

"EVIDENCE MADE PERSONAL: TAILORMADE PERSON-CENTERED CARE"

16th ABU DHABI WOUND CARE CONFERENCE

in collaboration with
**INTERNATIONAL INTERPROFESSIONAL
WOUND CARE GROUP &
SHEIKH KHALIFA MEDICAL CITY- ABU DHABI**

**10 - 11 APRIL 2025
ADNEC CENTER
ABU DHABI, UAE**

POST EVENT REPORT

www.iiwcg.com/16th-adwcc

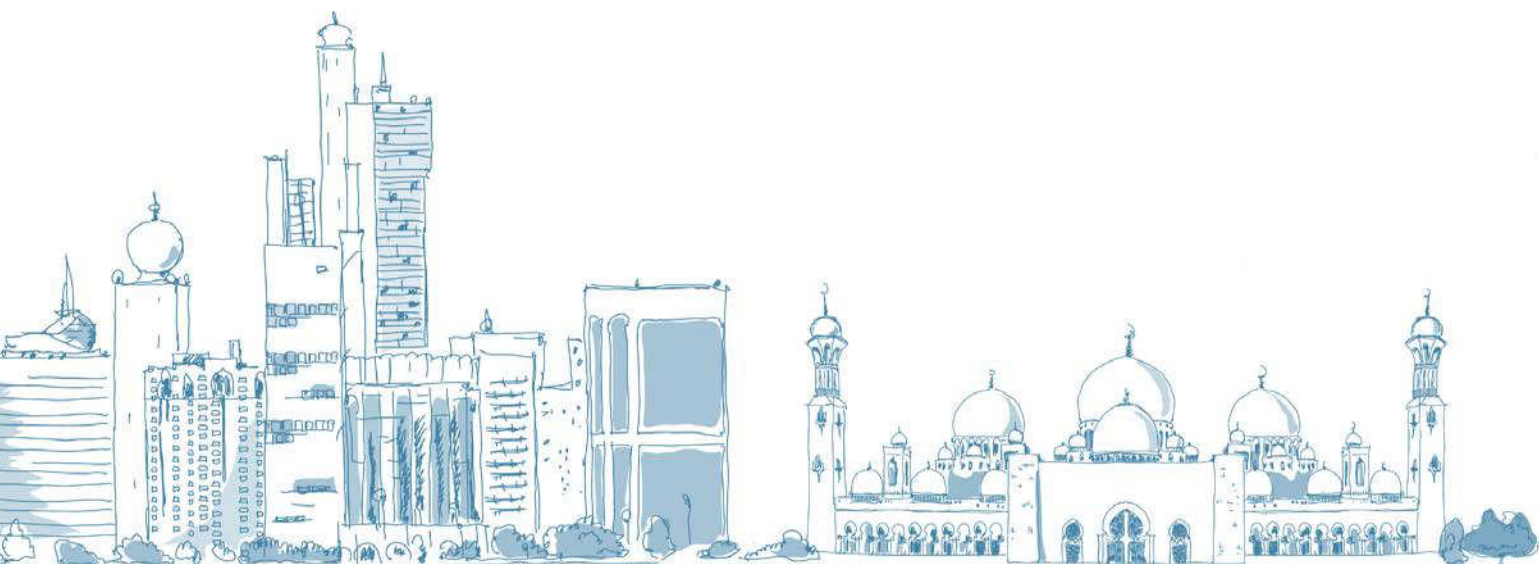
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Supporting Associations:-



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SHOW SUMMARY

Dear Conference Participants,

We would like to express my heartfelt thanks to each of you who participated in the 16th ADWCC.

With over a year of work in progress, it is fair to conclude that the conference of two days was a great success! So many people have contributed in so many ways to turn this event into a smoothly running meeting with many very interesting presentations, lectures, workshops and posters and a very motivating atmosphere for discussion and networking.

We welcomed nearly 1419 healthcare professionals from over 39 countries, who gave their time and resources to attend and to contribute to our 16th annual event composed of more than 24 sessions, forums, symposiums, panel discussions and meetings that addressed today's most pressing questions facing the field of wound care. Additionally, we offered masters continuing education courses to advance members' personal and professional development, with topics ranging from best practices at IIWCG followed by an exhilarating graduation ceremony.

