JIB 2011 - Review of the 2011 Highlights

International Medical Biology Event (JIB): The doors have only just closed but it is already time to draw up an initial assessment. The tone for this is set by the exhibitors, who reported a 'quality event' that took place in a 'good working atmosphere'. It is a message that provides positive support for the work done by the organizer this year to ensure that the meetings and discussions this year were more professional. This trend is reflected in an even higher quality visitor pool as well as increased numbers of visitors with a role in purchasing decisions (62% of visitors).

The 2011 event in brief

- 8,840 visitors
- 62% play a role in purchasing decisions (56% in 2010)
- 79 countries represented, including Switzerland, country of the year in 2011
- 167 innovations presented by exhibitors, with 74% being European or global and 78% being shown for the first time at the JIB 2011.

Review of the 2011 Highlights
The major trends of the JIB 2011 were reflected in several new events. They included the launch of the European Institutional Meetings, a political presence aimed at a specific audience that was already aware of the issues, the restructuring of the congress to focus it on themes relating to scientific developments and, finally, the choice of Switzerland as country of the year at the 56th JIB.

Major Success for the First European Institutional Meetings
Organized to promote exchanges between European colleagues in their respective medical biology professions, these new meetings were a great success, especially with laboratory technicians and biomedical engineers. It was an initiative staged at the heart of the event that demonstrated just what the JIB event has to offer in terms of European relationships. The various speakers praised the launch of this initiative, which they want to see repeated because it was felt to be "constructive for the
profession and promotes increased knowledge of the practical disciplines on a European level."

2012 Prospects and Plans Health Summit
The major buyers (Premium), the big names of medical biology (VIP) and the chairmen of the exhibiting companies were given special access during a presentation of 2012 health policy plans by two deputies in the VIP & Premium Lounge.

It was an original initiative that took place on 8th and 9th November - an event within the event.

Focus on Switzerland
By welcoming Switzerland as country of the year, the JIB event was welcoming a country that pursues a very different model from the French one, but which also finds itself in the midst of a process of transformation that has raised its interest in the reform of medical biology and the positions of French biologists. It was an opportunity to present key stakeholders such as the FAMH (the Swiss association of directors of medical analysis laboratories) and the SULM/USML (the Swiss union of laboratory medicine) as well as manufacturers, such as the producers of diagnostic products Roche and Büllmann, and Lysoft, a software publisher, to name just a few. It was more than a paper success and was well received by our Swiss neighbours, who were able to present the 'Unique characteristics of Swiss medical biology' during an afternoon session focusing on Switzerland on Wednesday 9th November. It offered a snapshot of this beautiful country, with a stand built as a Swiss chalet and guarded by emblematic Saint-Bernards from the Foundation Barry.

An Overhauled Congress Dealing with Topical Themes in Science and
Medical Biology.

Reorganized around mornings devoted to science and afternoons set aside for practical cases, the overhauled congress was widely appreciated in its new, more educational format that brought it closer to the daily work of medical biologists. Themes covered this year included the biology of ageing, which is a highly topical scientific subject and one dealt with in major recent publications.

The "financing of innovation in medical biology" is a sensitive subject given the economic situation and offered a high quality program put in place by the IDS (institute of law and health) of the University of Paris Descartes. This session involved a panel of speakers from various institutions (CNAM - DGDS - ARS - INCa soins coordonnés), representatives of university hospital centres and patients' associations.

Finally, given the reforms, the session dealing with accreditation attracted large numbers of medial biologists. Generally speaking, the congress attendees were able to benefit from a body of information covering the whole of laboratory activity (biological analysis, equipment, organization and logistics) and the health and regulatory environment in which it is set (health card, developments in regulations, health trail and relations with the full range of health professionals).

The annual International Medical Biology Event, scientific congress and show, bring together all those involved in medical biology (private practice and hospital) from French speaking countries and across Europe specializing in haematology, biochemistry, haemostasis, bacteriology, virology, immunology, parasitology, molecular biology, anatomopathology. The JIB event is organized for the Syndicat des Biologistes (SDB), the owner of the event. The scientific committee co-ordinated by Jean Pierre Bali comprises representatives from the SDB (French Union of medical biologists), the SFBC (French clinical chemistry society - national days), the JBL (Lariboisière Biology Days), INSERM, the SFVB (The Francophone vitamin and biofactor society), the SFERETE (Francophone society for the study and research into toxic and essential elements) and BioMI - Technological Innovations.