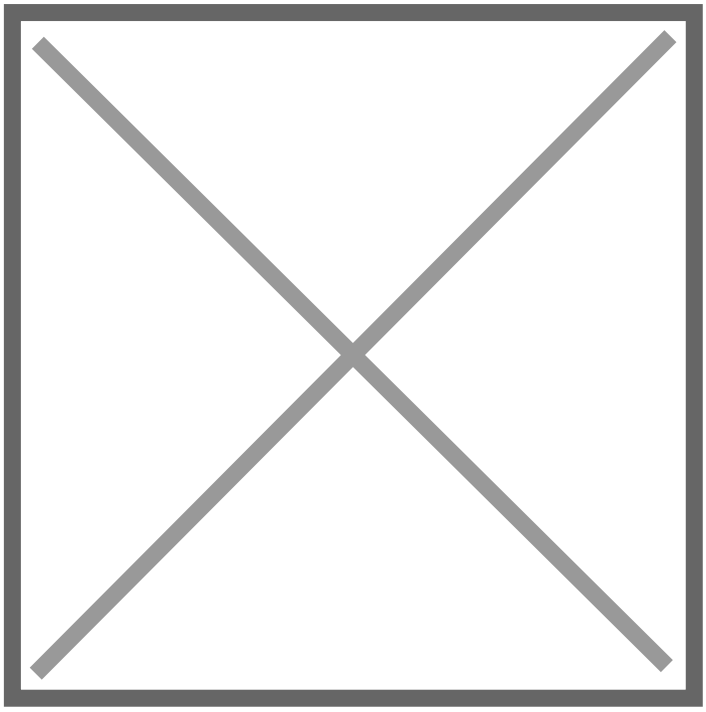
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Innovation to drive the agenda at the 11th edition of BioAsia from February 17 to 19, 2014

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The 11th annual international lifesciences conference, BioAsia - the Global Biobusiness Forum, will be held in Hyderabad from February 17 to 19, 2014 at the Hyderabad International Convention Centre.

BioAsia has emerged as the industry forum in the region for the lifesciences industry and hence the 11th edition of BioAsia is dedicated to the most cogent theme - 'Innovate. Evolve'.

BioAsia's focus on 'Innovation in lifesciences' will address the increasing disease burden, and the growing need for more efficacious and affordable healthcare solutions. Panel discussions hosting global industry leaders will deliberate on the path breaking solutions for the sector, from innovative products to models that reduce R&D cost while increasing efficiencies, and innovative financing models, that promote new business ideas. The goal is to highlight innovation as the driver of the lifesciences economy in the coming years.

In addition, a parallel event AgBioAsia focusing on health and nutrition with the theme of 'Harnessing the potential of the global nutraceutical market' will be hosted by the Government of Andhra Pradesh in partnership with the International Crops Research Institute for the Semi Arid Tropics (ICRISAT) and the Federation of Asian Biotech Associations (FABA).

Talking about BioAsia 2014, Mr Shakthi Nagappan, CEO, BioAsia said, "BioAsia has always been about coming together to discuss the most relevant and futuristic trends around lifesciences. Exclusive and interesting topics pertaining to the need of the changing times have been discussed at this forum in the past. This year BioAsia takes another leap by bringing innovation at the center stage of discussion".

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"Lifescience is an innovation intense industry. Traditionally, the Asian lifesciences businesses are centered around established markets for their clearly defined products or services with little experimentation, which to a great extent can be attributed to low risk appetite investor climate. However, the situation is changing and there is an increasing recognition that innovation is essential for sustenance and growth, even within established businesses. Hence, we are confident that the global business leaders, with demonstrated innovative capabilities coming together at BioAsia 2014 will add significant impetus to the India's innovation path" he added.

For more than a decade, BioAsia has built a formidable reputation for convening a high caliber network of lifescience executives to exchange views, analyze, showcase, explore and connect strengths that extend the visible horizons in the sector.

BioAsia 2014, hosted by Government of Andhra Pradesh with the support of FABA and Pharmaceuticals Export Promotion Council of India (Pharmexcil) will feature comprehensive breakout sessions on Bio-energy, Drug Discovery, Bio-IT, Bio-therapeutics, Regenerative Medicine and Medical Electronics and Devices to discuss the contemporary developments in science & technology.