I owe much gratitude to all 55 local & international speakers for their time, undying support and efforts for giving structure to the program and wish them a safe journey back to their respective countries. Hopefully you enjoyed both the scientific part and the social programme and that you used the opportunity to extend your existing networks. I am sure that the cooperation with most of you will continue in the near future.

We would like to give special thanks to the Abu Dhabi Convention Bureau, SKMC for supporting our event. Our heart full thanks to Sponsors, Exhibitors and Supporting Associations of the conference.

Your generous contribution helped make our vision a reality by helping to offset the cost of holding the Conference. Your participation has been nothing but immensely valuable. Without your involvement, we would not be able to aim high and reach our potential. As we continue to grow as a chapter, please know that partnerships with our sponsors are vital to the success of this chapter. You are truly appreciated.

Furthermore thanks to my effective organizing & volunteering teams who worked so hard to put together the conference and for their outstanding work in running the event very professionally. We are deeply appreciative to our organizers and all the wonderful volunteers as well as Team ADNEC who have taken care of professional excellence and high-quality catering.

Thank you all so very much once again



Ms. Hiske Smart

President IIWCG



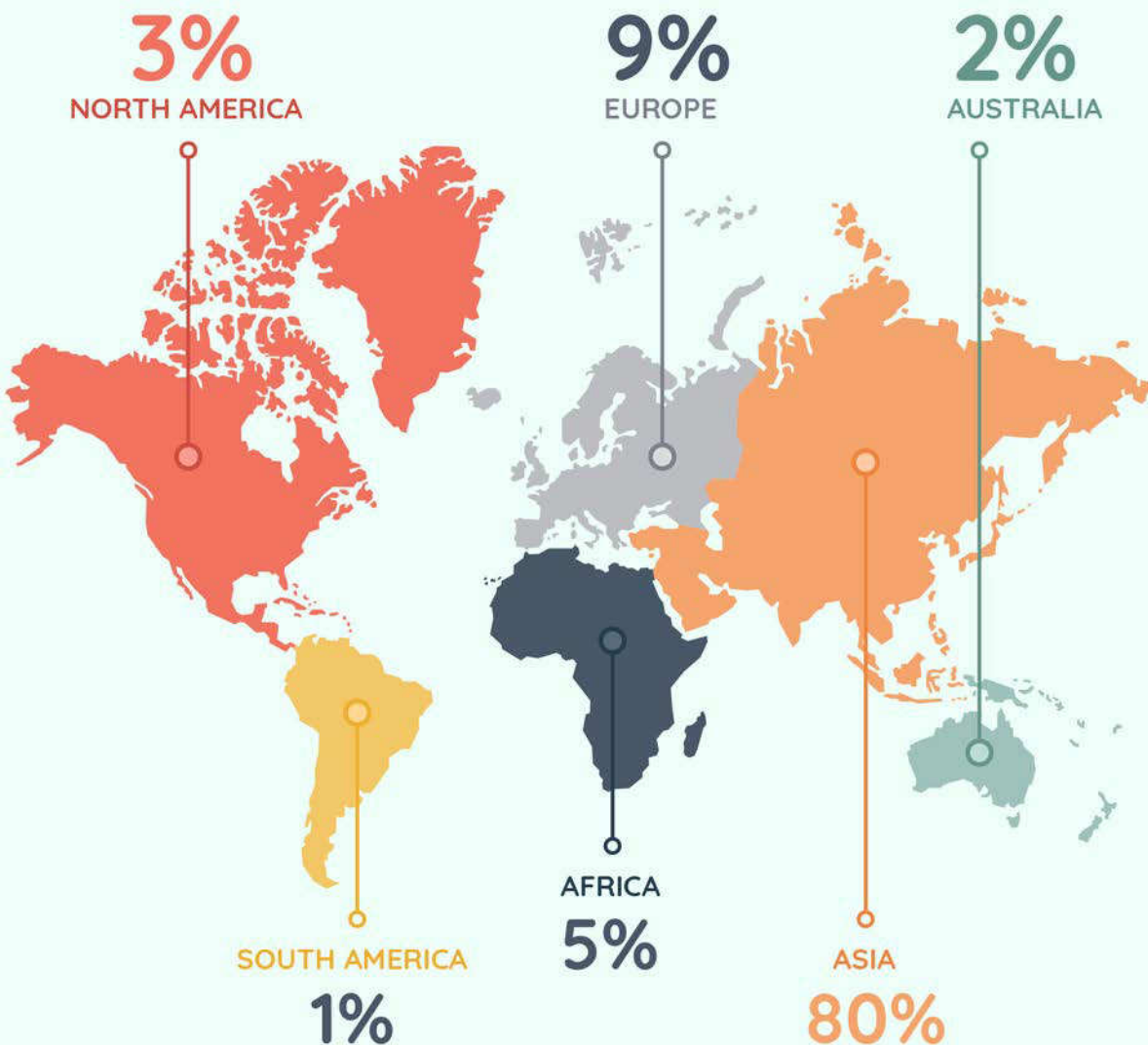
Ms. GULNAZ Tariq

CEO IIWCG

Past President WUWHS

DELEGATES SUMMARY

