

CASE STUDY

Growing Globally

Growing globally and building markets is today on all organisations agenda. Leveraging expert strategic knowledge, regional resources and local infrastructure will increase speed to market, sustainability and return on investment.



International Liver Cancer Association (ILCA)

HEALTH CARE / EUROPE

Challenge

Recognizing the increasing health threat from primary liver cancer (one of the deadliest forms of cancer), a group of 140 liver cancer specialists from various disciplines intended to set up an international multidisciplinary association.

From vision to reality, MCI was contracted to support ILCA's leadership in achieving their goals.

MCI's solution

After only three years of existence, the ILCA has built up a reputation as the only international multidisciplinary scientific member organisation

dedicated exclusively to liver cancer research.

Through the establishment of a community of eminent scientists and the organisation of its first three Annual Conferences, ILCA has succeeded in positioning itself as the place to be for liver cancer specialists.

MCI Brussels partnered with ILCA's Founders prior to the launch of the association and was responsible for its incorporation (including writing the bylaws) and all start up operations, conference organisation and fundraising activities.

Why MCI?

The partnership with MCI has been instrumental in growing ILCA's reserves beyond expectations in these first three years, thanks to MCI's knowledge and experience in managing Health care organisations" said Gregory J. Gores, M. D., President, ILCA

