



Invitation for advertisement in the website

Greetings from the Governing Council of
South Asian Association of Transfusion Medicine (SAATM), International!

The South Asian Association of Transfusion Medicine (SAATM) is a manifestation of the determination of leading specialists in Transfusion Medicine from South Asian countries to work together towards finding solutions for their common problems in the spirit of friendship, trust and understanding and to create an order based on mutual respect, equality and shared benefits. The primary objective of the Association is to accelerate the scientific progress and common standard in Blood Transfusion Services in member states in the South Asian region. SAATM is committed to establish inter organizational relationship among various scientific Societies/ Associations related to Transfusion Medicine (technical and motivational field) in South Asian countries including SAARC countries. It also intends to work in close co-ordination with various National governments, government organizations like SAARC, ASEAN etc. for the development of the standards of Blood Transfusion Services in member countries. It may also act as a technical advisory body to member states at various levels, whenever needed. SAATM intends to initiate a close liaison with International agencies like World Health Organization, International Federation of Red Cross and Red Crescent Society etc. and professional bodies like International Society of Blood Transfusion, American Association of Blood Banks etc. to promote the standard of Blood Transfusion Services in this part of the world and to transmit the benefits to member countries. SAATM will also take an active interest in continuing education and training (CME) to keep abreast with recent developments for SAATM members and workers in Blood Transfusion Services of member countries; periodical symposium/ Continuous Medical Education (CME) programs will be organized on various aspects of Transfusion Medicine.

At present SAATM has a membership base from nine countries and in six countries, it has well functioning country chapters, mainly from South Asia. SAATM organizes annual conferences in member countries in every year in different countries. It is rolling out various programs for its members, like fellowships, external quality assurance programs, wet workshops, publishing news bulletin etc. Majority of communication is done through a professionally managed active website (www.saatm.org).

There is a great need to make information available about equipment and consumable for blood bank workers in this part of the world. SAATM members keep on getting enquiry from different countries about specifications and worthiness of buying equipment and consumables for different sections of the blood bank. Keeping this requirement in mind, we are planning to develop a section in the SAATM website on 'blood bank consumables/ non-consumables'. We are making a list of equipment and consumables (blood bank section wise)

with a web-link. If anybody wants particular equipment, he may click the equipment web-link which will take him to 'generic type' of specifications about that equipment. By the side of specification, there will be another web-link which will show as 'known supplier'. There will be an enrolment fees and whichever corporate wants to enroll, its link will be provided against each equipment. The corporate/ supplier can display its own equipment with all marketing materials. This site will benefit the customer that a blood banker will get information about specifications of all equipment and their prospective suppliers in one place. All information will be available just a click away and customer can contact suppliers through email, telephone or thorough website and get a quotation directly. Suppliers who advertise through this website will be benefitted to receive enquiry directly without any marketing or tele-marketing. All SAATM members are frequent visitors to the site and advertisers will get a wide marketing field across eight countries in this part of the world.

An advertisement fees structure has been approved by the Governing Council of SAATM. Any supplier wants to display any number of equipment (or consumables) in one section of blood bank will be charged INR 20,000 (USD 450). If equipment (or consumables) to be displayed are from more than one section of the blood bank, will be charged INR 25,000 (USD 550). The blood bank 'sections' defined are blood collection, TTI testing, component preparation, immunohematology, apheresis and quality assurance. The fees will be applicable for one year (July to June) for web advertisement. Interested advertisers are requested to contact the secretariat of SAATM in following address:

Sd/-

Dr. Amit Agrawal,
Joint Secretary (Publicity)
SAATM-International
IMA Blood Bank, Dehradun,

Sd/-

Dr. N. Choudhury
Secretary General
SAATM-Interntaional
India Tata Medical Center, Kolkata, India

Address of Secretariat:

The Secretary General,
Department of Transfusion Medicine,
Tata Medical Centre,
14-MAR, New Town, Rajarhat, Kolkata-700156, INDIA
Tel: +91-33-66057119; 66057604
Email: saatm.int@gmail.com
Website: www.saatm.org