
From: [redacted] [mailto:[redacted]@pa-europe.com]
Sent: Wednesday, April 08, 2015 4:00 PM
To: Vytenis.Andriukaitis@lrs.lt
Cc: [redacted]; VINCIUNAS Arunas (CAB-ANDRIUKAITIS)
Subject: google and indonesia/china

Dear Commissioner Andriukaitis,

I am pleased to report to you that this week Google and PA start to address how Google can best assist you with the public information aspects of AMR. Indeed the lack of 'face' of AMR if compared to Ebola and the accusation that WHO was 'late' in its response to Ebola are the key elements for the earliest possible (social) media information campaign – perhaps immediately after the G7 meeting in Germany. This Summit may wish to request you to engage in an EU wide or even global effort; with Google that can happen. If certain public health related issues are 'Googled' a 'message' can pop up that refers to the AMR issues while providing a link to further info of the European Commission. Etcetera. We are now preparing Google in content terms so that Google can present their technical options at the May 4th meeting.

In Indonesia (I am writing from my Jakarta office) I have been briefed on AMR by [redacted] [redacted] of the Ministry of Agriculture, and by [redacted] [redacted] at the Ministry of Health, [redacted]. The situation is bad from two perspectives: overuse of antibiotics in Indonesia and feed/food imports from notably China. They are particularly interested in a research programme on the reduction of antibiotics use in fish. The European Union almost banned all Indonesia fish export to the EU some years ago due to the use of heavy metals. Jakarta wishes to avoid a next ban while securing better and safe fish for its own citizens.

The [redacted], the [redacted] expert [redacted], and [redacted] [redacted] would be delighted to meet you and discuss a unique antibiotics replacement project for fish feed – if at all possible in the late afternoon of May 4th 2015. As you indicated this could be a joint Indonesia-China-EC research project. The Indonesian side is prepared to provide the facilities. The Commission could provide funding. Nutreco is prepared to provide the technology.

Thank you very much for your highly appreciated response and guidance.

Best regards,

[redacted]

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Kopija: [redacted]; arunas.vinciunas@ec.europa.eu
Tema: google and indonesia/china

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