

PANORAMA NEWS

AUTUMN 2023 N°87 QUARTERLY NEWS SHEET

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ADVANCING HEALTH THROUGH COMPARATIVE MEDICINE

Discovering the Role of IACM and the Origins and Characteristics of Comparative Medicine

International Association for Comparative Medicine (IACM) was established in China in 2019. This association has since evolved into a pivotal platform that unites experts and researchers in the field of comparative medicine, fostering international cooperation and knowledge exchange. **IACM plays a vital role in advancing not only comparative medicine but also basic medical sciences, clinical medicine, and pharmacy.**



Qin Chuan is a member of Chinese Academy of Medical Science (CAMS), senior scientist of Institute of Laboratory Animal Sciences, CAMS&PUMC, vice-president of Chinese Women Scientists, president of Chinese Association for Laboratory Animal Sciences (CALAS), director of National Technical Committee 281 on Laboratory Animal of

Standardization Administration of China and National Human Disease Animal Model Resource Center. She is the chief editor of *ACTA Laboratorium Animals Scientia Sinica*, *Chinese Journal of Comparative Medicine* and *Animal Model and Experimental Medicine*. She is also the president of Asian Federation of Laboratory Animal Science Associations (AFLAS) and International Association for Comparative Medicine (IACM). Professor Qin mainly engaged in comparative medicine and experimental

pathology research. She developed the National Human Disease Animal Model Resource Center for infectious, neurodegenerative diseases and other diseases, Technical Platforms for Comparative Medicine and National Infectious Disease Animal Models. She established the first COVID-19 animal model in the world, which was selected as the Top Ten Advances in Life Sciences in China in 2020. She won many scientific and technological awards such as the Second Prize of National Science and Technology Progress Award of China and China's first National Innovation Competition Award, and was awarded the honorary title of the Best Researcher and Expert. She has presided over major science and technology projects and been responsible for more than 80 programs, some of which were supported by National High-tech R&D Program of China (863 Program), the National Natural Science Foundation of China, and the industry fund of the Ministry of Health. She has published over 200 papers as the first/corresponding author in *Cell*, *Nature* and *Science*.

Dear Prof. Qin Chuan, could you please briefly describe what comparative medicine is?

Comparative medicine is an interdisciplinary field that encompasses laboratory animal sciences (LAS), veterinary medicine, medicine, and medical engineering. **It combines both the theoretical and technical aspects of replicating and elucidating the mechanisms of human diseases through animal models within laboratory animal sciences.** Additionally, it involves the methodology of horizontally comparing the similarities and differences in disease characterization and mechanisms among various animal species in veterinary medicine. **Drawing from comparative studies of animal and human biology**, this discipline systematically examines variations in disease characterization, molecular structures, and heredity, **considering the differences in the biological foundations of diseases between animals and humans.** By analogically studying the health and diseases of both animal and human subjects, it aims to understand the mechanisms and patterns of disease occurrence in different species, including humans. **This research also serves as a guide for researchers on how to use experimental animals to accurately assess the safety and effectiveness of vaccines and drugs.** Comparative medicine emerges as a novel discipline at the intersection of traditional life sciences. It holds significant relevance to clinical medicine, basic medical sciences, veterinary medicine, laboratory animal sciences, and various other fields. Comparative medicine exhibits extensive potential for medical advancement, broad applications, and robust vitality.

Could you provide some information about the International Association for Comparative Medicine (IACM) and its role within the field of comparative medicine?

The International Association for Comparative Medicine, commonly referred to as IACM, is a notable organization dedicated to the field of comparative medicine. Its key leadership includes **Professor Qin Chuan**, serving as the **President**, and **Niu Haitao**, who holds the position of **Secretary-General**. The IACM is honored to have Academician **Liu Depei** and **Professor Barry J. Marshall** as its **Honorary Presidents**. **IACM operates as an international, academic, non-profit social organization** that has been **voluntarily established** by scientists, scholars, medical professionals, experts, and representatives from various enterprises within the comparative medicine field. **Its primary mission is to unite and mobilize experts and researchers, fostering**

