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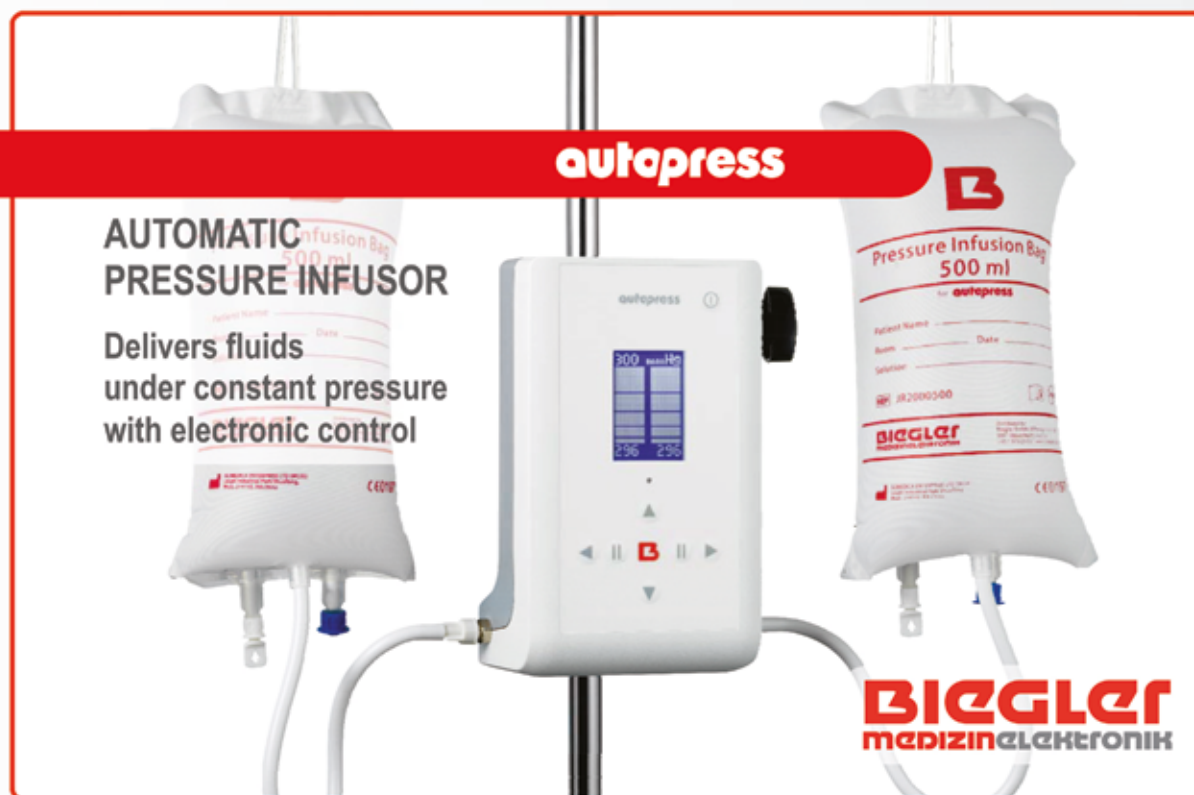
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# Uncertainty, the Enemy of Business



Firms and markets are struggling to get to grips with uncertainty. This, not tariffs, is the greatest harm from the trade war. But, also, the prospects for economic growth, the high levels of debt, the underestimated levels of risk in financial markets and political developments. Taken together markets express something about both the mood of investors and the temper of the times. The most commonly ascribed signal is complacency. Dangers are often ignored until too late. However, the dominant mood in markets today, as it has been for much of the past decade, is not complacency but anxiety. And it is deepening day by day. America's decade-long expansion is the oldest on record, its GDP growth rates have been relatively good so far so, whatever economists say, a downturn feels overdue. Meanwhile, China is experiencing an economic slowdown that the authorities are trying to counteract through monetary, credit and fiscal measures. Their success would renew the confidence of market participants but, it could also prove insufficient to maintain a relatively high GDP growth rate. In Europe, the economy of the whole Eurozone is also slowing down, which is the result of domestic factors, such as the political developments in France, Italy and Germany, as well as regional and global factors. One alarming vulnerability on a global scale is the high levels of both public and private debt. Indebtedness has especially increased in recent years. According to the IMF, the global debt-to-GDP ratio has reached 250%, which is about 30 percentage points more than on the eve of the financial crisis in 2008.

The level of uncertainty in the global economy is also increased by political developments. In 2020 presidential election will be held in the United States. Their result will determine the possible scenarios for the future economic policies in the world's largest economy. In Europe, the main source of uncertainty is United Kingdom's exit from the European Union. A so-called hard Brexit would undoubtedly have a negative impact on the confidence of entrepreneurs and investors in the United Kingdom and across the European Union. Meantime, Europe is also behind other countries in terms of innovation and the implementation of new digital technologies. Digital technologies themselves are also contributing to increasing

Global economy has had a slow-down, largely due to a widespread sense of uncertainty, the main source of which has recently been the continuing US-Chinese trade war. The trade disputes between the two has led to a reduction in the investment and consumption levels in both countries as well as among their trading partners, undermining the future of global economic relations and threatening global economic growth.

global uncertainty. The extent to which digital platforms could influence political processes is still unclear. Digital technologies are also driving new and powerful economic trends that are and will be visible especially in the labor markets and in growing income inequality, which can already be observed in developed economies. The entire global economy is undergoing a significant transition also due to the development of emerging markets, especially in Asia. The locations of target markets and the configurations of supply chains are constantly changing.

As diverse economic and political trends may lead to another global crisis, or at least prolong the current period of uncertainty, caution may seem like the best choice under these circumstances. Central banks are anxious, too, and easing policy as a result. Last July the Federal Reserve lowered interest rates for the first time in a decade as insurance against a downturn. Central banks in Brazil, India, New Zealand, Peru, the Philippines and Thailand have all reduced their benchmark interest rates since. However, caution also has its costs as companies and countries that do not invest enough, for example, in the new digital technologies, may end up losing out. At the same time, if the rules and institutions governing the world economy remain uncertain, we should be expecting weaker economic performance in the future. In such a context, anxiety could turn to alarm, and sluggish growth descend into recession. Yet a recession is so far only a fear, not a reality. The world economy is still growing, albeit at a less healthy pace than in 2018. From our side, Infomedix International keeps its readers up to date, focusing on specific markets of interest, their economies and politics. Our duty is to understand who and what might be drawn in next, in the global economy, to create unrest. We firmly believe that big investments are hard to reverse, and firms are disinclined to press ahead with them unless they have the pulse of where they will be making business.

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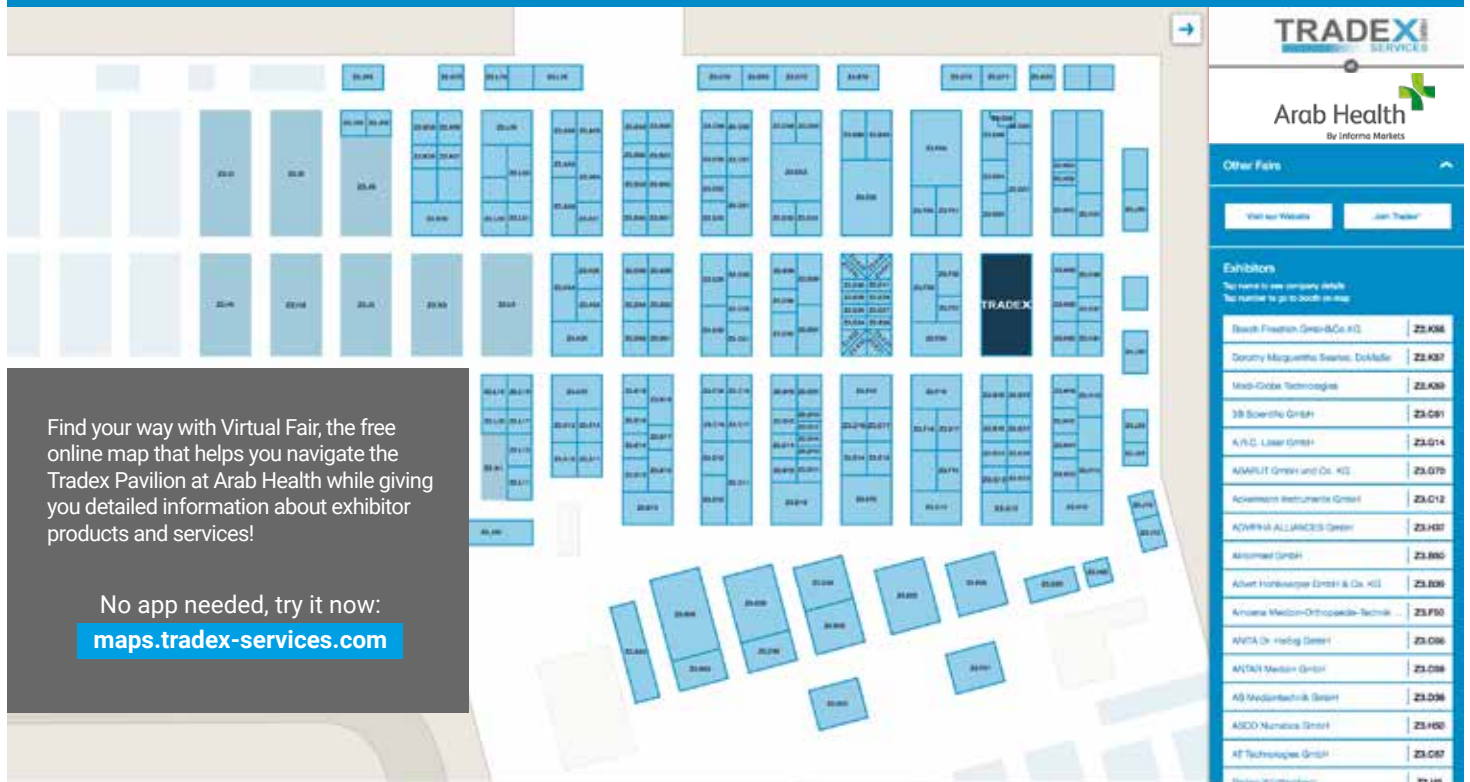
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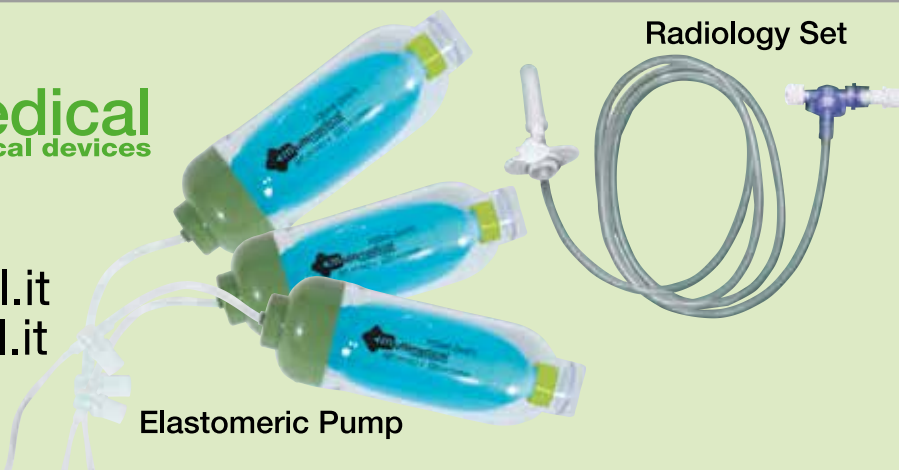


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## Villa Sistemi Medicali presents Moviplan iC

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advanced functions such as stitching and auto-positioning. Easy and intuitive controls are granted by the user-friendly touch screen interface. The system can be completed with the new Stitching Ready chest stand, simplifying and improving full-leg full-spine examinations, thanks to the integrated patient support that can be positioned quickly.

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## Qioptiq Introduces Slimline for X-ray Diagnostics Featuring Spine Mode



SlimLine for X-ray Diagnostics featuring Spine Mode automatically optimizes exposure, iris and gain for maximum contrast and visibility, resulting in improved imaging of spine details without the need for manual adjustment. X-ray images of spines and extremities normally suffer from low contrast because traditional automatic settings are not advanced enough for proper exposure of this specialized case. Designed and optimized especially for X-ray diagnostics, the complete lens and camera OEM solution consists of the SlimLine lens assembly and QioCam X-ray camera. SlimLine lens assembly offers a high-performance combination of optics (lens elements), mechanics (housing, flange) and electronics (motor control board for Iris communication). The QioCam X-ray camera is based on the high resolution and sensitivity of the latest CMOS technology. SlimLine is offered as a standard product that can also be customized by OEMs.

