



VISION with ATTITUDE

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IN THIS ISSUE:

Pages 2-3 CONTACT LENSES

- AVAIRA
- ULTRAHEALTH

Pages 4-5 OPHTHALMOLOGY

- VISIAN ICL
- LEICA

Page 6 CRITICAL CARE

- MAQUET - NAVA

Page 7 DENTAL CARE

- FOTONA - LIGHTWALKER

Page 8 AESTHETICS

- CUTERA
- EXCEL - LIMELIGHT

Page 9 PRODUCT IN FOCUS

- OERTLI - CATARHEX 3

Page 10 COUNTRY IN FOCUS

- CYPRUS

Page 11 MI NEWS

- MI RECOGNITION AWARDS
- MI GIVES BACK

Page 12 MI IN MOTION

- ELLEX OUTSTANDING PROGRESSION AWARD
- EOS EGYPT
- SOS KSA

●●● A WORD FROM THE FOUNDER

Celebrating our 20th Anniversary with achievements.



At the onset of 2014, Medicals International celebrates its 20th anniversary with many activities and challenges, starting with the launching of Medicals International Europe Ltd, a first venture in a new continent that we will write and talk about for many years to come. As well, in this special year of our history, Medicals Qatar will start its direct billing, Medicals Bahrain will set its own footprints independent of MI Saudi, with a team dedicated to serve every single account in Bahrain, and last but surely not least, Medicals UAE moves to a distinguished new office in Boulevard Plaza

in the heart of Burj Khalifa area, in prestigious Dubai Down Town.

It is no coincidence that we are in such an active mode this year. I have started Medicals with the promise that customers come first, staff next, and therefore, shareholders will surely prosper knowing that both of our main stakeholders are well attended to. Thus, in my decision making, I always make sure that our partners and clients are our first priority. To achieve excellence in our jobs, we first have to be at a reachable proximity of any customer's call. This translates into a practical exercise that every single account base must be visited at least once a month, in established territories twice a month, and every service call ought to be attended to in couple of hours.

In terms of our staff who are truly the engines of growth and at the heart of every success we make, I should say that Medicals has never been an easy employer. We demand high competence, hard work, discipline, and continuous activities and exercises from everyone on board. These are not easy and likeable tasks by the majority of people out there looking for jobs. It is no longer the prosperous era of people running big shows in their relaxed attires, with their feet relaxed on top of their expensive desks. The same goes for Medicals, where everything you sow today, you reap tomorrow, setting a new and higher benchmark day after day. Such practices have surely set us apart as being very serious, reliable and worthy of partnerships. That is why such HR management attitude will continue and will even be set in more squared and measurable KPIs.

Who said that doing business and running a company is freedom and fun? I heard that in many lectures & talks by celebrities around the world. To this hopeful mate I say welcome on board, tighten your seat belts as you are up on a bumpy ride with surprising challenges on every sunrise and rewarding bliss on every sunset.

Your friend and colleague,
Walid G. Barake
President & Founder



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Medicals
International

www.medicalsintl.com



WHAT'S NEW IN

CONTACT LENSES

●● Avaira One Champion... One Lens



Hasan Mokbel
Jr. Territory Manager
Contact Lens

Raising the Standards of Contact Lens Wear

Are your patients new to contact lenses or looking to make a change?
Are they tired of using wetting drops every time they wear contact lenses?
We have the solution for them!

It's the decade of high standards and the competition to provide the best for the patients. Medicals International, through Cooper Vision made those standards even higher with the launching of the third generation silicone hydrogel lens in the Middle East, Avaira.

Lens Design

Avaira incorporates the "Aquaform Technology" that features long chains of silicone uniquely binding to water molecules. This unique element helps decrease the chances of corneal hypoxia.

Avaira contact lenses stay moist and comfortable without the constant use of wetting drops. They bind water to the surface and interior of the lens, so patients enjoy comfort that lasts and lasts, even throughout their longest days.

Patients can now enjoy superior comfort and wettability with an impressive modulus of 0.50 Mpa and a water content of 46%, outshining any other silicone hydrogel lens in the market. As an added benefit, they also help block harmful UV rays.