international exchanges and collaborations in the realm of comparative medicine. By advancing the development of comparative medicine, basic medical sciences, clinical medicine, and pharmacy, **IACM seeks to contribute to the overall improvement of human health. The organization**

has been jointly founded by the Chinese Association for Laboratory Animal Sciences (CALAS) and the Institute of Laboratory Animals Science, CAMS & PUMC in China. Internationally, the International Center for Chemical and Biological Sciences at the University of Karachi (ICCBS), Pakistan, stands as a co-founder. IACM's headquarter will be in Beijing. **IACM offers two categories of membership: unit members and individual members.** Currently, individual members hail from over 15 countries and regions, while unit members consist of select organizational units affiliated with the Asian Federation of Laboratory Animal Science Associations (AFLAS). The IACM is continually open to new member applications, actively welcoming research institutes, scientists, scholars, companies, and their representatives into its fold.

Notably, **IACM has been officially incorporated in Hong Kong and is in the process of re-registering in mainland China.** Regarding membership dues, individual members are not charged any fees, while unit members do have associated dues. The official journal of IACM is **"Animal Model & Experimental Medicine"** in its English version, which serves as a valuable resource for disseminating research and knowledge within the field of comparative medicine. **The IACM serves as a nexus**, uniting experts across various domains including comparative medicine, laboratory animal sciences, biology, basic medical sciences, pharmacy, microbiology, bioinformatics, and individuals representing companies involved in medical engineering, automation technology, experimental testing technology, instrument and equipment manufacturing, chemical reagent production, and more. Through the platform offered by the IACM, scientists, corporate representatives, and experts can collaborate and engage in fruitful discussions aimed at addressing cutting-edge and practical challenges in the field of comparative medicine. This collaborative effort works to advance the discipline by harnessing scientific expertise. The ultimate outcome is an enhancement of human health, achieved through the progress of basic medical sciences, clinical medicine, and pharmacy.



IACM
International Association for
Comparative Medicine

What is the business scope of the International Association for Comparative Medicine?

The business scope of the IACM encompasses five key areas:

- **Biennial Congress:** The IACM regularly hosts a biennial congress on comparative medicine, which serves as a platform for organizing and supporting members to engage in academic exchanges related to theories, techniques, and applications in comparative medicine. The primary aim is to nurture academic thinking and foster the advancement of comparative medicine.
- **Educational Activities:** The IACM closely monitors the latest developments in comparative medicine and coordinates a range of educational activities, including lectures, seminars, presentations, exhibitions, technical visits, and social events.
- **Technology Transfer:** The IACM plays a pivotal role in facilitating the transfer of technology outcomes in comparative medicine. This is achieved through the promotion and exchange of new technologies and applications in the field.
- **Publishing Initiatives:** The IACM publishes the academic journal "Animal Model & Experimental Medicine" (English version), issues newsletters, edits and publishes conference proceedings, and produces monographs, among other publications. These efforts are geared towards promoting exchanges in comparative medicine and disseminating scientific knowledge.
- **International Collaboration:** The IACM actively fosters communication and collaboration with international and regional research institutes specializing in comparative medicine and related disciplines. Furthermore, it actively participates in activities organized by other relevant international associations, contributing to the collective promotion of the development of comparative medicine.

Could you provide a brief summary of the activities conducted by the IACM and outline what the IACM's future is projected to be like in 5 years?

From July 19 to 20, 2019, the 1st Longtan Science Conference took place at Guangxi Mansion on the shores of Longtan Lake. This event was co-sponsored and organized by the Institute of Laboratory Animal Sciences, CAMS & PUMC, and the Chinese Association for Laboratory Animal Sciences. The conference, themed "Comparative Medicine - Promoting Human Health," attracted over 100 scholars from

both domestic and international backgrounds.