**FOR 2 DAYS, OVER
1419 DELEGATES,
SPONSORS & GUESTS
JOIN US AT THE
CONFERENCE**



2

DAYS

CONFERENCE DAYS

55

ABSTRACT PRESENTATIONS

24

INTERNATIONAL SPEAKERS

36

GCC & REGIONAL SPEAKERS

29

SPONSORS

1419

ATTENDEES

20

SUPPORTING ASSOCIATIONS

Total Number of Delegates: 1419	
Country	No. of Delegates
UAE	1007 (Abu Dhabi 450 & Others 557)
Saudi Arabia	105
China	66
Jordan	23
United States	17
Japan	12
United Kingdom	11
Italy	10
Bahrain	9
Indonesia	9
India	8
Qatar	8
Singapore	8
South Africa	8
Canada	7
Taiwan	7
Australia	7
Egypt	6
Malaysia	6
Philippines	6
Korea	5
Brazil	4
France	4
Germany	4
Kuwait	4
Lebanon	4
Mexico	4
Ireland	4
Iran	3
MENA	3
Oman	3
Pakistan	3
Sweden	3
Netherlands	3
Colombia	2
Czech Republic	2
Guadeloupe	2
Israel	2
Spain	2
Sri Lanka	2
Switzerland	2
Turkey	2
Syria	2
Chile	1
Estonia	1
Ethiopia	1
Greece	1
Hong Kong	1
Iraq	1
New Zealand	1
Poland	1
Portugal	1
Slovakia	1



































The report of the Chinese people attending the 16th Abu Dhabi International Wound Care Conference (ADWCC)



Wei Di, ET nurse from Hunan Cancer Hospital

There are about 20 Chinese specialists attended the 16th Abu Dhabi Wound Care Conference (ADWCC) at April 10–11, 2025.

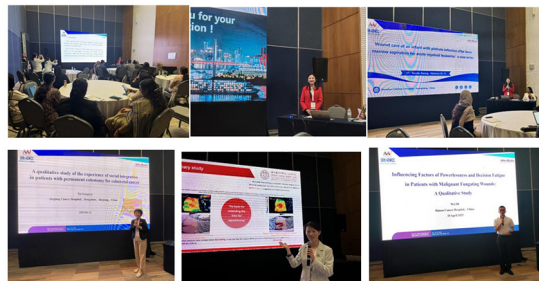
The congress's theme is "Person-Centered, Evidence-Based Wound Care," convened over 800 multidisciplinary experts from 50 countries to explore transformative strategies in wound management. The China delegation, comprising 19 members, played a pivotal role in shaping discussions, presenting groundbreaking research, and fostering international collaboration.



