

## **ABLE pushes for Biotech Exports Promotion Council**

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Keeping in view the importance of biotechnology products, their diverse nature, different regulatory environment and trade dynamics as well as India's growing competencies in this field, ABLE has suggested that a Biotech Exports Promotion Council be set up.

According to the leading Association, the proposed Council should be allocated a corpus of 100 crores and its main aim will be to Promote India as a preferred source for Biotech products and services. This would be possible by investing in brand building and promotions since both activities are necessary drivers for not only promotion but for also countering any negative publicity.

The Council could also hold seminars on important issues of quality control, manufacturing, trade barriers and advise the government on policy matters and also help in resolving international issues that need technical inputs.

As per ABLE, it has been playing a similar role for the past 10 years and can help in setting up the Council and participate as the private sector representative.