During the conference, the inaugural ceremony of the 1st Council of the International Association for Comparative Medicine (IACM) was conducted. The Council elected and approved its first set of members, with scholars from 10 countries or regions chosen to hold positions such as Vice President, Co-Chairman of the Sub-Committee, Secretary-General, and Treasurer. Additionally, Professor Liu Depei, former President of the Chinese Academy of Medical Sciences/Peking Union Medical College and an academician of the Chinese Academy of Engineering, and Professor Barry J. Marshall, the Australian scientist renowned for discovering *Helicobacter pylori* and a recipient of the 2005 Nobel Prize in Physiology or Medicine, were appointed **as Honorary Presidents of the IACM**. Furthermore, the Council officially designated **the journal "Animal Model & Experimental Medicine"** as the IACM's official academic publication.

Subsequently, the IACM's regular activities faced significant disruptions due to the outbreak of the COVID-19 pandemic. However, plans are in place for the gradual resumption of normal activities in the near future.

The IACM was jointly established by a consortium of scientists, experts, medical professionals, research institutes, companies, and business representatives. **Over the next five years, it is expected that this platform will serve as a catalyst for the transformation of the latest research findings, enabling academic exchanges and seminars.** This, in turn, will foster R&D and the transfer of patented technologies, ultimately leading to mutually beneficial collaborations between scientists and enterprises. Through the collective efforts of scientists, experts, and businesses, the field of comparative medicine has witnessed a substantial increase in international influence, expansion in scale, and a significant improvement in its global standing. Enterprises have received recognition and acclaim from scientists and society at large. It is anticipated that comparative medicine will continue to play a vital role in advancing medical development and enhancing human health.

IACM is recruiting both individual members and unit members. If you are interested in IACM and willing to join it, you are welcomed to contact via this email zhenghuiting@cnilas.org.

CHENYAN LU
MARKETING & SALES DIRECTOR
TECNIPLAST CHINA

STRENGTHENING INSIGHT VIA DATA REPURPOSING: A FRESH PERSPECTIVE

Sara Fuochi's study on DVC® usage at Celasc 2023 in Prague



Sara Fuochi – DVM, PhD, MSc. GMO Data Manager,
Head Mu28 Mouse Breeding Facility, Universität Bern

Dear Sara, The CELASC Conference was a remarkable success. Could you share your thoughts on the 3-day conference in Prague?

No doubt, CELASC was a resounding success! The three days were filled with eclectic presentations and workshops covering a wide range of topics, from zebrafish to rodents, facility design and management, animal welfare, and the 3Rs principles. The conference also emphasized the importance of education and training.

Beyond the variety and quality of the presentations, **CELASC deserves great praise for skillfully bringing together such diverse realities in a well-organized and beautiful setting.** The event provided a perfect opportunity for fostering internal and external networking with Central-East European FELASA member associations. Simultaneously, it offered valuable sessions for continuous professional development in the geographical area.

I believe that the entire organizing and scientific committee should be commended for achieving this excellent result.

From a personal standpoint, **I am eagerly looking forward to the second CELASC in Budapest in 2026!**

You delivered an excellent presentation at CELASC. Would you provide a summary of it for our readers?

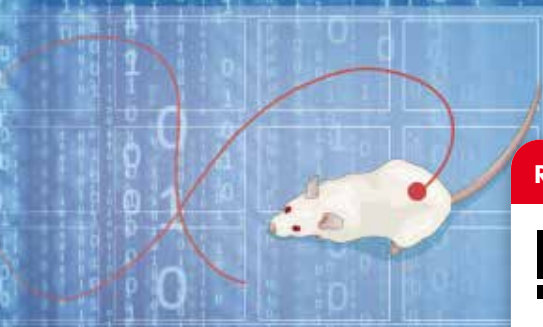
Thank you! I thoroughly enjoyed my presentation at CELASC, and I was delighted with the constructive questions and feedback received from the audience.