China's Contributions: Spotlight on Research and Practice

The China delegation made significant contributions across oral presentations, poster sessions, and interactive discussions at ADWCC 2025. Wei Di (Hunan Cancer Hospital) presented a pioneering qualitative study on powerlessness in malignant fungating wound patients, applying the Health Ecological Model to identify key influencing factors—from physiological distress to systemic barriers—and proposing

targeted interventions like community-based support networks and policy reforms. His work sparked cross-cultural dialogues on psychological care, with Dr. Febe Bruwer (South Africa) praising its "patient-centered framework adaptable to diverse healthcare settings." Prof. Hua Zhang showcased digital health innovations through an "Internet Plus" stoma care platform, demonstrating improved rural patient compliance via remote monitoring. Poster sessions highlighted localized research, including Prof. Xiaomei Zhu's validation of a Chinese-language wound quality-of-life scale and Prof. Liping Tang's family dignity therapy model for cancerous wounds. Delegates actively shaped debates, advocating for TCM-integrated diabetic foot care and raising ethical considerations during AI discussions, with Prof. Yan Wang emphasizing "the need to balance technological efficiency with human dignity." These engagements underscored China's dual focus on advancing evidence-based practices while addressing socioeconomic disparities in wound management.



Conference Highlights: Global Trends Shaping Wound Care

1. AI and Digital Transformation

Dr. Sandeep Gopalakrishnan (USA) demonstrated AI-powered wound assessment tools using convolutional neural networks (CNN) to analyze bacterial load and wound margins. This innovation aligns with China's goals to deploy AI in rural healthcare settings.

2. Diabetic Foot Care: Balancing Innovation and Tradition

Dr. Bharat Kotru (India) advocated for vascular reconstruction combined with biomaterials to salvage limbs, while Dr. Nick Marsden (UAE) emphasized soft tissue flap repair. These debates informed China's ongoing efforts to standardize diabetic ulcer protocols.

South Africa's Febe Bruwer introduced DRAWTEX SD100 compression bandages as a cost-effective alternative for venous ulcers, offering insights for resource-limited regions.

3. Probiotics and Novel Therapies

Najat Amharar (UAE) showcased probiotic applications to combat antibiotic-resistant infections, a strategy with high potential for China's rural wound care challenges.

4. Holistic Approaches to Cancerous Wounds

Prof. Kimberly LeBlanc (Canada) stressed multidimensional support—symptom control, family training, and psychological care—for malignant wounds, resonating with China's palliative care initiatives.

China's Roadmap: Bridging Innovation and Equity

The delegation outlined actionable commitments to advance wound care:

Multidisciplinary Collaboration: Partner with global institutions to integrate AI, TCM, and biomaterials into education and practice.

Empowering Rural Healthcare: Scale tele-wound care programs and train community health workers, inspired by Abu Dhabi's integrated referral system.

Policy Advocacy: Lobby for expanded insurance coverage and national guidelines to reduce financial barriers.

Research Translation: Develop localized tools, such as Wei Di's proposed "powerlessness assessment scale," to guide clinical interventions.



Gratitude and Vision

The China delegation extends heart felt thanks to the ADWCC organizers, IIWCG, and global peers for fostering knowledge exchange. "This conference reaffirmed our mission to merge innovation with compassion," stated Wei Di. "We return inspired to transform insights into tangible outcomes for patients worldwide."

ADWCC 2025 Conference Testimonials

Abu Dhabi Wound Care Conference 2025 – The 16th Edition of the ADWCC in partnership with the IIWCG (International Interprofessional Wound Care Group)

The experience from an International Speaker

For the fifth time I reach the United Arab Emirates, for professional and scientific reasons. Just a few steps and you immediately enter the spiral of the 16 ADWCC conference and I realize that I am still immersed in a global atmosphere, in which differences are not created but rather merge.

We are here from all over the world and not by chance, but to express our studies, our research, our innovations and how much time is dedicated in the world, precisely, to patients of all ages affected by complex, chronic and, unfortunately, painful lesions.

The enormous merit of the Middle East is to be a continent at the center of the world and on the path of studies coming from every religion, every ethnicity, every skin, always with the respect and with that dignity that are part of civilizations, wherever they are. The great merit of the organizers is to favor meetings, debates and listening, reducing any type of overlapping to a minimum. The presentations follow one another and are of a high quality level using large and easy-to-reach classrooms and podiums. Greetings are myriads of gestures rich in a welcome that sometimes get lost in the old continent but here instead illuminate.

And it is magical to listen to the possibilities of an AI and the embrace of patients affected by Dementia and skin disabilities. Prevention is on the side of the patient, whether newborn, child, elderly or centenarian and all together we push in this direction that has its focus on protection and rehoming, passing through every possible caregiver.

