

ABHI US ACCELERATOR

GROW YOUR BUSINESS IN THE WORLD'S
BIGGEST HEALTHTECH MARKET

ABHI
INTERNATIONAL

FOREWORDS



Business accelerators are booming globally as health and technology collide with one another. The US, with its pioneering institutions, is leading the charge and opportunities for innovative UK businesses are vast.

The challenges the US faces are not unique. Ageing populations, a sharp rise in chronic conditions and increased demand are impacting countries the world over. However, the size of the US, its technology driven cities and world-class academia, all mean one thing: it is the largest and most prized HealthTech market in the world. Yet many excellent companies have tried and failed to access it. Often, they are not prepared, be it through a lack of clinical connections, regulatory hurdles or costly operating outlays. The drivers of innovation, typically SMEs, will often run out of steam and retreat from the market. With the right level of support, however, this need not be the case. Over the past decade ABHI has grown its US activities to provide tangible

opportunities to UK companies seeking to increase their operations stateside.

Taking a state-by-state approach, we have gradually expanded our programme across the country, developing a network of connections within local health systems, that include clinical heads and c-suite leadership teams. Alongside that, we have cultivated relationships with Chambers of Commerce, key business groups and leading technology companies. This led, in 2017, to the establishment of a physical presence at The Dell Medical School in what we believe to be the ideal location for HealthTech companies to be based, Texas. The Texas attitude to innovation is very open, with a real willingness to collaborate. With regional headquarters of some of the country's largest healthcare providers

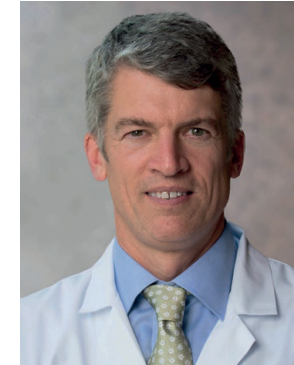
located in the state, it makes sense to not only sell products, but conduct further R&D and develop strategies for the clinical ecosystem that companies will find themselves in. It also acts as the perfect springboard for accessing the wider US.

Through the ABHI US Accelerator, this nationwide programme enables companies to de-risk their market entry and drive operations within the US. Added to this comes the support from a cohort of in-market experts and access to ABHI's highly developed US network. It is truly a comprehensive offer and one that I am delighted to see that companies are taking advantage of.

Phillip Kennedy, ABHI Chair

"ACTIONS SPEAK LOUDER THAN WORDS AND THIS COULDN'T BE TRUER THAN IN THE CASE OF ABHI. AS A DIRECT RESULT OF THE EXECUTIVE INTRODUCTIONS MADE BY ABHI, LUMEON IS NOW PARTICIPATING IN A BUSINESS PROPOSAL WITH A MAJOR USA HEALTH SYSTEM."

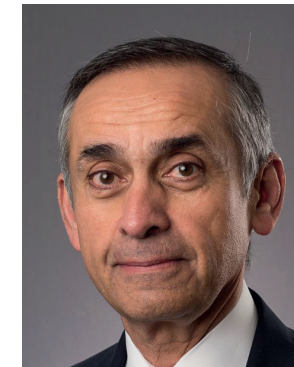
Rick Halton, CMO, Lumeon, Inc.



We are delighted to partner with the Association of British HealthTech Industries, whose members are also ready to rethink innovation with a focus on health, not just healthcare.

By co-locating with us, ABHI members have an opportunity to work directly with our physicians and researchers to develop meaningful solutions to real unmet health needs, all in one of the world's hottest cities for innovation. Utilising academic programmes to leverage private-public partnerships and translate promising technologies is not a new idea, but Dell Medical School and partners such as ABHI are uniquely positioned to create a valuable pipeline of healthcare innovation that help people get and stay healthy. We love having the ABHI companies as part of our ecosystem.

Clay Johnston, MD, PhD, Dean of Dell Medical School, The University of Texas at Austin



Technology is one of our greatest allies when looking to drive changes in healthcare systems, and international adoption is often a key mechanism for ensuring the spread of innovations to patients globally.

Initiatives that enable this are critical and I commend the work of ABHI and the ABHI US Accelerator programme in supporting this aim.

Professor the Lord Darzi of Denham, Chair, Accelerated Access Collaborative



The HealthTech industry is of vital importance to the UK. A close partnership with the NHS will help British businesses to export to overseas markets.

