

## Introducing AnimalhealthEurope - the Voice of the Animal Medicines Industry

*Former IFAH-Europe unveils new name and branding at 30th anniversary gala dinner attended by Commissioner Andriukaitis*

Brussels, 11 October 2017; AnimalhealthEurope unveiled its new name and branding at a gala dinner held in Brussels tonight to celebrate the organisation's 30th anniversary. The association, formerly known as IFAH-Europe, hosted over 120 guests at the Concert Noble and welcomed EU Health and Food Safety Commissioner, Vytenis Andriukaitis, as keynote speaker.

The Commissioner congratulated the organisation on its 30 year anniversary and welcomed the work it undertakes in safeguarding animal health which contributes to improving both human and eco-system health. He acknowledged the role of AnimalhealthEurope in promoting the health and wellbeing of animals and driving greater understanding of the animal health industry and its reciprocal relationship with people. "Simply put, healthy animals mean healthy people and a healthier planet," said Commissioner Andriukaitis, echoing the organisation's One Health motto.

The new branding features the new name 'AnimalhealthEurope', a new strapline clearly stating the role of the organisation - The Voice of the Animal Medicines Industry - and a new logo depicting people, animals and the earth, signifying man's mutually dependent relationship with animals for companionship and food products. The new look will be translated through to all AnimalhealthEurope print and digital materials from today and a new website featuring updated content on the association's main policy areas, has also been created at [www.animalhealtheurope.eu](http://www.animalhealtheurope.eu).

Unveiling the new brand, AnimalhealthEurope secretary general Roxane Feller said "Animal health, human health and the environment we live in are inextricably linked - we call it 'One Health'. Our organisation looks to deliver solutions and gathers a broad stakeholder alliance throughout the food chain and beyond behind the One Health vision - from farmers, vets, and human medicine counterparts, to assistance animal associations and public health organisations, on through to policy makers, media and civil society."

“Over the past 30 years we have worked to increase awareness and understanding of the societal benefits of the animal health industry on animals, people and the environment. I am confident that with our new name and branding we are in good shape to continue to drive home our message to EU decision makers and wider stakeholders in the years to come.”

Tomorrow AnimalhealthEurope hosts its annual conference at the Renaissance Hotel in Brussels, with an audience of some 120 stakeholders and speakers from industry, public health, EU institutions and academia. Entitled “One Health: more than a buzzword?” the conference will focus on developing solutions for turning One Health from vision to action. It will explore the need for a future-proof regulatory framework that streamlines procedures, reduces administrative tasks and encourages more R&D. The industry goal is to bring wider treatment innovations to market to ensure availability and reliability, and support the sustainability of European agriculture and society as a whole.

## Ends

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## Notes to editors

- AnimalhealthEurope represents manufacturers of veterinary medicines, vaccines and other animal health products.
- It is a not-for-profit body representing both corporate members and national animal health associations in Europe.
- These associations comprise both local medium-size enterprises (SMEs) and international companies.
- Its membership covers 90% of the European market for veterinary products.
- The organisation strives to foster a greater understanding of the value of the animal health industry, ensure its interests are balanced with consumer interests and recognise man’s mutually dependent relationship with animals for companionship as well as food products.