Humanity makes space in every perspective of wound care and is a bridge between peoples who are often distant even more than 20 hours of flight. Here, in Abu Dhabi, you run the risk of talking to American, Canadian, Filipino, South African,

Irish, Chinese and Korean, Costa Rican and Malaysian, Pakistani and Australian colleagues... The ADWCC reduces the oceans and the air and really participates in promoting the progress of what is the largest challenge in the world: promoting the integrity of the skin, so neglected and reducing infections and MDR to a minimum.

Respect for the quality of life encourages us to be brilliant, to expose each one to the best, with determination and passion, with competence and culture. There are no competitions, contests or mere exercises in protagonism: here young people shine, they make us dream for a better future without pressure sores, without amputations for a diabetic foot, following guidelines and protocols that are understandable and improvable because they are a work in progress.

The growth of this conference is not in the number of attendees, at least not only, but in the increase of countries that decide to be there and to establish balances, common studies, hugs for having met again after a long time. The enormous melting pot determines the success of a social project that disseminates wound care in countries that are often not so rich and hospitable and easy to reach.

I realize that I have to think more deeply, more devotedly to patients who are often not so fortunate as to receive European-style assistance, because giving one's skills and experience to those who have little is a fundamental obligation. The ADWCC has taught me a lot in this sense, in seeking the best possible solution in countries with low resources but high human potential.

The ADWCC has given me an Award this year that I will try to deserve in all the days that separate me from the next edition, because otherwise it would not have made sense. Thanks to those people who can be called friends for a common path that has made us better, thanks also to this slice of the world that leads us to think longer and better not about our universities and our hospitals but about our patients, often hard-to-heal-patients, always skins to be caressed with love.

Thanks Gulnaz, Hiske, Afsaneh, Liz, Abbas, Gary, Zena, Kim, Linda, Jassin, Noura, Bharat, Salvacion, Mousa, Nasreem, Kylie, Widasari, Terry, Febe, Suhail, Neerod...





Testimonial

Attending ADWCC 2025 was nothing short of transformational. Surrounded by visionaries, innovators, and change-makers, I left with a renewed sense of purpose, powerful connections, and the inspiration to dream bigger than ever before. This conference didn't just raise the bar — it redefined it.



★★★★★

**Prof. Kimberly
LeBlanc
(Canada)**



Testimonial

I continue to be impressed by this annual conference. Congratulations to the 16th ADWCC for another well organised conference with diverse topics and new information. A welcoming and nurturing environment to learn at.

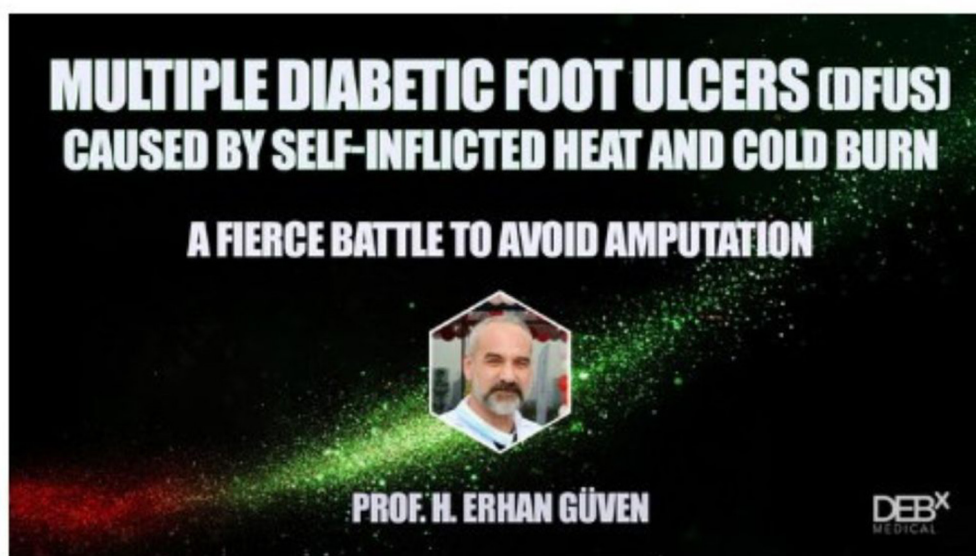


★★★★★

**Ms. Terry Swanson
(Australia)**

VOICES FROM THE EVENT: PARTNER POSTS

Prof. H. Erhan Güven on Necrotising Fasciitis in Septic Patients



At the 16th Abu Dhabi Wound Care Conference, Prof. H. Erhan Güven offered a frontline perspective on approaching life-threatening necrotizing fasciitis:

