



MEDIA DISTRIBUTION

MEDIA ALERT

WORLD CONGRESS ON REFRACTIVE ERROR AND SERVICE DEVELOPMENT

Durban, South Africa, Monday 14 March, 2007: More than 600 international delegates and leading eyecare professionals are set to arrive in Durban before the start of the Inaugural World Congress on Refractive Error (WCRE) at the International Conference Centre, Durban, South Africa, 14-16 March, 2007.

The congress aims to develop realistic industry recommendations for a strategy to eradicate avoidable blindness, affecting 300 million people in the world today.

Key to the success of the congress will be the *Durban Accord* which will identify priorities and strategies to dramatically reduce the global Refractive Error and Presbyopia burden.

WHO estimates the global economic impact of Visual Impairment on the world is 42 billion per annum. By 2020, the number is expected to rise to \$US110 billion.

Expected to attend the congress are representatives of World Health Organisation (WHO), the peak body on avoidable blindness; International Association for the Prevention of Blindness, World Council Optometry, International NGO planners, professional associations and leading clinical and public health scientists.

Brain child of the International Center for Eyecare Education (ICEE) in Durban, the congress affords the African continent an opportunity to provide leadership on this vitally important global public health challenge according to WCRE Chair, Prof. Kovin Naidoo.

"The WCRE forum will be the first time that open industry discussion has been held to find answers to service delivery for those whose sight could be restored if they had access to eyecare screening or simple low vision solutions like the right pair of glasses", he said today.

The congress will hear world class speakers in eyecare including; His Royal Highness Prince Abdulaziz Ahmed Abdulaziz Al-Saud, Professor Brien Holden, Daniel Etya'ale, Dr Ivo Kocur, Dr Leon Ellwein and Dr Hannah Faal.

For more information on the congress please visit our website on www.icee2007.org.za . If you are interested interview or more information please contact: EMAIL: s.oconnell@ier.org.au
CELL: + 439 600 312 WEB: www.icee.org for images, background and more news.

ICEE would like to thank

Our Supporters



Platinum Sponsor



Gold Sponsor



International Centre for Eyecare Education (ICEE) Web: www.icee.org