The work that ABHI are doing through their ABHI US Accelerator will not just deliver benefits to patients on both sides of the Atlantic, but also generate tax revenues and employment in the UK. I am wholly committed to ensuring that the NHS plays its full part in supporting ABHI and the HealthTech industry.

Lord Prior of Brampton, Chair, NHS England

ABHI'S NATIONWIDE CONNECTIONS



Per capita, the US is the **highest spender on healthcare** in the world by nearly 30%



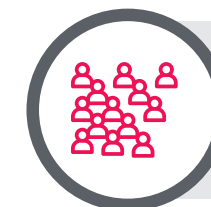
In 2018 the US spent **\$3.5 trillion** on healthcare



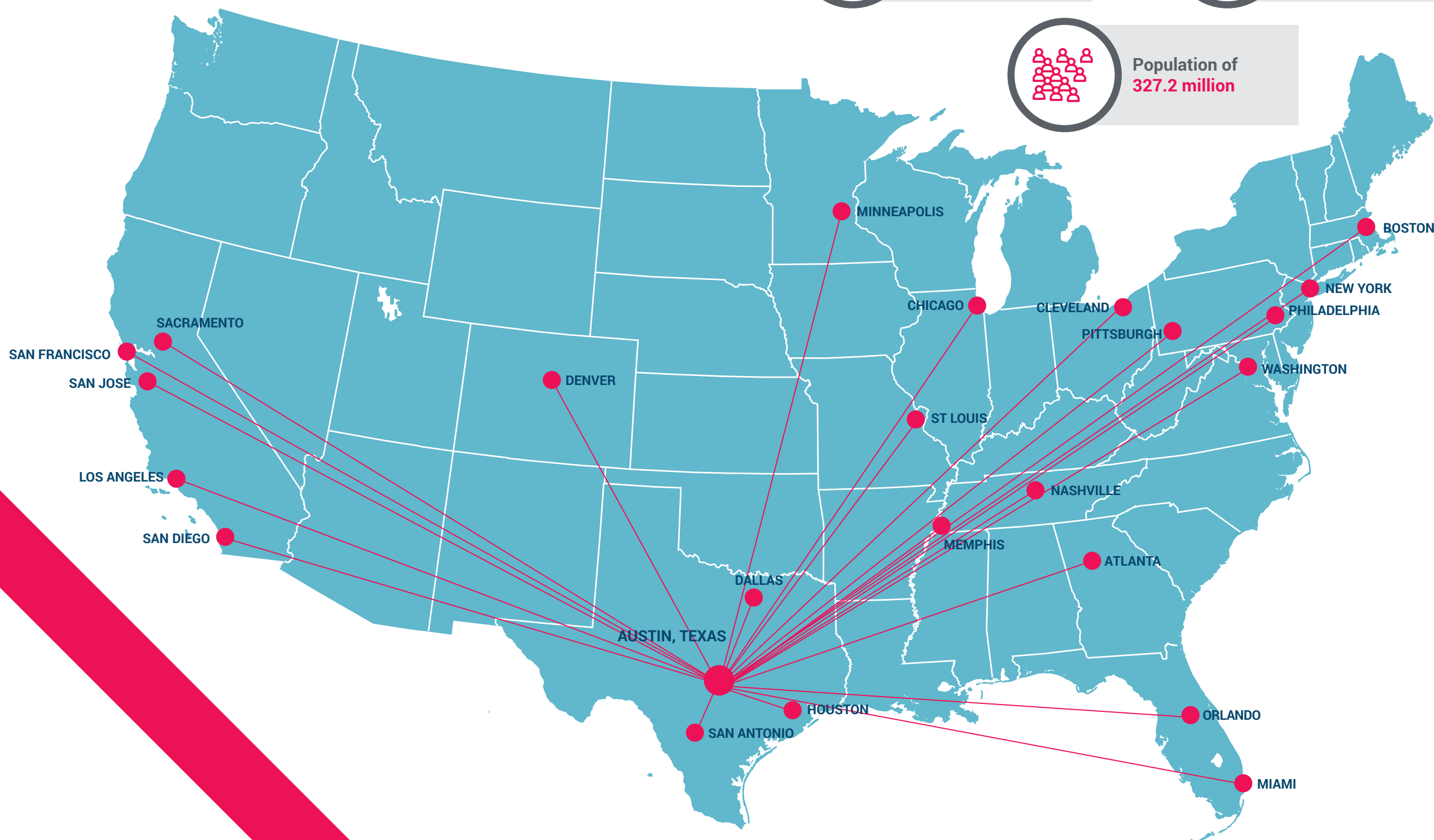
17.9% of GDP is spent on healthcare



The USA spends nearly **2.5 times** as much per person on healthcare as the United Kingdom



Population of **327.2 million**





ABHI US ACCELERATOR

With strong relationships across hospital systems and life science communities throughout the US, as well as a growing mentors network on-hand to offer guidance and insight, the ABHI US Accelerator is the ideal platform for companies looking to upscale their US business.

