



AIDEX MEETS ...



Pierre Boulet-Desbareau

Logistics Director, Médecins Sans Frontières

Pierre will be chairing a Conference session from 14.15 - 15.15 on Wednesday 19 October: 'Spotlight on medical supply chain logistics in the emergency context - providing a better logistics support to humanitarian medical operations'

The main logistical constraints aid agencies face today are...

Poor drug quality in developing countries and inability to import drugs into disaster struck zones. It's a real challenge to supply high-quality products on time in a crisis situation.

This Conference session will focus on...

The increasing issue of importing medicine and drugs into developing countries – most are increasingly protecting the financial interests of their own pharmaceutical production and distribution networks, despite a quality that is rarely aligned to the WHO's international standards.

Professionals who will most benefit from the session are...

NGOs who want to develop medical programmes.

Register & book your free place today at www.aid-expo.com

Innovate to survive

With the onslaught of humanitarian emergencies over the last 12 months, there is more and more reason for aid manufacturers to seek out new innovations to help save lives.



In an ever-changing world, which is currently battling against global warming and financial constraints in the wake of the global recession, innovation in aid is key.

Michael Pritchard, CEO of Lifesaver Systems and Patron for AidEx developed the Lifesaver bottle after watching the tragic waste of life

caused by the lack of safe drinking water after the tsunami in December 2004 and then again the following year when Hurricane Katrina hit Louisiana. After developing some initial prototypes he finally came up with a Lifesaver bottle which uses a highly advanced ultra filtration system to remove bacteria, viruses, cysts, parasites, fungi and all other microbiological waterborne pathogens.

Michael says: "A quick and organised response to any humanitarian emergency is crucial. Rather than solely relying on donor policy, disaster prevention has provided aid to those countries most commonly affected by disasters before they even occur. Research, process improvements and evaluation have all been instrumental in aid innovation and its continuing development. Likewise, so has technology."

He will be judging the Aid Innovation Challenge at AidEx, which will showcase the best offerings from both young independent designers and emergency relief manufacturers. Michael will join representatives from Shelterbox, UNICEF and Sightsavers to discuss 'Driving innovation and investing in the market: working with OEMs to ensure that humanitarian aid supplies are cutting edge as well as fit for purpose' from 10.00-11.00 on Tuesday 20 October.

Book your free place at this Conference session at www.aid-expo.com

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Miriam Furze

**International Relief & Development Officer
Tough Stuff, UK**

What is Tough Stuff?

Tough Stuff provides solar-powered energy solutions for people in the developing world bringing a wide range of social, financial and environmental benefits.

What will you be doing at the show?

We're exhibiting and doing a demo session with some of our latest products, enabling visitors to better understand how they work

Tell us about one of your projects...

Most recently we've been working with Christian Aid on an Enterprise Project. Entrepreneurs are extending credit so they can buy our kits and resell them to members of their village, helping to create jobs through entrepreneurship and therefore bringing financial and environmental benefits to users.

» Visit Tough Stuff on stand F11

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