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Biotechcorp launches bioshoppe in Malaysia

April 24, 2014 | News | By BioSpectrum Bureau



Singapore: Malaysian biotech corp, the lead development agency for the biotech industry in Malaysia,has ventured into opening up the first BioShoppe retail presence which features primarily health and beauty products from its stable of BioNexus Status Companies (BSCs).

Datuk Dr Mohd Nazlee Kamal, CEO, Biotechcorp, said that over 80 types of products from functional beverages, cosmetics and bodycare to herbal supplements were selected from 13 BioNexus companies.

He emphasized that bioshoppe is a key approach to enhance market access for local biotech products. He added bioshoppe was a measure to provide technology and research to the common people.

BioShoppe first made a presence at the BioMalaysia and BioEconomy Asia Pacific event last year. It was introduced as a concept store promoting more than 100 products by 32 Bio-Nexus companies.

Biotechcorp said that it had established strategic collaborations to strengthen the BioNexus brand, BioShoppe and Malaysian brands in the international arena. This, the firm hopes will pave the way to creating an effective market appearance for locally produced products.