Feedback

I'd like to speak from my experience with this product and from my work in the field which includes people from different scientific backgrounds, and they all agreed on the word "Perfect" to describe Avaira. I believe in the continuous success of this product in our market, as well as in markets around the globe.

Whether your patients are nearsighted, farsighted, or astigmatic, Avaira offers them the freedom they are looking for. Avaira has this exceptional impact because of its outstanding combination of ultimate comfort and high oxygen transmission.



Avaira World Cup

As Avaira takes home the Contact Lens World Cup, ask your sales representative to provide you with the latest window displays, see throughs, and desk stands for the Avaira World Cup 2014 campaign.



facebook.com/avaira.contact.lenses

... UltraHealth...

Time to Kick Keratoconus to the Curb!



Mohamad Raafat
Territory Manager
Contact Lens

What is Keratoconus?

The cornea is the clear window of the eye that is responsible for refracting most of the light coming into the eye. Normally, the cornea has a dome shape. Sometimes, however, the structure of the cornea is just not strong enough to hold this round shape and the cornea bulges outward like a cone. This condition is called keratoconus.

The changes in the shape of the cornea can happen quickly or may occur over several years. This can result in blurred vision, glare and halos at night, and the streaking of lights.

There are Old- Fashioned Treatments...

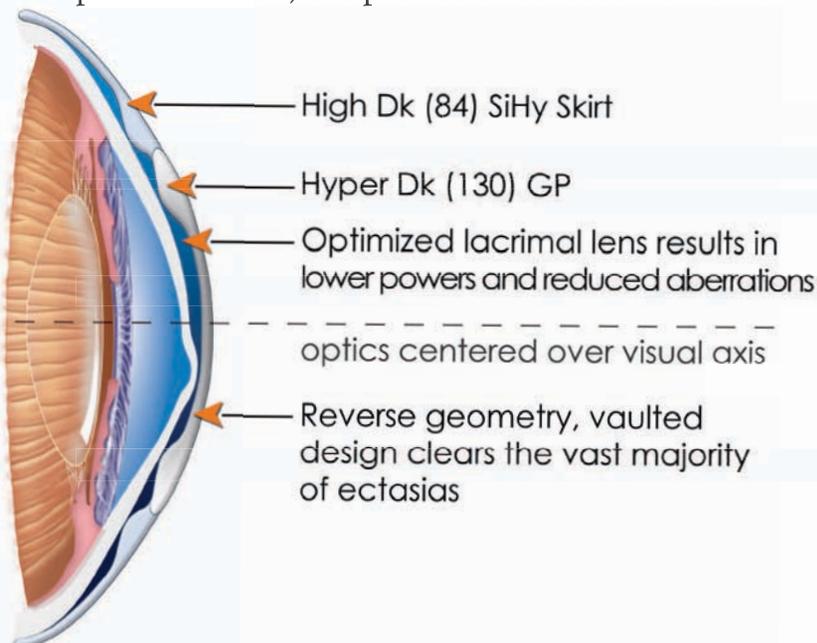
Since rigid gas permeable lenses are known best for providing crystal clear vision, and because fitting a gas permeable contact lens over a cone-shaped cornea can sometimes be uncomfortable for a person with keratoconus, some eye care practitioners advocate "piggybacking" two different types of contact lenses on the same eye.

For keratoconus, this method involves placing a soft contact lens, such as one made of silicone hydrogel, over the eye and then fitting a gas permeable lens over the soft lens. Although this approach increased wearer comfort, it proved to be very time consuming and hectic for patient insert since two lenses needed to be carefully placed over one another.

And then there's UltraHealth!

UltraHealth hybrid contact lenses manufactured by SynergEyes combine a highly oxygen-permeable rigid center with a soft peripheral silicone hydrogel "skirt." This hybrid lens was designed specifically for keratoconus, where the central gas permeable zone of the lens vaults over the cone-shaped cornea for increased comfort. Hybrid contact lenses provide the crisp optics of a gas permeable contact lens, and the wearing comfort that rivals that of soft lenses, according to SynergEyes.

