

## Editorial

We are delighted to introduce the first issue of our new journal: ***International Journal of Biotechnology for Wellness Industries (IJBWI)***. The idea of this journal was initiated during the assembly meeting of the international scientific advisory board of the Third International Conference of Biotechnology for Wellness Industries (3<sup>rd</sup> ICBWI; 8-9 October 2010, Kuala Lumpur, Malaysia). At that time the scientific board highlighted the importance of developing a specific journal dedicated to the topic of our conference for two reasons. First, to serve as platform for sharing the knowledge and up to date high level research related to biotechnology for wellness industries. Second, to use it as the official journal ICBWI conference and the International Society of Biotechnology for Wellness Industries (ISBWI).

***IJBWI*** will serves as new window for the researchers to observe the latest studies and activities running in the field of wellness industries. Thus, the main goal of this journal is to provide a publication venue for people who work in different sectors in wellness industries and bring real linkages between all researchers who work in this type of research in its wide meaning. Since announcing the journal to the scientific society, we received overwhelmingly positive response based on the uniqueness of the journal scope.

The editorial board members of ***IJBWI*** have been chosen carefully to ensure the success and the sustainable improvement of this journal. All members are distinguished, internationally known scientists from universities and research organizations all over the world.

We are very pleased with the contents and the good contribution of many prominent scientists in this first issue. As Editors of this journal, we are following three main principles to maintain the goal, scope and scientific standard of ***IJBWI***. First, to produce an international journal of wide scope covering all topics of research related to biotechnology with direct or indirect relation to wellness industries. Second, to sustain the scientific credibility of ***IJBWI*** by setting high scientific standards through maintaining our peer reviewing process. Third, to support and promote the scientific events related to wellness industries, and to highlight the recent research and development in this sector.

We are thankful for the scientific advisory board members of ICBWI 3<sup>rd</sup>, our editorial board members who developed the concept of this journal with us and who accepted our invitation to the editorial board membership to IJBWI family. We are also grateful for the reviewers who checked the quality of the manuscripts and gave valuable comments to improve the work quality. Last but not least, thanks are also due to our publisher, Lifescience Global, for its interest to publish this journal and designing a friendly website to ease and monitor the publication process.

On behalf of the editorial board members, we hope you will enjoy the first issue of ***International Journal of Biotechnology for Wellness Industries (IJBWI)*** and looking to receive your contribution in terms of review, research article, short communication or letter.

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