[www.excelitas.com/product-category/x-ray-imaging-optics](http://www.excelitas.com/product-category/x-ray-imaging-optics)

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*The Software Development Kit  
is now available in C++ and .NET*

HIGHLIGHTS



### SlimLine For X-Ray Diagnostics

- High resolution lens for 1k<sup>2</sup> camera
- Motorized or manual iris
- Lens assembly with or without X-ray camera

- Highest resolution OEM system
- Perfect for mobile C-arms
- High-speed lens for minimum x-ray
- Excellent price-performance ratio

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Innovative Medical Solutions

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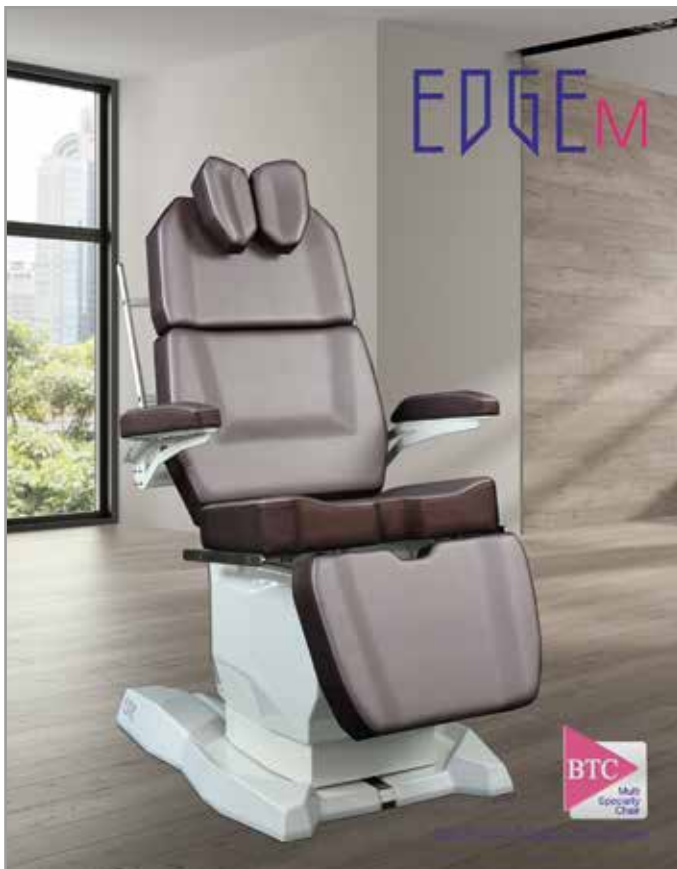
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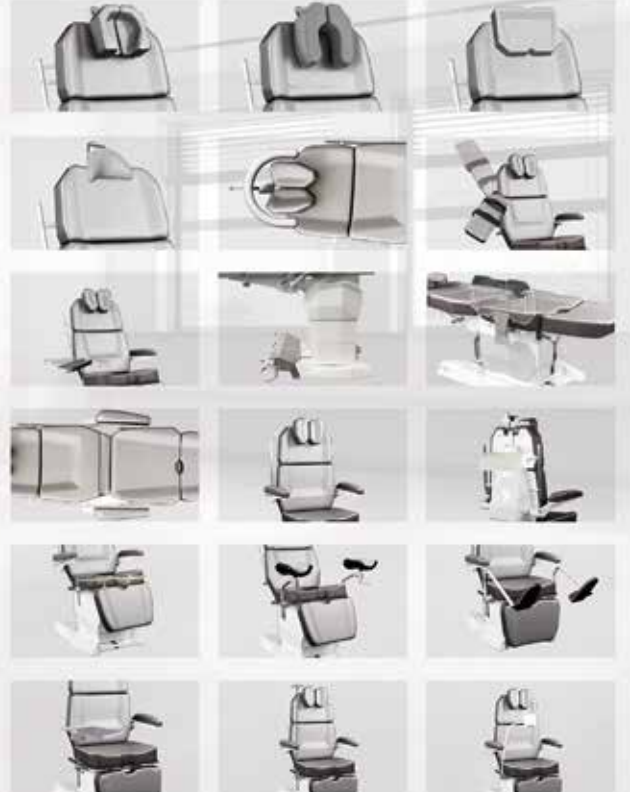
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# IAE - High Quality X-Ray Tubes

IAE history started in 1955 as manufacturer of electronic valves but very soon this production was abandoned and the Company focussed all production efforts on rotating anode tubes. Nowadays IAE is a major role player in the International X-Ray market as the only independent manufacturer in Europe of rotating anode tubes. With its wide product line of more than 100 insert/housing combination, IAE is a strategic and reliable partner to the most important equipment manufacturer globally.



## **C100 XT 1800 kJ/2400 kHU**

The new technology applied to the C100XT housing allows full power operation with none of the traditional water cooling system's consumption costs and, therefore, none of the problems related to system engineering. Remote heat exchanger, hoses for oil circulation and water cooling circuits are no longer needed. Its innovative air cooling system reaches 1000 W dissipation thanks to the specially designed finning that allows the maximum loads of work with no pauses. The fans function only when the oil temperature reaches the predefined level.

With normal working load the noise is minimum and the benefit both for the patients and the operators is remarkable.

This housing is ideal for angiographic applications, cardiac diagnostic, cath-lab and can be installed on high level remote control tables, also in case of field retrofit.



## **XK1016 T - Max continuous heat dissipation 400 W**

IAE has recently developed a compact light weight rotating anode mammography x-ray tube unit, with special double angle target, for optimal performances with all techniques.

A non traditional, metal ceramic structure consented to divide by a factor two both the dimensions and the weight, compared to a standard mammographic unit, down to a lightweight 5.5 kg, and at the same time to increase the heat dissipation by a factor 4, obtained by an efficient air cooling.

This high dissipation, combined with the light weight, makes it the ideal tube for high energy imaging techniques with moving X-ray source like tomosynthesis.

Two separate focal tracks, small focus on 10° and large focus on 16°, complete the features of this device.

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• **ARAB HEALTH 2020**  
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**January 27-30**  
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• **ECR 2020**  
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We are responsible for companies based in Germany, Austria and Switzerland. We do organize Industrial Pavilions at several shows worldwide, for example the upcoming shows Arab Health 2020 (27.-30.01.2020, Dubai), Medlab Middle East 2020 (03.-06.02.2020, Dubai) and Medlab Asia Pacific 2020 (10.-12.06.2020, Bangkok, Thailand).

Exhibiting companies do benefit from a wide range of services before, during and after the show. For example from a clean, clear and open stand design which offers the possibility to use the own Corporate Identity as much as you want, several marketing strategies to highlight your participation, a network of service providers working in the field of show organization, logistics, accommodation and support of market entries, etc.

All our exhibitors can be found 24/7/365 on our website [www.tradex-services.com](http://www.tradex-services.com), listed in our Virtual Fairs. This tool is giving our exhibitors the chance to be seen and contacted not only during the show. Their entries can be updated at any time, the exhibitors can upload product photographs, product descriptions and videos as well.

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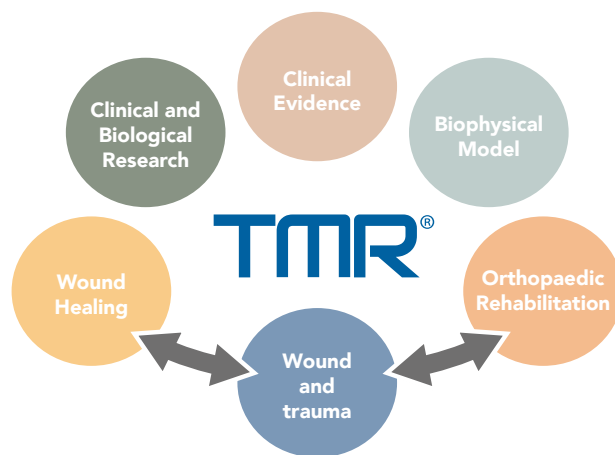
• Arab Health 2020, Hall Saeed Arena, Booth SA.H74

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# Taiwan

## Where Healthcare Meets Tech

Taiwan has a strong foundation in the medical and ICT industries and features a complete supply chain and the ability to integrate hardware, software, and healthcare equipment, all leveraging Taiwan's well-known National Health Insurance System. Dozens of ICT products holding the Number 1 market share position come from Taiwan. In addition, Taiwan's medical skills, advanced personnel, internationally renowned healthcare system, universal system coverage, and perfect rate are ranked and recognized as among the best. Top-ranked assets including talent, equipment, manufacturing and medical resources have resulted in JCI certification for Taiwan. Medical industry representatives and importers from the EU, Indonesia, and across Southeast Asia come to Taiwan to observe and study its extraordinary achievements.

Smart medical technology is a notable current trend, with Taiwan strongly pushing ahead in this area with numerous advancements. Taiwanese electronic technology manufacturers such as Foxconn Technology Group, ASUSTeK Computer Inc., QUANTA COMPUTER INC., Compal Electronics Inc., Qisda Corporation, Delta Electronics Inc., and Wistron Corporation are fully on board with their abundant resources and exceptional ICT backgrounds. Taiwan's medical service will gain important advantages with advancements in telemedicine, AI, robotics, IoT & wearable devices, and blockchain, leading to the next phase of the "Healthcare Industrial Ecosystem." The Taiwanese Government is vigorously promoting research and development of artificial intelligence (AI), machine learning and precision medicine. Properly

integrated innovation will generate opportunities to inject new energy into medical development.

### Taiwan's Medical Industry Explorer

The Taiwan External Trade Development Council (TAITRA) has been actively promoting the medical industry in both domestic and international markets. TAITRA is also creating interlinked global platforms to facilitate engagement in international markets by all enterprises engaged in technology applications and groundbreaking solutions. For example, at the world's largest medical exhibition, MEDICA, TAITRA and the Taiwan Medical and Biotech Industry Association (TMBIA) have jointly led Taiwan's medical device manufacturers, promoting a positive image of the Taiwan brand. Some 253 Taiwanese companies exhibited at MEDICA 2019. This sizeable contingent made Taiwan the eighth largest participant as a whole. Meanwhile, the Taiwan Excellence Pavilion, organized by TAITRA, exhibited Taiwanese virtual reality technology-based medical technology, attracting interest from international media and industry buyers. A theme featuring four future medical trends, Robotics, AI, XR, and 5G, gave visitors a glimpse of Taiwan's innovative medical technology and high-tech medical products. The pavilion also quickly became one of the six "must see" exhibits at MEDICA.

In addition, TAITRA hosts its own medical show, MEDICAL TAIWAN. This event is the perfect competitive global platform not only to export local innovation and medical products, but also to collaborate with the medical industry supply chain to attract international buyers via smart medical total solutions.

### Why Taiwan?

Taiwan serves as an Asia-Pacific hub connecting





Northeast and Southeast Asia. Taiwan has also built up biotech and medical industry clusters based on local characteristics and the geographical environment. Above all, Taiwan has a strong demand for medical devices due to its renowned national health insurance system. It ranks as the best health care system in the world out of 89 countries surveyed by CEOWorld in its 2019 Health Care Index. In addition, Taiwan has long-enjoyed an excellent reputation for its strong manufacturing industry base and related capabilities.

### **MEDICAL TAIWAN 2020 - Where Tech Meets the Medical Industry Supply Chain**

Medical Taiwan(Taiwan International Medical and Healthcare Expo) offers buyers many products optimized for combining IoT applications with smart hospital systems and household healthcare systems. Hospitals are pushing plans for a smart revolution as a means to upgrade their services. By leveraging





Taiwan's strength in ICT, industries can enjoy medical trends as well as access to emerging medical device markets to secure a spot on the global plat-

form. It is a comprehensive platform that brings together large medical device companies with market newbies to demonstrate Taiwan's momentum

and capabilities to the world. Smart application manufacturers Mackay Memorial Hospital and VIA Electronics jointly presented their Smart Hospital ER application systems and equipment at Medical Taiwan. Medical Taiwan recently showcased AI, innovative smart bed cards, emergency room information systems, boards and mobile apps.

Improvement of medical quality with the assistance of intelligent systems has become the operational focus of global medical institutes in recent years. China Medical University Hospital has also actively invested in such development in recent years, including an AI outpatient system and 3D printing technology that implements precision medicine in orthopedics, cosmetic surgery and other departments.

The FREE Walk Exoskeleton Robot exhibited by FREE Bionics at Medical Taiwan helps patients to walk smoothly with the help of the robot. It is designed for people with lower-limb weakness. Users are able to put on and take off the device independently. The FREE Walk allows users to walk again, with stronger posture. By supporting



or enhancing human strength and mobility via medical and industrial innovation, FREE Bionics aims to increase the global working population and human potential. FREE Bionics provides various exoskeleton products and solutions to make people's lives easier and better.

### **MEDICAL TAIWAN 2020 Highlights**

To accelerate Taiwan's international visibility in the medical equipment industry and maintain international industry trends, MEDICAL TAIWAN 2020 will focus on future smart medical trends. MEDICAL TAIWAN is the best platform to showcase the entire industry chain, from upstream to downstream, covering healthcare devices, care products, health, smart medicine and startups in the B2B medical industry.

Juan-J. Carmona Schneider, EEN convener for the medical industry, came to Taiwan last year to visit Medical Taiwan. This year he led a group of eight companies from Germany, Spain, Bulgaria and the Czech Republic, significantly recognizing the transformation vis-à-vis the integration of MEDICARE and SenCARE this year. In particular, the in-

volvement of some hospitals in conjunction with medical components or system vendors has demonstrated the strength of software and hardware integration into Taiwan's medical industry.

The overseas media of 13 countries that visited Taiwan are optimistic about the prospects of Taiwan's smart medical care. Taiwan has a high degree of mastery and innovation in the medical application of the Internet of Things and artificial intelligence. Suppliers who were contract manufacturers in the past and first-grade medical component manufacturers are also trying to break through, targeting the manufacturing of high-tech medical components and establishing their own brands, which is expected to drive the development of Taiwan's medical industry.

During the exhibition, the Medical Taiwan Forum and the Medical Taiwan Forum-Smart Senior Care discussed the development and application of AI and big data in the medical industry, as well as the challenges facing the senior care industry and long-term care business opportunities. The Forum attracted a total of 500 participants.

The top ten international buyers came from China, Vietnam, Japan, the United States, Singapore, Hong Kong, South Korea, Malaysia, Thailand and the Philippines. Many exhibitors noted that this year, many Southeast Asian companies made inquiries that would help explore opportunities in the developing markets of Southeast Asia.

Through the exhibition's links and integration, Taiwan's medical industry saw multi-disciplinary collaboration. The next edition will take place June 11-13, 2020. It will also be expanded and moved to a brand new exhibition center, Taipei Nangang Exhibition Center Hall 2. We welcome you to visit our website for further information about the show.

**[www.medicaltaiwan.com.tw](http://www.medicaltaiwan.com.tw)**

### **MEDICAL TAIWAN Taiwan International Medical & Healthcare Expo**

**DATE: June 11-13, 2020**

**Venue:**

**Taipei Nangang Exhibition Center  
Hall 2**





# Silfradent Regenerative medicine

**Author: Dott.sa Paola Pederzoli**

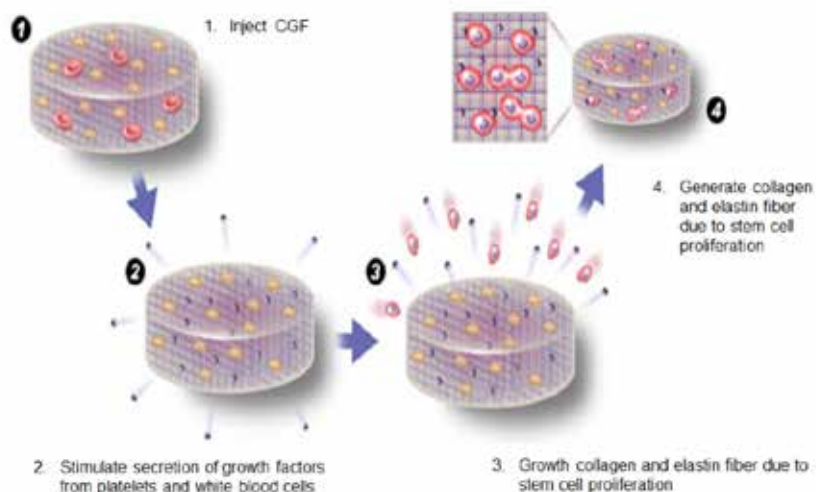
The CGF initial popularity grew from its promise as a safe and natural alternative to surgery. The PRP (Platelet-rich Plasma) promoters supported the procedure as an organism-based therapy that allowed healing thanks to its own natural growth factors.

