

## Global linkages to pave way for growth in biotechnology sector

Rajasthan today has huge potential to create immense business opportunities in the biotechnology sector and contemporary biotech products. Today, a key part of industrial process in Biotechnology deals with advance research and development, leading to the production of drugs, vaccines, biofuels and pharmaceuticals on a commercial scale.

To further explore opportunities in the sector, Dr. B. Lal Institute of Biotechnology Jaipur, MSME DI Jaipur and World Trade Center Jaipur came together for an interactive session to discuss trade promotion activities and business facilitation measures of WTC Jaipur. The programme was attended by more than 75 aspiring inventor entrepreneurs from the biotechnology sector. The objective of the program was to sensitize the group about various events and exhibitions, research and development activities, and trade education programs that are organized and promoted by World Trade Center Jaipur and how the participants can benefit by leveraging the global connectivity of 319 WTCs in 92 countries, provided by World Trade Center Association's robust network.

Mr. Navneet Agarwal, Assistant Director-Trade Promotion, WTC Jaipur, informed the participants that "WTC Jaipur enables active industry engagements by bringing together local and international governments and sector leaders under one roof for business interaction. This is done by undertaking activities such as inbound and outbound business missions, workshops and seminars on one side and education, training and skill development programmes on the other. WTC Jaipur also provides trade information about importers and exporters through its online platform. This is done using the WTCA's global network that connects millions of businesses"

The programme was held on Friday, 5<sup>th</sup> March 2021, at Seminar hall, Dr. B. Lal Institute of Biotechnology, Malviya Nagar, Jaipur.



(L-R): Mr. Navneet Agarwal Assistant Director- Trade Promotion, WTC Jaipur and Apoorva Rana, Jr. Scientist, B. Lal Institute of Biotechnology Jaipur.