UltraHealth hybrid lenses are available in three curves: flat, medium, and steep to guarantee centration, patient comfort, and provide a fit that conforms well to the irregular shape of a keratoconic eye.



UltraHealth Launching

In collaboration with BW Phillips from SynergEyes, we are proud to have launched UltraHealth in the Middle Eastern Market.

In March 2014, Medicals International KSA also participated in the Saudi Ophthalmic Society Congress, and a big announcement about UltraHealth was made. We received very encouraging feedback, especially from the optometrists who have tried it with their patients!



WHAT'S NEW IN

OPHTHALMOLOGY

●●● Visian ICL at the SOS Congress

The Difference One Small Hole Can Do...

STAAR Surgical has actively participated in the Saudi Ophthalmology Congress (SOS) in Riyadh - KSA, along with Medicals International, STAAR's long-term distributor and partner in the Middle-East.

Several activities were held around the SOS congress this year, with the presence of key local, regional, and international surgeons who shared their experience with the Visian ICL (Implantable Collamer Lens), especially the new V4C model, with CentraFlow technology. V4C uses a proprietary 360° port in the center of the optic, the KS-AquaPort which optimizes the flow of fluid within the eye without affecting the quality of vision, and eliminates the need for the surgeon to perform a peripheral YAG iridotomy or surgical iridectomy.



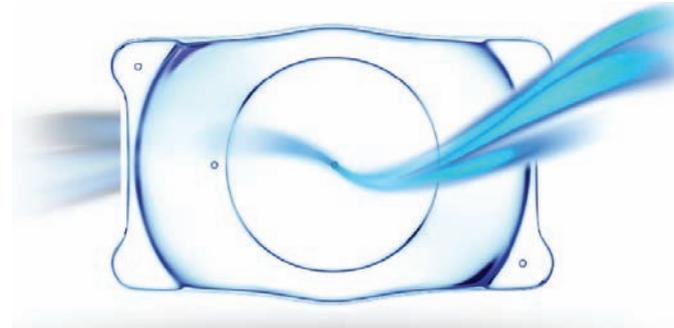
Youssef M. ALWAN
Area Manager, Middle East
STAAR SURGICAL



The 1st Visian ICL User Meeting in KSA

With more than 40 attendees, the scientific meeting ended with a vibrant discussion and a Q&A session of which we have concluded:

1. The Visian ICL is safe, effective, and highly predictable, where it offers a full range of refractive correction and superior quality of vision that is sharper, clearer, more vivid, and has greater depth and dimension than any other procedure. It also offers future flexibility since it preserves the corneal tissue.
2. The Visian ICL works in a wide range of cases to cover almost all refractive patients, including the ones not suitable for LASIK eye surgery (patients with thin corneas, stable keratoconus, corneal scars, dry eyes, large pupils, collagen vascular diseases, and high refractive errors).
3. The clinical results, while using the V4C model, are much similar on all levels to those with the older models (in terms of safety, efficacy, and predictability). However, the V4C model simplifies the procedure even further for the surgeon and increases patient comfort, giving a premium experience, very close to LASIK surgery.



The 26th Scientific Meeting of the SOS 2014

STAAR Surgical is privileged to also have had a strong podium presence at the Saudi Ophthalmic Society congress this year. This congress hosted seven podium presentations and one poster about the Visian ICL & Toric ICL. The Middle East market is going along with the global trend where the Visian ICL is now the fastest growing refractive technology in the world, reaching a rate of one implant every 5 minutes globally. This growth has witnessed an upsurge after launching the CentraFlow technology, where the V4C model has been implanted in more than 50,000 eyes so far, and has encouraged a lot of surgeons to start with this practice. Today, the Visian procedure is available in more than 64 countries, and in the hands of over 4,000 active surgeons who have implanted over 400,000 lenses so far!



Jad Nasr
Regional Product Manager
Ophthalmology

When Accuracy Meets Precision...

Performing quality surgery depends solely on knowledge of the eye, accuracy, and most important, visibility. Therefore, to get the best outcome, surgeons need the best microscopes. What makes microscope manufacturers differ from one another is “TCTCI: The Creativity to Create Innovation”.