In recent years, scientific research and technology provided a new perspective on platelets. Studies suggest that platelets contain abundance of growth factors and cytokines which can affect the inflammation, the post-operative blood loss, the infection, the osseogenesis, the wound, the muscle laceration and the soft tissue healing. Research now shows that platelets release also numerous bioactive proteins responsible for the attraction of macrophages, mesenchymal stem cells and osteoblasts that not only promote the removal of degenerated and necrotic tissues, but also improve tissues regeneration and healing.

In regenerative medicine, three factors are important to optimize the regenerative process: the scaffold (biological, natural or synthetic), growth factors and autologous cells. All the above is present in CGF. CGF is obtained following a process of blood separation collected in vacuum tubes, using a special medical device (Medifuge, Silfradent Srl, Italy). The CGF technology has an interesting characteristic: the centrifugation simplicity and speed, allow a more elastic matrix of fibrin glue rich in growth factors. Using SEM analysis (Electron Scanning Electron Microscopy), Rodella and associates (University of Brescia) showed the presence of a

fibrin network formed by thin and thick elements with numerous platelets trapped in the network itself, representing an optimal autologous scaffold. In addition to the growth factors released after the platelets activation and degranulation, we also count the vascular endothelial growth factor (VEGF), the insulin growth factor (IGF), the transforming growth factor (TGF), the tumour necrosis factor (TNF), the brain-derived neurotrophic factor (BDNF) and the presence of TGF- $\beta$ 1 and VEGF.

The presence of autologous cells like platelets and leukocytes, including CD34+ cells, have been de-



by the international medical community for plastic surgery in the treatment of severe burned cases.

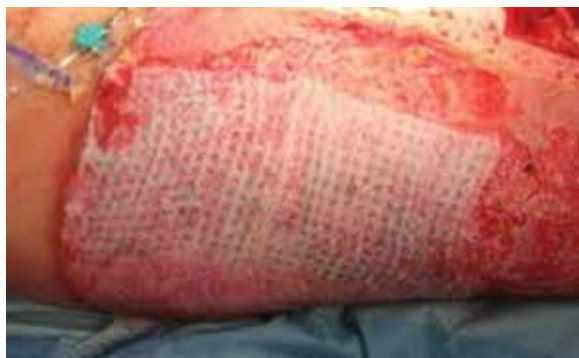
Plastic surgeons and their patients benefit greatly from tissue regeneration through PRP, obtaining a clearly superior recovery both in tissue quality and healing speed.

In Maxillary facial surgery and Implantology, the potentialities of Platelet Rich Plasma growth factors have been known for years. Its application helps and stimulates the bone regeneration both in managing endosseous implants and in the healing of difficult fractures. This is a well-documented and effective procedure. Already in 1970, using PRP it was proven a 20% increase in the trabecular bone density, a 40% reduction in healing times and an 80% decrease in pain levels.



scribed in the CGF. The histochemical evidences indicate the role of CD34+ cells, circulating on vascular level: neovascularization and angiogenesis. The presence of these cells in the PRP benefit

the tissue re-growth. The CGF has a good regenerative capacity and various fields of application. The use of Platelet-rich Plasma (PRP) has already been for years a reality and a scientific evidence verified





Researcher have investigated this effect also in periodontal problems. Conclusions reported that PRP technique represents a rich source of growth factors able to bring significant changes in periodontal

damages and it is capable to suppress the cytokines release, limit inflammation and promote in such way the tissue regeneration. Orthopaedic surgeons know well how the speed of healing processes for tendons and articular surfaces traumas improves thanks to the use of PRP platelets Growth Factors.

The PRP is now used in musculoskeletal medicine with increasing frequency and effectiveness. Soft tissues injuries, such as tendinopathies and tendinitis, have been treated with PRP since the early '90s. The PRP has also been used for the treatment of muscle fibrosis, ligament distortions, joint capsular laxity and in intra-articular injuries like arthritis, arthrofibrosis, injuries of the articu-

lar cartilage, meniscus injuries, chronic synovitis or joints inflammation. Retrospective assessment in patients treated with a single injection of PRP for chronic tendinopathy, revealed that 78% had a clear clinical improvement within 6 months, avoiding surgical intervention.

"Excellent results were found also in the healing of skin sores in diabetic subjects."

In short, a valid technique that optimizes the healing processes of every tissue where it is applied. With the CGF technique instead, all that is necessary for our regeneration is autologous therefore already within us and we make it work for us. In the dermatological field CGF is used for alopecia (bulbar implants and

## The PRP is now used in musculoskeletal medicine with increasing frequency and effectiveness.



### Growth Factors

PDGF AB ~100-300 ng/mL

PDGF BB ~10-15 ng/mL

PDGF AA ~1-5 ng/mL

TGF B1 ~90-400 ng/mL

TGF B2 ~0,5 ng/mL

VEGF ~10-30 ng/mL

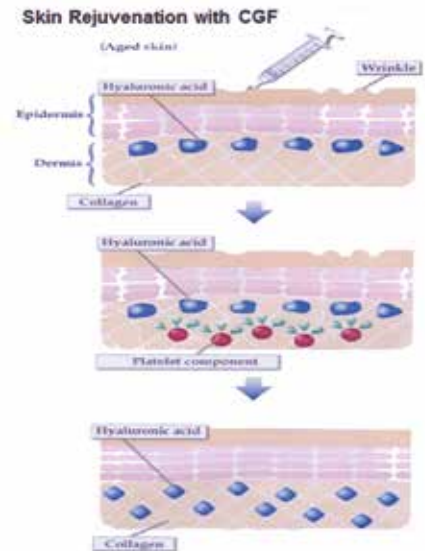
EGF ~30 ng/mL

IFG ~50-200 ng/mL

+ Growth

- No effects

\* Indirect effects



	Prolif. Pre Osteob.	Prolif. Fibroblast	Chemotaxis	Sint. Extracellular matrix	Vascularitation
<b>PDGF</b>	++	++	+	+	*
<b>TGF</b>	+/-	+/-	+	++	*
<b>EGF</b>	-	++	+	++	-
<b>IFG</b>	++	+	++	++	-
<b>VEGF</b>	*		-	-	++



## It is important to point out that the Platelet Growth Factor CGF Treatment is not a mere aesthetic treatment, but a biological method that tends to restore the best vital conditions of our skin

mesotherapy). It's clear that it opens a new and exciting chapter, a true revolution in the field of aesthetic medicine: the application of the Platelet Growth Factor for skin rejuvenation through the stimulation of skin regeneration. The growth factors contained in the platelets are able to stimulate various cellular mechanisms like the proliferation and migration of fibroblasts (dermis functional units!) and the synthesis of collagen, recalling and reactivating the stem cells present in the area we are treating, improving the skin condition. It is important to point out that the Platelet Growth Factor CGF Treatment is not a mere aesthetic treatment, but a biological method that tends to restore the best vital conditions of our skin with an excellent improvement of the skin's aesthetic and an optimization of the cutaneous physiological parameters. The number of platelets, concentration and release of the growth factors, strongly depend on the type of kit used, on how the platelets are activated and on the centrifuge used.

Could modern Aesthetic Medicine not benefit of this **miraculous solution**?

Aging is not only made of wrinkles. Flattened

cheekbones add various years to the ID as well. Luckily, today we can earn back fullness and turgidity typical of youth without falling into the unpleasant "pillow face" effect, showed by many stars.

### The technique is ESSENTIAL!

We can create a volumizing filler (A.P.A.G.) using a component (PPP) to reach, with thermal impulses, a high temperature (75°) to obtain a gel that, once cooled down will be mixed with CD34+. Or we can obtain a filler that creates an aged collagen reconstruction bringing the PRP to 44°, again with thermal impulses.

Therefore, with a simple peripheral venous blood sample we can create:

- L.P.C.G.F. for cutaneous BIOSTIMULATION
- I.C.F. for collagen RECONSTRUCTION
- A.P.A.G. to create a filling effect

At the end of the first session, all patients are given a kit containing mask, cream and lotion, with the addition of growth factors to prolong the treatment effect, for home care maintenance.

It is recommended to respect the protocol: three treatments over a two months period, the fourth after six months, the fifth at the end of the year and a maintenance treatment every year.

The whole treatment is relatively painless; a topic anaesthetic can be applied, twenty minutes before the injection.

**Silfradent provides basic educational courses**

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**For more information visit us at:  
 Arab Health 2020, Booth SA.H70**

## FOCUS

**Author: Silvia Borriello**  
*silvia.borriello@infodent.com*

# Climate Change, a Public Health Emergency

There's more carbon dioxide in our atmosphere than any time in human history

Emissions of the pollutants driving climate change are growing fast. If current trends continue, the world could see a 4°C rise in global mean surface temperatures over the course of the current century.

Scientists have warned that carbon dioxide levels higher than 450ppm are likely to lock in catastrophic and irreversible changes in the climate. Around half of the CO<sub>2</sub> emitted since 1750 has been in the last 40 years


**There can be no discussion about climate change being the greatest challenge of the 21st century. As leading health experts have affirmed, the climate crisis is a threat to human health and development; the longer we delay action, the greater are the risks to human lives.**

Rising sea levels, melting glaciers, changing precipitation patterns. Extreme weather events that are becoming more intense and frequent, variable climates affecting food and water supplies, ecosystem changes are all associated with the warming of our planet and pose public health risks. On a matter of facts, the Earth's climate has changed throughout history; just in the

last 650,000 years there have been seven cycles of glacial advance and retreat, with the abrupt end of the last ice age about 7,000 years ago marking the beginning of the modern climate era – and of human civilization. Most of these climate changes are attributed to very small variations in Earth's orbit that change the amount of solar energy our planet receives.

The energy sector accounts for two-thirds of all carbon emissions

Promoting safe use of public transportation, biking or walking as alternatives to private vehicles could reduce carbon dioxide emissions and improve public health



Milder winters  
can have  
detrimental effects  
on hibernating  
mammals,  
migratory birds  
and flowering  
plants

Even under a two  
degrees Celsius  
warming scenario,  
5% of animal and  
plant species will  
be at risk from  
extinction.

Coral reefs could  
be reduced to just  
1% of current levels  
at two degrees  
Celsius of warming

**120,000 square  
kilometers of  
tropical forest  
were lost in  
2018**

Tropical  
deforestation is  
responsible for  
11% of the world's  
CO2 emissions – if  
it were considered  
a country, it would  
be the third-largest  
emitter after China  
and the US

Overwhelming evidence is however showing that the current warming trend is particularly concerning as most of it extremely likely to be the result of human activity since the mid-20th century and is proceeding at an unprecedented rate. **Over the last decades, human activities – particularly the burning of fossil fuels – have released enough quantities of carbon dioxide and other greenhouse gases to trap additional heat in the lower atmosphere and affect the global climate. In the last 130 years, the world has warmed by approximately 0.85-0.9°C.** Each of the last 3 decades has been successively warmer, with the five warmest years on record taking place since 2010. Not only was 2016 the warmest year on record, but eight of the 12 months that make up the year – from January through September, except for June – were the warmest on record for those respective months.

In its Fifth Assessment Report, the Intergovernmental Panel on Climate Change, a group of 1,300 independent scientific experts from countries all over the world under the auspices of the United Nations, concluded that the industrial activities that our modern civilization depends upon have raised atmospheric carbon dioxide (CO<sub>2</sub>) levels from 280 parts per million to over 400 parts per million in the last 150 years; human-produced greenhouse gases such as carbon dioxide, methane and nitrous oxide have caused much of the observed increase in Earth's temperatures over the past

50 years. Last May, sensors at the Mauna Loa observatory in Hawaii – which has tracked Earth's atmospheric concentration of CO<sub>2</sub> since the late 1950s – detected a CO<sub>2</sub> concentration of 415.26 ppm. The last time Earth's atmosphere contained this much CO<sub>2</sub> was more than three million years ago, when sea levels were several meters higher and trees grew at the South Pole.

**From the tropics to the arctic, climate and weather are having powerful direct and indirect impacts on human life and societal factors such as poverty, discrimination, access to healthcare and pre-existing health conditions make some populations more vulnerable than other.** People living in small island developing states and other coastal regions, megacities and mountainous and polar regions are particularly vulnerable. Also, children – particularly in poor countries – are among the most vulnerable to the resulting health risks and will be exposed longer to the health consequences. The health effects are also expected to be more

severe for elderly people and people with infirmities or pre-existing medical conditions. **Areas with weak health infrastructure – mostly in developing countries – will be the least able to cope without assistance to prepare and respond.** Such vulnerable communities, often poor or low-income, that already face environmental risks constantly grapple with issues that others seldom encounter with the same intensity. These include exposure to air pollutants (like particulate matter and soot produced from burning fossil fuels) or soil and water contamination (caused by dumping coal ash or lead in the water supply). These same communities tend to be systematically targeted when corporations and regulators decide where to build hazardous-waste sites, power plants and waste incinerators. It doesn't help that these populations often lack access to fresh produce, health-care access, affordable homes, public transportation and economic opportunities. They often do not have the resources to voluntarily evacuate during extreme weather events. In addition,

**Each of the last 3 decades  
has been successively warmer,  
with the five warmest years on record  
taking place since 2010.**

#### WORLD METEOROLOGICAL ORGANIZATION GREENHOUSE GAS BULLETIN (NOVEMBER 2018)

- Globally, averaged concentrations of CO<sub>2</sub> reached 405.5 parts per million (ppm) in 2017, up from 403.3 ppm in 2016 and 400.1 ppm in 2015.
- Concentrations of methane and nitrous oxide also rose, whilst there was a resurgence of a potent greenhouse gas and ozone depleting substance called CFC-11, which is regulated under an international agreement to protect the ozone layer.
- Since 1990, there has been a 41% increase in total radiative forcing – the warming effect on the climate – by long-lived greenhouse gases. CO<sub>2</sub> accounts for about 82% of the increase in radiative forcing over the past decade, according to figures from the US National Oceanic and Atmospheric Administration.
- The last time the Earth experienced a comparable concentration of CO<sub>2</sub> was 3-5 million years ago, when the temperature was 2-3°C warmer and sea level was 10-20 meters

Source: <https://www.un.org/sustainabledevelopment/climate-facts-and-figures/>

economic and mental-health consequences abound when communities are displaced by environmental disasters.

