

## **PRESS RELEASE**

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# **EUROPEAN COUNCIL OF OPTOMETRY AND OPTICS APPOINTS NEW SECRETARY GENERAL**

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**4 JUNE 2010**

The European Council of Optometry and Optics (ECOO) have appointed Dr Ulrich Adam as its new Secretary General. A German national, Dr Adam (34) works for the public affairs consultancy Hill & Knowlton International in Brussels.

He will take up his appointment in October 2010, when the current Secretary General, Dr Richard Carswell, retires from ECOO.

Dr Adam was elected Secretary General by ECOO's General Assembly on 15 May 2010 in Copenhagen, on the recommendation of its Executive Committee. The recommendation was made following interviews of all the respondents to ECOO's public invitation to bid for the position.

An Associate Director of Hill & Knowlton, Dr Adam specialises in public affairs and European legislation governing the healthcare, pharmaceutical and food sectors. Educated at Tübingen and Cambridge universities, he is also a visiting professor at the Angers Business School (ESSCA) in France.

Welcoming the appointment of Dr Adam, the President of ECOO, Dr Wolfgang Cagnolati, said:

'I am delighted that my colleagues have chosen such a fine candidate to be Secretary General of our organisation. The challenges facing the profession at the European level demand a high level of skills and knowledge, which Dr Adam is able to give to ECOO.'

The current Secretary General commented:

'Together, Dr Adam and Hill & Knowlton Brussels will provide the highly professional advice and administrative support, which ECOO needs, if it is to continue to make ambitious progress in representing the interests of its member organisations. In recent years, ECOO has worked to raise its profile as the 'face' of optometry and optics in Europe and to develop optometry as the main provider of primary eye health care. Dr Adam and Hill & Knowlton will serve that ambition well. I wish my successor my heartiest congratulations.'

Replying, Dr Adam said:

'The Hill & Knowlton team and I look forward to working with ECOO's Executive Committee and member organisations to build up ECOO's profile and move towards greater recognition and harmonisation of the scope of practice of optometry and optics across Europe.'

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