

UCAPAN
YB DATUK DR. ABU BAKAR BIN MOHAMAD DIAH
DEPUTY MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION

SEMPENA

***BIONEXUS PRODUCT LAUNCH, BIOMALAYSIA & ASIA PACIFIC
BIOECONOMY 2016***

31 MEI 2016 (SELASA)
KUALA LUMPUR CONVENTION CENTRE

(Salutations to be confirmed)

YBHG. DATO' SRI DR. NOORUL AINUR MOHD. NUR

Secretary General, Ministry of Science, Technology and Innovation
(MOSTI);

YBRS. PROF MADYA DR. RAMZAH DAMBUL

Deputy Secretary General (Science), MOSTI;

YBHG. DATO' DR. MOHD NAZLEE KAMAL

Chief Executive Officer, Malaysian Biotechnology Corporation
(BiotechCorp);

Senior Officials of MOSTI;
Members of the Media; and
Ladies and Gentlemen.

Assalamualaikum W.B.T. Salam Sejahtera dan Salam 1Malaysia.

PENGENALAN

Saya amat gembira kerana kita dapat bersama-sama hadir di Majlis Pelancaran Produk-produk BioNexus sempena BioMalaysia & Asia Pasifik Bioekonomi 2016. Bagi meraikan kehadiran tetamu kita daripada

luar negeri, izinkan saya untuk meneruskan ucapan dalam Bahasa Inggeris.

Distinguished guests, ladies and gentlemen,

THANK YOU NOTE

2. I am very pleased to see so many participants from the biotechnology industry at this **Launch of BioNexus Products**, in conjunction with BioMalaysia and Asia Pacific Bioeconomy 2016. I would like to take this opportunity to thank Malaysian Biotechnology Corporation (BiotechCorp) for inviting me to attend this prestigious ceremony.

ABOUT BIOMALAYSIA

3. BioMalaysia and Asia Pacific Bioeconomy 2016 are perhaps the best way to highlight and promote the continuous growth and expansion of the biotechnology industry, not only in Malaysia, but in the Asia Pacific region as well. I am glad to inform that the event has reached its 14th consecutive year and I must congratulate BiotechCorp, an agency under the MOSTI, and My Events International for continuing to organise this event in a superbly excellent manner.

4. This time, BioMalaysia and Asia Pacific Bioeconomy 2016 focuses on strengthening the bioeconomy value chain in the Asia Pacific region, *via* the theme of *Value-adding our Economy through Bio-Based Technologies*. The chosen theme is in line with MOSTI's focus in highlighting bio-based products as a source of new economic growth and enhancing its contribution to the country's Gross Domestic Product (GDP).

PRODUCT LAUNCH

5. As such, it is appropriate that we are launching high value bio-based products ranging from hygiene, wellness and beauty sectors today, that will bring massive impact to Malaysia's economy, and most importantly,

to people's lives. Today, I am proud to witness 7 BioNexus status companies that will launch their products namely:

- i. OrchidLife Sdn. Bhd.;
- ii. Bio Tree Biotechnology Sdn. Bhd.;
- iii. Tropical Bioessence Sdn. Bhd.;
- iv. Furley Bioextracts Sdn. Bhd.;
- v. Persona Kosmetik Sdn. Bhd.;
- vi. Ligno Biotech Sdn. Bhd.; and
- vii. Algaetech International Sdn. Bhd.

Distinguished guests, ladies and gentlemen,

MALAYSIA COMMERCIALISATION YEAR

6. Until the end of 2015, a total of 132 innovative products have entered the market under the MOSTI Commercialisation Year, which started in January 2014. The addition of BioNexus products launched today underscores our efforts in driving commercialisation of local innovations, which is critical in generating high income for Malaysia and in turn, achieving our aspirations of becoming a highly developed nation as envisioned in the Vision 2020.

7. To enhance the impacts of commercialisation activities, the Prime Minister has announced that the year 2016 marks the beginning of the **Malaysia Commercialisation Year** or MCY programme. Under MCY, an enhanced synergy is being established across a myriad number of R&D institutions as well as organisations mandated to facilitate technology and business developments. MCY is an initiative implemented under the National Blue Ocean Strategy (NBOS) led by MOSTI and Ministry of Finance to enhance commercialisation in the country. In addition to MOSTI's target, which was set in 2014, to commercialise up to 360 R&D products by the year 2020, MCY is expanding the target under the Shared KPI synergistic approach. For 2016, 25 R&D institutions, research universities and technology development agencies will commercialise at least 5 products each. MCY anticipates that at least 145 products will be commercialised in 2016 alone. Towards this end, I am pleased to inform

that the BioNexus products launched today will contribute to MCY 2016 Special KPI.

