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Immense potential in genomics market for local investors

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By [Meena Lakshana](#) / [digitaledge Daily](#) | September 21, 2015 : 9:59 AM MYT

KUALA LUMPUR: Local investors have yet to really understand the immense potential impact of genomics research, but it is already changing the way we live, eat and reproduce, according to [Malaysian Genomics Research Centre Bhd](#) (Valuation: 0.00, Fundamental: 2.10) chief operating officer Sasha Nordin.

As it is, the pace at which genomics research is informing and influencing development in the healthcare sector is astounding, he said.

“Investors need to wake up and see that [the impact of genomics on] the health industry is huge. It is this big thing in the room that is changing everything,” he said.

This lack of awareness of the niche genomics market is challenging for a company like Malaysian Genomics, as it needs to explain to customers and investors alike what the company does.

“They may not have heard about how to monetise genomics or commercialise genomics services,” said Sasha.

Still, Malaysian Genomics counts itself fortunate that most of its investors have remained steadfast in their belief in the company — and the science — since its inception, said Sasha.

“Savvy investors who are interested in the health space will understand the benefits [of genomics research]. But if you are a speculator who wants quick returns tomorrow, this is probably not the space,” he added.

Genomics research and services exploded with the Human Genome Project, an international, collaborative research programme which aimed to complete the identification and mapping of all the genes of the human genome.

The project culminated in the publication of three billion base pairs of human DNA in February 2001 — about 90% of the human genome. Since then, the concept of the human race, its history and its future have been redefined.

It has also provided a gateway to the never-ending search for the fountain of youth.

Today, genomics informs studies across an expanse of fields, such as renewable energy, development, agricultural bioscience, environmental science and even security.

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