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Thermo Fisher inaugurates its Customer Experience Center (CEC)

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Speaking exclusively to *BioSpectrum*, Dr Joydeep Goswami, president, APAC and Japan, Life Sciences Solutions, Thermo Fisher, said, "A lot of our technologies are cutting-edge. Most customers are unfamiliar with various new technologies. Hence, before investing in any kind of technology, customers want to get comfortable with it. Our CEC will enable customers to experience and educate themselves in instruments and technologies, thereby enabling them to learn to solve their issues. The CEC will enable us to provide hands-on experience and training in our latest technologies."

According to the company's press release, the CEC is staffed by 40 scientists.

Mr Devashish Ohri, MD South-Asia, Life Sciences Solutions, Thermo Fisher, commented, "Biotechnology is a new industry. Investing in any kind of technology can prove to be expensive most of the time. So our customers want to try the actual technology before buying it. Through the CEC, customers can use the technology."

About 24 training programs are scheduled at CEC this year, aiming to enhance the skills and knowledge of over 200 scientists.

Mr Amit Chopra, VP & GM, Thermo Fisher India, said, "The primary objective of this one of its kind facility is to create awareness about the most recent technologies and to reinforce our allegiance to the scientific community. We look forward to serve and to collaborate with our customers to democratize and advance biotechnology in this country to enable our customers to make the world healthier, cleaner and safer."