

Brussels, 1 June 2015

Message from the President and Executive Director of IFAH George Heidgerken and Carel du Marchie Sarvaas

On Monday 1 June we are launching the new name and visual look of IFAH. From then onwards, our global association will be known as HealthforAnimals.



The name and look were chosen after careful consideration and consultation with stakeholders and members. The name better reflects what we represent and what we aim for: better health for animals. It strengthens the association's vision to communicate the important contribution the animal health sector brings to society, to help create a healthier world through an innovative, responsible and sustainable animal health sector and to reinforce itself as the global voice of the veterinary medicine sector.

To mark this launch, a number of tools have been developed which can be accessed here from 1 June onwards:

- [A short video from our President](#) explaining our vision,
- [A microsite](#) setting out our contribution in areas like: emerging diseases, zoonoses, enough safe food in the future, new technologies, vaccines and innovation, pets and antibiotics,
- [A fold-out card](#) with our vision, a timeline of the sector's achievements, our global network and some helpful information about animal names.

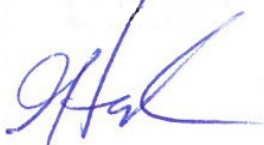
Our website remains the same, but is now called www.healthforanimals.org and the HealthforAnimals secretariat staff have new email addresses (firstname@healthforanimals.org). Telephone numbers remain the same. The secretariat (together with IFAH-Europe) has moved to new premises which better project the innovation and progress our industry stands for.

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We hope you like the new name and look. On behalf of the Board of HealthforAnimals, thank you to the Communications Team for selecting the name and to the secretariat for developing the tools.

We strongly encourage you to make your colleagues, stakeholders and others aware of it and to point them to the communications tools we have developed.

Kind regards,



George Heidgerken
President of the Board HealthforAnimals
Global Head of Boehringer Ingelheim Animal Health



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