

January 16, 2020

Dear Madam/Sir,

We hereby invite you to participate in the high level scientific conference „Better Future of Healthy Ageing 2020“. BFHA2020 is organized by the University of Zagreb School of Medicine, in cooperation with the Ministry of Science and Education of the Republic of Croatia, under the auspices of the European Commission as part of the Croatian Presidency of the Council of the European Union.

The Conference will take place from the 6th to 7th of April, 2020 in Zagreb, Croatia in order to commemorate the World Health Day 2020.

The overall mission of the Conference is to stimulate research, implementation and scaling up innovations to manage health and wellbeing of the ageing population.

We aim to enable discussion on the importance of the transformation of health and current healthcare services into more digitized, long-term, integrated and personalized models while promoting innovative ecosystems in order to deliver better quality of life among the elderly.

In line with this mission the conference will address the growing demand caused by global trends of population ageing and the expansion of chronic disease by focusing on potential large-scale implementation of innovations to foster the functional ability and wellbeing of older people.

The objectives of the conference are:

- to address issues of ageing of biological systems through the topics of regenerative medicine, neuroscience, clinical medicine and other fields of medicine with the emphasis on personalized and integrated medicine.
- to showcase the impact of smart technologies for age friendly ecosystems by providing a
- discussion on scaling up innovations and solutions for age-friendly environments.
- to analyze the issues of ageing and healthcare system sustainability at various levels (e.g. institutional, regional, state, EU level).

The Conference will have a full-coverage European outreach aiming to engage around 300 participants. By attending you'll have the chance to interact with leading researchers, policy experts, representatives of companies and relevant medical and health related associations from the EU and around the globe.

Since the conference is financed through EU funds, the admittance is free of charge. You can become an active participant by submitting your abstract for an oral presentation or poster.

Applications are now open on the website [www.bfha2020.hr](http://www.bfha2020.hr)

In addition, we kindly ask you to disseminate this letter to your collaborators who might be interested to attend BFHA2020 conference.

Sincerely,



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Professor Marijan Klarica, MD, PhD  
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