



Health Industry Business Communications Council

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FOR IMMEDIATE RELEASE

HIBCC Welcomes Turkey Affiliate

Phoenix, Arizona (October 8, 2008) – The Health Industry Business Communications Council (HIBCC) has announced the appointment of Asengel Industry and Technological Products Trade Company, based in Ankara, Turkey, as the newest addition to the HIBCC international network.

HIBCC is an industry-sponsored, nonprofit standards development organization (SDO) that has been accredited and recognized by the American National Standards Institute (ANSI), the European Committee for Standardization (CEN) and the International Organization for Standardization (ISO). HIBCC's mission is to facilitate electronic commerce by developing appropriate standards for product and location identification among health care trading partners. HIBCC activities are managed globally via various international HIBCC affiliates.

“We are very pleased to have partnered with Asengel,” said HIBCC President Robert A. Hankin, PhD. “During the past two years, we have experienced an increasing level of HIBCC labeling in Turkey on both Turkish domestic and imported products. The passage of new Turkish government regulations that identify HIBCC standards in its requirements has been an impetus for significant growth.”

Asengel is a subsidiary of Gentek Medical and Technical Device Trade and Ltd. Co., which is a distributor that represents numerous companies in Turkey as well as other countries. Asengel will initially represent and concentrate its HIBCC efforts specifically in Turkey.

Engin Üçöz, President of Asengel, will be in charge of Turkish HIBCC activities. “Our goal is to provide education and training around the HIBCC suite of standards, as well as to assist HIBCC in understanding Turkish regulations and to provide local support,” said Üçöz.

For more information, please visit www.hibcc.org.

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