



DITTA GLOBAL DIAGNOSTIC IMAGING,
HEALTHCARE IT & RADIATION THERAPY
TRADE ASSOCIATION

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**DITTA Contributes to WHO First Consultation on Advancing Technological Innovation
for Older Populations in Asia**

BRUSSELS –The Global Diagnostic Imaging, Healthcare IT & Radiation Therapy Trade Association (DITTA) participated in the WHO First Consultation on Advancing Technological Innovation for Older Populations in Asia which took place in Kobe (Japan) on 20-21 February 2013.

This consultation identified issues to consider advancing technological innovation along with addressing maximizing affordability, removing barriers to innovation and tailoring for individual country contexts and needs.

“Ageing has now become one of the world’s greatest challenges and hence presents an opportunity for innovations” said Nicole Denjoy, DITTA Chair and COCIR Secretary General. “We understand the mission of WHO and are pleased to be collaborating with them as a partner to develop the most cost effective solutions to ensure that medical and assistive devices are reaching those who need them most.”

Speaking on behalf of DITTA, Satoshi Kimura, DITTA Vice-Chair & JIRA Managing Director, presented the [industry recommendations](#) that were well received. Our technologies play a crucial role in improving the health of vulnerable populations. It is important that we work to harmonize regulatory frameworks and product approval processes to foster innovation and improve global trade.

“DITTA members remain committed to the on-going dialogue with WHO which will help elderly individuals remain healthy, active and independent for as long as possible -a goal shared both by the medical device industry and WHO. We will continue to identify possible innovative ideas in cooperation with WHO to reach that goal” said Nicole Denjoy.

For more information on DITTA, visit the website www.globalditta.org.

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DITTA is the global voice for diagnostic imaging, radiation therapy, healthcare IT, electromedical and radiopharmaceutical manufacturers to better communicate, coordinate and collaborate on matters of common interest between participating associations and member companies. DITTA enables participating associations and their member companies to work more effectively with international policymakers, organizations, professional associations and stakeholders.