We, as Medicals International, are proud to welcome LEICA Microsystems (Ophthalmic, ENT, and Neuro microscopes) to our list of high quality innovative products. LEICA Microsystems was established in the nineteenth century (1849) in Wetzlar, Germany. The company relocated to Switzerland, and has more than 3,000 employees and sales offices in more than 20 countries. LEICA’s continuous innovation and its determination to excel and be unique, have characterized the company as an eminent player in the international market. LEICA has not only re-created how surgeons observe under the microscope, but also how they interact and operate with it. Such innovations have truly made LEICA an essential accessory to have in the operating room.

Leica M220



Microscope for routine ophthalmic surgery

Leica M822



The ultimate red reflex microscope for ophthalmic surgery

Leica M844



Redefining the premium class in ophthalmology

Essential needs surgeons acquire when working with Leica:

Great Stable Red Reflex: Consistent direct light, due to NO optic fibers.
HD Quality Optics: APO-Chromatic HD objective and special coating give optimal detailed visualization of the eye.

Leica Safe Lighting: Halogen (50W) and LED (4W) low watt illumination dramatically reduces photo-toxicity for patient and surgeon; therefore, not hindering surgeon sight, and improving patient recovery.

Leica BEST 3D Perception: Leica 24 mm stereo-base, HD optics, and innovative dual lighting system (SCI) give optimal 3D perception.

Leica Ergonomic: A variety of accessories are provided to fit the surgeon’s needs and comfort. Over 6 types of binoculars, 6 types of pedal options (with or without wireless), 3 types of retinal accessories, and many

other accessories (keratoscope, toric eyepiece, slit-lamp integration system)
Leica Economical: No fiber optics, and long lasting LED (Over 60,000 hrs) reduce maintenance cost.

Leica Anti-Bacterial Material: Nano-Silver Coating kills 99% of pathogens, reducing the probability of inflammation in the eye.

Leica Optimal Lighting System: Stereo-Coaxial System (combination of Halogen and LED) provides best color red reflex, (Leica Orange) and great depth perception.

Leica User Friendly System: Memory custom to each surgeon, step cycle function, wireless information transfer, and much more.





●●● NAVA: The Full Potential of Synchrony



Nathalie Antoun
Sr. Territory Manager
Product Specialist
Critical Care

What is NAVA?

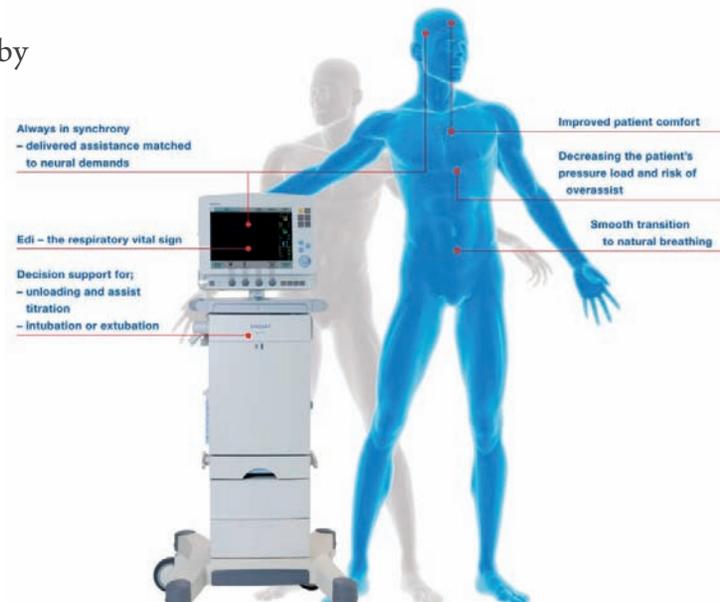
Neurally Adjusted Ventilatory Assist (NAVA) is a unique approach to mechanical ventilation, based on neural respiratory output. It is a mode of ventilation that is patented to MAQUET and found only in the SERVO-i.

With NAVA, the electrical activity of the diaphragm (Edi) is captured, fed to the ventilator, and used to assist the patient's breathing in synchrony with, and in proportion to his own efforts, regardless of patient age or size.

