
ESR and Canon Medical Expand Partnership for ECR 2022



Canon Medical Systems Europe has expanded its partnership with the European Society of Radiology for the 2022 onsite edition in Vienna (ECR 2022, July 13-17, 2022). After a successful Overture edition in March 2022, Canon Medical will be part of the onsite edition with an innovative booth in Hall X3 and a dedicated Canon Medical Experience Area in Foyer B. Together with ESR, Canon Medical will offer all visitors *Outcomes driven innovations* whilst *Building Bridges* with each other.

The Canon Medical Area, located in Foyer B, will offer multiple stage presentations from various speakers and Key Opinion Leaders from all over Europe. Here you will get the full Canon Medical experience. The imaging solutions company will also host a lunch symposium on Saturday 16 July. To top it all off, there will also be a CT City Hopper – one of the three types of Mobile Imaging Solutions – located at the entrance of the venue which will show how Canon Medical continues to innovate in the field of mobile imaging.

"Our Made for Life philosophy drives and compels us to continuously improve and innovate ways to help our customers and partners and their patients" says Mr. Takiguchi-san, President and CEO of Canon Medical Systems Corporation. "It is important to us to share those innovations with the ESR members and visitors and to participate in the education and information transfer around new, emerging technologies and solutions, so those innovations can be recognized, understood, accepted, and ultimately integrated into patient care pathways."

He continues: "ESR does a wonderful job of providing platforms and opportunities for that information exchange. It is also as important for us to hear from your members, about innovations in care delivery, impacts on the delivery of service, and challenges facing the industry. The annual conference provides wonderful opportunities for us to learn and engage."

"Innovation is at the very heart of radiology", says Prof. Regina Beets-Tan, ECR 2022 Congress President. "We are a technology-driven discipline, and it is through our partnerships with industry leaders that we perfect the imaging solutions that we deliver to our patients. The ESR is proud to build bridges with Canon Medical Systems at our upcoming congress and is excited to see participants interact and learn at the Canon Medical Area. These interactions are how we grow as a profession."

Source: [ESR- European Society of Radiology](#)

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