

## BioAsia forges Norway as strategic partner for its 13th edition

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**LEVERAGING INDIA  
TO SUCCEED GLOBALLY**

February 8-10, 2016, Hyderabad, INDIA.

BioAsia, Asia's largest Biotechnology and Life-sciences forum today announced that Norway will be the country partner for the 13th Edition of BioAsia which will be held from 8th - 10th February at the Hyderabad International Convention Center HICC. Positioned to be on a much larger scale this year, BioAsia is a unique platform enabling convergence of various stakeholders from Healthcare, Biotech, Pharma, Life-Sciences, IT, Academia and Startups to connect the dots under the theme Leveraging India to succeed globally,

BioAsia 2016 through this strategic partnership will aim to both build professional relationships and maximize exposure for Norwegian companies in India and vice versa. The partnership will build a network that can facilitate both business and research collaborations between Norway and India. Norway's delegation at BioAsia aims to create more opportunities for Norwegian companies to connect and collaborate with the Indian Biotech and Life sciences industry. Norwegian companies are also looking to approach local partners to enhance their reach and presence in the Indian market through BioAsia.

Commenting on the development, Mr. Shakthi Nagappan, CEO, BioAsia said, "We are glad to have Norway as our Country Partner for this year's edition. We are sure that the deliberations between both the countries during BioAsia will materialize into beneficial bi-lateral trade opportunities for both and further the ongoing cooperation.

"The 13th edition of this leading industry event will see participation from a 10 member delegation which will include regulatory body representatives, industry captains, high profile speakers, etc from Norway.

"The Indian biotech and Life sciences market is an attractive opportunity for any company that produces products or solutions in an intrinsically global field as health. In addition India has a cost advantage, a skilled workforce, excellent opportunities in the R&D area, and a heavy technology focus. Norway has proven strengths in areas like medical technology, health IT, NCDs, immunotherapy and oncology, and telemedicine, which we believe will be of great interest and benefit to the Indian healthcare market. BioAsia over the years has emerged as one of the largest Bio Business forums in the world. We believe that our partnership with BioAsia 2016 will result into meaningful collaboration with stakeholders and will open up more trade opportunities for the Indian healthcare sector as well" said Mr. Helge Tryti, Director, Innovation Norway (India)

Mr. Helge Tryti further highlighted key pointers about the Norwegian Biotech and healthcare sector, "The Biotech sector in Norway is largely dominated by small and innovative startups. The domains more prevalent in Norway are healthcare

(diagnostics, therapeutics and vaccine), food, agriculture and marine biotech, environment and bio processing. Biotech is marked as one an important part of Norway's future economy. Norway has strong research in biomedical, marine and agricultural biotechnology, and the marine resources provide interesting opportunities to the Indian players. We are increasingly implementing new technological solutions in the healthcare sector in order to keep up with the high demand for healthcare services. There are a number of opportunities for Indian companies that deliver solutions in segments such as telemedicine, elderly care, diagnostics, chronic care and treatment, treatment for NCDs etc."

BioAsia 2016 will provide the right global platform for the country partners to interact with the industry leaders and key stakeholders. The key elements of these interactions will be breakfast meetings, b2b partnering meetings, delegations and trade body level meetings.