



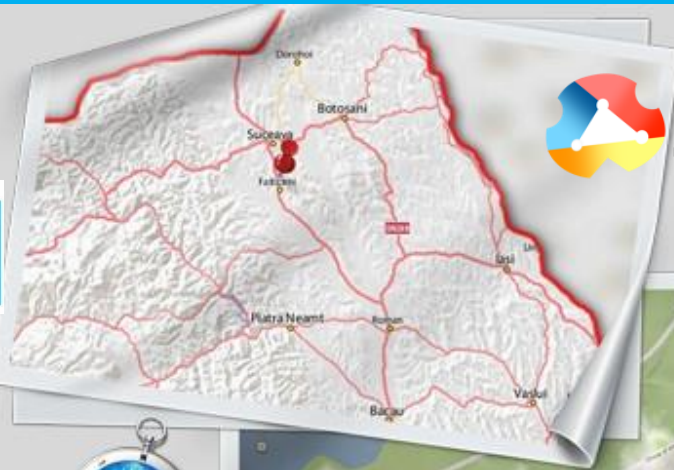
RDCM *Personalia* Corner

- **Looking at SANABUNA 2025 Fălticeni as a Perfect Touch to Creative Minds Capturing the Essence Based on Information-Driven Approach to Memorable Experiences**

Note from the Editor-in-Chief

SANABUNA International Congress is well known as considering the way attendees feel a priority, understanding their interests and expectations, and making them enjoying both how the renowned speakers are sharing more of their personal experiences, and the elegant event as a whole, "SANABUNA" feelings remaining forever. SANABUNA partnership started in November 2004, and over time there were significant landmarks such as Bucharest (2009), Brasov (2011), and Fălticeni, Suceava (2012). And as a picture is worth a thousand words, take a look at the pictures below.

The reputed Professor Eliot SOREL, Honorary President of the SANABUNA International Congress, reconfirmed again, on July 1-2, 2024, both his role of catalyst in promoting Romania's culture in the United States, and that teamwork and intelligence are ensuring the successful completion of an important process completed, such as the valuable recollection of Romania's presence at the 1999 Smithsonian Folklife Festival. On July 1, 2024, on the occasion of the special event that took place at the University of Medicine and Pharmacy "Carol Davila" Bucharest it was agreed that the works of the SANABUNA 2025 International Congress will take place once again at Fălticeni (this city being considered a landmark for Romanian national culture and science).



**HOLISTIC
MARKETING
MANAGEMENT**



The reputed Medical Leader, Professor Eliot SOREL, MD, DLFAPA, is Founding Editor in Chief Global Mental Health and Psychiatry Review, Clinical Professor Global Health, Health Policy & Management, Psychiatry & Behavioral Sciences, School of Medicine & School of Public Health, The George Washington University, D.C., Founder Conflict Management Section World Psychiatric Association, and author of important books (<https://www.crd-aida.ro/2012/09/distinguished-professor-eliot-sorel-honorary-president-international-congress-health-nutrition-wellbeing-launch-october-29-2012-san-francisco-book-21st-century-global-mental/>; <https://www.crd-aida.ro/2016/01/eliot-sorel-about-health-education-development-and-global-security-at-the-prestigious-wilson-center-washington-dc/>; <https://www.sanabuna.ro/eu-total-health-integrating-primary-care-mental-health-public-health/> ; <https://www.sanabuna.ro/eliot-sorel-moderator-of-the-opening-session-at-the-high-level-meeting-wbg-who-oecd/>). In 2009, *Professor Eliot SOREL* was awarded the title of Doctor Honoris Causa of the “Carol Davila” University of Medicine and Pharmacy, Bucharest, Romania (see the last picture below).

The distinguished Professor Eliot SOREL, Honorary President of the SANABUNA International Congress, reconfirmed again, on July 1-2, 2024, both his role of catalyst in promoting Romania’s culture in the United States, and that teamwork and intelligence are ensuring the successful completion of an important process completed, such as the valuable recollection of Romania’s presence at the 1999 Smithsonian Folklife Festival (<https://www.crd-aida.ro/2024/07/rememorarea-prezentei-romaniei-la-festivalul-de-viata-populara-smithsonian-1999-moment-istoric-binecuvantat/> ; <https://www.sanabuna.ro/1-iulie-2024-rectorul-umfcd-viarel-jinga-discurs-de-inalta-tinuta-academica-dedicat-profesorului-eliot-sorel/>; <https://www.sanabuna.ro/romanian-athenaeum-celebrating-the-romanian-american-friendship-with-gershwin-and-enescu-july-1-2024/>; <https://holisticmarketingmanagement.ro/distinsul-profesor-eliot-sorel-consecvent-in-demersurile-de-catalizator-in-promovarea-culturii-romaniei-in-sua/>). Within this special context, we applaud the excellent speech of Her Excellency U.S. Ambassador to Romania Kathleen Kavalec, held in the Aula of the Romanian Academy, on July 2, 2024, “on the occasion of the 25th anniversary of “Gateways to Romania” Romanian Participation at 1999 Smithsonian Folklife Festival” (<https://ro.usembassy.gov/ro/ambasadoarea-kathleen-kavalec-smithsonian-2072024/>). And as recently shown by the prestigious George Washington Today (that ‘serves as the primary source of news and information for GWU students, faculty, staff and alumni’): “*Sorel could reasonably be called a citizen of the world. Born in Fălticeni while Romania was an Eastern Bloc state... He first studied in Paris, then moved to the United States to undertake his psychiatric studies at Yale University... The celebrations this summer gave Sorel an opportunity to reflect on how Romania and the United States each benefit from the other’s culture.*” (<https://gwtoday.gwu.edu/romanian-roots-global-reach>).