SMEs AND PENETRATING THE MARKET

8. Besides contributing positively to MCY, I believe the introduction of these BioNexus products will catalyse more bio-based entrepreneurs or companies to intensify their commercialisation efforts and penetrate the market. I understand that the 7 BioNexus companies involved in the products launch today are all SMEs. I am proud to witness their success in translating their innovative ideas from the lab to the market. Commercialisation of R&D brings with it numerous challenges and for SMEs to overcome these challenges, is a testament of their creativity, innovativeness and tenacity in penetrating the market.

9. To help further propel the success of local SMEs, the commercialisation ecosystem would need to provide avenues to nurture more home-grown innovative visionaries such as these BioNexus Status companies, as they play a significant role in supporting Malaysia's economic growth and competitive strengths. Thus, in exploring new opportunities in businesses and competing in the global market, the involvement of SMEs in bio-based industries is highly welcomed as Malaysia has aplenty of cross sectoral prospects in the economy.

HIGH-GROWTH SECTORS

10. Bio-based products like the ones launched today open up opportunities for Malaysia to leapfrog into high-growth areas of the world economy. The commercialisation of these BioNexus products can flourish in the global health and wellness market, which is expected to grow steadily at a Cumulative Average Growth Rate or CAGR of nearly 6 percent from 2016 to 2020, with the industry itself currently worth US\$3.4 trillion. The BioNexus products can satisfy the rapidly growing demand for health and wellness, with the aging population and increasing health consciousness fuelling the consumers' demand for high quality, effective and innovative natural products.

11. The products can also grow in the global cosmetic market, which is estimated to reach USD675 billion by 2020, growing at a rate of 6.4 percent. To capture this huge opportunity, I would like to urge more bio-based companies to focus on markets with high demand and growth potential such as the cosmetic and wellness markets, as it will result in greater margins of return, potentially providing greater spin off effects in the form of job creation and increased living standards.

Distinguished guests, ladies and gentlemen,

BIODIVERSITY

12. Malaysia presents a wealth of opportunities for our bio-based companies to take advantage of and prosper from. The biodiversity that our country is blessed with offers local bio-based companies with considerable advantages. Malaysia is home to about 185,000 species of fauna, 12,500 species of flowering plants and 1,100 species of ferns, many of which can be transformed into raw materials for bio-cosmeceutical and wellness products.

SCIENTIFIC EVIDENCE AND INTERNATIONAL STANDARDS

13. It is crucial, therefore, for companies to develop their products or services based on sound scientific evidence so that more consumers will accept our local bio-based products. Products or services that meet the international standards of quality, safety and efficacy can also position them at a premium level in the global market. Therefore, I hope more bio-based companies will explore product certification based on international standards, and validate their claims with scientific evidence which can open new market opportunities and spur commercialisation in the bio-based industry.

GOING GLOBAL

14. This strategy is in line with the third phase of the National Biotechnology Policy, ‘**Going Global**’ from 2016 to 2020, which aims to drive Malaysian bio-based companies to the global markets and increase

export values of our bio-based products. During this phase, we want to push the bio-based industry players to continuously commercialise their innovations so that they can increase their product exports and remain competitive in the global market.

ROLE OF MOSTI & BIOTECHCORP

15. I hope that achievements from this BioNexus products launch will spur other BioNexus status or bio-based companies to increase their efforts in commercialising their products or services. MOSTI and BiotechCorp will continue to assist and nurture these companies to enhance their competitiveness and move them up the value chain to turn these home-grown champions into global players by the year 2020.

CLOSING

16. In closing, I wish the BioNexus Status companies all the success in their future endeavours. I look forward to seeing a more robust growth of R&D products by the BioNexus status companies in the future. I also wish the best of luck to all exhibitors, trade investors and participants throughout BioMalaysia & Asia Pacific Bioeconomy 2016. I strongly urge local biotechnology players and researchers to take this golden opportunity to network with regional and international counterparts and explore new opportunities to create innovative solutions in biotechnology.

Thank you.