A recent report by the Union of Concerned Scientists found that climate change is poised to increase extreme heat significantly in frequency and severity. Although global warming may bring some localized benefits, such as fewer winter deaths in temperate climates and increased food production in certain areas, the overall health effects of a changing climate are likely to be extremely negative. Heat stress can lead to increased death rates from heart and respiratory diseases, particularly in elderly or vulnerable populations. **With 1.5°C warming, 350 million more people could be exposed to deadly heat stress by 2050. High temperatures also raise the levels of ozone and other pollutants in the air that exacerbate cardiovascular and respiratory disease.** For example, people with asthma often experience more attacks during extreme heat when pollen and other aeroallergen levels are higher. Around 300 million



people worldwide are affected by asthma and ongoing temperature increases are expected to increase this burden. In the heat wave of

summer 2003 in Europe for example, more than 70,000 excess deaths were recorded. In the United States too the number of record high temperature events has been increasing, while the number of record low temperature events has been decreasing, since 1950. San Francisco, British Columbia and Delhi all reported all-time record June temperatures last year. In 2018, the UK experienced the hottest summer since 2006. Temperatures of 21.2 degrees Celsius were also recorded in London's Kew Gardens on February 26, 2019, the warmest winter day the UK has ever experienced. Parts of the country were hotter than Malibu, Barcelona and Crete. And all of this is set to become much more common.

Warmer climatic conditions strongly affect water-borne diseases and diseases transmitted through insects, such as mosquitos, snails or other cold-blooded animals and alter their geographic range. For example, climate change is projected to widen significantly the area of China where the snail-borne disease schistosomiasis occurs. Malaria is strongly influenced by climate. Transmitted by *Anopheles mosquitoes*, malaria kills over 400,000 people every year – mainly African children under 5 years. Studies also suggest that climate change is likely to continue to increase exposure to dengue through *Aedes aegypti* mosquitos. Dengue is the world's fastest-growing mosquito-borne virus, currently killing some 10,000 people and affecting around 100 million per year. **A recent study published in the scientific journal Nature warned that, in a warming world, dengue could spread to the US, higher altitudes in**

## In the heat wave of summer 2003 in Europe for example, more than 70,000 excess deaths were recorded.

### UN ENVIRONMENT EMISSIONS GAP REPORT (NOVEMBER 2018)

- To achieve the goal of limiting climate change to 2°C, countries need to triple the level of their commitments made under the Paris Agreement.
- To achieve the goal of limiting climate change to 1.5°C, countries would have to increase their level of ambition by 5x.
- Global emissions have reached historic levels at 53.5 GtCO<sub>2</sub>e, after a three-year period of stabilization, with no signs of peaking.
- Only 57 countries (representing 60% of global emissions) are on track to meet their commitments by 2030.
- If the emissions gap is not closed by 2030, it is extremely unlikely that the 2°C temperature goal can still be reached.

Source: <https://www.un.org/sustainabledevelopment/climate-facts-and-figures/>



**Globally, the number of reported weather-related natural disasters, such as intense rainfall events, has more than tripled since the 1960s**

central Mexico, inland Australia and to large coastal cities in eastern China and Japan.

The oceans have absorbed much of this increased heat, with the top 700 meters (about 2,300 feet) of ocean showing warming of more than 0.4 degrees Fahrenheit since 1969. On this regard, global sea level also rose about

### **SHRINKING ICE SHEETS**

The Greenland and Antarctic ice sheets have decreased in mass. Data from NASA's Gravity Recovery and Climate Experiment show Greenland lost an average of 286 billion tons of ice per year between 1993 and 2016, while Antarctica lost about 127 billion tons of ice per year during the same time period. The rate of Antarctica ice mass loss has tripled in the last decade.

### **GLACIAL RETREAT**

Glaciers are retreating almost everywhere around the world – including in the Alps, Himalayas, Andes, Rockies, Alaska and Africa.

### **DECREASED SNOW COVER**

Satellite observations reveal that the amount of spring snow cover in the Northern Hemisphere has decreased over the

past five decades and that the snow is melting earlier.

### **DECLINING ARCTIC SEA ICE**

Both the extent and thickness of Arctic sea ice has declined rapidly over the last several decades.

### **OCEAN ACIDIFICATION**

Since the beginning of the Industrial Revolution, the acidity of surface ocean waters has increased by about 30%. This increase is the result of humans emitting more carbon dioxide into the atmosphere and hence more being absorbed into the oceans. The amount of carbon dioxide absorbed by the upper layer of the oceans is increasing by about 2 billion tons per year.

Source: <https://climate.nasa.gov/evidence/>

## INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE SPECIAL REPORT ON GLOBAL WARMING OF 1.5°C (OCTOBER 2018)

The report highlights several climate change impacts that could be avoided by limiting global warming to 1.5°C compared to 2°C, or more. For full report: [www.un.org/sustainabledevelopment/climate-facts-and-figures](http://www.un.org/sustainabledevelopment/climate-facts-and-figures)

- By 2100, global sea level rise would be 10 cm lower with global warming of 1.5°C compared with 2°C.
- The likelihood of an Arctic Ocean free of sea ice in summer would be once per century with global warming of 1.5°C, compared with at least once per decade with 2°C.
- Coral reefs would decline by 70-90 percent with global warming of 1.5°C, whereas virtually all (> 99 percent) would be lost with 2°C.
- We have the tools we need to address climate change: the world doesn't have to come up with some magic machines to curb climate change – the technology is available to take necessary climate action.
- Rapid changes must take place in four key parts of society: energy generation, land use, cities and industry.

8 inches in the last century with the rate in the last two decades being nearly double that of the last century and accelerating slightly every year. **More than half of the world's population lives within 60 km of the sea. Rising sea levels and weather extremes – such as heavy rains, floods and disasters will endanger health, destroy property and livelihoods, medical facilities and other essential services.** Globally, the number of reported weather-related natural disasters, such as intense rainfall events, has more than tripled since the 1960s. Every year, these disasters result in over 60,000 deaths, mainly in developing countries. Floods can directly cause injury and death and increase risks of diseases. People may be forced to move, which in turn heightens the risk of a range of health effects, from mental disorders to communicable diseases. Although contributing the least to climate change, island nations are amongst the most to feel the impact. The Republic of Maldives, to mention one, is amongst the vulnerable to sea level rise. Earlier this year, Indonesia announced its plans to move the capital city away from Jakarta. Home to over ten million people, some parts of Jakarta are sinking as much as 25cm per year. This grim picture is repeated elsewhere too. In the Pacific, at least eight islands were swallowed by the sea in the last century, with Tuvalu, Kiribati

and the Marshall Islands feared to be the next low-lying nations to be wiped off the map. **The two major causes of sea level rise are thermal expansion – the ocean is warming, and warmer water expands – and melting of glaciers and ice sheets that increases the flow of water.**

Frequency and intensity of extreme precipitation is expected to continue to increase throughout the current century. Increasingly variable rainfall patterns are likely to affect the supply of fresh water. Floods contaminate freshwater supplies, heighten the risk of water-borne diseases. Globally, water scarcity already affects 4 out of 10 people. A lack of safe water can compromise hygiene, increasing the risk of diarrhoeal disease, which kills approximately 2.2 million people every year (including over 500,000 children aged under 5 years),

trachoma (an eye infection that can lead to blindness) and other illnesses. In extreme cases, water scarcity leads to drought and famine. **By the late 21st century, climate change is likely to increase the frequency and intensity of drought at regional and global scale.** Rising temperatures and variable precipitation are likely to decrease the production of staple foods in many of the poorest regions. This will increase the prevalence of malnutrition and undernutrition, which currently cause 3.1 million deaths every year.

As climate change continues to alter disease patterns and disrupt health systems, its effect on human health will become harder to ignore. Measuring the health effects can only be very approximate but according to a WHO assessment, which takes into account only

**This will increase the prevalence of malnutrition and undernutrition, which currently cause 3.1 million deaths every year**

## MOST PEOPLE LIVING IN CITIES AROUND THE WORLD ARE EXPOSED TO HAZARDOUS LEVELS OF AIR POLLUTION



Figure above: Percentage of assessed urban population exposed to air quality which meets the WHO air quality standard (purple), compared to those that do not (orange), for countries in different regional and income groupings. Afr = WHO African Region. Amr = WHO Region of the Americas. Emr = WHO Eastern Mediterranean Region. Sear = WHO South – East Asian Region. Wpr = WHO Western Pacific region. Eur = WHO European region. LMI = Low and Middle income; HI = High income. Only approximately 12% of the urban global population breathes air that meets the WHO standard.

Source: Climate and Health Country Profiles – 2015, A Global Overview, by WHO and UN

a subset of possible health impacts, and assumes continued economic growth and health progress, climate change is expected to cause approximately 250,000 additional deaths per year between 2030 and 2050.

**The largest and most direct link between the drivers of climate change and of poor health is air pollution, which causes over 7 million deaths each year, or one in eight of all deaths.** Burning fossil fuels – for power, transportation and industry – is the main source of the carbon emissions driving climate change and a major contributor to air pollution. Black carbon, produced by inefficient combustion in sources such as cookstoves and diesel engines, is the second greatest contributor to global warming. Over 90% of the urban population of the world breathes air that ex-

**We must all do our part.  
We need policy changes that drive a just transition to a clean-energy economy and protect vulnerable communities from the impacts of climate change.**

ceeds WHO's guideline levels for outdoor air pollution, now representing one of the largest global health risks, with a disease burden comparable to that from tobacco smoking.

Making the changes necessary to avoid the worst of the risks is a very large challenge. **Meeting the goals of the Paris Agreement could save about a million lives a year worldwide**



by 2050, through reductions in air pollution alone. But things aren't looking too good. To limit global warming, with a 50% probability or more, to the widely agreed target of less than a 2°C increase from preindustrial times, global emissions of greenhouse gases would need to fall by between 25% to 55% over the 2010-2050 period. Instead, emissions have grown by approximately 2.2% per year during 2000-2010. In addition, although it is estimated that \$70 billion to \$100 billion per year will be needed globally to adapt to climate change by 2050, only a fraction of these funds is available to date, and a much smaller proportion directed to health protection. **The Paris Agreement focuses on keeping the global temperature rise in this century to well below two degrees Celsius above pre-industrial levels**

– ideally to 1.5 degrees Celsius – to avoid “severe, widespread and irreversible” climate change effects. But, if current trends continue, the world is likely to pass the 1.5 degrees Celsius mark between 2030 and 2052 unless it finds a way to reach net zero emissions.

We must all do our part. We need policy changes that drive a just transition to a clean-energy economy and protect vulnerable communities from the impacts of climate change. This, coupled with an ongoing honest dialogue and a principled partnership between decisionmakers around the globe, is fundamental to move forward toward a better, safer world as we work to tackle the mounting climate crisis.

#### Among Main Sources:

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Health Emergency, by Adrienne Hollis, <https://time.com/5672636/climate-change-public-health/> Hollis, Ph.D., J.D., is the lead climate-justice analyst at the Union of Concerned Scientists

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# Market Outlook

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Population  
**81.16m**  
(2017, IMF)

Officially a  
Theocratic  
Presidential  
Islamic  
Republic with  
Hassan Rouhani  
ruling as President  
since 2013

Currency Rial (IR);  
IR10 = 1 toman.  
(Although all  
government  
statistics are given  
in rials, in  
conversation Ira-  
nians refer  
to tomans.)  
The dual exchange  
rate system (one  
official rate  
managed by the  
central bank and  
one free market  
rate) was unified  
in early April

## Iran's Developing Healthcare

Despite the difficulties of Western-imposed sanctions Iran's healthcare system is far more modern than many would expect. Its Primary Health Network has shown its ability to provide quality healthcare in all areas and overall improvements have been achieved. Nonetheless, the present challenging economic conditions of the country, combined with rapid advances in medical and information technology, individuals' expectations and the young demographic of the population will undoubtedly challenge the sustainability of past improving trends.

In line with the Constitution of the Islamic Republic of Iran, Iranians are entitled to basic healthcare, with the government subsidizing some services, such as prescription drugs, prenatal care and vaccinations. **Its public-governmental system is based on Public Health Insurance, with almost 90%**

**of Iranians having some form of health insurance. The government's focus on expanding healthcare in recent years has made public facilities the main provider for healthcare for primary, secondary, and tertiary health services, especially in rural areas.**





Iran ranks second in the world in natural gas reserves and fourth in proven crude oil reserves.

Iran is experiencing a youth bulge; roughly 30% of the people are aged 19 or under, 60% are aged 20 to 59 and 10% of over 60.

Indicator of Economic Freedom  
- Score: 50,5/100

80% Iranians receive secondary education and the literacy rate is more than 98%, according to the UN. Iranians are also highly educated; with 44% of the population having majored in the STEM fields (science, technology, engineering and mathematics).

Reintroduction of sanctions by the U.S. government, coupled with the fall of oil prices in the second half of 2018, has brought Iranian economy into recession again, with a rebound expected in 2020.

Although waiting times are often long, public hospitals provide an acceptable standard of service and are considerably cheaper than in Western countries. Also, the quality of hospitals varies according to location, but in the bigger cities such as Tehran, hospitals meet international standards with well-trained medical staff. Separately, the private sector covers secondary and tertiary health services, mostly in urban areas. Additionally, there are other parallel organizations such as Medical Services Insurance Organizations that act as a relief foundation as well as an insurance firm. Some hospitals, such as Mahak for children's cancer, are also run by charitable foundations. Lastly, many Non-Governmental Organizations offer care for more specialized issues, such as diabetes or childhood cancer.

As a result of Iran's young population boosting growth rate, and together with the increase of noncommunicable diseases, there is a lot of pressure on the public healthcare system as the country faces the common problem of other young demographic nations in the region, which is keeping pace with growth of an already huge demand for various public health infrastructures and services.

Most public hospital facilities are operated by

the Ministry of Health and Medical Education (MOHME). The MOHME integrates healthcare and medical education into one organization and system. The MOHME is also in charge of the supervision and regulation of the whole healthcare system in the country, policymaking, production and distribution of pharmaceuticals and research and development. This approach began in 1985 in order to improve coordination of medical care and education. Although some support this integration saying it has increased medical education's focus on objective based learning, critics say it has politicized medical education, negatively affecting independent training for medical students.

**National Public Healthcare System** - The public healthcare system in Iran is composed of a healthcare network called "Health and Treatment Network" (HTN) covering most of the urban and rural areas in the country. One of the most important parts of Iran's healthcare system is the Primary Health Care program. The Constitution of the Islamic Republic of Iran, established following the 1979 Revolution, includes a constitutional mandate to provide universal access to basic health services in Article 29. Subsequently, to address the vast divergence of healthcare access between rural and urban areas, the

**Primary Health Care (PHC) program was created in the 1980's.** Prior to the establishment of this program, Iran's rural population faced a severe lack of healthcare infrastructure and was forced to travel large distances to receive basic care.