As the work of the ventilator and the diaphragm is controlled by the same signal, coupling between the diaphragm and the SERVO-i ventilator is synchronized simultaneously.

NAVA and the breathing process

- The brain's respiratory center sends a signal which travels via the phrenic nerve, and exits the diaphragm.
- The Edi catheter captures the electrical activity of the diaphragm.
- The SERVO-i ventilator uses the Edi signal to synchronize ventilation to the patient's breathing effort.



Decreasing the patient's pressure load and risk of over-assist

In an increasing number of clinical studies, NAVA has been associated with lower levels of peak airway pressure, compared to conventional mechanical ventilation with pressure support. NAVA provides a lung protective mode of ventilation in spontaneous breathing, and facilitates physiological weaning. It is used to ensure that sedation can be maintained during spontaneous breathing and that patient and ventilator are synchronized. This may reduce sedation requirements. In addition, NAVA is a Neurally Controlled Ventilation that is independent of pneumatic sensors, and will provide synchronized assist and improve the quality of sleep.

"I've had the chance and the opportunity to work with the team of Professor Etienne Javouhey Lyon HFME (Hôpital Femme Mère Enfant) on the SERVO-i and especially on the NAVA mode. In my opinion, NAVA is a very practical and ideal mode for weaning. Personally, I confirm that the SERVO-i that includes NAVA is very practical, simple and easy to use, offering the possibility to ventilate prematures, neonates, infants, and adolescents with different and wide ranges of pathologies."



Dr. Elie Chouairy
Pediatric ICU, Hôtel-
Dieu de France



WHAT'S NEW IN

DENTAL CARE

●●● Fotona LightWalker Open Wide!



Rebecca Aoun
Associate
Sales Manager
Dental & Aesthetics

The latest generation of dental lasers has revolutionized dentistry with treatments that are faster, more effective, and more satisfying to patients and practitioners than ever before. With over 45 years of experience in laser technology, Fotona's award winning LightWalker dental laser systems are leading the dental industry forward to new levels of perfection with unrivaled precision, performance, and ease of use.

LightWalker lasers are designed for dental perfectionists and all forward-thinking professionals, who wish to upgrade their daily dental experience with new treatment possibilities that only the latest laser technology can offer.

Following its launch, Fotona's LightWalker dental laser system quickly earned widespread recognition, and well earned technology and innovation awards. LightWalker's patented QSP (quantum square pulse) mode represents an important technological advancement, improving the laser interaction with tissues. This is a step forward in regards to clinicians' objectives for optimized patient comfort, speed, and clinical results.

The Lightwalker models come with dentistry's two best laser wavelengths: Er:YAG and Nd:YAG which enable practitioners to perform single and dual wavelength treatments. The Nd:YAG laser energy is superior for coagulation and deep disinfection, while the Er:YAG is uniquely efficient at ablating hard and soft tissues. Combined, they can dramatically improve the outcome of laser assisted treatments, guaranteeing maximum safety and efficacy. No other lasers can cut as fast as Lightwalker lasers for hard and soft tissue. Last but not least, Lightwalker lasers have the most comprehensive list of clinical applications of any dental laser in the world.



Medicals International, in collaboration with Saint Joseph University, organized a very special Fotona Lightwalker laser course, where the use of lasers in different dental applications was emphasized. We had the pleasure of hosting Dr. Kresimir Simunovic (M.Sc., DDS) as guest speaker in our event. Dr. Kresimir holds a Masters Degree in Laser Dentistry, and is an international expert, lecturer, and conductor of national and international workshops about Laser-Assisted Dentistry. Dr. Kresimir gave an introduction about his Clinic for Laser-Assisted Dentistry in Zurich, and recommended books and Journals about basic science, and clinical applications in laser indications.



Dr. Kresimir Simunovic & Rebecca Aoun



WHAT'S NEW IN

AESTHETICS

●● Cutera Vascular Solution

Satisfaction Like Never Before!



Lama Labaki
Jr. Territory Manager
Aesthetics

Established in the San Francisco Bay Area in 1998, Cutera is a leading provider of laser and other energy-based aesthetic systems for practitioners worldwide. It has been developing innovative, easy-to-use products that enable physicians and other qualified practitioners to offer safe and effective aesthetic treatments to their patients. Furthermore, Cutera solutions are available on upgradeable platforms to protect your investment and avoid obsolescence.