Key Takeaways from Prof. Güven's Case Study Presentation:

- **Integrated Protocol:** A combination of surgical debridement, NPWT, grafting, and DEBRICHEM® as a first-line chemical debridement tool.
- **Early Impact:** DEBRICHEM® helped rapidly reduce infection burden, stabilizing the wound environment in the critical early stages.
- **Clinical Insight:** Strategic timing with multimodal treatment is key. Acting fast with the right tools can preserve both life and limb, even in the most severe soft tissue infections.

Download the Full Case Study

👉 https://debx-medical.com/file/DEBxMEDICAL_EWMA_E-POSTER_PDF_RGB_Erhan_Guven.pdf

VOICES FROM THE EVENT: PARTNER POSTS

16th Abu Dhabi Wound Care Conference

DEBx Medical took part in the 16th Abu Dhabi Wound Care Conference, organised in collaboration with the International Interprofessional Wound Care Group and Sheikh Khalifa Medical City.

Our key contributing abstracts were:

- **Thomas Serena:** *Eradication of Wound Bed and Periwound Bacterial Fluorescence After a Single Application of a Topical Desiccating Agent*
- **Gulnaz Tariq:** *Navigating Complex Wound Healing in Hidradenitis Suppurativa: A Post-Surgical Case Report*
- **Hans-Pieter Snels:** *Fluorescence Imaging to Assess Bacterial Burden Before and After Chemical Debridement with a Topical Desiccating Agent*

This year's conference theme, "Evidence Made Personal: Tailormade Person-Centered Care," reflected our shared commitment to translating clinical data into personalized treatment for patients.

VOICES FROM THE EVENT: PARTNER POSTS



Lobna Khalifa • 1st
Brand Manager MEA | Export Europe at Essity
2w • Edited •

Hi Reflecting on the dynamics of the 16th ADWCC under leadership of Ms [Gulnaz Tariq](#) in collaboration with [IIWCG](#) that which gathered most of Wound Care HCPs not only from our region but also from around the world sharing their experience and research with wide range of topics that are crucial for providing the best possible care for a brighter tomorrow for our patients.

[Essity](#) proudly showcased our leading innovative brands [Cutimed](#) & [Leukoplast](#) bringing forward a comprehensive and trusted wound care solutions from prevention to healing that are tailored to meet the needs of any type of wound.

We've been honored in our Symposium to have global Wound care leading speakers; Prof [Dr Kylie Sandy-Hodgetts](#) & Prof. [Guido Ciprandi](#) Topic: Antimicrobial Stewardship Guidance & implementation in Wound Care with more than 150+ HCPs attended our symposium followed by workshop on compression therapy for venous & Lymphatic disorders lead by [Amer Farhat](#) JOBST clinical manager ME.

All HCPs who've attended the symposium & the workshop have been amazed by the expertise, techniques and outcomes that have been shared by the speakers.

Kudos to all sales team for their strong knowledge that I've seen in unscripted conversation, eye contact and courage in driving each and every communication with all HCPs who've visited our booth were the driving force behind our success on the ground.

A big THANK YOU to our global team [Olaf Ebenau](#) & [Kirstin Hammer](#) who came all the way from Germany to support us & [Rod Hulme](#) for his continuous support.

A special thank you for [Amir Serry Ahmed Elbendary Osama Maghari Dr.](#) for their unmatched support & i'm grateful to be part of a dedicated team who make positive impact everyday [Yosra Embaby Ahmed Elwany Abdullah Dhabban Amer Farhat Mohamed E..](#)

#Essity #Cutimed #Leukoplast #Sorbact #WoundCare #woundhealing
#woundmanagement #wounds #woundedwarriors #Healthcare #MiddleEast
#PatientFirst #IIWCG #ssi



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