

## **QATAR BIOBANK SHOWCASES PROGRESS AT EUROPE BIOBANK WEEK**

*QF member's successful public recruitment strategy highlighted at international event*

Qatar Biobank, a member of Qatar Foundation (QF), showcased its public recruitment strategy to the European biobanking community during Europe Biobank Week (EBW), which took place in Antwerp, Belgium.

The event was hosted by Biobanking and BioMolecular Resources Research Infrastructure - European Research Infrastructure Consortium (BBMRI-ERIC) and the European, Middle Eastern and African Society for Biopreservation and Biobanking (ESBB). Held under the theme 'Biosharing for Scientific Discovery', it brought together international biomedical researchers, policymakers, and scientists to address challenges, explore future collaborations, and highlight their achievements in the industry.

Dr. Nahla M Afifi, Acting Director and Scientific and Education Manager at Qatar Biobank, said: "It is an honor for Qatar Biobank to participate in Europe Biobank Week for the fifth year running.

"This gathering offers an invaluable opportunity for us to expand our global outreach and strengthen our international network of key stakeholders in the biomedical field, while gaining a greater insight of the different models adopted by biomedical institutes from around the world."

Mohammed Al Dosari, Head of Communications and Participant Recruitment at Qatar Biobank, delivered a poster presentation on 'Driving Qatar Biobank's Public Recruitment through the Effective Utilization of Nationwide Events and Social Media.' It highlighted Qatar Biobank's use of the local media landscape, social media, and national events to encourage members of the population to sign up and be part of its vital medical research.

"Qatar Biobank has a comprehensive public recruitment strategy that leverages the power of the domestic media landscape to raise awareness and encourage the public to enroll," he said.

"So far, we have enrolled 25 percent of the targeted population in less than four years, and over the years we plan to recruit 60,000 people to participate in our medical research program, which will enable us to draw a genome map of Qatar.

“We recently marked a major milestone with the screening of the 15,000<sup>th</sup> participant; a clear indicator of the public’s growing awareness of Qatar Biobank and the Qatar Genome Programme, and their greater understanding of the impact their participation has on the future health of the country.”

Throughout the three-day conference, delegates attended a number of plenary sessions, workshops, and poster presentations covering numerous topics on biomedical research, including Biosharing for Scientific Progress, Ethics and Stakeholder Engagement, Professional Biobanking as a Career, Patient Outreach, and Education and Training.

For more information about Qatar Biobank, please visit  
[www.qatarbiobank.org.qa/home](http://www.qatarbiobank.org.qa/home)

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### **About Qatar Biobank**

Qatar Biobank, a long-term health initiative, was launched by Qatar to reduce the number of chronic illnesses in the population and improve the health of future generations through medical research on the causes of prevalent illnesses. This is done by gathering biological samples and information on the health and lifestyle of Qatar’s people.

In the next few years, research based on the samples and information gathered by Qatar Biobank will reveal the effect of lifestyle, environment and genetics on Qatari population. I will also provide insight into the reasons why certain individuals develop specific illnesses. Qatar Biobank is a member of Qatar Foundation for Education, Science and Community Development, and works in collaboration with the Ministry of Public Health and Hamad Medical Corporation.

To learn more about Qatar Biobank and how to become a contributor, please visit:  
[www.qatarbiobank.org.qa](http://www.qatarbiobank.org.qa)

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### **Qatar Foundation – Unlocking Human Potential**

Qatar Foundation for Education, Science and Community Development (QF) is a non-profit organization that supports Qatar on its journey to becoming a diversified and sustainable economy. QF strives to serve the people of Qatar and beyond by providing specialized programs across its innovation-focused ecosystem of education, science and research, and community development.

QF was founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, and Her Highness Sheikha Moza bint Nasser, who shared the vision to provide Qatar with quality education. Today, QF's world-class education system offers lifelong learning opportunities to community members as young as six months through to doctoral level, enabling graduates to thrive in a global environment and contribute to the nation's development.

QF is also creating a multidisciplinary innovation hub in Qatar, where homegrown researchers are working to address local and global challenges. By promoting a culture of lifelong learning and fostering social engagement through programs that embody Qatari culture, QF is committed to empowering the local community and contributing to a better world for all.

For a complete list of QF's initiatives and projects, visit [www.qf.org.qa](http://www.qf.org.qa)