

EVENT
PERFORMANCE
REPORT



WHAT'S **TRENDING** IN
BIOTECH INDIA?

#



• Conference • Tradeshow • Partnering

February 9 - 11, 2016
The Lalit Ashok, Bengaluru



Co-Host
Vision Group
on
Biotechnology

www.bangaloreindiabio.in

BANGALORE INDIA BIO 2016

The 16th edition of Bangalore INDIA BIO 2016 organized by Department of Information Technology, Biotechnology and Science & Technology, Government of Karnataka; Karnataka's Vision Group on Biotechnology and MM Activ Sci-Tech Communications was held from February 09th to 11th, 2016 at Hotel The Lalit Ashok, Bangalore.

The success of Bangalore INDIA BIO demonstrates the commitment by the Government of Karnataka to promote Biotechnology in the state. Karnataka continues to pave the path and be the Biotech Hub of India and the Government wants to make the Biotech sector the IT sector of tomorrow.

What's trending in Biotech India? was the theme of Bangalore INDIA BIO 2016 and **Event Highlights** consisted of Multi-Track Conference, International Tradeshow, Global Biotech Conclave, Awards Function, Poster- Walkway of Discovery, BioQuiz, Bio-Accelerate, BTFS Programme and InterlinX - Bio Partnering Tool.

INAUGURAL FUNCTION

The Event was inaugurated with the *traditional lighting of lamp* and was graced by National and International personalities from Government and Industry viz. **Dr. Harsh Vardhan**, Hon'ble Minister for Science and Technology and Earth Sciences, Government of India; **Shri Roshan Baig**, Minister for Infrastructure Development, Information and Haj, Government of Karnataka; **Mr. Dominic McAllister**, British Deputy High Commissioner, Bengaluru; **Prof. K. VijayRaghavan** Secretary, Department of Biotechnology, Ministry of Science & Technology, Government of India; **Dr. Kiran Mazumdar Shaw**, Chairperson, Karnataka Vision Group on Biotechnology, CMD, Biocon Limited; **Dr. P.M. Murali**, President ABLE; Also present from Government of Karnataka were personalities like **Ms. V. Manjula**, IAS, Principal Secretary, Department of IT, BT, S&T, Government of Karnataka and **Ms. Tanusree Deb Barma**, IAS, Managing Director Karnataka Biotechnology and Information Technology Services (KBITS).

The Inaugural Function of **Agribiotech Day** was graced by **Shri Krishna Byre Gowda**, Hon'ble Minister for Agriculture, Government of Karnataka; **Ms. Matia Chowdhury**, Hon'ble Minister of Agriculture, Peoples Republic of Bangladesh; **Ms. Latha Krishna Rao**, IAS, Additional Chief Secretary and Development Commissioner, Government of Karnataka and **Ms. V. Manjula**, IAS, Principal Secretary, Department of IT, BT, S&T, Government of Karnataka.



INTERNATIONAL CONFERENCE

This year's Multi-Track Conference brought together Top Technology Experts, Policy Makers, Research Heads, Consultants and Industry Captains. Eminent Personalities focused on thought leadership while Expert Speakers gave insights into the latest Industry trends and Innovators presented path-breaking ideas.

In all, 25 Sessions were held and were addressed by 116 Eminent Speakers / Panelists from across the globe, deliberating on issues of pressing interest to the Biotech sector including **Internet of things in Healthcare, Making Tomorrow's Medicine, Regenerative Medicine, Rare Diseases and Orphan Drugs, Proteomics and Bioinformatics, Synthetic Biology, Precision Medicine & Oncology**. The **Agri-Biotech Day** in the Conference focused on **Agri-Biotechnology for Feed, Food, Fuel and Fiber Security** and the highlight was a lively interaction of Experts with farmers from various parts of Karnataka.

