



**FOR IMMEDIATE RELEASE**

**DIAGNOSTICS ASIA 2006 – FROM DISCOVERY TO PRODUCT  
19-20 January, 2006, Grand Copthorne Waterfront Hotel, Singapore**

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IBC Asia To Launch Asia's Inaugural *In Vitro* Diagnostics Conference

**SINGAPORE, 12 January, 2006** - In 2004, *in vitro* diagnostics (IVD) business had sales of US\$28.5 billion worldwide, and had grown 6 percent from the previous year. Asia is beginning to experience this boom in the field of IVD, particularly for molecular and immuno-based diagnostics solutions in the areas of human and animal health, environment, forensics, biodefense and, drug discovery and development. This strong, forecasted growth is triggered by the fact that many Asian nations are currently experiencing increased Gross Domestic Product and per capita income, increasing life spans and demand for improved medical products and safer, more effective healthcare services. This has also led to numerous Asian governments increasing budget spending toward achieving higher healthcare standards and has taken steps to adjust pharmaceutical and medical device regulatory processes, and patent protection and enforcement laws to be more closely related to the WTO standards.

The diagnostics (Dx) commercial activities in Asia are predominantly related to infectious disease detection, whereas the development of biomarkers for use in drug discovery, clinical trials and personalized medicine is relatively new compared to the US and Europe.

"Asia represents a rich pool of innovation and IP, manufacturing capability and emerging industry leaders as well as a rapidly maturing, increasingly demanding, and a highly sophisticated market. **Diagnostics Asia 2006** is a first such event to be held in Asia and it will bring together all the key players in this rapidly evolving and growing sector. Diagnostics Asia will capitalise on this surge in demand for IVD and we are very optimistic that this event will set benchmarks and facilitate development annually". Explains Dr. Sharan Sambhi, Conference Manager, IBC Asia, of the rationale behind launching the inaugural Diagnostics Asia 2006.

Lucy Lu , Vice President, Technology Management, Head of US Chief Technology Office, Roche Diagnostics , a plenary speaker at Diagnostics Asia and advisory panel member commented on the importance of such a conference as follows.

"I believe the importance of Asia Pacific in the global diagnostics market is not just about its market size or high growth rate of sales. It is imperative for nations to develop long-term strategy to nurture innovations and aim at becoming viable regional and global product providers. Diagnostics Asia 2006 provides a great forum for regional researchers to learn from each other and exchange innovative ideas".

**Diagnostics Asia** is designed for those interested in the development, launch and use of *in vitro* diagnostics (IVD) technology and products and this year's conference will focus on the rapidly growing area of molecular diagnostics and immuno-diagnostics. The conference brings together a distinguished faculty of speakers from all over the world covering topics from new innovations and platform technologies, clinical validation, regulatory compliance, IP considerations, to positioning & marketing strategies, Dx market trends, end-user



needs & the investment environment. Participants and speakers are from multinational & regional diagnostics and healthcare companies, start-up companies, publicly funded organisations such as Genome Institute of Singapore (GIS), National University Hospital, Tan Tok Seng Hospital, Singapore, Armed Forces Research Institute of Medical Sciences (AFRIMS) and Foundation for Innovative New Diagnostics (FIND), as well as experts and specialist in IP, regulatory affairs, market research, and branding.

The latest developments in innovative technologies and future industry trends will be strongly featured, including such presentations by top management from Bayer Healthcare, BD , Roche Diagnostics, STMicroelectronics and Proteome Systems.

The event is also packed with “how to” information and case studies such as the session by Kerry Gilzene, General Manager of DDB Health Singapore, on how to brand and market new products. The session will also feature product-marketing case studies from companies such as Roche and J&J while giving an insight into how specialist healthcare agencies can turn product ideas into profits.

One of the events for Diagnostics Asia is the panel discussion on investing in Dx in Asia which will bring together the main stakeholders i.e. the investors, the developers and the end –users to discuss this very real and important issue.

Also featured in Diagnostics Asia is the **Partnering and Investment Showcase**, showcasing companies and institutes from Singapore as well as from Australia, Taiwan and US. The new products/technologies/services /opportunities for partnership to be presented are:

- Molecular and pharmacogenomics services and opportunities for partnership from US –based Clinical Data, Inc.
- Innovative rapid point-of-care testing technologies, *NeuSensor* and *NeuChip* from Taiwan-based NeuPro Technology Co., Ltd.
- New diagnostic test kit for avian flu developed by team from Institute of Molecular & Cell Biology (IMCB) and Tan Tock Seng Hospital (TTSH).
- Novel method for detection of cervical cancer progression based on methylation status of the HPV-16 promoter from IMCB
- Diagnostic methods that enables accurate and specific diagnosis of early dengue infection from Environmental Health Institute, National Environment Agency
- Rapid method for detection of Mycotoxin from Romer Labs Singapore Pte Ltd.
- Complete Molecular Diagnostics solutions, including detection of genetic-based ailments and paternity testing from Genetic Technologies Limited, Australia.
- Lab-on –a Chip Technologies for pathogen detection from SiMEMS Pte Ltd
- Multiplexing biochip module- *Attochip TM* and *AttocyclerTM*, a real-time gene reader from Attogenix Biosystems Pte Ltd.



- Rapid diagnostics tests for Candida and Avian Flu from Rockeby biomed Ltd.

Delegates will also be able to view first hand the latest products and services offered by two of the innovative industry players in the diagnostics space , **QIAGEN** and **SiMEMS**.

Diagnostics Asia 2006 will be held from 19 to 20<sup>th</sup> January, 2006, at the Grand Copthorne Waterfront Hotel, Singapore. Two pre-conference workshops will be held on the 17<sup>th</sup> and 18<sup>th</sup> January, 2006.

Further information on Diagnostics Asia can be found at <http://www.ibc-asia.com/diagnostics.htm>

### **Press Passes**

In order to qualify for a press pass, please contact Ms Lynn Ng with the details listed in the next section with your credentials and personal information. This will be reviewed and are subject to approval based on press space allocation and management's discretion.

If you are interested to interview any of the speakers please contact Ms Lynn Ng at Tel: +65 68355 107.

### **ABOUT IBC ASIA (S) PTE LTD**

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