

May 2013

Industry and educators meet in Santa Cruz, Bolivia

Challenges facing the Bolivian contact lens market were on the agenda when IACLE's Americas Regional Coordinator, Guillermo Carrillo, met with industry representatives last month (19th April).

Taking advantage of the 4th South American Meeting held in Santa Cruz, Bolivia (19th – 20th April), educators met with the regional contact lens industry to identify barriers to developing the contact lens market in Bolivia.

Industry was represented by Ricardo G3nzales (B+L LAMEX), Enzo Iriarte (Alcon South Cone), Daniel Loew (Medical Mix) and Ana Mirekosky (Premier, former distributor of J&J).



Attending from educational institutions in Bolivia were: Jos3 Luis Delgado (Academic Director, Instituto de Salud, Seguridad Ocupacional y Medio Ambiente, Santa Cruz - ISSEM) and Carlos Oropeza (ISSEM's President). Roberto Marzano (Cooper Vision South Cone) was unable to attend but CooperVision sponsored an IACLE representative to attend.

'The industry sees Latin America as a potential market and has seen market growth in this region but to maintain growth requires a solid academic foundation and IACLE plays an important role in this area,' says Guillermo.

Among the topics discussed were potential educational and training projects, consumer interest in contact lenses and raising awareness of the risks of counterfeit lenses.

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