

**Press Release
For Immediate Release**

MALAYSIA HUB FOR THE LIFE SCIENCES RESEARCH AND EDUCATION

OFFICIAL LAUNCH OF ADINSTRUMENTS TRAINING CENTRE FOR THE SOUTH EAST ASIAN REGION

1ST March 2010. ADInstruments, a market leader in data acquisition for the life sciences, has announced the official opening of its South East Asia training center on Wednesday, March 10, 2010. The Minister of Higher Education Malaysia (MOHE) and senior officials have been invited to launch the center.

The training center in Subang Jaya, Selangor, Malaysia has been designed to train educators, researchers and staff in leading-edge scientific equipment including latest PowerLab systems, LabChart and LabTutor software.

ADInstruments teaching and research systems are already used extensively throughout South East Asia in universities, hospitals, research institutes, pharmaceutical companies, contract research organizations and private industry. ADInstruments systems have been used to revolutionize and simplify data acquisition, storage and analysis process for teaching as well as research purposes.

Malaysia was selected to accommodate the South East Asian center based on its strategic location, positive business environment and the Malaysian government's encouragement and full support for research and education. The center will be operated by ADInstruments Sdn Bhd – established in 2007 as a joint venture to manage ADInstruments business activities in the ASEAN region.

The idea to set up a training center in South East Asia came from a market survey that revealed the need for a regional training and support facility to support teaching and research efforts in the life sciences. The center has started to conduct regular workshops and seminars to educate and update both educators and researchers on the latest tools and techniques based on new findings by scientists in the life sciences field worldwide.

In recent workshops, participants have come from Saudi Arabia, Iran, China, Pakistan, Thailand, Philippines, Singapore, Indonesia, Australia and New Zealand. In addition, local customers and academic staff are given the opportunity to use and conduct hands-on laboratory experiments using the latest ADInstruments application tools.

The official opening will also be attended by educators and researchers from leading institutions of higher learning from the ASEAN region. They will be joined by key international managers from the ADInstruments network of offices.

About ADInstruments

ADInstruments' began when three experts combined their expertise and aspirations. Michael Macknight, Boris Schlensky and Anthony Macknight, specialists in the fields of computer science, electronic engineering and physiology, joined forces with the aim of reinventing data acquisition for life science research and education. Together, in 1988 they formed ADInstruments.

During the next twenty two years, ADInstruments grew quickly to become a global market leader of data acquisition systems for life science. Today ADInstruments has a network of 11 offices and distributors in more than 50 countries worldwide.

More information

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