

PR agency takes on biotech challenge

Sentient Communications, a Cape Town-based public relations agency specialising in the technology sector, has recently added biotech to its list of niche sectors with the addition of Eva Sittig, a professional science writer from Europe who has both a biological and technical background.

One of the first agencies in the country with such a competency, Sentient will offer the biotechnology industry a complete PR service. This ranges from PR strategy development and implementation to copy writing, event management, and assistance with sponsorship proposals to channel funds directly to suitable projects.

“Biotechnology holds tremendous potential for South Africa as a source of innovation and competitive advantage for the country. Its inclusion in Cabinet's Ten-Year-Innovation Plan underpins Government's confidence in this industry's prospects in the local market and beyond,” says Sarah Rice, MD of Sentient Communications.

Biotechnology takes advantage of living organisms or biological processes through modern techniques for profitable use in medicine, food science and agriculture.

Young market in South Africa

“The biotech market is a young and all-new one in South Africa. We believe PR has an important supportive role to play, educating the investment community about its potential and assisting in attracting the necessary funding,” adds Rice.

Sittig's background includes a broad PR knowledge gained in working on projects for the Federal Ministry of Education and Research in Germany, Daimler AG and the National Museum of Natural History in Stuttgart.

Sentient will initially focus its activities on the field of bioinformation and the neutraceuticals industry. Government has identified both these sectors as offering SA the greatest potential for establishing a competitive advantage in the global biotechnology industry.

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