CONFERENCE KEY SESSIONS:

- Oncology & Precision Medicine:** Discussions on Clinical Perspectives, Disease Characteristics, Drug Repertoire and Personalized Medicine in Cancer set the guidelines for the future in Oncology & Precision Medicine. This dominant and powerful session was the one of the primary highlight of the Conference which featured specialists' speaker **Dr. Alben Sigamani** (Lond. school Hygiene & Tropical Medicine) Group Head - Clinical Research, International Faculty, Euclid (Academics)
- Regenerative Medicine:** The Session witnessed participation from National and International Speakers. **Dr. C. Randal Mills**, President and Chief Executive Officer, California Institute for Regenerative Medicine (CIRM), one of key Speaker in this session focused on how to accelerate stem cell treatments to patients with unmet medical needs. **Dr. S.R. Subrammaniyan**, Professor of Vascular Surgery, Madras Medical College, Chennai shared his views on the Therapeutic Potential of Bone Marrow-derived, Allogeneic Mesenchymal Stromal Cells for Patients with Critical Limb Ischemia due to Buerger's disease.
- Rare Diseases and Orphan Drugs:** This high impact Panel Discussion had Speakers reporting work on solutions on challenges faced in clinical context. **Dr. Vijay Chandru**, CEO of Strand Life Sciences, Bengaluru moderated this Panel Discussion effectively and with much needed enthusiasm. Ethical Dimensions of Management with Rare Diseases and Orphan Drugs and Research and Gene Therapy: Progress, Prospects and Challenges in Rare Genetic Diseases were some of the topics that were discussed in this session.
- Internet of Things (IoT) in Healthcare:** **Prof. Gundu Rao** whose is associated with the University of Minnesota Chaired the Session and pondered on the Integration of Technologies for Affordable Healthcare. **Dr. Anand Madangopal**, Founder and CEO, Cardiac Design Labs Pvt. Ltd., Bengaluru also addressed the Topic of Affordable, Connected and Intelligent Healthcare Delivery.



INTERNATIONAL TRADESHOW

About 80 Exhibitors from various verticals of Life Sciences Industry like **BioPharmaceuticals, BioSuppliers, BioInformatics, BioMedical Devices** participated in the Exhibition and attracted over 3000+ plus business visitors. The Tradeshow turned out to be an excellent platform to showcase technologies, solutions, products, services and innovations providing ample opportunity to gain ultimate business exposure within the Life Science Fraternity. The interactive arm of the event, offered an appropriate platform for new business, tie-ups & collaborations and attract investments.



The tradeshow had over **20 Companies from UK** to showcase their products and technology.



One of the major highlights of Bangalore INDIA BIO was focus on **Start-Ups** encouraging innovation & entrepreneurship from across **Bio-IT, Medical Devices, BioAgri and BioPharma** sector. Also **86 applications** received for Bio-Accelerate Programme out of which **5 companies** were selected in the final round of **Business Plan Competition**. **20 Start-Up companies** participated in the Exhibition as well.



PARTICIPATION ANALYSIS

International Representation- from over **12 Countries** with major delegations from **UK, Spain, Korea** and delegates from leading countries like **USA, Canada, Australia, France, Germany, Poland, Belgium, Taiwan, Malaysia**.

Delegates	800
Speakers	116
Sponsors / Exhibitors	80
Countries	12
Posters	92

INTERLINX - The B2B Partnering Tool

BIB 2016 proved to be a success with over 300+ meetings held during the 3 days. The meetings were held amongst **Corporate, R&D and Academic organizations** from **India and overseas**. In addition to the meetings scheduled at the Business Conclave, several offline meetings were scheduled as well with the delegates using the messaging feature of the partnering tool.

Key statistics of the meetings are as mentioned below:

India - India Meetings	71
India - International Meetings	61
International - International Meetings	19
Total Messages Exchanged / contact shared	323



POSTER SESSION

Young minds were given an opportunity to showcase their innovative ideas. Over 105 entries were received, of them 92 posters were selected. The winners are as follows:

Presenter	Organisation	Title of Paper	Prize amount in Rs.
Badri S. Rajagopal	Proteinix	A Novel Approach to Bridge Academic and Industrial Research	30,000
Naini Bhadri	Al Ameen College of Pharmacy	Phloroglucinol A Neuroprotective Nutraceutical for Diabetic Neuropathy: In Silico, In Vitro and In Vivo Studies.	20,000
Abhinav Raina	Phytotron Research Center	Improved synthesis and better understanding the regulatory roles for Brassinosteroids	15,000
Kaushani Banerjee	PES University	Study of Murayya Koenigii for the Removal of Cr (VI) From Aqueous Solutions	10,000
Akhilesh Kumar Bajpai	Shodhaka Life Sciences Pvt. Ltd.	Meta-analysis Of Gene Expression Data Discovers Novel Potential Cancer Candidates	10,000



