

ABHI APPOINTS NEW INTERNATIONAL MANAGER

As part of the expansion to its international team, The Association of British HealthTech Industries (ABHI) has appointed Alison Cassells to the role of International Manager.

Alison joins the ABHI from Eschmann Equipment, where she worked in the commercial team and was responsible for many UK & International Exhibitions, bringing with her over 12 years of experience.

Her new role at ABHI will see her utilise her significant experience of facilitating exhibitions and trade shows to showcase new products and innovations on a global stage. Alongside ABHI's exhibition, which includes the management of UK Pavilion's at both MEDICA & Arab Health, Alison will be supporting ABHI's US Accelerator work, through its base in Texas.

Commenting on her new role, Alison added: *"I am delighted to be joining ABHI at what is a particularly exciting time. By further strengthening our international team, UK HealthTech companies have a really strong offering in place to ensure they are supported with their export objectives."*

Alison's arrival follows the appointment of David Phillips as Associate Director, International in January this year. David works across all of ABHI's international remit, driving activity and the expansion of ABHI's support for members overseas.

Now in its 30th year, the ABHI supports the HealthTech community to provide products and services that help people live healthier lives. As the voice of the industry, it shows the value of health technology and importance in overcoming barriers to allow people to benefit from it now, and in the future.

Notes

About ABHI

The Association of British HealthTech Industries (ABHI) supports the HealthTech community to provide products and services that help people live healthier lives. As the voice of the industry, we show the value of health technology and overcome barriers to people benefitting from it now and in the future. We shape how data and technology will transform healthcare and improve the lives of patients. We work with regulators and help companies understand the environment, so patients can access HealthTech safely and quickly. In turn, we insist on the highest professional standards and ethical behaviour so that the HealthTech industry is recognised as a trusted partner in healthcare. We encourage growth and help HealthTech companies to connect with new customers around the world. www.abhi.org.uk

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