During my presentation, **I focused on the analysis of spontaneous in-cage activity in both inbred and outbred mice. I discussed how data repurposing from home cage monitoring can significantly enhance our understanding without duplicating in vivo analyses.** Repurposing data allows us to find answers to new scientific questions, not just during peer

review but also when new inquiries arise. **This approach minimizes the need for redundant animal testing.**

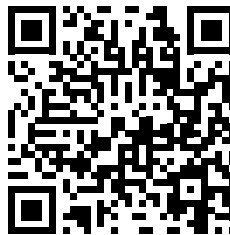
In our study, we had a specific question to address. Having previously characterized and published the diurnal activity patterns of mice, we aimed to determine the precise locations within the cage where this activity occurred. By repurposing previously published data and developing specific analytical metrics, we discovered a unique usage pattern of cage space by CD1 mice. This finding led us to consider the importance of hygienic concerns when stock housing outbred mice. Consequently, we suggested the need to update the minimum space requirements outlined in the EU Directive 63/2010.

labanimal



Automated recording in the home cage

READ FULL ARTICLE



I am thrilled to share that the new data I presented at CELASC have been accepted for publication in Nature's Scientific Reports. I extend my gratitude to all the partners involved in this research, including The University of Naples Federico II, the National Research Council of Italy, and Tecniplast.

It is worth noting that the original dataset was published in Nature's Lab Animal in 2021.

DVC® seems a great tool for Researchers. Can you tell us your opinions and the pros and cons of the system?

DVC® is indeed a great tool. I built the majority of my PhD work on the motor phenotyping of wild type mice using DVC®, and I have become a great fan of the DVC® technology. Even now, I am still very fond of it. One challenge I had to deal with is the loss of details concerning position and movements when animals are group-housed. For example, trajectories cannot be tracked without avoiding single housing. I am looking forward to implementations in this regard, but for the time being, I can say that a well-designed metric, as described in the work on Scientific Reports, might help overcome this problem. When it comes to the pros, they are almost countless, and not just for researchers. For example, **DVC® can provide new insights into the clinical progression of diseases and support the detection of early scientific and**

humane endpoints. It can also generate alerts on cage conditions and hygiene, highlighting flooding events or low levels of water and food, and optimizing cage change frequency. Additionally, the large dataset generated can not only boost the robustness of a study due to longitudinal assessment but also, through data repurposing, it might even avoid the replication of some in vivo studies. **In my view, the enormous potential of DVC® to enhance refinement and reduction speaks for itself.**

GIORGIO ROSATI
SENIOR PRODUCT MANAGER DIGILAB
TECNIPLAST S.P.A.



2023
ANIMAL
WELFARE
SYMPOSIUM

30TH & 31ST MAY 2023

DEAKIN UNIVERSITY
WATERFRONT CAMPUS GEELONG

THE SUCCESS OF TECNIPLAST AUSTRALIA ANIMAL WELFARE SYMPOSIUM 2023

David Taylor, Manager of Animal Services at Deakin University, shares with us the highlights of this captivating event in Australia

David Taylor, a dynamic and accomplished figure in the field of animal welfare, played a pivotal role as the organizer, keynote speaker, and moderator at the highly successful Tecniplast Australia Animal Welfare Symposium 2023. The symposium, hosted by Deakin University, brought together experts and professionals to discuss and address critical issues related to animal welfare.



David, could you share with our readers your perspective on the increasing value of this event year by year?

I thoroughly enjoyed representing Deakin University and the Animal Services Team whilst partnering with Tecniplast for the event. The value of such an event, especially in Australia and New Zealand, is not only that it delivers another key event to the annual calendar; but it also provides an environment in which **the primary focus is the welfare of the animals in our care**. This is delivered through a sharing of experiences and key learnings in a supportive environment promoting animal welfare excellence. **The beneficiaries are the animals, care providers, researchers and their research programs**. The event provides an opportunity for a “raising of the bar” of the expected minimum standards in animal husbandry and enrichment approaches in support of research excellence.

The presenters all had a strong focus on ethics, respect, care and welfare of animals used in research in Australia and New Zealand.

The Symposium is also a great meeting to promote continuing education and networking with others in the field. Would you agree?

Yes, I agree, especially due to the years impacted by the pandemic. It is essential we start reconnecting and investing in self-development which can be one of the first things paused when busy or during times of uncertainty. **Due to the intimate nature of the event, there an opportunity for people to have one-on-one time with industry leaders and to consider presenting.**

Participants seem to have a personal and professional commitment to the health and care for animals used in research. From some presentation and related Q&A sessions it seems that they are looking an exchange of information with the objective of identifying higher standards. This Tecniplast event is perceived by participants as an important meeting at a national level to promote communication, informed discussion, and continuing education for improving animal welfare. Can you comment on that? Do you agree that animal welfare is one of the most important drivers, especially in Australia and NZ?