Designed specifically to enable medical device, diagnostic and digital health companies flourish, the 12-month programme of support provides companies with the opportunity to define and strengthen their US strategy, de-risk market entry and grow their US business by utilising ABHI's advice, expertise and connections within the US.

At the heart of the ABHI US Accelerator are the relationships with health systems and life science organisations in Texas. Working closely with your company, ABHI secretariat and faculty at Dell Medical School in Austin help to identify and fill 'needs gaps' with each participant, closely monitoring progress against defined objectives and milestones. Whether it is defining your 'go to market' strategy, understanding regulatory pathways and reimbursement, finding US partners or a clinical champion and reference site, the support is available to assist you throughout the year.

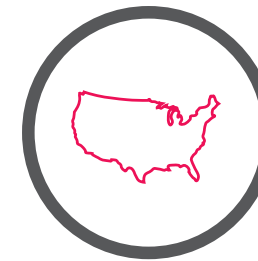
The programme is flexible and participating companies are able to utilise the facilities, market visits and network as much or as little as they wish. With a 'touch down' office located in Dell Medical School's new CoLab building, companies are able to spend time working with faculty and utilising the facilities when in the US, or even base their local staff there.

With relationships nationwide built over many years, ABHI is uniquely placed to act as an interlocutor for UK companies entering the US market. The year-round programme offers full access to comprehensive market visits and all the relationships ABHI has built and continues to develop across the country.



Year-round support

- › Bespoke solution for your US strategy
- › Dedicated year-round support from ABHI
- › Introductions across the US
- › ABHI US Accelerator newsletter providing insight and feature articles from our network
- › Regular updates on the US market from ABHI's member network in the US
- › Dedicated PR support to help drive coverage of your business
- › Partnering events with visiting US delegations



Nationwide Programme

- › Introductions across the US
- › Access to ABHI's network of health system partners
- › Support from ABHI's industry body network
- › Opportunities to be involved in various thought leadership events and demo days
- › Discounted rates on selected third-party events



ABHI US Missions

- › Exclusive access to the full year-round programme of Trade Missions across the US
- › Introductions to hospital systems, partners, investors & professional bodies
- › A minimum of four tailored trade missions across the US
- › Access for up to two delegates from your company to attend each mission



ABHI Innovation Hub @ Dell Medical School

- › Inclusion in the ABHI Innovation Hub at the Dell Medical School in Austin, providing office space, use of the business address & CoLab facilities
- › Access to physician groups, senior faculty and leaders within the University of Texas
- › Entry to coordinated events with ABHI & Dell Medical School
- › Participation in the Texas Health Catalyst programme
- › Honorary membership of the Austin Healthcare Council

"BEING PART OF THE ABHI US ACCELERATOR PROGRAMME HAS REALLY HELPED US UNDERSTAND THE US HEALTHCARE LANDSCAPE. THIS HAS PROVEN EXTREMELY VALUABLE IN OUR GO TO MARKET STRATEGY. IT HAS ALSO GIVEN US ACCESS TO PROVIDERS AND HOSPITAL SYSTEMS THAT WE WOULD NOT HAVE BEEN ABLE TO ON OUR OWN. I WOULD HIGHLY RECOMMEND ANY COMPANY WISHING TO DRIVE SALES SUCCESS IN THE USA TO SIGN UP"

James Urie, Sales and Marketing Director, Mediplus Ltd



One of the many Dell Medical School thought leadership panels, featuring Dell's Chief Technology Innovation Officer Rick Peters, ABHI Chair Philip Kennedy, Executive Director of Cambridge Health Partners Malcolm Lowe-Lauri and Tony Corkett, Partnerships and Deployment Manager, DeepMind Health

YEAR-ROUND SUPPORT

The ABHI US Accelerator is underpinned by ABHI's dedicated year-round support and introductions across the state.