BIO QUIZ 2016

The 8th Edition of the annual **State Bio Quiz** at Bangalore INDIA BIO conducted along with Bangalore INDIA BIO witnessed a keen contest amongst the finalists from IISc, Bangalore; UAS, Dharwad; St. Aloysius Mangalore; College of Agriculture, Vijayapur; National College of Pharmacy, Shimoga ; SJCE, Mysore. Preliminaries of state level 'BioQuiz 2016' were conducted across Karnataka where-in over 800 teams participated.

Colleges / Institutions	Participants	Result	Prize amount in Rs.
IISc, Bangalore	Subhajit Dasgupta	Winner	75,000
	Siddarth Kankaria		
University of Agriculture Sciences, Dharwad	Akarsh R	1st Runners Up	50,000
	Basangowda Gopal		
St. Aloysius, Mangalore	Megan Dsouza	2nd Runners Up	25,000
	Ninaad Lasrado		
College of Agriculture, Vijayapur	Suraj Melavanki	3 rd Runners Up	10,000
	Sachin Wali		
National College of Pharmacy, Shimoga	Chetan N	4 th Runner Up	5,000
	Srinidhi B.R		
SJCE, Mysore	Devasnpathi	5 th Runner Up	5,000
	Deepak S. Torgal		



MODE OF ADVERTISEMENTS

Print Media

An extensive media plan was carried out to promote the event in various cross section of Life Science Fraternity. The campaign started with quarter page launch advt. and one advt. all India. Later on the momentum was picked up by regular advts. in South India and Karnataka. The campaign created good interest in the stakeholders to participate in the event.

Leading mainline publications used across the campaigns were:

- Times of India-Karnataka
- Business Line- All India
- Economic Times- South
- The Hindu-Karnataka
- Deccan Herald- Karnataka
- The New Indian Express- Karnataka
- Deccan Chronicle- Karnataka
- Vijayavani- Karnataka
- Prajavani- Karnataka
- Vijaya Karnataka- Karnataka
- Udayavani- Karnataka
- Samyuktha Karnataka- Karnataka



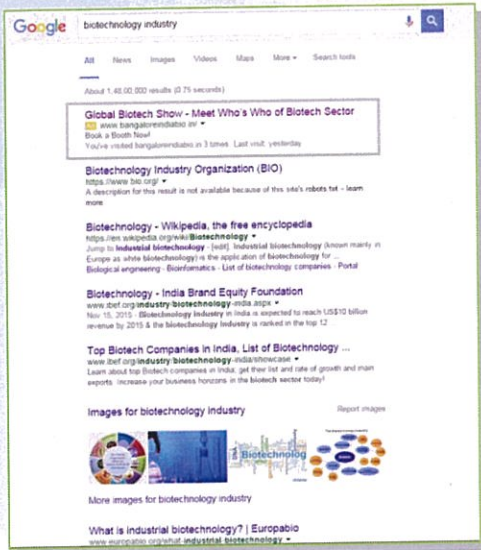
Trade Media

To reach out to the various stakeholders from Life Science Fraternity, few advertisements and web banners were planned with some of the trade publications including:

- Asia Pacific Biotech News
- BioSpectrum Asia and India
- Biotechnika
- Express Pharma
- Nature India
- NuFFooDS Spectrum
- Pharmabiz
- The Pharma Review
- Trade4India



PPC Campaign- Pay per Click campaign was carried out on Google Adwords for the display and text advts.



BIB advt. in Google Search



Landing Page for the Campaign

e-Visitor Registration Campaign fetched 426 e-Visitors registered to visit Bangalore India Bio 2016 Exhibition.

Promotional Event

Place	Date	Day	Time	Activity
ITC Windsor, Bangalore	October 15th, 2015	Thursday	5.00 pm	Curtain Raiser



GLIMPSES