I agree with **the importance of promoting communication, informed discussion, and continuing education for improving animal welfare as being one of the major reasons for the event's success.** Research industries in Australia and NZ, I would suspect, are no different to that of others around the world in that we all have a passion to deliver positive outcomes now and for the next generation that join our industry.

Would you recommend Panorama Readers participate in the Animal Welfare Symposium next year? If so, why?

Yes, **this is a great opportunity** as previously mentioned **to reconnect in an environment with a primary focus on animal welfare in research.** As with any event, the more that attend and contribute, the more it will grow and succeed, which this event has surely achieved over the years.

Do you have Tecniplast products in your facility? If yes, what?

Yes, **we have a full array of Tecniplast equipment** including Green Line Mouse and Rat IVC systems and AHUs, Zebrafish Aquatic System, Zebrafish Standalone Systems, Zebrafish Spawning Tanks, Tritone Robotic Zebrafish Feeders (2nd installation just completed), Cabinet Washers and Aquatic Washers. We recently installed enriched runners for our Zebrafish main system which has been well received by the animals, researchers and Animal Services Team.

Why did you choose Tecniplast products? What benefits and features did you require?

Tecniplast products have been chosen for their quality and innovation, but the entire Tecniplast team's collaborative approach and service support play a major part in delivering a successful animal research platform.

LAURA YUEN
MARKETING SPECIALIST
TECNIPLAST AUSTRALIA



The poster features a teal background with a photograph of the Deakin University Waterfront Campus Geelong building at the top. A circular logo with the Deakin University crest and name is overlaid on the right side of the building photo. The main text reads "2023 ANIMAL WELFARE SYMPOSIUM" in large white letters, followed by "30TH & 31ST MAY 2023". Below this, it says "DEAKIN UNIVERSITY WATERFRONT CAMPUS GEELONG". On the right side, the text "Sustainable Welfare Driving Research Excellence" is written in a light blue font. At the bottom, there are three smaller images: a white decorative structure, a view of the waterfront area with a bridge, and another view of the campus buildings.

THE TECNIPLAST RECYCLING PROGRAM'S RECORD YEAR

The Tecniplast recycling program is more alive than ever, particularly in Germany with more than 290.000 Kg of CO₂ Saving in 2022

Today, we're talking about the remarkable success of the Tecniplast Recycling Program in 2022, particularly in Germany. We have **Gaby Dorner**, representing Tecniplast Germany, with us to shed light on this achievement.

First of all, congratulations on the fantastic results TP Germany achieved in 2022. Could you share your thoughts on these incredible numbers?

Thank you. It's indeed a remarkable accomplishment, and I'd like to extend my appreciation to TP Germany and our dedicated customers for their involvement. These results underscore **the high level of awareness and commitment to reuse and recycling in Germany, which is crucial for reducing carbon emissions. It's a clear sign that our TP Recycling Program is embraced and seen as a model for environmental responsibility.**

That's truly impressive. Can you provide more insight into how TP Germany and its customers made this possible? What made the TP Recycling Program so appealing in Germany?

It's all about making the recycling process as straightforward and enticing as possible for our clients. **Marion Thiele's hard work has been instrumental** in capturing our clients' attention. The organization and simplicity of the project are key aspects. The bottom line is that **every recycled or reused item contributes to a reduction in greenhouse gases and climate protection. German customers have shown a keen interest in this initiative, reflecting their long-standing commitment to environmental protection and recycling.**

Germany's strong focus on waste separation and environmental protection certainly played a significant role. Do you think other highly industrialized countries should follow suit, and have you noticed a similar enthusiasm for similar initiatives in Germany, like the Re-Cage Program?

Absolutely, it's crucial for other nations to adopt similar practices, as the resources are finite, and environmental protection should be a global concern. **Germany's**

position as a leading waste separator shows that environmental awareness is deeply rooted here.