Iran has a four-level public healthcare network system. **The primary access point for rural residents to obtain health services is through health houses (level I-a), small medical facility that provides basic health services to the surrounding rural community.** Most facilities include at least two medical personnel, common pharmaceuticals and basic medical equipment. There are over 17,000 health houses in rural areas of Iran, or approximately one for every 1,200 residents, who constitute 26% of the total population. Behvarz, or trained medical workers, are individuals with associate degree trained to provide primary care for the residents in the area before they are given the responsibility. **Typically, Behvarz handle vaccinations, family planning services, maternal healthcare and child healthcare.** Oral health evaluation and oral hygiene instructions are also among the services provided by the Behvarz. Behvarz are trained at the district level, with tuition covered by the government in return for at least four years of service at their respective health

MAIN INDICATORS	2016	2017	2019 (e)	2020 (e)
GDP (billions USD)	404.45	430.71	333.60	340.98
GDP (constant Prices, Annual % change)	12.5	3.7 (e)	-3.6	1.1
GDP per capita (USD)	5,027	5,290 (e)	4,006	4,052
General Government Gross Debt (% of GDP)	47.5	39.5	39.3	37.2
Inflation Rate (%)	9.1	9.6	34.1	24.2
Unemployment Rate (% of the Labour Force)	12.4	11.8	14.3	15.0
Current Account (billions USD)	16.28	9.49	0.86	-3.75
Current Account (in % of GDP)	4.0	2.2	0.3	-1.1

Source: IMF - World Economic Outlook Database, October 2018 / e = estimated  
 Taken from: <https://www.nordeatrade.com/en/explore-new-market/iran/economical-context>

Although some support this integration saying it has increased medical education's focus on objective based learning, critics say it has politicized medical education, negatively affecting independent training for medical students.

house. More complex health issues are referred to rural *health centers* (Level II-a), independent medical units covering multiple villages with the population of about 10,000 individuals in remote areas, which are staffed by physicians, dentists, health technicians and administrators. All health-care providers working in the Health Centers are supervised by a Family Physician.

In urban areas, there is a similar structure with approximately 2,783 *health posts* (Level I-b) providing preliminary and basic healthcare and *health centers* (Level II-b) handling more complex health issues.

Oral healthcare is provided at all Health Posts as one of the elements of integrated health services.

Health concerns too complex for the rural and urban health centers are referred to the *district health centers* (Level III). Along with the *district general hospitals* (Level III), the district health centers are managed by the district health network. Furthermore, each province has a university of medical studies which have specialized schools and teaching hospitals (Level IV). There are 58 public medical universities with numerous specialized schools and teaching hospitals. Even if the government

has worked to eliminate the disparities in coverage between urban and rural areas, urban areas still have better health resources and they necessarily have a higher density of healthcare personnel; this is also because nearly 75% of Iranians live in urban areas. The 954 hospitals in Iran are located primarily in cities, making access to specialized health issues easier for urban residents even if public hospitals are often too crowded and appointment date is too long for specialist visits. Moreover, the private sector is nearly completely focused in urban areas, so urban residents have the advantage of choosing between public and private facilities. Wealthier Iranians opt to use private clinics and hospitals which offer higher standard of care, better facilities and speedier service. Even if more expensive, private healthcare in Iran is still quite cheap compared to other neighboring countries. **While urban areas still see improved healthcare access for more serious or complicated health matters, the disparity between urban and rural healthcare for basic healthcare has dramatically declined over the past 40 years thanks to the health house model.**

Health indicators have improved every year since the PHC program was established, even if access and availability of healthcare continues to be somewhat limited in lesser developed provinces and noticeable health inequalities still exist within provinces in life expectancy and for almost all indicators excluding the vaccine coverage and access to primary healthcare which are above 90% nationwide. **In the two decades since 1990, Iran's life expectancy increased approximately eight years. By 2008, more than 90% of the rural population had access to primary health services. Over 90% of the population has access to clean drinking water and over 80% has access to sanitary facilities.**

The infant mortality rate has also dropped to 13 per 1,000 live births in 2016, down from nearly 80 in the early 1980's.

*Public Health Insurance System* - Iran has four main public health insurance options. The *Social Security Organization* is the most common, responsible for insuring employed citizens in urban areas and their dependents, as well as self-employed persons who voluntarily join. It also insures retired people. People insured under this program are quite well covered and hospital care related to this organization is totally free. The *Medical Service Insurance Organization* covers government employees, students with at least one parent covered under this insurance and most inhabitants of rural areas, including freelance workers. Almost all health ser-



vice providers accept this insurance. The *Emdade-Emam Committee* provides health insurance for the uninsured low-income population, while the Military Personnel Insurance Organization provides health insurance to members of the armed forces. Beyond these schemes, there are several private and semi-public insurance programs that cover the more affluent members of society.

In general, health insurance covers 70% of the cost of drugs on the insurers' coverage list and 90% of public hospital costs, with extra provision for those with rare diseases or in remote areas. Out-patient services are subject to co-payments. Emergency care is however not covered unless you have insurance. **While approximately 10 – 15% of the Iranian population remains uninsured, this number has fallen significantly, from as high as 60% in the 1990's. Also, costs for those covered by government health insurance dropped significantly from an average of 37% of total treatment costs to as low as 6%.** Still, due to the high government cost of the plan, some critics question whether it is sustainable in the long run. Additionally, many doctors and nurses are growing frustrated with increasing responsibilities yet stagnant salaries. In 2015, there were 1.1 physicians per 1000 population according to the World Bank (11.4 per 10,000 according to WHO), 46% of which are women. Even if the number of health professionals has increased dramatically in the past three decades, meeting the country's needs, the challenge of their sustainability in remote under-developed areas is still prominent. The burden of this problem has become less for nurses, midwives and general physicians in recent years with the policy of indigenous participation of students in these disciplines. While the problem is growing for specialist physicians as many of them want to live in larger cities.

**As the amount of public budget devoted to health is limited, the healthcare system is usually faced with shortage of financial**



**resources for its programs. Total health spending in 2017 was equivalent to 6% of its GDP, of which 39% came from public resources.** System inefficiency, high administrative costs and lack of specifically trained managers represent a further challenge.

Iran is the only country with a legal organ trade. The government-sponsored system brings together donors and patients and facilitates the payment of donors. Regardless, many criticize the potential for exploitation of the lower classes in need of money as well as the use of money illegally. Thanks to the program however, the waiting list for kidney transplants was completely eliminated by 1999 and today, a majority of transplants performed are from living non-related donations. **Iran also boasts a well-developed pharmaceutical production capability (mainly generic drugs) even if the country still relies on imports for raw materials and many specialized drugs.** Sanctions have in fact enabled Iran to build a self-sufficient and large drug production infrastructure, meeting 96% of domestic demand. While most

drug facilities do not meet international good manufacturing standards, the Iranian government has pushed out a few initiatives to address these issues. R&D focuses mainly on new generic drugs, although investment in novel products is increasing. In order to establish itself as a biotechnology hub, Iran is also building a government funded USD 2 billion "Industrial Pharmaceutical City" near Tehran. It will house incubators and startups under the same roof as research labs and biotech producers. To add further attractiveness for international investors, foreign companies will be exempted from taxes. **There are about 100 companies in Iran that are active in the pharmaceutical industry. As of 2010, 50% of raw materials and chemicals used in the drug manufacturing sector are imported.** Although over 85% of the population use an insurance system to reimburse their drug expenses, the government heavily subsidizes pharmaceutical production/importation in order to increase affordability of medicines, which tends also to increase over-consumption, over-prescription and misuse of drugs. Though most of Iran's medicines are domestically manufactured, much of the primary materials, many of them imported, are in short supply. And even if the state provides universal healthcare, some of the treatments needed for critical cases cannot be covered by state insurance. Lack of vital drugs results in corruption and black market. Naserkhosro, in south Tehran, is an example of a famous street where most unavailable drugs can be purchased, though at higher prices. In recent years, sanctions are also causing shortages for chronic diseases drugs such as Multiple Sclerosis or Alzheimer. Officially, the sanctions exempt humanitarian goods, such as food, medicine and medical equipment but in the reality, according to CNN reporting, shortages in essential goods have

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affected households across the country. **Because of U.S. sanctions, Iran's health sector is in fact struggling to keep up with soaring prices of medications and medical instruments and it is not uncommon to see long lines of people outside facilities waiting to obtain state-funded medications.** Medical companies must resort to paying intermediaries exorbitant sums to secure needed supplies, including imported medicines and medical instruments which have more than tripled in value during Iran's rapidly dropping currency. Patients and their families are doubly affected by plummeting purchasing

power across the country and even when families can afford medical equipment they often join long waiting lists, health professionals tell CNN.

**The MOHME is also responsible for supervising imports of medical equipment, but the import and distribution of such equipment is mostly handled by the private sector.** Iran has undergone the primary stages of development in terms of industrialization and a rather strong indigenous manufacturing capability exists in the country. **Therefore, one can expect to find a handful of local producers for basic medical equipment, making**

**it very hard for similar imported products to penetrate the Iranian market.** There are over 100 Iranian companies representing international suppliers in this market, handling both promotion and the after-sales service of the products. Iran is a mature market when it comes to medical equipment. Most of the major international players in this sector are present in the Iranian market.

#### Among main sources:

- "MYTH vs. FACT: Iran's Health Care", by: AIC Research Associate Carrie O'Foran

The American Iranian Council was founded in 1990 with the goal of furthering dialogue and understanding between the United States and Iran. It is incorporated as a [501 C (3)] nonprofit and nonpartisan educational organization to provide research, policy analysis, public education, and community mobilization. The AIC seeks to help policymakers and citizens improve their understanding of those two great countries and their long, sometimes difficult, relationship. In order for the AIC to be a positive catalyst for a change, it must have relevant programs. For full report: [www.us-iran.org/resources/2018/8/27/myth-vs-fact-irans-health-care](http://www.us-iran.org/resources/2018/8/27/myth-vs-fact-irans-health-care)

-Iranians are paying for US sanctions with their health. By Tamara Qiblawi, Frederik Pleitgen and Claudia Otto, CNN. For full article: <https://edition.cnn.com/2019/02/22/middleeast/iran-medical-shortages-intl/index.html>

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-Iran Healthcare: <https://iraniansurgery.com/en/iran-health-care/>



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# Marketing The Art of Press Releases



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Press releases have changed a lot over the years, especially since businesses have realized the importance of online marketing and, although they might seem less important, instead they are extremely effective at securing positive media coverage and a great way to attract new customers or target audience.

If you're thinking about public relations strategy for your business, you'll certainly be considering press releases. A press release is a written communication that reports specific but brief information

about an event, circumstance, a new appointment or award, product launch or other happenings. It's typically tied to a business or organization and written for journalists in the hope it gets published

through a variety of means. Before the advent of social media, companies had to go through a long and arduous process of contacting journalists who acted as gatekeepers but, with the explosion of social media and the digital revolution, press releases have turned into direct communications tools that can deliver unfiltered messages to the masses as well as key search engine optimization (SEO) tools that help investors, customers, potential employees and other target groups learn about and discover companies, products and services online; permanent parts of a company's public record are there on line, findable and downloadable for the foreseeable future. They are surely an opportunity for brands and businesses to get valuable publicity and reach their target audience but, although many know what they are, few know how and when to use them effectively and the benefits they may provide:

**a. All businesses can benefit from press release distribution, no matter what industry you're in and no matter how small or big your company is.** Even if not the most exciting, you surely have stories that can get you coverage in trade journals, magazines, blogs, podcasts and other publications that cover your industry. Of course, you can't get that publicity unless you tell your story.

**b. Press release distribution is quite inexpensive.** Most companies write their own press releases. The only expense comes with hiring a press release distribution service to get the story in the hands of key media members or target groups but, even in this case, when compared with paid advertising, it is almost always the more affordable option.

**c. You can boost your company's visibility.** This is especially important for small businesses, but even large corporations need to fight for consumer mindshare. By sticking to a long-term press release distribution strategy, you let customers know who

All businesses can benefit from press release distribution, no matter what industry you're in and no matter how small or big your company is.

you are, what you do and why they need you. You also gain the attention of journalists and opinion leaders over time as they start to trust you more and pay more attention to what you have to say.

**d. Press releases can establish you as an industry expert.** Why is it important to be seen as an expert? First, expertise helps you gain the trust of your customers. Once they trust you, they're likelier to buy from you. But being an expert is also good for media relations. Whenever the media, or your customers, need someone to comment on a story related to your industry, you want to be the one they call on.

**e. Use your news to get more customers.** With

today's online press releases, the media is no longer the only audience you're writing for. Most people get their news online every day and many of these people can become your customers. So, you need to keep your buyers in mind when writing your press releases, that doesn't mean turning your press release into an advertisement.

**6. Investors keep up with the news too.** Press releases highlighting the successes and advancements made by your company can be powerful tools for attracting investors. Make sure to set up an online news room on your website for investors to browse through.

But how long should a press release be? And what kind of information should you include? If you want to make the most of your press coverage, being able to write an effective press release is an essential skill. Here are just a few tips to keep your press releases fresh and to make them successful.

### **Make sure your story is newsworthy**

Issuing a press release doesn't mean the media will automatically run with it. Media will ask the same questions they always do: Does it interest their readers? Does it benefit the community in some way? Before drafting your press release think about the things you like to read, watch and listen to in the media. Most of us are generally interested in things we haven't heard before, find surprising or help solve our problems. So, if your information isn't riveting, take a step back. Maybe there's something you can add to your event or announcement that will make it more interesting. Of course, that "something" must happen. You can't mention that a celebrity will show up when you very well know they won't. Linking your press release to a current trend or timely occurrence in the news can also grab attention. Always write in

## Make sure to set up an online newsroom on your website for investors to browse through.

### **WHY PRESS RELEASES ARE MORE IMPORTANT THAN EVER**

- **Announcing a new product or service.** If you want to announce a new product or service, you can draft a press release and immediately get your news found on all major search engines and social media networks by using a press release distribution service. This also enables you to target thousands of journalists.
- **Improving brand image.** Because it has become so easy to publish and distribute a press release, companies can easily send out as many press releases as they want. Publishing more press releases more often is a good way to improve your brand's image.
- **Images help drive interest.** Press releases now include images, videos and other multimedia, which means you can convey your message and news stories in more interesting ways than ever before.
- **Instant world-wide distribution.** Before online press releases had become common, most press releases were sent only to journalists. If not deemed worthy of press mention, they lived in a binder, on someone's desk or in a building lobby. Now a press release can be distributed to millions of people around the world instantly through email and social media.
- **Expanding public knowledge.** By adding links to other Web pages within a press release, companies can direct readers to even more information about what they do.
- **Viral possibilities.** An online press release can go viral if people start sharing it over social media networks, thereby creating a buzz that was never possible with traditional press releases.
- **Portability and convenience.** People can read a press release anywhere on the Web or on their smartphones.
- **Search engine optimization (SEO).** By using specific keywords relating to your business, you can optimize your press release so people can easily access your company information through search engine use.

