

IUPESM World Congress at Metro Toronto Convention Centre puts Canadian Scientists on World Stage

Toronto, ON: A compelling triennial world congress in Toronto is poised to place Canadian scientists in medical physics and biomedical engineering on the world stage, and highlight Toronto as an exciting scientific hub. From June 7 – 12, the Metro Toronto Convention Centre (MTCC) will play host to a meeting of approximately 2,300 members of the International Union for Physical and Engineering Sciences in Medicine (IUPESM), a group comprised of the International Organization for Medical Physics (IOMP) and the International Federation for Medical and Biological Engineering (IFMBE). This is the first time Canada has hosted the IUPESM World Congress on Medical Physics and Biomedical Engineering, and the event's presence in Toronto will bring an estimated \$6.7 million to the local economy.

The World Congress will be the largest gathering of medical physicists and biomedical engineers as it will draw together professionals in these areas of science from no less than 86 countries. From Jerusalem to Rio de Janeiro to Beijing, the meeting has seen a global rotation of vibrant host city locations. With a desire to bring 2015's event to the Americas, Toronto stood out as the front-running world class city to host the event.

"Toronto is a major centre for work of this kind," said Dr. Tony Easty, co-chair of the World Congress, who worked with fellow co-chair Dr. David Jaffray in bringing the event to Toronto. "We hope this congress will put the work of Canadian scientists in these disciplines in front of an audience from around the world. It should help further collaborations between Canadian scientists and their colleagues elsewhere."

The strong collaborative efforts of Easty, Jaffray, Tourism Toronto, MTCC, the Canadian Medical and Biological Engineering Society (CMBES), the Canadian Organization of Medical Physicists (COMP), and the Leaders Circle, a program dedicated to uniting Canadian leaders who are passionate about promoting Toronto as an events destination, proved successful in bringing the World Congress to Toronto. With 600,000 sq ft of space, including flexible meeting rooms, ballrooms, and a theatre, MTCC stood out as the ideal facility for an event of the Congress' magnitude.

"Canada has made a strong contribution to medical physics and biomedical engineering, and hosting the IUPESM World Congress in Toronto within the walls of MTCC allows us to tell that story," said Barry Smith, President and CEO of MTCC.

The major scientific event presents a unique opportunity for professionals of both disciplines to discuss a range of significant global issues, such as health, food, and water safety, environmental toxins, and medicine. An exciting range of subjects will be covered in a six-day program of exhibits and sessions, and a succession of renowned global leaders are set to speak as keynotes, including Canadian Dr. Gordon McBean, President of the International Council for Science, Jeff Immelt, Chairman and CEO of GE, and Londa Schiebinger of Stanford University who addressed the United Nations in both 2011 and 2014. A complete list of Plenary Speakers may be found below.

"At their heart, both of these disciplines are about providing technologies that improve healthcare and outcomes for patients," said Easty. "Members of our professions are passionate about the work that we do, and meetings such as this allow us to compare our work with others from around the world, so that we can increase collaboration and try to provide benefits to people no matter where they live."

While the dynamic program and lineup of plenary speakers coincide to create a rich schedule of education and networking, attendees are encouraged to complement their time at the World Congress by experiencing the vibrancy of the host city.

"We hope delegates will take a bit of time to get to know Toronto and appreciate the many things our city has to offer," said World Congress Co-Chairs Easty and Jaffray. "It is fitting that such a multi-cultural city should play host to a truly international roster of delegates."

Plenary Speakers

For complete biographical information, please visit: <http://wc2015.org/scientific-program/plenary-speakers/>

Dr. Londa Schiebinger

- ***Gendered Innovations in Health & Technology***
- Congress Theme: Women in Biomedical Engineering and Medical Physics
- Monday, June 8, 2015 at 13:30 – 15:00

Dr. Monique Frize

- ***Engaging Women and Men for a Better Future Worldwide***
- Congress Theme: Women in Biomedical Engineering and Medical Physics
- Monday, June 8, 2015 at 13:30 – 15:00

Jeff Immelt

- ***Next Generation Health: An Industry Perspective***
- Congress Theme: Next Generation Medicine
- Tuesday, June 9, 2015 at 13:30 – 15:00

Dr. Mary Gospodarowicz

- ***Cancer: The Global Health Challenge***
- Congress Theme: Global Health Challenges
- Wednesday, June 10, 2015 at 08:00 – 10:00

Dr. Gordon McBean, CM, O.Ont, PhD, FRSC

- ***The Changing Urban Environment and Health in a Future Earth***
- Congress Theme: Urban Health and Future Earth

- Wednesday, June 10, 2015 at 08:00 – 10:00

Dr. Edward H. Shortliffe, MD, PhD, MACP, FACMI

- ***Academic Biomedical Informatics: Synergies and Challenges at the Interface with Industry***
- Congress Theme: Evidence and Health Informatics
- Thursday, June 11, 2015 at 13:30 – 15:00

Dr. Vimla L. Patel, PhD, DSc, FRSC

- ***Cognitive Challenges for Safe Human Computer Interaction***
- Congress Theme: Evidence and Health Informatics
- Thursday, June 11, 2015 at 13:30 – 15:00

About the International Union for Physical and Engineering Sciences in Medicine

The IUPESM represents the combined efforts of more than 40,000 medical physicists and biomedical engineers working on the physical and engineering science of medicine. For further information, please visit <http://www.iupesm.org/>.

About the Metro Toronto Convention Centre

The Metro Toronto Convention Centre is Canada's number one convention and trade show facility. Over the past 30 years, the Centre has hosted over 18,000 events, entertained more than 55 million guests, and has added \$5.1 billion in direct spending to the community. For further information, please visit www.mtccc.com.

-30-

Media enquiries:

Christine Tse

Metro Toronto Convention Centre

T: (416) 585-8106

E: ctse@mtccc.com