

## press release

### **Novo Nordisk Marks 90 Years of Innovating Diabetes Care**

#### **Denmark's Crown Prince Couple Help Celebrate Canadian, Danish Partnership, Marking Novo Nordisk's 30 Years in Canada**

**MISSISSAUGA, ON, Sept. 18, 2014 /CNW/** - Danish-based pharmaceutical company Novo Nordisk, in collaboration with the Royal Danish Consulate General and the Canadian Diabetes Association (CDA), is hosting "Innovation in Diabetes Care: 90 Years and Beyond" at the MaRS Discovery District today, to highlight the significant contribution Canada has made to diabetes care, and the collaborative spirit and innovation Canadian and Danish researchers have shared over the past 90 years. The event will honour the partnership between Denmark and Canada, through presentations and a panel discussion around the evolution of diabetes care.

"Today, we're bringing together global and local stakeholders who have all contributed to improving diabetes care - from the Canadian discovery of insulin in 1921 to the Danish advancements in diabetes treatments and devices to the CDA's Diabetes Charter for Canada that is setting the new standard of care today," said Vince Lamanna, President, Novo Nordisk Canada Inc. "The key to a better future for people living with diabetes is to foster these collaborations, and together, continue to drive innovation and education."

Hosted by Vince Lamanna, speakers will include Dr. Ronald Goldenberg, Clinical Endocrinologist, North York General Hospital; Lars Rebie Sørensen, President & CEO, Novo Nordisk A/S; Rick Blickstead, President & CEO, CDA and Dr. Janet Hux, Chief Science Officer, CDA.

Special guests include HRH the Crown Prince, HRH the Crown Princess and Niels Boel Abrahamsen, Danish Ambassador to Canada as part of a Danish trade mission to Canada.

"The Royal Danish Consulate General is proud to partner with Novo Nordisk," said Erik Landriault, Trade Advisor, Healthcare and Life Sciences, Royal Danish Consulate General. "By focusing on innovation and bringing patient care into the community, Novo Nordisk is helping to better manage chronic diseases like diabetes, improve the lives of Canadians and make Canada's healthcare system more sustainable."

More than three million Canadians are living with diabetes, a number that is expected to increase to 4.8 million by 2024.<sup>1</sup> To mark this celebration, guests will be encouraged to sign the Diabetes Charter for Canada, which outlines what people with diabetes can and should expect from themselves and others in the diabetes community.

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"The CDA is delighted to celebrate 90 years of rich history and innovation in diabetes care with Novo Nordisk," said Rick Blickstead, President and CEO, CDA. "A guiding principle of the Diabetes Charter for Canada is to improve the quality of life for people living with diabetes and families affected by diabetes. Our shared commitment to innovation is what will make a difference for them. That's why we hope as many people as possible will join us by signing the Charter at [mydiabetescharter.ca](http://mydiabetescharter.ca) and supporting the work of the CDA."

### **Novo Nordisk's Canadian Roots**

Over the last 30 years, Novo Nordisk has emerged as Canada's leading diabetes company, focused on developing new and better treatments for people with diabetes.

Novo Nordisk's Canadian roots run deep and can be traced back to the University of Toronto, where Sir Frederick Banting and Charles Best first discovered insulin in 1921. In 1923, Nobel-prize winning physiologist Dr. August Krogh was granted permission from Banting and Best to produce insulin in Denmark, founding Nordisk Insulinlaboratorium - the company now known as Novo Nordisk.

Since firmly establishing itself in Canada in 1984, Novo Nordisk has earned an enviable reputation for corporate achievement, emerging as Canada's market leading diabetes company. Novo Nordisk has been named among the fastest growing Canadian research-based pharmaceutical companies, and has earned the distinction of being a Top Employer in the Greater Toronto Area.

Novo Nordisk has been a pioneer in many important advances in diabetes treatment, including human insulin in 1982 and the world's first insulin pen, NovoPen® in 1985. Dedicated to advancing diabetes care, Novo Nordisk has gone on to develop a full portfolio of modern insulin (insulin analogues with improved properties), and today Novo Nordisk is also the leader in a new class of diabetes treatment - GLP-1 therapy. Now the world's largest diabetes care company, Novo Nordisk provides therapeutic treatments for an estimated 23 million people with diabetes worldwide and produces approximately 50 per cent of all insulin in the world.

### **About Novo Nordisk Canada Inc.**

Novo Nordisk is a healthcare company and a world leader in diabetes care and biopharmaceuticals. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to economic success, environmental soundness, and social responsibility to employees and customers. For more information, visit [www.novonordisk.ca](http://www.novonordisk.ca).

### References

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i Canadian Diabetes Association. "Diabetes Charter for Canada - Diabetes in Canada." Accessed on September 17, 2014 at <http://www.diabetes.ca/getmedia/513a0f6c-b1c9-4e56-a77c-6a492bf7350f/diabetes-charter-background-er-national-english.pdf.aspx>.

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