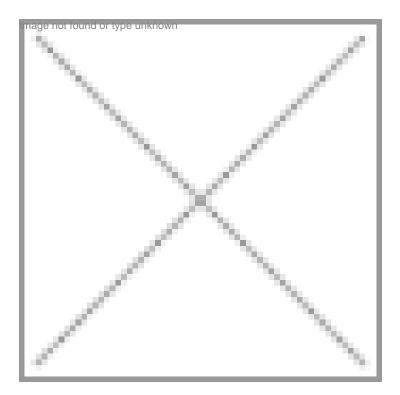


BioSuppliers a hotspot for biomarketing skills

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Several companies Agilent, Alfa Laval, Amersham Biosciences, BioRad, Cambrex Chemicals, Kendro, Millipore, Sartorius, Thermo Electron, Waters India and others have set up their subsidiaries in India and are supplying equipment on a large scale to the Indian biotech industry. Besides, there are Indian companies like Ace Instruments, Andel Equipments, Bangalore Genei, Biotech India, Genetix Biotech Asia, Life Technologies, Pharmalab, Praj Industries, Span Diagnostics and Toshniwal Instruments, which are manufacturing/supplying key equipments, consumables, etc., to the biotech sector.

Employer Expectations

Qualifications Required. What are companies looking for? There is no one set pattern of job profile. "BioSuppliers could be both trading companies Respander and the nature of equipments/instruments or reagents, enzymes etectorate actification appropriate the property of the supplication of the segment is more niche unlike biopharma/bioagri," elaborated Diologyabiotechn her Harty factoringe like Alfaer which the bading manufacturers of engineering equipment and supplier of complete plants, then the main job functions will be pre engineering of the processes and products, preparing specifications and **Warkets**ngprocurement and execution of projects with documentation. Accordingly, the company will look out for chemical/biotech engineers. Similarly, if the core competency of the organization is making reagents, diagnostic kits, manabienceyioseteated of the active fields. And if the company is a distributor of biotech products then it will require candidates having sound technical knowledge about the products along with strong sales and marketing background. Selection Procedure

Take another case. Cambrex Chemicals, a 100 percent subsidiary of the US based Cambrex Corp., assists the biotech ndustry inviting interviewes its product quality and also supplies ingredients used by the research institutions to develop new broducts. Crefieling categories are business managers, technical service managers, etc. We require graduates with a basic biologican Background and then interviewer additional qualifications would add value. The candidates should possess integrity, teamplaying Capability and the ability to work independently," said Vivek Varma, business managerâ€"biotherapeutics, Cambrex

Chemicals. Selection Edge

At Genetix the job categories are business development executives, product specialist and customer care representatives," said Arun Prakash, managing director, Genetix. The company offers marketing and technical support to biotech and life sciences companies. The qualifications required are MSC (for business development executives), PhD for product specialist (males), females), graduates with computer skills for customer care representatives (females)," he added. • Hands on relevant experience

n Amersham biosclerices, a leading global provider of biotech systems, products and services used in gene and protein reseatch, offugo discovery, development and biopharmaceutical manufacturing, the different levels of jobs throughout the organization range from product specialists, area manager, product manager, sales manager, application specialists, service engineers and service managers. "We have defined key responsibilities and accountability for each position/functions. For examplespectalized herefore and the product representation of the product management, key account management and be responsible for conducting working sach demension of the product management. Good communication skills, teamwork, self-motivation, perseverance, technical skills and a positive attitude are a few things we look for in a candidate. Candidates with exposure to the western scientific arena are also welcomed," said senior mahagers from Amersham.

"In general, we look for candidates with a MSc or PhD degree in bio-related fields like molecular biology, biochemistry, and chemical engineering. A couple of years of either sales experience with a similar company or a couple of years of research experience in a lab or industry is a requirement. Specialization is a particular area is a definite plus. Being a technologyintensive company, a couple of years of either research or sales experience is a must." they added.

Wipro Health Science is one of the top service providers, offering both IT solutions and supplying equipment to the biotech industry. According to Wipro officials, "At present the job categories are consultants, solution architects and software engineers and also biochemists in the future. The job functions are conceptualizing, designing and delivering solutions to research laboratories in industry and academia. Wipro is also setting up a reagent kitting setup to deliver reagents for its hardware solutions at a better price".

Selection Procedure

trend

"The procedure for selection is recruitment either through manpower consultants (for more senior roles) or walk-in interviews (for junior roles). The qualifications required is laboratory background with masters of selection of the procedure of

The growth potential for employees is excellent. Plenty of opportunity is too. "We are around 700 employees, for bio process department we are Depending on our growth of business, we may plan to recruit next year," said off dependence of the provide and in a manufacturing company like ours, there is a huge growth potential," commented Dr Babu of Bangalore Genei. "The person can become the head of his/her respective department along with improvement in job competence and personality development through good working environment and the growth rate expected is around 13

Rolly Dureha

and the growth rate expected is around 13 to 15 percent. This is directly related with the biotech R&D and products for which equipments are required.

• The total segment is expected to grow between 20-25 percent.