

## Press Release, August 1st, 2017

### **Danish-German handover of the EHIMA Secretariat: Søren Hougaard retires after eight years as Secretary General**

As of August 1st 2017, the German Hearing Aid Industry Association (BVHI) also assumes the function of the Secretariat of the European Hearing Instrument Manufacturers Association (EHIMA). Dr. Stefan Zimmer, Chairman of the Board of BVHI, will succeed Søren Hougaard as EHIMA Secretary General. He is based in Frankfurt, Germany.

The President of EHIMA, Dr. Lukas Braunschweiler, states: "Since 2009 Søren Hougaard has made a great contribution to EHIMA as Secretary General. He understood well how to link our industry association with key European and international stakeholders and how to forge valuable partnerships. Søren distinguished himself also through his binding, collegial and unpretentious manner- a true ambassador of the hearing aid industry."

Dr. Stefan Zimmer, who has closely worked with Søren throughout the last two years, says: "Søren's work is inspiring in many respects. He is especially to be commended for the close relationship he established with the European associations of the hard of hearing and of the hearing aid acousticians. In this triad, relevant positions and statements relating to hearing loss-awareness, prevention or care can be communicated more strongly and more sustainably than if everyone were doing this by himself. I consider the continuation of this prolific partnership an important part of my work for EHIMA."

Speaking of the incoming Secretary General, the EHIMA president has high hopes: "The members of EHIMA are convinced that Stefan is the right choice as Secretary General. His successful work for the German industry association and his many years of experience in European and international social and health policy qualify him for this position. We are looking forward to the joint work ahead", says Dr. Lukas Braunschweiler.



Picture: Stefan Zimmer (left) and Søren Hougaard at EUHA 2016  
(photographer: Karl Strom)

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