Shanghai; Dr. Ajit Shetty, President, Johnson & Johnson, Dr. Hasit Joshipura, VP and MD, GSK, Mr. Pankaj Patel, Chairman, Zyduz Cadila, Dr. N K Ganguly, Chairman, Immunology Foundation & Former Director General, Indian Council for Medical Research, Dr. Suresh Jadhav of Serum Institute of India, Dr. Darren JI, Chief Executive Officer, PharmaLegacy Labs, China; Dr. Cyrus Karkaria, President Biotech, Lupin (India), among others, the organizers announced.

Apart from Dr. Raghavan, Dr. Krishna Ella, Chairman & Managing Director, Bharat Biotech, Mr. Harry S Rathore Managing Director & Head, Lonza India Operations, Ms. Mahima Datla, Sr. vice president, Biological E, Dr. P V Appaji, Executive Director, Pharmaceuticals Export Promotion Council, Mr. Vibhav Garg, Head, Life Sciences, Confederation of Indian Industry also spoke highlighting the various changes in the structure and highlights of the event this year. An elaborate industry perspective about the emerging trends, challenges, policy framework and measures to improve exports were discussed at the curtain raiser organized to unveil BioAsia 2012.

On the occasion, the Genome Valley Excellence Awards 2012 were also announced. The awards for 2012 will go to Dr. Seth Berkley, CEO, GAVI Alliance, Geneva for his extra-ordinary contributions to the vaccine sector and Merck & Co. for its Patient Health & vaccine research in addition to its support and backing to the initiatives focused on preventing female cancers. Dr. Kevin Ali, President (Emerging Markets), Merck & Co. will receive the award on the company's behalf. These awards will be presented during BioAsia 2012.

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