[www.legalzoom.com/articles/why-press-releases-are-more-important-than-ever](http://www.legalzoom.com/articles/why-press-releases-are-more-important-than-ever)

## Make your title something that will encourage the reader to keep reading.

the third person. If you read any news story online or in your local newspaper, you'll notice everything is written in the third person – unless we're talking about quotes from actual people, of course. There should never be any "We did this" or "I think that" written in the body of a good press release.

### Write attention-grabbing headlines

Most journalists and/or your target audience get hundreds of emails every day, so it's a good idea to label emails containing press releases with the phrase "press release" or "story idea". A great subject line is also a must. The title of your press release is the first thing a journalist or your target audience will see, so make sure it's concise, enticing and gives a good overview of your story. Make your title something that will encourage the reader to keep reading. Avoid lengthy, detailed titles, make sure they are witty and avoid using too many clichés. Most readers will spend just a few seconds deciding whether something looks interesting. If they don't immediately understand what your story is about, they'll move on to the next thing in their inbox.

### Get your top line in the first line of your press release

A press release typically begins with the name of the city where it originates from and the current date. Getting a journalist or your target audience to open your email is important, but if your first sentence doesn't grab them, they may not read any further – which is why you need to get the "top line" of your story right at the beginning of your release. Your first line should be a summary of the story (in no more than around 15-20 words) and read like the opening of a news story. Avoid dry, rigid wording. You don't want to lose your reader with the first sentence. The bottom line is dead if your event is boring. And if that's the case, why would any media want to chase the story?

### Be concise

The ideal length of a press release is about an A4 side or about 300 to 400 words. That's just three or four short paragraphs and a couple of quotes. If yours is longer than that, you've probably got un-

necessary waffle that doesn't add anything to your story. But, although you never want to waffle when drafting a press release, don't make the mistake of not providing enough content. More than anything, a journalist or any other reader will want to get all the facts so make sure you include as much information as possible. You can still be concise and stay on track but don't forget to include every little detail. If in doubt, consider the golden rule of the "five Ws" (who, what, where, why and when) – ask yourself if you've answered all these questions before sending the release. Don't be tempted to include background information about your company in the opening paragraph. This – along with any other additional information – can always be included in a "notes to editors" section at the end (it's fine to run over to a second page for this). Sub-headings and bullet points can be useful to make information easy to digest, particularly if you're including figures or statistics.

### Make the most of quotes

Effective press releases always employ one or two quotes from someone significant to the company or event, to raise interest level – a corporate executive or a representative from the charity benefiting from the event, for example. Quotes should be used to provide insight and opinion, not information, and should sound like a real person said them. They must not be full of jargon or technical language. Don't let these quotes go to waste, they are the only thing journalists can't change, so make the most of them by throwing in some strong key messages. Sure, the journalist might not use them, but don't repeat what has already been said elsewhere in the press release – use quotes as an opportunity to really sell yourself and your company. Keep them positive, upbeat and to the point. But don't make it too promotional; when you've completed your press release, sit back and read it through; although press releases are promotional, they are not advertisements – they are a presentation of facts, so keep it factual and use objective copy at all times.

### A few more tips...

When you send a press release, paste your press

release underneath on the mail, as a busy journalist or any other reader may not bother to open an attachment. Avoid sending big files that will clog up peoples' inboxes when you send photos. It's essential you use proper punctuation throughout. Journalists are always rushing, so make their job as easy and as hassle-free as possible by providing 'ready to publish' copy. By supplying first-class copy, it will also gain you a solid reputation as someone who is reliable and provides quality press releases at all times – someone they'll want to publish stories for again in the future.

Avoid the use of CAPS to emphasise certain names or words, exclamation marks and wild claims about your product, event or service. Avoid unnecessary adjectives because it will only read like an advertisement. And finally ... aim high, but be realistic in your expectations. A press release is not a guaranteed marketing tool. Limit your expectations. Don't anticipate that mainstream media will jump on every press release you write. But don't give up, either. Successful publicity depends on sustained effort and press releases are a key part of your PR strategy. Continue looking for ways to make your press releases stand out and you're bound to get some coverage. Determination and a willingness to learn can take you a very long way.

For this, our Infomedix Press Office has long-standing expertise in drafting and distributing successful press releases all over the world, in 11 different languages, using our world dealers' database. If you are looking for new business and distributors in any part of the world, our highly skilled consultants can surely follow you step by step.

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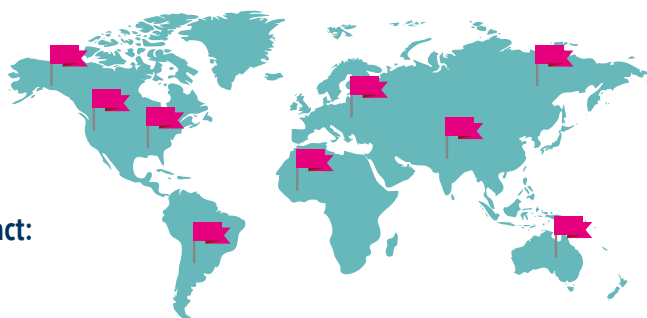
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### "Small changes eventually add up to huge results"

It happens very often that companies underestimate the importance of their brand identity. How an activity is perceived among the public opinion is a key factor that can either lead to success or struggle.

**Alessia Bettoni, a graphic designer based in the North of Italy, provides the necessary tools to those businesses that need to do the necessary steps in order to improve both their image and communication.** For a company it is vital to be compelling and appealing to the market, this aspects cannot be left to chance. Therefore the work on the business communication is studied in detail, within a strong bond with the client itself, and it is delivered with the maximum care of the context surrounding the activity itself and the brand identity.

The range of the main services that are provided goes from logos to corporate identity, from the creation, or updating, of complex websites layout – often little functional – to the renewal of information brochure and visual communication. These are some of the offered services that can be required and then tailored upon your necessities.



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# MEDICAL FAIR THAILAND breaks multiple attendance and participation records at its 9<sup>th</sup> edition

## 28 percent increase in visitors and growing international profile



Singapore, 24 September 2019 – MEDICAL FAIR THAILAND 2019 proved to be a roaring success as it welcomed more than 11,525 trade visitors from over 70 countries and regions, and 900 exhibitors and 21 national and group pavilions; breaking records and exceeding expectations on multiple levels when it closed last week. The 28 percent increase in visitors from the 2017 edition as well as the exhibition's growing international profile saw nearly 40 percent of visitors coming from outside Thailand. The marked increase in visitorship from the neighbouring markets of Cambodia, Myanmar and Vietnam, is also testament to the region's demand, and readiness, to procure medical solutions and healthcare innovations at trade platforms such as MEDICAL FAIR THAILAND. The 3-day exhibition also hosted several visiting delegations and various industry trade associations from all over the world – another strong indication of MEDICAL FAIR THAILAND's standing as a must-visit sourcing platform.

The success story of first-time Korean exhibitor, Plasmapp Co. Ltd underlines MEDICAL FAIR THAILAND as the ideal business event for meeting targeted and quality trade visitors in the medical and healthcare sector; on the second day of the exhibition, Plasmapp Co. Ltd secured a US\$2 million contract – their company specialises in medical sterilisation devices which utilises high-quality plasma solutions. According to its CEO, Mr Youbong Lim; "We have participated in many exhibitions and MEDICAL FAIR THAILAND has been really good as we are able to meet genuine dealers here. We have met potential leads from many countries, including Thailand and Singapore and we are overall very impressed with the exhibition."

MEDICAL FAIR THAILAND began in 2003 with just 177 exhibitors but has grown exponentially over the last 16 years as it continues to reinvent itself with its forward-looking approach. This year's edition profiled two new innovative features – the Community Care Pavilion which focuses on products and solutions for an ageing population such as remote sensors and monitoring devices and mobility solutions; as well as the Start-Up Park – a platform for start-ups to showcase their innovations and to meet potential investors and customers. A hit with visitors and other exhibitors on the show floor, who were impressed by the range of technology on display, the Start-up Park showcased companies from Singapore, Japan, South Korea, Hong Kong, Taiwan and Thailand. According to Dr. Subhasis Banerji, Founder and Managing Director of SynPhNe Pte



Ltd, of one of the Start-up Park exhibitors, "We had a good stream of potential customers from local hospitals as well as visitors from India whom we had good conversations with." SynPhNe is a Singapore-based start-up specialising in wearable technology and solutions, and therapy devices that help restore coordination and mobility for those who have suffered brain injury or stroke.

On the local front, the positive visitor numbers can also be attributed to the surge in the number of hospital and group visits from various public and private hospitals, medical facilities, and related establishments from Bangkok and the surrounding provinces. Bangkok Hospital, King Chulalongkorn Memorial Hospital, Ramkhamheang Hospital, and Vejthani Hospital were among the 95 organisations who sent groups of representatives to MEDICAL FAIR THAILAND 2019.

The heightened interest from the local medical and healthcare community in promoting Thailand's expertise and capabilities was further reflected on the show floor under the umbrella of three Thai pavilion organisers; Thailand Center of Excellence of Life Sciences (TCELS), the Medical and Health Device Manufacturers Industry Club (MEDIC), and long-time exhibitor National Innovation Agency (NIA) of Thailand. This was NIA's fifth time exhibiting at MEDICAL FAIR THAILAND and MEDICAL FAIR ASIA; which takes place in Singapore. The 60-strong representation from Thai companies was also indicative of the country's commitment to further strengthen its position as a leading hub for pharmaceuticals and medical devices, and a world-class provider of medical care under the Thailand 4.0 initiative.

**The next edition of MEDICAL FAIR ASIA will be held from 9 to 11 September 2020 at Marina Bay Sands, Singapore.** A detailed post event report on MEDICAL FAIR THAILAND 2019 will be released soon.

**For more information, please contact:**

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# Innovative technologies and extensive accompanying program brought together specialists at and business representatives BULMEDICA / BULDENTAL / DERMA & AESTHETICS

The next edition of the exhibition will be held between 13 to 15 May 2020



## BULDENTAL

The latest trends and innovations in the medical and dental sector brought together for the 53rd time specialists and business representatives within the international exhibition BULMEDICA / BULDENTAL / DERMA & AESTHETICS 2019, 15-17 May. The professional forum, held at Inter Expo Center, Sofia, Bulgaria, will always be remembered

with its extensive accompanying program that focuses on prevention, diagnosis and therapy, as well as its new DERMA & AESTHETICS topic, devoted to dermatology and aesthetic medicine. The organizers have registered an increased interest from companies from Bulgaria, Germany, Portugal, Singapore, China, Taiwan, Pakistan, Romania, Italy, France, Greece, Turkey, Slovenia, Latvia, Hungary. The forum occupied all the halls of Inter Expo Center.

### High-tech equipment and wireless technologies

Combined devices for panoramic, cephalography and 3D surveys are just some of the high-tech products that have attracted the attention of the visitors at BULMEDICA. There was a high interest in portable devices and last generation ultrasound devices. Among the highlights is also the introduction of artificial intelligence in obstetrics and gynecology. Devices are optimizing their mobility, such is the trend in the dental sector. It is no accident that at the BULDENTAL exhibition were presented wireless tools, optical technologies, 3D printers, microscopes, implant systems and dental units of the next generation

were among the devices that caught the eyes of professionals in the industry.

### DERMA & AESTHETICS

The new topic DERMA & AESTHETICS was held for the first time within the framework of BULMEDICA, focusing on the modern technologies and methods in dermatology and aesthetic medicine. There were demonstrations of modern technologies, equipment and consumables in the zone of DERMA & AESTHETICS.

### Healthy living and prevention

The visitors could take advantage of free examinations for some of the most common diseases. Specialists had the opportunity to attend a number of seminars and lectures on various topics about the causes and consequences of obesity, overweight, nutritional disturbances, the correlation between low physical activity and health risk factors. BULMEDICA / BULDENTAL / DERMA & AESTHETICS 2019 hosted a forum on "Challenges for Patients with Pulmonary Arterial Hypertension". The event "The Doctor" was held. The Hungarian specialist Dr. David Botton Hangyasi demonstrated basic techniques for soft and bone regeneration in periodontal and implant surgery during his lecture. BULMEDICA / BULDENTAL / DERMA & AESTHETICS will bring together professionals, leading companies, graduates and students from 13 to 15 May 2020 at Inter Expo Center, Sofia.

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dental  
equipment,  
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# **BULDENTAL**

## **13-15 MAY**

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**www.btc-med.it**  
**btcmed@btc-med.it**

We are looking for manufacturers of CLIA Analysers & Reagents.

**Sigma Diagnostic Medikal** - Turkey  
**info@sigmamedikal.com**

We are looking to distribute medical and veterinary related products and equipment. After 24 years in the market we are seeking for new products and equipment for distribution in South Africa and Africa markets.

Mostly we focus on the private sector. Must be products/equipment not in the African market yet.

**MouldProd Ltd**

Zambia - P. +27 21 975 1170  
F. +27 21 975 2108  
**gerrit@mouldmed.co.za**  
**www.mouldmed.co.za**

Our company, Young In Healthcare, has been providing medical devices to the leading university hospitals in Korea for over 20 years.

**Young In Healthcare Co., Ltd.**

Korea, South  
**yihealth@yahoo.com**

**Trade and SAS** is the exclusive agent for the Latin America market and sole Colombia's importer of IAE's Spa, the sixth largest worldwide manufacturer of x-ray inserts and housings. IAE is the biggest standalone X-ray tube manufacturer in Europe for rotating anode tubes.

**Trade and SAS**

Colombia  
T. +57 5 4313234  
**molinari@iae.it**  
**www.iae-latam.com**  
**www.tradeand.com**

■ We are looking for manufacturers of dental anaesthesia.

**DENTAL LATINA** - Uruguay  
**dentalatina@vera.com.uy**

■ Sb Medical supplies a broad range of best in class medical and patient care products for diverse segments. We have established distribution and strategic marketing arrangements with manufacturers enabling us to provide a comprehensive portfolio to meet the demands of our clients. If you would like us to promote and sell your products in our platform of websites, please contact us with your company information and product information.