Understanding the US healthcare market, building your growth strategy, navigating regulatory requirements, identifying customers and building relationships with key opinion leaders and partners are essential elements of being successful in the US. Throughout the year participants are able to call on ABHI and Dell Medical School for support and advice.

You will receive regular communication, including an exclusive ABHI US Accelerator newsletter, bringing you updates and

opportunities in the US market and feature articles from our network across the US. ABHI provides PR support for participants to drive coverage of your business both in the US and UK. The extensive PR package includes access to some of the top HealthTech publications to promote your US activity.

Throughout the year, you will have the opportunity to attend events in the UK, including domestic meetings and thought leader panels with US delegations travelling to the UK.

"THIS IS A GREAT OPPORTUNITY FOR US AS A COMPANY. BEING PART OF THE ACCELERATOR ALLOWS US TO BE IN A WORLD CLASS FACILITY, WITHIN AN ECOSYSTEM OF CLINICIANS, INVESTORS AND MENTORS WHILST WE GROW OUR AMERICAN BUSINESS."

Simon Talbot, Managing Director, P3 Medical



NATIONWIDE PROGRAMME

Created through years of developing high-level connections across the US, ABHI's network of in-market HealthTech specialists extends throughout the whole country.

Through the ABHI US Accelerator, companies have exclusive access to our extensive network and the advice and expertise it offers. Centered in Texas and using the state as a springboard to other key states, the programme offers nationwide support, drawing on the relationships and connections built up across the US.

Companies will have the opportunity to raise their profile through the multiple ABHI coordinated events, including partnering opportunities, thought leadership panels and networking receptions within the US.

"THE ABHI US ACCELERATOR PROGRAMME HAS BEEN AN EXCELLENT VEHICLE FOR OUR COMPANY, BOTH IN TERMS OF HIGH-LEVEL INTRODUCTIONS ACROSS KEY CLINICAL AREAS AND ACCESS TO THE IN-MARKET KNOWLEDGE OF ABHI'S US NETWORK. MANY OF THESE CONNECTIONS WE COULD NOT HAVE MADE WITHOUT ABHI'S SUPPORT AND I WOULD STRONGLY RECOMMEND THAT ANY COMPANY LOOKING TO DRIVE THEIR US GROWTH STRATEGY TO ENGAGE WITH ABHI'S OFFER."

Andy Mears, CEO, Deltex Medical Group

ABHI'S GROWING NETWORK





ABHI mission delegates meet with the leadership team of Baylor Scott & White

ABHI US MISSIONS

ABHI's week-long trade mission programmes provide companies with access to senior leaders, clinicians and procurement teams from world class hospital systems across multiple states.

By exploring new markets, missions allow companies to minimise risk, meet new customers and gain valuable market insight. To enhance the missions, we also bring along key health leaders to provide added insight into the UK market.

Appointed sales and distribution partners, dedicated warehouse facilities and new US customers are just some of the outcomes from ABHI-led missions across the US. In addition to strong commercial links, we are particularly proud that our work in the US has also resulted in over 25 research collaborations.

All missions to the US are exclusive to members of the ABHI US Accelerator programme. This enables access to every visit we make throughout the year. The regularity of trips, and their exclusivity to members of this programme, means that companies are able to forge more personal and lasting ties with the network of leaders and hospital systems ABHI has cultivated over the years. This presents businesses with a prime opportunity to engage with the right stakeholders, that are key to their individual company objectives.

"THE MISSION FIRSTKIND ATTENDED WAS A SUPERBLY ORGANISED VISIT, WITH PLENTY OF VERY HIGH CALIBRE MEETINGS WITH THE MAJOR HEALTH RELATED ORGANISATIONS IN EACH CITY. AS A DIRECT RESULT OF THIS TRIP WE HAVE BEEN ABLE TO ENGAGE WITH KEY CLINICIANS IN THE AREAS WE ARE TARGETING AND ARE NOW MOVING FORWARD AT PACE. THE TRIP WAS AN EXCELLENT AND EFFICIENT USE OF TIME – WE COULD NOT HAVE ENGAGED AS MANY PEOPLE AS QUICKLY AS THIS WITHOUT THE RELATIONSHIPS THAT THE ABHI HAVE ALREADY ESTABLISHED."

