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KEEEN wins Greenovation product award

June 11, 2012 | News | By BioSpectrum Bureau

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Singapore: KEEEN, which was developed through a joint research by Hi-Grimm Environmental andÃ?Â Research and BIOTEC, won the gold award for "Bioremediation Agent developed to Greenovation Product" at the 23rd International Invention, Innovation and Technology Exhibition (ITEX 2012) in Kuala Lumpurr, Malaysia. KEEEN was also honored with the Best Invention in Biotechnology from Japan and the Best Invention in Environment from China.

ITEX is an annual exhibition organized by the Malaysian Invention and Design Society,Ã?Â bringing together the latest inventions and innovations by universities, research institutions,Ã?Â individual inventors and corporations from ASEAN, Asia and Europe. ITEX 2012 showcasedÃ?Â over 800 new inventions, innovation and technology at the event.

The innovative product was developed by a team of scientists led by Dr Somkiet TechkarnjanarukÃ?Â to screen local oildegrading bacteria for commercial bioremediation products. It was launched inÃ?Â 2010 and since then has been servicing various industries, such as petrochemical industry,Ã?Â automobile industry, food industry, hotels and hospitals. Mr Watson Ariyaphuttarat, founder and industry pioneer, chief industrial ecologist of Hi-Grimm said, "This innovation was developed in response to the industrial sector's demand to resolve the industrial waste treatment efficiently and environmental friendly."

"Our partnership with Hi-Grimm is a good example of collaboration between public and private sectors, complementing our scientific expertise with the company's acumen in product development to meet market demand," said Dr Kanyawim Kirtikara, executive director, BIOTEC.

Mr Watson added that being in the NSTDA Business Incubation Program also played an important role in KEEEN's accomplishment. Established in 2010, NSTDA Business Incubation Center (BIC) provides helpful environment and facilities to nurture and groom new technopreneurs.