

For immediate distribution

AusBiotech Creates Virtual Biotechnology Marketplace for the Asia-Pacific Region

The peak national biotech body, AusBiotech, has opened up the lucrative Asia-Pacific market – worth over US\$39 billion - for its members through the creation of the BioNet Asia Pacific Initiative - a virtual biotechnology marketplace that matches Asia Pacific-based companies and institutions with appropriate business, financial or R&D partners.*

Launched today in Canberra (14 June), the Federal Industry Minister, Ian MacFarlane, said that BioNet Asia is an online resource that “promises to be a major boost for Australian companies in attracting foreign investment, building alliances and accessing markets”.

The BioNet Asia Pacific Initiative is the brainchild of the national body of AusBiotech, the peak body representing over 2,500 members, covering the human health, agricultural, medical device, environmental and industrial sectors in biotechnology

According to CEO, Dr Anna Lavelle, the members-only online resource will provide a way for Asian-Pacific investors to look at Australian biotech companies with an eye to providing foreign investment and/or development partners.

“BioNet will also strengthen Australian collaboration with international biotechnology companies, research centres and programs in the region – potentially building relationships for technology development partnerships”, she added.

Minister MacFarlane complimented AusBiotech on its initiative. “BioNet Asia Pacific is an online resource where members can identify financial and R&D partners in the Asia-Pacific regions,” he said.

“The resource is a regional network that strengthens commercial and scientific ties and business-to-business interaction between Australia and other Asia-Pacific countries.”

Dr Lavelle said today that the web-based database, which will be accessible to members of participating Associations and Organisations only; will “centralise opportunities and strengths from the region into a connected universe by providing important networking opportunities for Asia Pacific-based biotechnology companies and institutions,” she said.

Country members of BioNet Asia Pacific include Industry Association representatives from Australia, India, Taiwan, South Korea, New Zealand, Japan, Singapore and United Arab Emirates. In addition, Thailand, Malaysia and United Arab Emirates have added their support. **The BioNet Asia Pacific** (BNAP) committee met at BIO 2007 in Boston to sign a Memorandum of Understanding and to finalise that the Network which will have:

- a business focussed initiative;
- a Chair and Secretariat roles for the BioNet would be based in Australia at AusBiotech; and
- a membership reciprocity between member Associations.

According to Dr Lavelle BioNet will offer members the following:

- Easy access to a comprehensive virtual marketplace;
- Access to data on regional trade and investment opportunities;
- Identification of partnering needs and opportunities in the region;
- Access to searchable company profiles, products and contact details; and
- Information on important regional events
- Networking opportunities
- Profile products, services, partnering needs and opportunities; and
- Access member discounts for attending specific regional conferences and events

For further information – contact Dr Lavelle on 0419516620

Source*: Research and Markets: The Expected Value of the Asia-Pacific Biotechnology Market by 2006 End is More than US\$ 39.16 Billion

Category: [Pharmaceutical Marketing](#)

Date: June 06, 2007

Source: M2 Communications Ltd.