

## **New opportunities on cards for Pune in life sciences and biotechnology**

- City organization inks MoU with US based innovation cluster
- Start a special initiative 'India Partnering Opportunities' to form mutually beneficial alliances in life sciences and biotechnology
- Scope of collaborative opportunities in Agri-biotech, Agri-business and research

Pune, July 21: A New set of opportunities started knocking the doors of Pune city in the field of life sciences and biotechnology after the FM announced the Agri Biotech Cluster in Pune in his budget speech. To make the best of it for the city of Pune city based integrated B2B Knowledge Media house MM Activ Sci - Tech Communications has taken the lead in this regard by signing a MoU and by starting a special platform to facilitate partnerships and collaborations.

MM Activ Sci-Tech Communications has signed a MoU with Georgia based Innovation Crescent, which is known as a leading example of successful life science clusters since 2008, featuring more than 400 life science companies, non-profit organizations, universities and government agencies that work together to advance the industry.

This was announced by Vijay Thombre, Director, MM Activ Sci – Tech Communications during a Press Meet held in the city today. Ani Agnihotri – Founder & Managing Partner of US India Business and Research Centre (USIBRC) and USA India Business Summit, who was instrumental in facilitating the MoU was also present on the occasion. MM Activ is an integrated knowledge and media company dedicated to creating Science & Technology focused B2B platforms interlinking Industry, Academia, Research and Governments. MM Activ is also the publisher of **BioSpectrum Asia & India**, the *leading Biotechnology Business magazines & portal* and **NuFFooDS Spectrum**, *India's first Nutraceutical, Functional Foods, Dietary Supplements magazine & portal portraying perspectives on Science & Business*.

While describing the scope of the MoU between MM Activ and Innovation Crescent Vijay Thombre said, "With the signing of this MoU, the two organizations agree to be supportive of collaborative research and development, information sharing, education, and other areas that provide the building blocks for innovative and cutting-edge life science industries. A conscious effort shall be taken up to increase the bilateral ties in the areas of life science research, development and investment in both regions."

"By signing this MOU, the Innovation Crescent and Georgia will move one more step forward in realizing the full potential of research and development, academic and business opportunities in Pune and India," said Ani Agnihotri, Managing Director of USIBRC and USA India Business Summit.

Agnihotri has been working with many Georgia-based organizations, including Georgia's Innovation Crescent and the Georgia Department of Economic Development, to be a leading state in growing bioscience business with India.

“Post the formation of stable Government at the centre and due to the expected prominence for science and technology sector under the regime of the new government many innovation councils and biosciences organizations from US and other developed countries are looking forward to be a part of India Growth Story in these sectors. To facilitate collaborations and alliances we have specially constituted a dedicated business vertical titled as ‘India Partnering Opportunities’, Mr. Thombre added.

MM Activ's **India Partnering Opportunities** (IPO) division has facilitated promotion of domestic & global business opportunities. IPO has led various International delegations & conducted Partnering activities across many countries. India Partnering Opportunities IPO has partnered with various International & State Level. Since its inception, IPO has serviced over 40 delegations (Inbound & Outbound) from and to various countries across industry sectors like Life Sciences, Infrastructure, Renewable Energy, IT, High technology, Electronics, Aerospace, Defence, R&D, Education, Food Processing, Agriculture, Food Science & Technology, Nanotechnology and many more.

Maharashtra is the top Biotech State in India and a large share of revenue comes from the Agribiotech sector. The Biotech Industry crossed Rs. 25,165 Cr in revenue in 2013-14 out of which 16% was generated from Pune- currently the third largest Biotech city in India after Bangalore and Hyderabad. The Agri-biotech in Pune will receive a major boost thanks to the budgetary announcement of setting up of an agri-biotech cluster in the city. Apart from research on new strains of crops, institutions in and around Pune are engaged in cutting-edge research in fields such as impact of climate change on traditional Indian crops. Such a facility will be a boon to city's Biotech researchers and Pune will play a vital role in contributing towards this sunrise industry. MM Activ has been organizing Bangalore INDIA BIO- India's biggest Biotech show and two significant events in the Agriculture and Agri-research space. Agrovision is Central India's biggest and highly impactful agri-show. The Agriculture Science Congress is India's premier Agri-summit, the 12<sup>th</sup> edition of which will be held in Karnal, Haryana in February 2015.

#### **Focus of MoU:**

1. Collaborative Research and Development programmes in the field of Life Sciences, esp. Human Health
2. Cooperation in sharing of information related to industry trends, regulations, laws, statistics and other materials of mutual interest related to the health industry
3. Support and facilitate each other in matchmaking of companies, universities and research institutes for Life Sciences R&D, Business expertise and related areas



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4. Cooperation in exchanging staff and researchers between the two regions to provide advanced education programmes and training courses
5. Cooperation for investment, technology transfer and other areas of mutual interest related to life sciences

### About Georgia's Innovation Crescent

The Innovation Crescent ([www.innovationcrescent.com](http://www.innovationcrescent.com)) is both a geographic area and a coalition of more than a dozen counties and entities focused on life sciences and economic development in Georgia, U.S. The organization exemplifies the spirit of cooperation and collaboration that can be found throughout the region.

### About MM Activ Sci-Tech Communications

MM Activ Sci-Tech Communications ([www.mmactiv.in](http://www.mmactiv.in)) is an integrated science and technology knowledge and business-to-business communications enterprise with four key business verticals—media, events, partnering and advisory. The organisation's core objective is to become a significant science diplomacy player by creating powerful platforms for deliberations on progressive policies, showcasing cutting-edge technologies and inventions, and facilitating business partnerships and opportunities. Our forte has been to build credible business-to-business for interlinking industry, academia, and research communities to unlock the unified value to deliver on national growth priorities.

Along with providing a platform for Global Knowledge Exchange through its key role in Media, Events, Partnering and Advisory, MM Activ also initiates and facilitates effective interaction amongst industry, scientific fraternity, academia, policy makers and opinion leaders.