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## MEDLAB debuts in Europe with multi-track Barcelona congress



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After years of operating successful MEDLAB events around Africa, Asia and the Middle East, Informa Life Sciences Exhibitions, has announced that the laboratory industry series will be expanding into Europe.

MEDLAB Europe takes place at Fira Gran Via in Barcelona, Spain, from 13-15 September 2017. More than 3,000 industry professionals are expected to attend the event that focuses on best practices in laboratory management and diagnosis. The congress will offer a platform for industry leaders, dealers, manufacturers and distributors to network, share latest innovations and lay foundations for collaboration.

"MEDLAB Europe will give visitors from across the world an opportunity to access cutting-edge laboratory products, next-generation technology, innovative services and world-class educational content," said Tom Coleman, Group Exhibition Director, MEDLAB.

Five main tracks will be featured at the congress: Point of Care Testing (POCT), Histopathology, Lab Management, Clinical Microbiology and Haematology.

"The scientific programme at MEDLAB has been carefully designed in collaboration with some of the brightest minds in the medical laboratory industry in order to have a real impact on improving the health and wellbeing of patients across the region," said Coleman.

MEDLAB Europe aims to present a forum where the potential of lab testing will be leveraged for a significant improvement in pan-European patient outcomes.

"The increasing prevalence of chronic diseases, rising geriatric population coupled with the rising awareness towards early diagnosis, has positioned the European medical laboratory market as a critical market for manufacturers, services providers, and dealers and distributors from across the globe," said Coleman.

The launch of MEDLAB Europe is part of Informa Life Sciences Exhibitions' objective to expand the series of events globally.

The European medical laboratory market expected to reach \$15.5 billion by 2024. On a European policy level, the issue of harmonisation of lab medicine across Europe for an exchange and spread of skills and expertise is currently being promoted by key NGOs.

Source: MEDLAB EFLM

Image credits: MEDLAB

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