BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

IGENE wins Singapore Prestige brand awards 2016

September 8, 2016 | News | By BioSpectrum Bureau

IGENE wins Singapore Prestige brand awards 2016



INEX Innovations exchange Pte Ltd has announced that iGene has been awarded the Singapore Prestige Brand Award (SPBA) under the "SPBA - Micro Brands" category. Vinita Choolani, Vice President of Sales and Marketing and Dr. Francisco M. Gil-Salas, Head of Business Development attended the event to receive this prestigious award.

Established in 2002 by the Association of Small and Medium Enterprises ("ASME") and Lianhe Zaobao, SPBA recognises and honours Singapore brands that are developed and managed effectively through various branding initiatives.

Ms Vinita Choolani, Vice President of Sales and Marketing commented, "We are proud to be awarded the SPBA Award in the Micro Brands category. The iGene brand is about giving women accurate information to make informed decisions about their pregnancy, and their baby. The win is a testament to the vision, dedication and excellence of the iGene marketing team in conceiving and developing the brand. We are also grateful to IE Singapore for their support in providing the grant to allow us to develop our brand, and to our partner labs, distributors and vendors for their support that have helped INEX achieve this milestone."

Also read:Ã?Â Allergan acquires gene therapy start-up

Dr. Francisco M. Gil-Salas, Head of Business Development, INEX commented, "We are a young made-in-Singapore company within the biotech industry, with typically little brand visibility. We wanted to change this by participating in the SPBA, to show that biotech startups can have strong brands. The recognition from SPBA would also serve as a great way to build our reputation and credibility for our innovative technology, and encourage us to strive for excellence."