**SB Medical** - USA  
**sergio@sbmedical.com**

■ We are looking to distribute Labour Pain Control Machine - ELLE TENS. We are the authorised importers and distributors of labour tens machine in India.

This machine helps pregnant mothers to manage labour pain till the end of delivery and it helps in normal delivery.

**Alpha Biomedix**  
 India  
**alphabiomedix@gmail.com**

■ We are looking to distribute health food supplements, officinal cosmetics, beauty devices. We are a distributor for international companies from different areas. We are looking for invitation items.

**QE Health**  
 Saudi Arabia  
**raed@conpard.com**

■ Our London based family business is looking for medical consumer lines for distribution to the pharmacy and hospital markets in the UK & Republic of Ireland.

**Fortuna Healthcare**  
 UK  
**julian.bavetta@fortunahealthcare.com**

■ We are looking to distribute neurosurgery consumables, intracranial pressure monitoring with catheters, automatic titanium clip applicator for laparoscopy.

**Glomedical**  
 Ecuador  
**mayer.chamah@glomedical.ec**

■ We are looking to distribute thoracentesis & paracentesis set. We are always looking for new products for surgery (thorax and abdomen). We have 10 years' experience in the Ecuadorian market, we have been working with European products and American brands.

**MAXBETSA**  
 Ecuador  
**importaciones@maxbetsa.com.ec**

■ EMI has distributors in several countries in Latin America and North America to sell and service medical products.

We are looking to distribute diagnostic imaging, x ray machines, digital x ray detectors, portable x ray equipment.

**EMI AMERICA MIAMI Medical Equipment**  
 USA  
**rodgut@emimedequip.com**

■ We are looking to distribute innovative medical device in obstetric & gynae, reproductive medicine. Our company is ready to register and distribute them in Malaysia and in Indonesia.

**SNS MURNI SDN BHD** Malaysia  
**drsukhilmi@snsmurni.com.my**

■ We are distributors of medical equipment and disposables since 2002. We are based in Dubai (UAE). We stock and distribute products to both government and private hospitals. We are looking to distribute anaesthesia, surgery, gynaecology, ENT, neonatology.

**Relicor Drug Store LLC** - UAE  
**shaibame@eim.ae**

■ We are dealers of medical products and we distribute in tertiary of Ethiopia.

We can't compromise on quantity. We are looking to work with genuine manufacturers who keep their words and provide support after sales.

We are looking to distribute laboratory products, medical refrigerator, CT SCAN, MRI, dialysis machine and their consumables, OR instruments & contrast media.

**BROWN ETHIOPIA**  
 Ethiopia  
 +251 9 1110 4500  
**asfawmed@yahoo.com**

■ We introduce ourselves as a leading pharmaceutical company involved in both retail and wholesale of major products throughout Oman. We are tied up with branded companies in the field of pharmaceutical product as their sole distributor for Oman.

**Saja Pharmacy**  
 Oman  
**zamir@sajapharmacy.com**



**BAILIDA**, certified by ISO9001 & ISO 13485 and located in Taiwan, is specialized in medical furniture and hospital equipment.

Our service has covered over 60 countries worldwide. To create the excellent using experience and value for BAILIDA user is our target.

**www.bailida-medical.com**  
**sales@bailida-medical.com**

■ Our vision is to transform veterinary medicine by working with leading human medical equipment manufacturers to bring cutting-edge technology and high-quality products to the veterinary market. If you're looking to get into the veterinary market, please contact us at

**ELEVET Technologies** - UK  
**info@ele-vet.com**  
**chris.scott@ele-vet.com**

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ARAB HEALTH 2020  
INFOMEDIX BOOTH:  
SA, H70

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**ECR 2020**

**KIMES SEOUL 2020**

**EXPOSANITÀ**

**COSMOFARMA**

**CMEF SPRING SHANGHAI 2020**

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# Calendar

Here our trade shows selection.  
Discover all worldwide exhibitions at  
[www.infomedix.it/calendars/tradeshow](http://www.infomedix.it/calendars/tradeshow)

## JANUARY



**Infomedix Booth:  
SA, H70**

**27-30 01 2020**

### Arab Health 2020

**Dubai - United Arab Emirates**

Informa Life Sciences  
Gubelstrasse 11,  
CH-6300, Zug, Switzerland  
Phone: +971 4 3365161

[info@lifesciences-exhibitions.com](mailto:info@lifesciences-exhibitions.com)

[www.informallifesciences.com](http://www.informallifesciences.com)

Venue: Dubai International Convention  
& Exhibition Centre  
Dubai - United Arab Emirates

**[www.arabhealthonline.com](http://www.arabhealthonline.com)**

## FEBRUARY

**24-26 02 2020**

### Beauty Asia 2020

**24th International Cosmetics, Skincare,  
Fragrances, Hair products Equipment  
& Packaging Technology Exhibition**

**Singapore - Singapore**

Lines Exhibition Pte Ltd

701 Geylang Road #03-01 Teambuild Centre -  
Singapore 389687

Phone: +65 6299 8611  
Fax: +65 6299 8633  
Email: [enquiry@lines.com.sg](mailto:enquiry@lines.com.sg)

Contact person:

Project Manager: Ms Gillian Loh  
Mobile: +65 9338 2126

Email: [gillian.loh@lines.com.sg](mailto:gillian.loh@lines.com.sg)  
Exhibition Executive: Ms Jamie Bong  
Mobile: +65 9118 3178  
Email: [jamie.bong@lines.com.sg](mailto:jamie.bong@lines.com.sg)

Venue:  
Suntec Singapore  
Level 4, Halls 401 - 403  
Singapore

**[www.beautyasia.com.sg](http://www.beautyasia.com.sg)**

**24-26 02 2020**

### MedExpo Africa (Ethiopia) 2020

**Addis Ababa - Ethiopia**

Organized by: Expogroup  
1910, 19th Floor, Monarch Office Tower,  
P.O. Box - 333840,

One Sheikh Zayed Road, Dubai - UAE  
Phone: +971 4 3721421  
Fax: +971 4 3721422

[www.expogr.com](http://www.expogr.com)

Venue:  
Millennium Hall  
Addis Ababa  
Ethiopia

**[www.expogr.com/ethiopia/medexpo](http://www.expogr.com/ethiopia/medexpo)**





National Exhibition and  
Convention Center(Shanghai)

**April 9<sup>th</sup>-12<sup>th</sup>, 2020**



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Exhibitions

[www.CMEF.com.cn](http://www.CMEF.com.cn)



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**Infomedix Booth:  
HOS2-0546**

**26-28 02 2020**

## Medical Japan 2020

**6th International Medical and Elderly  
Care Expo and Conference**

**Osaka - Japan**

Organised by: Reed Exhibitions Japan Ltd.  
18F Shinjuku-Nomura Bldg.,  
1-26-2 Nishishinjuku Shinjuku-ku

Tokyo 163-0570  
Japan  
Phone: +81 3 3349 8519  
Fax: +81 3 3349 8530  
Email: [medical-japan@reedexpo.co.jp](mailto:medical-japan@reedexpo.co.jp)  
Website: [www.reedexpo.co.jp](http://www.reedexpo.co.jp)

Venue: Intex Osaka  
Osaka  
Japan

**[www.medical-jpn.jp/en-gb.html](http://www.medical-jpn.jp/en-gb.html)**

## MARCH

**28/02-01/03 2020**

## Asia Pharma Expo - Asia Lab Expo 2020

**Dhaka - Bangladesh**

Organized by: Global Pharma Expo -  
GPE Expo Pvt. Ltd.

402 - 403, Abhijyot Square  
B/h Divya Bhaskar - S. G. Highway  
Ahmedabad 380 051 - India  
Phone: +91 79 4000 8233 / 4000 8253  
Fax: +91 79 2687 1390  
Email: [mail@asiapharma.org](mailto:mail@asiapharma.org)  
Website: [www.asiapharma.org](http://www.asiapharma.org)  
BAPI (Bangladesh Association of Pharmaceutical  
Industries)  
House # F-31, Road # 4

Banani - Dhaka - 1213 - Phone: +880 2  
9889731  
Fax: +880 2 8816767  
Venue: International Convention City  
Bashundhara (ICCB)  
Kuril Bishwa Road  
Next to 300 ft. Purbachal Express Highway  
Dhaka - Bangladesh

**<http://asiapharma.org/ape/index.php>**

**03 03 2020**

## Nursing in Practice - Scotland 2020

**Glasgow - United Kingdom**

Organiser: Cogora Limited  
140 London Wall  
London EC2Y 5DN - UK

Phone: +44 20 7214 0500  
Fax: +44 20 7214 0501  
Email: [info@cogora.com](mailto:info@cogora.com)  
Website: [www.cogora.com](http://www.cogora.com)

Marketing Executive: Monica Mojumder  
Email: [monicamojumder@cogora.com](mailto:monicamojumder@cogora.com)  
Tel: +44 20 7214 0571  
Venue: to be announced

**[www.nursinginpractice-events.co.uk/](http://www.nursinginpractice-events.co.uk/)**



**11-15 03 2020**

## ECR 2020 - European Congress of Radiology

**Vienna - Austria**

ESR OFFICE  
Neutorgasse 9  
1010 Vienna, Austria

Phone: +43 1 533 40 64 - 0  
Fax: +43 1 533 40 64 - 448

Email: [communications@myesr.org](mailto:communications@myesr.org)  
Website: [www.myesr.org](http://www.myesr.org)

Venue: Austria Center Vienna  
Bruno-Kreisky-Platz 1  
1220 Vienna - Austria

**[www.myesr.org/congress](http://www.myesr.org/congress)**





**16-18 03 2020**

## **Dubai Derma 2020**

**20th Dubai World Dermatology and Laser Conference & Exhibition**

**Dubai - United Arab Emirates**

Organized by: Index Conferences & Exhibitions  
Organisation Est.  
P.O.Box 13636, Dubai, United Arab Emirates  
Phone: +971 4 3624 717

derma@index.ae  
General Enquiries: Mark Anthony Menez  
(Senior Marketing Executive)  
Phone: +971 4 520 8888 Ext: 622  
Direct: +971 4 520 8869  
Mobile: +971 56 234 2431  
Email: mark.anthony@index.ae  
Venue: Dubai International Convention and Exhibition Centre Dubai, UAE

**<https://dubaiderma.com>**

**19-22 03 2020**

## **KIMES 2020**

**Seoul - Korea, South**

**36th Korea International Medical & Hospital Equipment Show**

Korea E & Ex Inc

Rm. 2001, TradeTower, 159-1, Samsung-dong,  
Gangnam-gu, Seoul 135-729, Korea  
Phone: +82 2 551 0102 - Fax: +82 2 551 0103  
Email: kimes@kimes.kr  
Website: www.kimes.kr

Venue: COEX (Convention & Exhibition Center)  
Add: 159 Samsung-dong, Gangnam-gu  
Seoul - Korea

**[www.kimes.kr/eng](http://www.kimes.kr/eng)**



**21-22 03 2020**

## **Immuno-Oncology 2020 - 3rd World Congress**

**Copenhagen - Denmark**

Organized by: BioEvents

Phone/Fax UK: +44 203 051 4032  
Phone US: +1 857 400 0035  
Email: rachel@bioevents-congress.com

Venue:  
Radisson Blu Scandinavia Hotel,  
Copenhagen  
Amager Boulevard 70  
Copenhagen, DK-2300  
Denmark

**<https://immuno-oncology2020.com>**

**27-28 03 2020**

## **Pain Medicine and Anesthesiology Conference 20200**

**New York, NY - USA**

Organized by: Lexis  
Avenue Roger Vandendriessche 18  
1150 Brussels Belgium  
Toll Free: +32 800 753 58  
Phone: +44 203 966 4288

Conference Manager:  
painmedicine@lexisevent.com  
Conference Inquiries:  
meetings@lexisconferences.com  
Awards:

awards@lexisconferences.com  
Exhibitors & Sponsors:  
exhibits@lexisconferences.com  
Venue & logistics:  
logistics@lexisconferences.com  
Collaborations/Ties:  
ties@lexisconferences.com

Venue: to be announced

**[www.lexisconferences.com/painmedicine](http://www.lexisconferences.com/painmedicine)**

## APRIL

**02-04 04 2020**

### IndoHealthcare Expo 2020

**The 12th International Exhibition on Medical, Dental & Hospital Equipments, Medicine, Health Care, Supplies & Services**

**Jakarta - Indonesia**

Organised by:  
Kristamedia Pratama  
Jl. Blandogan no.28 D/G  
Jakarta 11220  
Indonesia  
Phone: +62 21 6345861 // 6345862 // 6334851 // 6345002  
Fax: +62 21 634 0140 // 634 2113

Email: info@kristamedia.com  
Website: www.kristamedia.com  
Contact person: Clara Octavia  
Email: clara.octaviani@kristamedia.com  
Mobile: +62 8788 635 6193  
Venue: Jakarta International Expo  
Kemayoran, Jakarta  
Indonesia

**<https://indohealthcareexpo.com>**

**04-06 04 2020**

### Expo Beauty 2020 Lady Expo

**Yeveran - Armenia**

Organised by: Logos Expo Center  
16, Kievyan str.