The Patient

Patients with vascular disorders are a common theme in physicians' offices. Areas affected are the face, neck, chest, and lower extremities such as the legs, ankles and feet.

To address these problems, physicians turn to drug therapy, laser or light devices, or a combination of both. Cutera Vascular includes the Excel and LimeLight, and offers over 84,000 combinations of wavelengths, pulse duration, fluency, and spot size, allowing the treatment of any indication from superficial facial veins to deep reticular leg veins.

Cutera Excel...No more painful injections!

The Cutera Excel has become the first clinically effective long pulse Nd:YAG laser, for both small superficial veins, and deeper veins in men and women of all skin tones.

The Cutera Excel system works by delivering pulses of light energy which cause the blood within the vein to coagulate. Blood flow will then be redirected to veins deeper in the skin's surface where it belongs.

Cutera LimeLight...3 in 1 device

The Cutera LimeLight is a versatile and powerful IPL device for treating vascular and benign pigmented lesions. This 3 in 1 device provides programmable wavelengths between 520 and 1100 nm, allowing excellent hemoglobin and melanin absorption for a uniform treatment and ease of use.



Dr. Rami Abadi
Dermatologist

"I decided to purchase Cutera (Vascular platform-Excel, Genesis,& Lime Light) the moment I was introduced to the machine during my last year of residency training at the American University of Beirut. Now, 2 and a half years later, I can say that I made the right choice! I am amazed at how fast my patients are responding, even those with port-wine stains. The days I needed 8-12 sessions with PDL are definitely over!"





PRODUCT

IN FOCUS

CataRhex

oertli
SWITZERLAND



Jad Nasr
Regional Product Manager
Ophthalmology

Proof that Size doesn't Matter!

Phaco-machines are all about pure physics, and not about tech glamour. The ability to work smoothly, efficiently, and effectively relies solely on the physics that has been invested and innovated by the manufacturer in order to satisfy the needs of surgeons. Oertli, a renowned Swiss manufacturer since 1955, has worked hard to rely purely on physics, with the aid of hardware technology, to be able to provide high standard machinery.

Oertli has recently released its newest anterior segment phaco-machine, integrating the latest advancements in peristaltic technology and hardware creation.

"CataRhex-3" a successor of Swisstech has been built, akin to all the Oertli product line, with the effort of incorporating Oertli main principles: functionality, reliability, and simplicity. Oertli fluidic technology, integrated in the all new CataRhex-3, is the reason behind the oomph power and amazing precision; proving once again size does not matter!

Advanced easyPhaco®Tip technology (Tip sizes: 1.6mm, 2.2mm, 2.8mm)

easyPhaco®Tip technology allows increased irrigation fluid without increasing BSS height, thus placing less IOP in the eye. Optimized tip design (inside and out) allows easy groove without using high U/S parameters.



High quality titanium instruments deliver lasting quality, and reduce item turnover. Patent Oertli reusable cassette technology delivers safe and economical solutions for hospitals and private centers.

Economical (low cost per surgery)

Latest Advanced Peristaltic pump technology

Oertli Advanced Peristaltic Technology allows very smooth aspiration whilst using low irrigation fluid pressure to stabilize the anterior chamber.

Latest integration of hardware technology provides optimal power, control, and safety. Simple programming and easy hardware update allow surgeons to stay up to date with the latest technology.

Latest hardware technology

No tech glamour just pure fluid dynamics

No wireless, no touch screen, and no PC software issues. Just pure hardware and dynamic technology, delivering pure power and safety to the maximum.



Efficient strong phaco cuts whilst reducing heat distribution to the minimal.

6-piezo crystal hand-piece

Classical cable connection

No wireless system, for added speed response, safety and reliability during surgery.

No freezing, reliable and quick speed reaction to pressure stimulus.

No PC software

New Cortex Mode

With such an advanced pump system and hardware technology, cleaning can be easy and safe.

Weight: 5.2 kg and can be transported anywhere from OR to OR, and country to country.

