

MEDIA ADVISORY

24 March 2006

INVITATION TO THE MEDIA

Currently, hundreds of millions of people suffer from chronic respiratory diseases, such as asthma, obstructive pulmonary disease (COPD), allergic rhinitis, and other chronic respiratory diseases.

The Global Alliance Against Chronic Respiratory Diseases (GARD) is being launched in Beijing, China. The alliance is a global voluntary alliance of 41 national and international organizations focused on reducing the global disease burden of chronic respiratory diseases by integrating and strengthening surveillance, prevention and treatment efforts.

WHAT: Launch of the Global Alliance against Chronic Respiratory Diseases (GARD)

WHO: **Key speakers** at the launch include:

- Dr Nanshan Zhong, President, Chinese Medical Association, China
- Dr Suzanne Hurd, Scientific Director, Global Initiative for Asthma/Gold Initiative for COPD, USA
- Prof Dr Jean Bousquet, GARD Chairman, France
- Dr Michael Boland, Irish College of General Practitioners, Ireland
- Dr John Walsh, President International Coalition for COPD, USA
- Dr Henk Bekedam, WHO Representative, China
- Dr Nikolai Khaltsev, Responsible Officer, Chronic Respiratory Diseases, World Health Organization, Switzerland

WHERE: **Presidential Plaza Hotel**, 9 Fuchengmenwai Road, Xicheng District, Beijing 100037 (Telephone +86 10 6800 5588)

WHEN: **28 March** 2006 (Tuesday)

10.00-11.15: Presentations and formal launch

11.15-11.50: Questions from the media

12.00: Cocktail and availability of key speakers for one-on-one interviews

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