Yerevan - Armenia  
Phone: +374 10 23 5775  
Fax: +374 10 22 9815  
Website: <http://expo.am/en> Web Site  
Email: expo@expo.am  
Venue: Yerevan Expo Center  
3, H. Hakob Hakobyan St  
Yerevan 0033 - Armenia

**<https://expo.am/en/expo-byuti>**



**09-12 04 2020**

### CMEF 2020 - ICMD 2020

**The 83rd China International Medical Equipment Fair - Spring Edition / The 30th International Component Manufacturing & Design Show**

**Shanghai - China**

Organized by: Reed Sinopharm Exhibitions Co., Ltd. - 15th Floor Tower B, Ping An International Financial Centre - No. 1-3, Xinyuan South Road, Chaoyang District - Beijing - China 100027  
Venue: National Exhibition and Convention Center (Shanghai) Shanghai - China

**[www.cmf.com.cn/g1250.aspx](http://www.cmf.com.cn/g1250.aspx)**

**22-24 04 2020**

### The 23rd Southeast Asian Healthcare & Pharma Show

**Kuala Lumpur - Malaysia**

Organizer: ABC Exhibitions Malaysia  
No. 8 16/6C

46350 Petaling Jaya Selangor  
Phone: +60 3 79 54 65 88  
Fax: +60 3 79 54 23 52  
sales@abcex.com  
www.abcex.com  
Venue: KLCC  
Kuala Lumpur Convention Centre  
Kuala Lumpur  
Malaysia

**[www.abcex.com](http://www.abcex.com)**



## MAY

**05-08 05 2020**

### Medical Fair Brasil 2020

**São Paulo - Brazil**

Organized by: Messe Düsseldorf GmbH

Contact: Malu Sevieri  
Email: contato@emmebrasil.com.br  
Phone: +55 11 236543 13  
Venue: Expo Center Norte  
Sao Paulo - Brazil

**[www.medicalliance.global/en/Trade\\_Fairs\\_by\\_Messe\\_Düsseldorf\\_Group/MEDICAL\\_FAIR\\_BRASIL](http://www.medicalliance.global/en/Trade_Fairs_by_Messe_Düsseldorf_Group/MEDICAL_FAIR_BRASIL)**



**12-14 05 2020**

### Africa Health 2020

**Johannesburg - South Africa**

Organised by: Informa  
Gubelstrasse 11  
CH-6300  
Zug - Switzerland

Phone: +27 10 5008145  
Email: africahealth@informa.com

Contacts:

Sales enquiries:  
africahealth@informa.com  
Delegate enquiries:  
afhcongress@informa.com  
Visitor enquiries:  
afhmarketing@informa.com

Venue:  
Gallagher Convention Centre  
19 Richard Drive,  
Midrand  
Johannesburg  
South Africa

**[www.africahealthexhibition.com/en/home.html](http://www.africahealthexhibition.com/en/home.html)**

**13-15 05 2020**

### Bulmedica - Buldental 2020

**54th International Specialized  
Exhibition for human and dental  
medicine**

**Sofia - Bulgaria**

Organized by:  
Inter Expo Center  
Sofia, Bulgaria  
Phone: +359 2 9655 220 // +359 2 9655 279  
Fax: +359 2 9655 231  
Email: iec@iec.bg  
Website: <http://bulmedica.bg/en>

Project Manager: Gabriela Lubenova  
Email: glubenova@iec.bg  
Phone: +359 2 4013 279  
Fax: +359 2 9655 231, +359 2 4013 231  
Venue: Inter Expo Center  
Add: 147, Tsarigradsko shose blvd  
Sofia - Bulgaria

**[www.bulmedica.bg](http://www.bulmedica.bg)**

**19-22 05 2020**

### Hospitalar 2020

**27th International event of solutions,  
products, services, technology,  
innovation and equipment for the  
healthcare sector**

**São Paulo - Brazil**

Hospitalar Fair and Congress  
Rua Padre Joao Manuel, 923 - 6º andar  
01411-001 - Sao Paulo - Brazil  
Phone: +55 11 3897 6100  
Email: international@hospitalar.com.br  
Venue: Sao Paulo Expo - Sao Paulo - Brazil

**[www.hospitalar.com/en](http://www.hospitalar.com/en)**

  
**Hospitalar**  
By Informa Markets

**26-28 05 2020****Paris Healthcare Week  
2020****Healthcare and Innovation  
International Exhibition****Paris - France**

Organized by: Organised by: PG PROMOTION  
 21, rue Camille Desmoulins  
 92789 Issy Les Moulineaux Cedex 9 France  
 Phone: +33 1 73 28 72 02  
 Fax: +33 1 73 28 72 30  
 Email: info@pgpromotion.fr  
 Website: www.pgpromotion.fr  
 Caroline Bondy  
 (Marketing & Communication Director)  
 Phone: +33 1 73 28 72 13

Email: caroline.bondy@pgpromotion.fr

Venue:  
 Paris Expo  
 Porte de Versailles – Pavillon 7.1  
 1 place de la Porte de Versailles  
 75015 Paris - France

**[www.parishealthcareweek.com/en/  
the-event/2020-exhibitors-list](http://www.parishealthcareweek.com/en/the-event/2020-exhibitors-list)**

**JUNE****01-05 06 2020****ESPR 2020****The 56th Annual Meeting -  
European Society of Paediatric  
Radiology****Marseille - France**

Organized by: European Society of Paediatric  
 Radiology (ESPR)  
 Am Gestade 1  
 1010 Vienna - Austria  
 Phone: +43 1 5334064-921  
 Email: dataprotection@espr.org  
 Website: www.espr.org  
 Venue: to be announced

**[www.espr.org/congresses](http://www.espr.org/congresses)****18-20 06 2020****SCR 2020  
Swiss Congress  
of Radiology****Fribourg - Switzerland**

Organized by: Swiss Congress of Radiology -  
 Congress Management  
 c/o Education Congress Research GmbH  
 Am Gestade 1 1010 Vienna - Austria  
 Email: info@radiologiekongress.ch  
 Phone: +43 1 53505 99  
 Congress Venue: to be announced

**[www.radiologiekongress.ch/  
congress-2020/](http://www.radiologiekongress.ch/congress-2020/)**

**25-28 06 2020****MEDICAL EXPO 2020****21st Edition - The International  
Exhibition of Health in Morocco****Casablanca - Morocco**

Organized by: BH EVENT  
 314, Bd Abdelmoumen 1er étage Appartement N°  
 4, Casablanca Morocco

Phone: +212 5 22 99 19 99  
 +212 5 22 23 23 09  
 +212 5 22 25 25 22

Email: ibenjelloun@ateliervita.ma

Venue: International Fair of Casablanca  
 OFEC  
 Casablanca  
 Morocco

**<http://medicalexpo.ma/en/>**

# Hospitalar

By Informa Markets



19-22 May 2020

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#### Support



#### Media Partner



#### Promotion and Organization



# Non profit

## Henry Schein's Practice Pink Programme Supports the Global Fight Against Cancer

**Now in its 13th Year, Practice Pink has raised more than \$1.6M for Cancer Research, Prevention, and Awareness Efforts**

Henry Schein, Inc. (Nasdaq: HSIC) last September announced that it will again support nonprofit organisations dedicated to the fight against cancer through its Practice Pink™ programme. Through the programme, now in its 13th year, Henry Schein has donated more than \$1.6 million towards promoting early cancer detection, improving access to care, and research and prevention efforts.

Along with non-governmental organisations and supplier partners across North America and Europe, Henry Schein is helping dental and medical health care professionals raise awareness and support for a

cure for breast cancer and other cancers by offering its customers a range of 'pink' products, including health care consumables, practice supplies, and apparel.

Last October, a portion of Henry Schein Dental UK's sales from these pink products was donated to Cancer Research UK to support research, prevention efforts, and early detection of the disease, and to help improve access to care. Cancer Research UK wants survival in the UK to be among the best in the world. The organisation focuses their efforts in four key areas – working to help prevent cancer, diagnose it earlier, develop new treatments

and optimise current treatments by personalising them and making them even more effective. The organisation's work is funded solely by donations.

In Ireland too, a portion of Henry Schein's sales from these pink products was donated to Irish Cancer Society, Ireland's national cancer charity to support the fight against breast cancer. The Irish Cancer Society's aim is to improve the lives of those affected by cancer – by funding vital cancer research and providing up to date information and a range of free services to support breast cancer patients and their families.

"The fight against cancer is everyone's fight, and it is only by joining together and leveraging our collective strengths that our efforts will have the greatest effect," said Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein. "We at Team Schein thank our customers and supplier partners for their support of the Practice Pink program, and we look forward to continuing to work toward our shared goal of a world free of cancer."

Practice Pink is an initiative of Henry Schein Cares, the Company's global corporate social responsibility programme. Henry Schein Cares stands on four pillars: engaging Team Schein Members to reach their potential, ensuring accountability by extending ethical business practices to all levels within Henry Schein, promoting environmental sustainability, and expanding access to health care for underserved and at-risk communities around the world.

Practice Pink is a global programme. In Europe, it also has activities in Italy, Spain, France, Germany, Austria, Belgium, The Netherlands, Poland, and Czech Republic. The US activities of the Practice Pink programme support U.S.-based organizations such as the American Cancer Society, Cohen Children's Medical Center of Northwell Health, Stony Brook Children's Hospital, and the Memorial Sloan Ketter-





ing/Henry Schein Cares Women's Health Center. For more information about Practice Pink and Henry Schein Cares, please visit [www.henryschein.com/hscares](http://www.henryschein.com/hscares).

### About Henry Schein Cares

Health care activities supported by Henry Schein Cares focus on three main areas: advancing wellness, building capacity in the delivery of health care services, and assisting in emergency preparedness and relief.

Firmly rooted in a deep commitment to social responsibility and the concept of enlightened self-interest championed by Benjamin Franklin, the philosophy behind Henry Schein Cares is a vision of "doing well by doing good." Through the work of Henry Schein Cares to enhance access to care for those in need, the Company believes that it is furthering its long-term success. To learn more about how Henry Schein Cares is making a difference, please visit: [www.henryschein.com/socialresponsibility](http://www.henryschein.com/socialresponsibility).

### About Henry Schein

Henry Schein UK, established in 1991 and based in Gillingham, Kent, employs about 1,000 Team Schein Members. The Company is an affiliate of Henry Schein, Inc. (Nasdaq: HSIC), a solutions company for health care professionals powered by a network of people and technology.

With approximately 19,000 Team Schein Members worldwide, the Company's network of trusted advisors provides more than 1 million customers globally with more than 300 valued solutions that improve operational success and clinical outcomes. Our Business, Clinical, Technology, and Supply Chain solutions help office-based dental and medical practitioners work more efficiently so they can provide quality care more effectively. These solutions also support dental laboratories, government and institutional health care clinics, as well as other alternate care sites. Henry Schein operates through a centralised and automated distribution network,

with a selection of more than 120,000 branded products and Henry Schein private-brand products in stock, as well as more than 180,000 additional products available as special-order items.

A FORTUNE 500® Company and a member of the S&P 500® and the Nasdaq 100® indexes, Henry Schein is headquartered in Melville, N.Y., and has operations or affiliates in 32 countries. For more information, visit Henry Schein at

**[www.henryschein.com](http://www.henryschein.com),**  
**[Facebook.com/HenrySchein](https://www.facebook.com/HenrySchein),** and  
**[@HenrySchein](https://twitter.com/HenrySchein) on Twitter.**

### Contact

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# Non profit

## World Health Organization Regional Office for Africa

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The ceremony was co-chaired by the Ministry of Health, Dr Diane Gashumba and the Ebola Response Coordinator in DRC, Professor Muyembe Tamfoum. Were also present high-level guests from the two countries and Partners. Among them, on DRC side, the Vice Governor of North Kivu Province, the Provincial Minister of Health of North Kivu. Partners were represented by WHO Assistant Director General for Emergencies, Dr Soce Fall; WHO Representative for Rwanda, Dr Kasonde Mwinga; DIFD representatives and J&J Team; Also on Rwanda side, were present the Mayor of Rubavu District; Security Services; Local Authorities and Community Health Workers in charge of community mobilization and engagement.

Outbreaks of the deadly Ebola virus diseases have been killing thousands of people since they were diagnosed in 1976.

The 2014–2016 outbreak in West Africa was the largest Ebola outbreak since the virus was first discovered in 1976. The current outbreak in eastern DRC is highly complex, with insecurity adversely affecting public health response activities.

As of 4th December 2019, 3313 cases were reported in DRC with 2203 deaths and 1084 survivals. Major factors are hampering the control efforts of the outbreak including the security incidents that have dramatically affected the ability to identify, follow up and successfully vaccinate the contacts.

It was evidenced that the outbreak of Ebola could be easily controlled by vaccines and since, many candidates of vaccines have been in development pipeline. Fortunately, one vaccine has reached the WHO prequalification and can be made available for the population at risk. The rVSV-ZEBOV-GP vaccine is being used in the ongoing Ebola outbreak in DRC.

The vaccine, produced by MERCK, is being used in a ring vaccination strategy: vaccinating contacts

# Ebola J&J Vaccination Campaign launched jointly by Rwanda and Democratic Republic of Congo

On 8th of December 2019, Rwanda and Democratic Republic of Congo launched jointly a vaccination campaign for Ebola prevention named Johnson and Johnson Vaccine (J&J). This important event was a big progress in Ebola Disease fighting in a joint cross-border manner between DRC and Rwanda, the first ever cross border vaccination of Ebola Disease Virus. The event took place in Rubavu District, at "La Grande Barriere" border.



*Dr Diane Gashumba Minister of Health joint launching Rwanda DRC EVD J&J vaccination campaign*

and contact of contacts to prevent the spread of the disease. The European Commission awarded recently to this vaccine a commercialization permit, which will allow manufacturers to produce quantities of the vaccine in the near future. Although these important steps in fighting Ebola was reached, efforts are still needed to ensure that additional vaccines are available and accessible to prevent the expansion of the outbreak and protect the populations before outbreaks spreads to the areas at risk. It is in this regard that recently, WHO supported introduction of a second vaccine, the Johnson & Johnson (J&J) investigational vaccine to help combat the Ebola outbreak in DRC. This vaccine is given in 2-doses, 56 days apart. Vaccinations will be provided particularly to mobile populations that trade and cross daily between and Rwanda. J&J vaccine provided under approved protocols to at-risk populations in areas that do not have active Ebola transmission as an additional tool to extend protection against the virus. This will support to increase the resilience to the spread of the Ebola diseases and prevent the transmission of EVD in the community at risk. The Government of Rwanda in collaboration with WHO and other partners, has been implementing public health



*Prof Muyembe Tamfoum Coordinator of EVD Response Team DRC*

measures to protect its population against Ebola Virus disease. Vaccination was one of the measures taken to protect health care and frontline workers in the districts at high risk of Ebola. Overall, 2874 HCWs and Frontline Workers from the highest risk districts were vaccinated. The Minister of Health of Rwanda, Dr Diane, urged populations, especially cross-border populations, to always "wash hands" as the first measure of EVD protection. "WHO commended these joint efforts between DRC and Rwanda to tackle this disease and committed to continue providing whatever support needed to prevent the transmission of EVD in countries affected by Ebola Virus Disease in collaboration with other partners", said Dr Soce, ADG WHO.

The World Health Organization will also continue to support in one way or another the development new innovations and initiatives in the fight of emerging and reemerging diseases, to ensure to everybody an enjoyable life and wellbeing. Together let us prevent Ebola and make it a history!!!

**Source: World Health Organization**  
[www.afro.who.int/news/ebola-jj-vaccination-campaign-launched-jointly-rwanda-and-democratic-republic-congo](https://www.afro.who.int/news/ebola-jj-vaccination-campaign-launched-jointly-rwanda-and-democratic-republic-congo)

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