



## Emirates Industry for Camel Milk & Products (EICMP) Announces its Participation in World Diabetes Day 2013 Forum

**The leading camel milk producer is supporting awareness activities for prevention of diabetes in the UAE.**

**Dubai, October 23, 2013-** Emirates Industry for Camel Milk and Products (EICMP), UAE-based producer of the camel milk brand Camelicious, announces its participation in the World Diabetes Day 2013 forum in association with the Ministry of Health. The forum will be held on 7<sup>th</sup> November at the Raddison Blu hotel in Sharjah and will see specialists from the medical field speaking on topics related to diabetes and its effects in adults and children.

According to the figures from International Diabetes Federation (November 14, 2012), the UAE is ranked 11th worldwide, with 18.9% of the UAE population living with diabetes. These statistics indicate that the region has high risk factors for diabetes, mostly related to rising obesity rates, diet and physical inactivity.

Mr. Mutasher Al Badry, Deputy General Manager at EICMP, commented on EICMP's participation: "We are very proud to be associated with such a significant event. The figures on people living with diabetes in the UAE are alarming and at EICMP, we believe it is important to educate the people at large on these issues and prevention measures."

Traditionally camel milk has been a staple food for Bedouins for centuries due to its numerous nutritional benefits. Recent research on drinking camel milk daily has shown to have a positive effect of patients with Diabetes Type II. Moreover, studies in India show that regular consumption of camel milk reduces the required amount of insulin injections and improves the quality of life.

EICMP produces 'Camelicious' camel milk which is a natural product without any artificial additives and preservatives and hence associated with numerous benefits.

As the pioneer in commercialized camel milk production and a leading force in the research of camel milk, it is important for EICMP to educate the public to the unique attributes of this extraordinary product and therefore EICMP strongly supports further research in the field of health benefits related to camel milk.

World Diabetes Day is forum for an important cause and by participating in it; EICMP hopes to help raise awareness on the issues surrounding diabetes.

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