We've received a very positive response to the Re-Cage Program from our clients in Germany. They understand the importance of conserving resources and appreciate the initiative.

It's inspiring to see such a positive response in Germany. This collaborative effort certainly contributes to a more sustainable future. Thank you for sharing your insights on the TP Recycling Program's incredible success and the importance of such initiatives.

My pleasure. Let's hope these initiatives continue to gain momentum and contribute to a better world for all. Thank you for having me.

TECNIPLAST RECYCLING PROGRAM

**2022 was a
record-breaking year :**



**over 426,000 kg
of CO₂ savings! ***

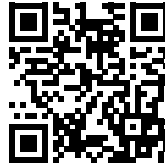
** at worldwide level*

**Read the full news on
"Tecniplast Recycling program"**



	RECYCLED PLASTIC (kg)	CO ₂ SAVINGS (kg of CO ₂ not released into the atmosphere)
	198.067	3.763.562
2022	22468	426892
2021	10300	196000
2020	10600	201400
2019	11300	214700
2018	17000	323000
2017	10400	197600
2016	15500	294500
2015	19300	366700
2014	12600	239400
2013	15200	288800
2012	8000	152000
2011	19900	378100
2010	14500	275500
2009	11000	209000

“ For over 10 years Tecniplast have understood that no matter the size of our business, there are steps we can take to reduce our carbon dioxide emissions and help combat climate change.”



To learn more about our award-winning Tecniplast Recycling Program and our results since 2009, visit this [link](#) or contact your local Tecniplast Sales representative.

PETER LAGNER

**SENIOR PRODUCT MANAGER
&**

MARION THIELE

**RECYCLING ADMINISTRATOR
TECNIPLAST GERMANY**

BEHIND THE MASTERWORK Third Episode

In this third episode, Morgan Holmes, IVC Business Manager Tecniplast USA, is showing us “ *Why do we have vertical plenums on the rack?*”



WATCH THE VIDEO



TECNIPLAST GROUP ACQUIRES LABOSYSTEM S.R.L. AND KW S.R.L., ESTABLISHING TECNILABO DIVISION



Through the acquisition of Labosystem S.r.l. and KW S.r.l., the Tecniplast Group has significantly expanded its presence in the laboratory sector, leading to the establishment of a new division known as **TECNILABO**.

This strategic move is poised to create valuable synergies across various aspects of our operations, including procurement, production, research and development, service, and logistics.

TECNILABO's primary objective is to diversify our product offerings and integrated services, marked by an unwavering commitment to excellence that seamlessly aligns with the ever-evolving demands of scientific research. Our mission, driven by an unwavering passion, is to continuously elevate the quality of our products, ensuring the highest levels of safety and operator ergonomics, thereby aiding our customers in advancing biomedical research.

Both **KW** and **Labosystem** are renowned for their cutting-edge lab furnishings and equipment, proudly representing the **"Made in Italy"** ethos with a combined annual revenue of 30 million Euros. With these acquisitions, our Group is strategically positioned to further strengthen its leadership in the laboratory industry, a sector currently experiencing robust growth.

Labosystem S.r.l. stands as the foremost laboratory furnishings company in the Italian market. Their expertise lies in the design, construction, and distribution of workstations, chemical hoods, safety cabinets, sensory analysis stations, and laboratory seating. Leveraging advanced technology and a specialized team, Labosystem consistently delivers tailored solutions to meet the diverse needs of modern laboratories. Their meticulous attention to detail ensures the efficient utilization of lab spaces and workstations.



KW S.r.l. is a well-established Italian entity and a global player in the design, production, and distribution of a comprehensive range of equipment with controlled temperature capabilities spanning from -90°C to $+300^{\circ}\text{C}$. These solutions cater to scientific research in the pharmaceutical and healthcare sectors.



The company's reputation extends to more than 80 countries, built upon its unwavering reliability, extensive product range, and the application of its technology in temperature management across various industrial sectors. KW has a distinguished track record in the scientific equipment segment, including products certified as "medical devices." Their technological expertise is complemented by a widespread sales network and exceptional after-sales service.