Andrew Thelwell Chief Commercial Officer, FirstKind

Example Programme - Taken from ABHI's November 2018 mission to Texas

Monday 26 November

Time	Programme
07.30 – 09.00	Healthcare and Health Technology sector in Texas - Breakfast Briefing at Norton Rose Fulbright
09.30 - 11.30	HCA St David's Health System Visit
12.00 - 14.00	Seton Healthcare – Working Lunch
15.00 – 17.00	Dell Medical School
17.15 – 18.15	ABHI Thought Leaders Panel – 'UK – US Health Systems, what can we learn from each other'
18.30 – 19.30	Networking Reception

Tuesday 27 November

Time	Programme
08.00- 10.00	Baylor Scott & White Austin, Round Rock
10.30 – 12.00	Austin Regional Clinic
14.00 - 16.00	Baylor Scott & White Temple
16:15 – 19:00	Transfer to Dallas

Wednesday 28 November

Time	Programme
08.00 - 09.00	Introduction to Dallas - Breakfast Briefing Dallas Chamber of Commerce.
09.30 - 11.15	Baylor University Medical Center of Dallas
12.00 - 13.45	Texas Health Resources
14.30 - 16.30	Children's Medical Center Dallas
17.30 – 19.00	ABHI Networking Reception

Thursday 29 November

Time	Programme
08.00- 10.00	Parkland Hospital
10.30 – 12.00	Methodist Health System
13:45 – 17:30	Transfer to Houston
19:00	Dinner with Houston Methodist Hospital

Friday 30 November

Time	Programme
08.00 - 09.00	Breakfast with NASA
09.30 – 11.00	UT Houston & Memorial Hermann System
11.30 - 13.30	CHI St Lukes Hospital & Baylor College of Medicine
14:30 – 16:00	Johnson and Johnson Centre for Device Innovation



ABHI INNOVATION HUB @ DELL MEDICAL SCHOOL

ABHI has developed a unique collaboration agreement with the Dell Medical School: one of the United States' most pioneering academic institutions. The partnership allows UK companies to work closely with leaders from The University of Texas, accessing Dell's full range of facilities, innovation teams and faculty, whilst being supported by ABHI's network of connections across Texas' four major cities.

Created through an unprecedented partnership with local taxpayers, who in 2013 voted to support a vision for better health in Austin, the School had the unique opportunity to start from scratch. This made way for a new type of medical school, rethinking the role of academic medicine in improving health. Positioned within the city of Austin's largest and most anticipated development projects, the Capital City Innovation District, the ABHI Innovation Hub is located on the Dell Medical School campus.

With a focus on delivering population health and value-based care, Austin's economy is technology-led, and the Dell Medical School is focussed on delivering outcomes through this methodology. Spearheaded by a world-class clinical faculty,

the School is now integral to the Austin community, leading pioneering, value-based projects around mental health, telemedicine, neurology, and a range of other fields.

The medical school is also affiliated with a new teaching hospital, Dell Seton Medical Center at The University of Texas, owned and operated by Ascension, one of the US' largest non-profit health systems. Through location at the Dell Medical School, companies will find themselves amongst some of the world's leading medical professionals. It is unique to see an accelerator that is truly integrated within the system. Collaboration with groups not usually associated with healthcare is also common at the Dell Medical School, presenting opportunities for new partnerships around every corner.

DELL MEDICAL SCHOOL LEADERS



Richard Peters
Technology Innovation Lead,
Health Ecosystem, Assistant
Professor Department of
Population Health
Expertise: Evidence-based
medicine



**Ruben Rathnasingham,
PHD**
Assistant Dean for Health
Product Innovation & Managing
Director of Texas Health CoLab
Expertise: Biomedical
Leadership, Business Growth,
Translational Research



Melinda Price
Executive Director of
Commercialization & Managing
Director of Texas Health CoLab
Expertise: Financial Investment,
Business Growth, Business
Management



**Verena Kallhoff,
PhD, MBA**
Manager, Health CoLab
Expertise: Research and
development, Connections to
investment community, Clinical
Development

As a participant in the ABHI US Accelerator, you receive full access to ABHI's Innovation Hub, located in the CoLab building on the campus at Dell Medical School in Austin. This allows use of key facilities, including ABHI's office and hot desks, as well as meeting space, seminar rooms and breakout areas.