Minimum OR Space needed

Color Coded Buttons

For ease and speed in changing modes.

Latest anterior pneumatic cutter technology (Available in 20G, 23G and 25G) making cutting rate stable, consistent, and effective.

Integrated air compressor (Anterior Vitrectomy)

User Friendly Panel

Direct access user panel; no touch screen to avoid unresponsive touch issues.



Set-up done in 2 minutes, ready to use in 5 seconds.

Quick/easy setup

Easy accessibility

All connections/controls are in front, making set-up very simple and quick.



COUNTRY

IN FOCUS

●●● Expanding Globally...Next Stop Cyprus!



Marla Theocharides
Country Manager
Cyprus

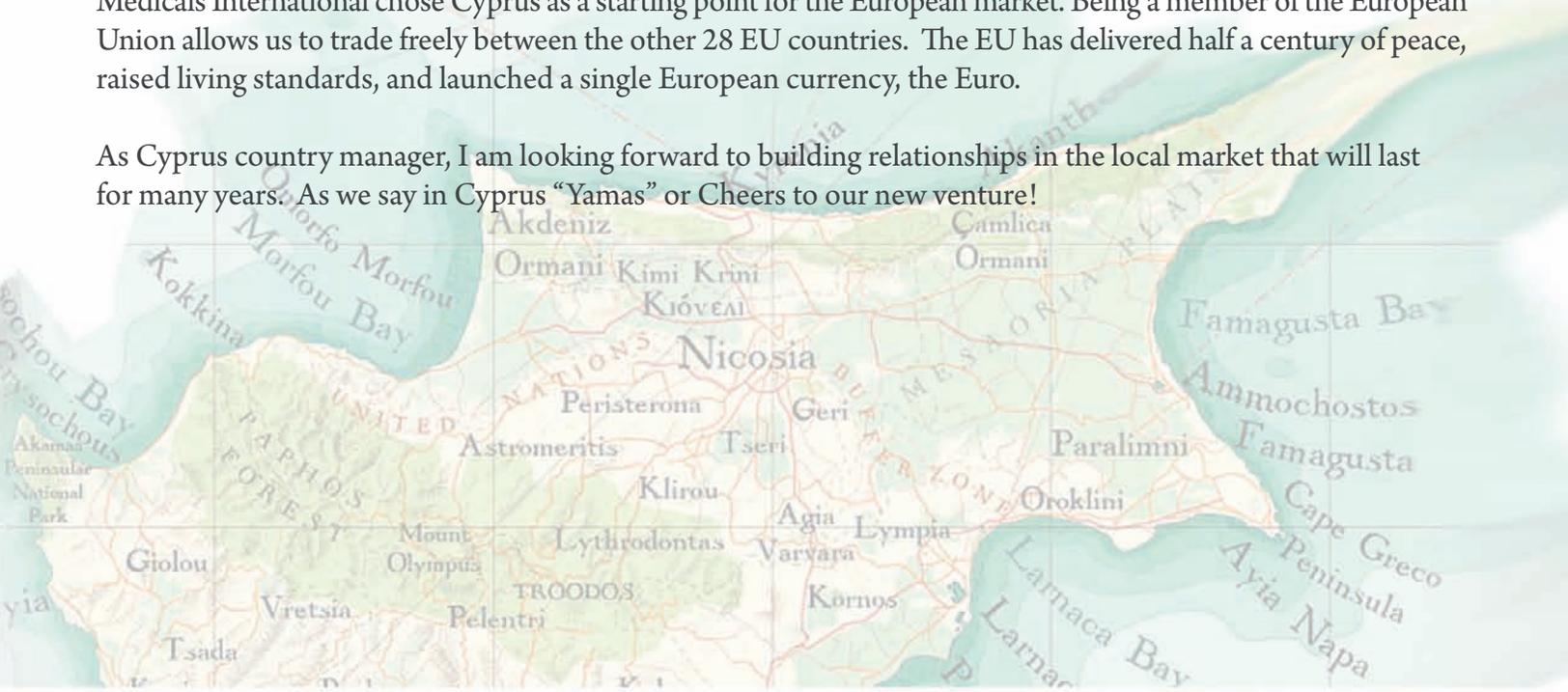
My name is Marla Theocharides and I am the Country Manager for Cyprus. I am a United States citizen and have been working and living in Cyprus since 2014. I have over 15 years of experience working in and managing medical and dental practices in the U.S. and more recently Medicals International. I am a firm believer that success is built on a solid foundation; it has been and is my intention to diligently assist with the establishment and organization of the Cyprus office.

