



**FOR IMMEDIATE RELEASE**

July 12, 2018

**WORLD'S LARGEST BIOMEDICAL ENGINEERING GROUP HOSTS  
40<sup>TH</sup> ANNUAL CONFERENCE IN HAWAII**

*– High-profile keynotes, mini symposia, workshops and invited sessions  
welcome students and professionals, July 17-21, to the Hawai'i Convention Center –*

**HONOLULU** – The IEEE Engineering in Medicine and Biology Society (EMBS) will hold its 40<sup>th</sup> Annual International Engineering in Medicine and Biology Conference (EMBC) from July 17-21 at the Hawai'i Convention Center on O'ahu. The conference will welcome nearly 3,000 participants from 63 countries around the world.

Themed "Learning from the Past, Looking to the Future," the 2018 IEEE EMBS conference is expected to generate an economic impact for the State of Hawai'i of more than \$14 million in visitor spending and \$1 million in tax revenue. In addition, many conference attendees are expected to extend their time in the Hawaiian Islands to include vacation, further enhancing the conference's economic impact on the state's visitor industry, Hawai'i's No. 1 economic driver.

"The IEEE EMBS is delighted to bring our 40<sup>th</sup> annual International Engineering in Medicine and Biology Conference to the state of Hawai'i," said Nigel Lovell, Ph.D., President of IEEE EMBS. "We look forward to introducing thousands of biomedical engineering students and professionals to these beautiful islands and their cultural traditions while showcasing Hawai'i as a key location for world-class science."

Having the IEEE EMBS conduct its business in Hawai'i reinforces the State of Hawai'i's standing as a premier host destination for meetings drawing attendees from around the world. The business generated by meetings, conventions and incentive groups is key to the state's tourism mix, supplementing an already robust leisure market in support of a healthy visitor industry.

The conference's participants will address diverse topics within the biomedical engineering field, including cutting-edge research and innovation, health care technology research and development, translational clinical research, technology transfer and entrepreneurship, and biomedical engineering education. The EMBS expects the conference to result in an exciting exchange of scientific knowledge and international collaboration, as well as important advancements for the biomedical engineering community and communities beyond.

For more information about the IEEE EMBS conference, visit <https://embc.embs.org/2018/>

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**About Meet Hawai'i**

Meet Hawai'i is a collaboration of the Hawai'i Tourism Authority (HTA), HTA's Global Marketing Team and the Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for global business meetings, conventions and incentive programs. The marketing efforts of the Meet Hawai'i team are overseen by HTA, the state of Hawai'i's tourism agency. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

**About the IEEE Engineering in Medicine and Biology Society**

The IEEE Engineering in Medicine and Biology Society (EMBS) is the world's largest international society of Biomedical Engineers. With 12,000 members residing in some 97 countries around the world, it's a true global connection, providing access to the most fascinating people, practices, information, ideas, opinions and fellowship from one of science's fastest growing fields: biomedical engineering. From formalized mathematical theory to experimental science, from technological development to practical clinical applications, IEEE EMBS members support scientific, technological, and educational activities as they apply the concepts and methods of the physical and engineering sciences to biology and medicine. By working together, we can transform and revolutionize the future of medicine and healthcare. For more information about IEEE EMBS, please visit [www.embs.org](http://www.embs.org).

**Media Contacts:**

**Meet Hawai'i**

Nathan Kam  
Anthology Marketing Group  
(808) 539-3471  
[Nathan.Kam@AnthologyGroup.com](mailto:Nathan.Kam@AnthologyGroup.com)

Samantha Tsui  
Anthology Marketing Group  
(808) 539-3440  
[Samantha.Tsui@AnthologyGroup.com](mailto:Samantha.Tsui@AnthologyGroup.com)

**IEEE**

Nicole L. Randall  
Randall Communications, LLC  
(310) 691-0849  
[nicole.randall@live.com](mailto:nicole.randall@live.com)