Being part of the Innovation Hub also gives you use of the CoLab business address, providing your company with a physical base and presence in the US, locating you alongside other like-minded companies in a thriving lifesciences ecosystem.

Support is provided by the faculty at Dell Medical School to help you build your US business and being located on the campus in the CoLab gives your company unique access to the Dell Med leaders and other Physician Groups based there.

You also have access to events being run by other partners in Austin, including the likes of the Austin Healthcare Council and Capital City Innovation.



CoLab building, Dell Medical School in Austin, Texas

US MENTORS

The ABHI US Mentors network is an incredible collection of senior leaders across industry, professional service firms and healthcare. All experts in their fields and available to offer advice and expertise to companies within the ABHI US Accelerator.

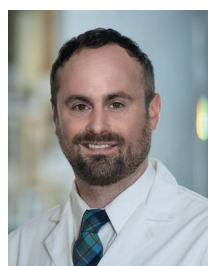
A selection of our mentors are shown across the next two pages, for a full list please visit www.abhi.org.uk.



Gus Cardenas

President, Austin Healthcare Council

Expertise: Growth Management, Strategic Planning, Business Development



Stuart J. Corr, PhD

Director of Surgical Innovation and Technology, Michael E. DeBakey Department of Surgery

Expertise: Surgical Research, Prototype Incubation, Pre-Clinical Data acquisition



William E. Cohn, M.D.

Vice President, Medical Devices. Director, Center for Device Innovation at the Texas Medical Center, Johnson & Johnson

Expertise: Integration of technology into clinical medicine, Product development, Surgery and Bioengineering



Darshan Gandhi, MD

Executive Director of Innovation and Venture at Methodist Health System, Dallas

Expertise: Start-up Mentoring, Healthcare entrepreneurship, Value-based healthcare



Frank Grassler, JD

JD Vice President for Technology Development, Office for Technology Development, University of Texas Southwestern Medical Center

Expertise: Biomedical Intellectual Property, Licensing, Start-up Formation



Dr Paul Hain

Market President, North Texas Blue Cross and Blue Shield of Texas

Expertise: Health Insurance, Paediatric medicine, Government relations



Michael G. Hess

Assistant Director, Human Health and Performance NASA/Jonhson Space Center

Expertise: Biomedical Engineering, Aeronautical Medical Support, Occupational Health



Teresa Johnson

SVP Customer Success, Quality & Regulatory, KCI, an Acclity Company

Expertise: Quality & Regulatory, Sales, Company growth acceleration management



Thomas Kowalski

President & CEO Texas Healthcare and Bioscience Institute

Expertise: Public policy, Texas medical device industry, Doing business in Texas



Amy Law

Vice President Health Economics, Reimbursement and Government Affairs, Acclity

Expertise: Reimbursement, Health Economics, Government Affairs



Alan Lumsden, MD

Medical Director of the Houston Methodist DeBakey Heart & Vascular Center and chair of the Department of Cardiovascular Surgery at Houston Methodist Hospital

Expertise: Endovascular surgery and research, minimally invasive therapy, Imaging innovation uptake



Gail Page

Managing Partner, Vineyard Advisors

Expertise: Product development and commercialization, Funding, Emerging technologies



Yvonne Puig

Chief Integration Partner, Life Sciences and Healthcare, US, Norton Rose Fulbright

Expertise: Pharmaceutical and medical device disputes, Regulatory and Compliance advice, Clinical integration initiatives



Nick Reddy

Chief Digital Officer and Senior Vice President, Information Services Baylor Scott & White Health

Expertise: E-Healthcare Systems Innovation, Customer Digital, Value Based Care



William Rice, MD

Senior vice president of clinical innovation for St. David's Healthcare, and the Central and West Texas Division of the Hospital Corporation of America

Expertise: Applied Informatics/AI, Clinical Variation, Organizational performance



Jose Salinas, PhD

Chief, Clinical Decision Support and Automation Research Branch USAISR Research and Development Transition Manager (Acting) U.S. Army Institute of Surgical Research

Expertise: Clinical Decision Support Technologies, Advanced Digital Processing Algorithms, Product development



Gregory Stein, MD

MBA President and CEO, Curtana Pharmaceuticals

Expertise: Business development, Business analysis, Marketing and strategy formulation Property, Licensing, Start-up Formation



Ann Stevens

President, BioMed SA

Expertise: San Antonio biomedical strengths, San Antonio community resources, Doing business in Texas



