



PRESS RELEASE

Increased International Cooperation Between COCIR, JIRA And MITA

BRUSSELS, 19 October 2011 – DITTA, the organization of medical trade associations COCIR (Europe), JIRA (Japan) and MITA (United States), came together last week for a two-day international regulatory meeting and a presentation at the World Health Organization's (WHO) medical technology meeting. These activities are part of the group's ongoing commitment to work together to encourage innovation, expand market access and promote global competitiveness in the medical imaging, radiation therapy and healthcare IT industries.

At the regulatory meeting, the associations discussed ways to improve the global regulatory environment for these industries to ensure that member companies remain at the forefront of technological innovation and maintain continued success in the global marketplace.

The WHO presentation in Geneva allowed leadership of COCIR, JIRA and MITA to showcase DITTA's strength as the only global association that exclusively represents medical imaging, radiation therapy and healthcare IT manufacturers. The presentation also confirmed industry's pledge to continue to develop innovative technologies that improve quality, safety and access to healthcare while driving cost efficiency.

COCIR, JIRA and MITA are committed to working together to limit unnecessary regulatory burdens, harmonize regulatory frameworks and promote the use of international standards. In the months ahead, the associations will continue to combine their strengths through DITTA to leverage their expertise with governments and international stakeholders and promote policies that improve patient access to lifesaving medical imaging, radiation therapy and healthcare IT technologies.

For more information, contact:

Nicole Denjoy
COCIR Secretary General
Tel: +32 (0)2 706 8961
denjoy@cocir.org

Kathryn Sheridan
COCIR Communications Advisor
Tel: +32 (0)496 116198
press@cocir.org

Mitsuro Tokugawa
JIRA International Dept.
Tel: +81 (0)3 3816 3450
tokugawa@jira-net.or.jp

Yoshihiro Matsumoto
JIRA Industry Strategy Planning Office
Tel: +81 (0)3 3816 3451
matsumoto@jira-net.or.jp

Dave Fisher
MITA Executive Director
Tel: 1 703 841 3279
dfisher@medicalimaging.org

Eric Hoffman
MITA Press Contact
Tel: 1 202 285 2808
ehoffman@webershandwick.com