We are located in the capital center, Nicosia. Our offices are easily accessible from the exit of the highway entering Nicosia, opposite Hellenic Bank on Athalassas Avenue. Our fully functioning modern offices have been selected with growth in mind; we currently have a team of employees who have already received extensive training. Our Contact Lens Territory Manager is Anastasia Popovidou, and Chara Iosif is our Customer Service Agent. Medicals International is certain that the Cyprus team selected is highly capable of delivering the most up-to-date information and training to the optometrists and ophthalmologists. Medicals International Europe Ltd. thinks of the patient first, and its intention is to provide the best medical products available with excellent customer service.

Cyprus is a fascinating island that has deep cultural history. Human habitation of Cyprus dates back to the Paleolithic era (known as the Stone Age). Cyprus's geographic position has caused it to be influenced by different Eastern Mediterranean civilizations over the millennia. The population of Cyprus is right around 1 million. The Republic of Cyprus gained its independence from Britain in 1960, and three years later, inter-communal violence between Turkish and Greek Cypriots broke out. Since 1974, the island has been divided after the military junta in Greece went against the Cypriot President Makarios, and the subsequent invasion of the Turkish army. Despite numerous efforts to re-unify the country, it remains divided until this day.

Walid Barake, founder and CEO of Medicals International lived in Cyprus during the Lebanese war in 1988 and early 1989. Walid has fond memories of Cyprus, and it holds a special place in his heart, which is why Medicals International chose Cyprus as a starting point for the European market. Being a member of the European Union allows us to trade freely between the other 28 EU countries. The EU has delivered half a century of peace, raised living standards, and launched a single European currency, the Euro.

As Cyprus country manager, I am looking forward to building relationships in the local market that will last for many years. As we say in Cyprus "Yamas" or Cheers to our new venture!





●●● Annual Dinner

Because Medicals International leaves no job unrecognized, it organizes an annual ceremony to pay tribute to all the hardworking staff that it considers family. This event was held across MI offices as one of the many gatherings that take place throughout the year.

MI Dubai



MI Beirut



●●● Medicals Gives Back

Because “no child should die in the dawn of life,” the St. Jude Children’s Research Hospital in Memphis, Tennessee, USA opened its doors in 1962, making Danny Thomas’s dream come true. Danny’s wish was to open a similar institute in his home country; thus in 2002, the Children’s Cancer Center of Lebanon (CCCL) was inaugurated with a mission to save children’s lives. The CCCL’s mission is to support all children with cancer and through securing funds to have access to the latest treatments. “MI Gives Back” is an initiative taken to give back to children fighting cancer. With every Biomedics 1 day Extra box bought, 1\$ is donated to the CCCL organization. We are proud to be able to donate even the smallest amounts to such a humane cause.





●●● ELLEX AWARD

We are proud to announce that Medicals International took home the Ellex “Outstanding Sales Progression Award” this year. The Ellex Distributor Function took place at the De Kas Restaurant, which is set in the picturesque surrounding of Frankendael Park in Amsterdam. Held in conjunction with the XXXI Congress of the ESCRS, the Distributor Function provided the opportunity to connect with members of the Ellex distribution network and hear some exciting company and product updates.



●●● EOS EGYPT

Medicals International attended The Egyptian Ophthalmological Society meeting, held on the 12th, 13th, and 14th of March at Al Azhar Conference Center, Cairo.



●●● SOS KSA

Medicals International was also present at Annual Scientific Meeting of the Saudi Ophthalmological Society, in collaboration with Ophthalmology Department, College of Medicine, and King Saud University. This conference was held at the King Fahd Cultural Center in Riyadh, Kingdom of Saudi Arabia, from the 2nd till the 5th of March 2014.



Medicals International



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