Colonel Christopher Millett, MA MSc

British Liaison Officer to US Army Medical (US AMED) Dpt Centre & School (DC&S) Capabilities Development and Integration Directorate (CDID) Fort Sam Houston

Expertise: Military Medicine, Military Market Access, Defence Studies



Charles J. Barnett

President & CEO Seton Healthcare Family 1993-2013, Executive Board Chair 2012-2015

Expertise: Non-Profit Organisations, Medical Devices, Physician Relations & Team Building

CASE STUDY



P3 Medical is a privately-owned UK-based company that specialises in the design, manufacture and marketing of innovative, high-quality medical devices for the global healthcare market. P3 Medical was accepted into the ABHI US Accelerator in November 2018, and since then they have had multiple successes with their expansion into the US market as a direct result.

Adrian Javes attended the ABHI US mission to Texas in November 2018, consisting of multiple meetings with health systems leadership teams and industry bodies. Adrian was able to increase his knowledge about the US Healthcare market; which he used to hone his pitch and better understand the challenges the health systems were tackling.

During a roundtable meeting at Baylor Scott and White, attended by the president Jay Fox and members of his executive team, Adrian was able to identify how P3 could partner with their system.

Through discussions with Baylor Scott and White's leadership team Adrian was able to understand the issues they were having with camera systems, downtime, cost of sterilisation and repair bills, prompting Chief Medical Officer Dr Robin Watson to start a dialogue with Adrian about how they could work together.

On returning to the UK Adrian and Dr Watson continued their dialogue, this led to a trial of P3 medical's solution in April 2019 at Round Rock, where Adrian returned to provide the training to scrub techs and surgeons. After receiving positive feedback Adrian is continuing his dialogue with the Baylor Scott and White system...

"THE ABHI-LED TRADE MISSIONS HAVE BEEN A COMPLETE CATALYST FOR OUR RECENT TRIAL AT BAYLOR SCOTT & WHITE. WITHOUT THE MISSIONS WE WOULD HAVE BEEN UNABLE TO MAKE THE HIGH-LEVEL CONNECTIONS WITH HEADS OF DEPARTMENTS AND EXECUTIVE TEAMS THAT LED TO THE TRIAL."

Adrian Javes, P3 Medical



ABHI take part in a healthcare leader's seminar with key figures from NASA, McLaren Applied Technologies and the Dell Medical School in Austin, Texas

"THE UK'S HEALTHTECH SECTOR CARRIES A GLOBAL REPUTATION FOR QUALITY. I THEREFORE APPLAUD ORGANISATIONS LIKE ABHI WHO HAVE TAKEN PROACTIVE STEPS TO SUPPORT COMPANIES WITH THEIR EXPORT JOURNEY AND TO SHOWCASE UK TECHNOLOGY ON THE GLOBAL STAGE. THE ABHI US ACCELERATOR PROGRAMME IS DESIGNED TO DO JUST THAT, AND I AM PLEASED TO SUPPORT ITS CONTINUED SUCCESS."

Noel Gordon, Chair, Healthcare UK Advisory Board & Chair, NHS Digital

"ENDOMAG IS DELIGHTED TO TAKE-UP LOCATION AT THE ABHI INNOVATION HUB. THROUGH THE HUB, WE EXPECT TO INCREASE OUR ENGAGEMENT WITH THE UNIQUE AND INNOVATIVE COMMUNITY THAT THE DELL MEDICAL SCHOOL IS FOSTERING, WHILE BUILDING ON OUR MISSION TO IMPROVE THE STANDARD OF CANCER CARE FOR EVERYONE, EVERYWHERE."

Dr Eric Mayes, CEO, Endomag

"THE SUPPORT PROVIDED BY ABHI IS FANTASTIC. NOT ONLY HAVE WE MET WITH WHAT IS A 'WHO'S WHO' OF SENIOR KOL'S BUT ALSO WITH THOSE WHO INSPIRED AND CHALLENGED US TO THINK DIFFERENTLY ABOUT OUR US STRATEGY. I WOULD HIGHLY RECOMMEND ANY COMPANY LOOKING TO ENTER AND GROW IN THE US MARKET TO CONSIDER ENGAGING WITH ABHI."

Shah Fayyaz, CEO, Timesco Healthcare

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The University of Texas at Austin
Dell Medical School

*The***AHSN***Network*

ABHI
INTERNATIONAL