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SECOND WORLD CONFERENCE ON OPTOMETRIC GLOBALISATION (WCOG2)

11-13th April 2008 Queen Elizabeth II Conference Centre in London

Hosted by the World Council of Optometry (WCO) and the European Council of Optometry and Optics (ECOO) in conjunction with the College of Optometrists, WCOG2 has been designed to appeal to leaders from professional organisations, governmental agencies, ophthalmic industry, regulatory boards, educational institutions, accreditation agencies, public health organisations and non-governmental organisations throughout the world.

The conference features five sessions that will address the political, humanitarian and commercial aspects of the development of effective, efficient policies and delivery care systems that improve visual health.

- Understanding the relationship between public health, development and globalisation
- Global competition and the economic realities of improved health status
- Transforming the workforce: scope of practice challenges
- Education and accreditation: strategies for public health impact in an era of globalisation
- The impact of VISION 2020: The Right to Sight in responding to the challenges of globalisation and public health.

A host of international speakers from a wide range of organisations will address the conference, including senior representatives from the International Centre for Eyecare Education, the International Agency for the Prevention of Blindness and the World Health Organisation.

Commenting on the conference, Dr Robert Chappell, President of the World Council of Optometry said "The impact of globalisation on optometry as goods, services, people, knowledge and information move increasingly quickly and freely around the world cannot be underestimated. WCOG2 will give those of us involved in optometry at any level the opportunity to discuss some of these issues and to share our thinking so that the profession is well-positioned to meet the demands in a changing world."

The spring meeting of the European Council of Optometry and Optics (ECOO) will take place on Thursday 10 April and the morning of Friday 11 April.

Tickets for WCOG2 are priced at £297.50 and include entrance to all sessions, a buffet lunch and refreshments each day, as well as the reception on the London Eye on Friday 11 April and Gala Dinner on Saturday 12 April at London's historic Guildhall. For more information or to book a place at the conference please see the following website

www.college-optometrists.org/index.aspx/pcms/site.News_and_Events.g2_conference.g2_conf_home

Notes to Editors

About WCO

WCO is an international organisation dedicated to the enhancement and development of eye and vision care worldwide. Representing over 50 countries and 250,000 optometrists, WCO serves as a forum for member organisations to respond to public health needs and opportunities around the world. The WCO is a member of the International Agency for the Prevention of Blindness and maintains official relations with the World Health Organisation.

About ECOO

The European Council of Optometry and Optics (ECOO) is the confederation of national professional organisations representing optometrists and opticians in twenty five European countries.

About the College of Optometrists

The College of Optometrists is the Professional, Scientific and Examining Body for Optometry in the UK, working for the public benefit. The College is handling the administration and management of the WCOG2 on behalf of WCO and ECOO.