RWAlpha

THE GREEN SOUL

The global environmental crisis resulting from climate change is making it increasingly imperative to innovate and revamp technological solutions that focus on minimising consumption, waste, and emissions – in a word, to be sustainable.

It is upon these principles and the goal of setting itself apart in the market with a product that makes a difference among competitors that the development of the brand-new RW-Alpha rack washer is based. **This machine is designed to maximise productivity while simultaneously minimising utility consumption and emissions associated with the cage washing cycle, of course without compromising the effectiveness of the process itself.**

Thanks to the new RW Alpha, it is possible to minimize the CO2 emissions associated with your annual cage cleaning. For an average facility with 5,000 cages, only 2,200 kg of CO2 is annually produced with a validated AKKAB cycle and a fully electrically heated unit.

To provide a benchmark, an average domestic dishwasher emits around 150 kg of CO2 annually, while an electric car that covers 25,000 km per year emits around 3,000 kg of CO2 annually.

So, is the new RW Alpha a RED Washer or a GREEN one?



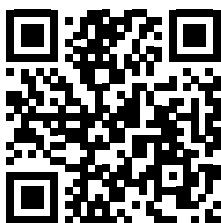
2 SUCCESSFUL TIME-LAPSE VIDEOS OF ALPHA INSTALLATIONS

Alpha's recent accomplishments in both the **United Kingdom** and **Spain** demonstrate our strong dedication to excellence and meeting customer needs.

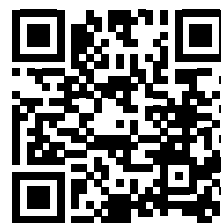
The time-lapse videos of these installations show **the expertise, dedication, and hard work of Alpha's teams.**

Our history of success keeps growing, and we look forward to taking on new challenges and achieving more in the future!

ALPHA INSTALLATION – UK



ALPHA INSTALLATION – SPAIN





ISMM 2023: Let's Sum It Up!

In a global landscape of collaboration and innovation, **Tecniplast recently hosted its International Sales and Marketing Meeting (ISMM) in Italy from September 20 to 23.** This edition surpassed all expectations, drawing over 150 attendees from diverse corners of the globe.

Tecniplast's Headquarters became a melting pot of cultures and expertise as colleagues from Sister Companies and Distributors convened. The gathering was truly international, with **representatives from almost 40 countries sharing a space where language, culture, and geography dissolved, leaving behind only a sense of unity of a closely-knit family.**

Integral to the success of the event was the emphasis on **training and education.** Recognizing the pivotal role of Sales Representatives in the field, at Tecniplast we firmly believe that staying current with the latest market trends and product updates is vital in our quest to provide the best advice, support, and the highest level of service to our customers worldwide. Knowledge is our most powerful tool, and our commitment to acquiring and sharing it throughout the global marketplace it's our primary commitment.

Consistent with this approach, **the ISMM unfolded as a dynamic forum for collaboration and learning.** Through engaging plenary sessions, attendees were not only updated on the latest corporate and product innovations but also invited to share their field experiences, presenting a rich mosaic of global insights. Thematic workshops provided a hands-on experience, showcasing the user-friendliness and performance of Tecniplast and IWT products. Practical sessions play a fundamental role, ensuring that we fully harness the capabilities of our equipment, optimizing its performance for our clients' benefit.

Beyond its educational aspects, the ISMM served as a catalyst



for relationship-building and networking. Tecniplast, truly global entity, reaffirmed its commitment to local effectiveness, catering to the specific needs of clients in diverse regions.

We invite you to witness the enthusiasm reflected in the faces of attendees through our video recap.

The smiles convey a wealth of emotions, capturing the collective sense of purpose that characterized the ISMM 2023.

WATCH THE VIDEO



In conclusion, Tecniplast's International Sales and Marketing Meeting underscore the Company's dedication to the market, persistent innovation, and the cultivation of connections across borders.

The event has set the stage for continued excellence, collaboration, and innovation in the dynamic world of Life Sciences.

**SILVIA DALLA COSTA
COMMUNICATION &
EVENTS MANAGER
TECNIPLAST S.P.A.**

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CONTRIBUTORS

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