

# Industry Insights FILTREX: Joe-Max Wakim

17 April 2023

Around 100 λtration media professionals gathered in Berlin, Germany in November 2022, for a two-day conference on topics relating to λtration. The programme addressed issues from sustainability to testing and standardisation, as well as providing inspiring insights on future trends in the health and the automotive industries. Joe-Max Wakim the Vice Director of Health at The Copenhagen Institute for Future Studies, provided a keynote presentation on the importance of rebalancing health systems today to focus on preventative rather than curative healthcare. As a result of the COVID-19 pandemic consumers today are increasingly aware of the quality of the air we breathe, which has a key impact on our health. As such λtration will only continue to grow in importance, as society looks to improve living and working conditions to ensure healthy lifestyles.



**Can you summarize the keynote presentation that you delivered at FILTREX™2022?**

**Joe-Max Wakim (JMW):** I spoke about a lot of things, but one of the main things I wanted to emphasize is that our health system is broken and that we all need to pitch-in to λx it. To do

