

PRESS RELEASE



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Melbourne Wins Rights to Prestigious Cardiology Congress

Melbourne has had another major events win with one of the world's largest and most prestigious medical conferences, the World Congress of Cardiology (WCC), confirmed for Melbourne in 2014.

Minister for Tourism and Major Events Louise Asher said the four-day Congress will attract more than 9,000 cardiologists and other healthcare professionals, including cardiovascular researchers, nurses and representatives from pharmaceutical companies from all over the world.

"Given that a high number of Australians are at risk of developing cardiovascular disease, its detection, prevention and management is essential for the future of our country.

"Victoria's health, research and educational institutions are internationally renowned. In addition, Victoria is home to 138 biotech companies, 13 major medical research institutes, 10 teaching hospitals and nine high quality universities," Ms Asher said.

Ms Sandra Chipchase, Chief Executive Officer (CEO) of MCVB, who secured the event, said the win added to a string of health-related events being held in Victoria, including the Western Pacific Congress on Chemotherapy and Infectious Diseases 2016 and the International Congress of Immunology 2016. These events will provide considerable economic benefits to the state.

"The WCC has never been held in Melbourne, which presents us with an excellent opportunity to showcase the city and regional Victoria. We expect the congress to inject \$36 million into the Victorian economy," Ms Chipchase said.

Mr James Cameron, President of local hosts the Cardiac Society of Australia and New Zealand (CSANZ), said the Congress would play a key role in overcoming the scourge of cardiovascular disease.

"It is estimated that 1.4 million Australians will experience a disability associated with the cardiovascular system, while 17 million people worldwide die each year of cardiovascular disease. Therefore, the importance of harnessing our research and biotechnology capabilities cannot be understated," Mr Cameron said.

Leigh Harry, Chief Executive of the Melbourne Convention and Exhibition Centre (MCEC), said MCEC are delighted to be hosting the World Congress of Cardiology in 2014.

"The World Congress of Cardiology is the largest global event in the World Heart Foundation's calendar and a huge win for Melbourne.

"The Congress will provide a significant opportunity for Victorians to come together and share knowledge with global experts in the cardiology field," Mr Harry said.

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