On July 1, 2024, on the occasion of the special event that took place at the “Carol Davila” University of Medicine and Pharmacy Bucharest (<https://www.sanabuna.ro/1-iulie-2024-rectorul-umfcd-viarel-jinga-discurs-de-inalta-tinuta-academica-dedicat-profesorului-eliot-sorel/>), it was agreed that the works of the SANABUNA 2025 International Congress will take place once again at Fălticeni.

SANABUNA Second International Congress “Health, Nutrition, Fitness and Wellbeing for Central & Southeast Europe” (see the pictures below), took place on 19-21 October 2012 at the Art Museum “Ion Irimescu”, in Fălticeni (this city being considered a landmark for Romanian national culture and science), Suceava, during the Apple Festival. The opening of the SANABUNA International Congress lifted up the participants ‘soul thanks to an insightful “Gaudeamus Igitur” (interpreted by the “Vox Medicalis” Choir of the “Carol Davila” University of Medicine and Pharmacy students) and to the beautifully interpreted with sensibility Ciprian Porumbescu’s Balad and of the well-known song (<https://www.loc.gov/static/programs/national-recording-preservation-board/documents/EdwinHawkinsEssay.pdf>) “Oh Happy Day” (sung by the Choir of the Fălticeni “Ion Irimescu” Foundation). As it is already known, the music composed by Ciprian Porumbescu has a unique aesthetic value, being rich in nuances, inspiring and magnetizing, representing a real expression of sensing the divinity in the surrounding world. SANABUNA panel discussions at the crossroads of research, education, best practices and innovation systems were lively, allowing the clarification of questions and concerns. Starting from the well-known fact that nutrition represents the bridge between agriculture and health, and food is one of the greatest contemporary actors on the political scene, as well as the fact that public health aspects are often marginalized amid the competing interests of producers, processors, wholesalers, retailers, caterers and consumers, and we are all consumers, participants agreed with the idea that supplying high quality health and education services remains the biggest global challenge, and on that basis, the speech and action on this “Health, Nutrition, Fitness and Wellbeing” movement must lead all stakeholders beyond the fragments of understanding, interacting, getting involved, communicating and learning how to realize the proper change of our behavior requiring a new thinking, a new policy, a proper education located in the heart of adaptation, and proving solidarity in building trust. A proof of the continuity of the involvement with responsibility also constituted the interest aroused by Professor Eliot Sorel’s proposal to include on the next “SANABUNA International Congresses” Agenda important identified topics.

SANABUNA First International Congress “Health-Nutrition-Wellbeing” (see the pictures below) took place at Aro Palace Hotel, Brasov, on 15-17 October 2011, under the patronage of the Romanian Patriarchate, The Romanian Academy, The Ministry of Public Health, The Ministry of Agriculture and Rural Development, The Ministry of Education, Research, Innovation and Sport, and in collaboration with the International Association of Distribution (A.I.D.A. Bruxelles) and EHI Retail Institute, Germany. The event’s interdisciplinary character allowed covering certain new aspects, starting from the harmonization of the preoccupations related to building a truly better life, in the context of the pressure of the awareness concerning the connections between health, nutrition and the different aspects of businesses and the imperative of identifying the right answers in the confrontation with the wellbeing reform, reconfiguring consistent ways with fundamental values, education being in the center of the adaptation, and solidarity could not be neglected. The conclusion was that the speech and action on the issue “Health-Nutrition-Wellbeing” must and can be modified in order to preserve our life, opening up our mind and heightening the spirits to cross the “ocean of mistrust” whose huge waves crash against the shores of economic-social constructions, going beyond the fragments of understanding, interacting, getting involved, communicating and learning how to realize the proper change of

our behaviour as producers, distributors and individual and organizational consumers of the product that became part of our culture. It is also worth mentioning that the debates were the true expression of the struggling for unity of knowledge beyond disciplines (transdisciplinarity), starting from reuniting a range of disciplines independently contributing to the “Health-Nutrition-Wellbeing” disciplinary investigation (multidisciplinarity) and especially from blending methods in order to generate new and improved tools better adapted to the “Health-Nutrition-Wellbeing” disciplinary research (interdisciplinarity). With regard to the students’ scientific sessions, allow us to remember that they started from considering, of course, that all our decisions are based on subjective value judgements, and economics - macroeconomics (the study of aggregate economic activities) or microeconomics (the study of economic behavior of individual decision-making units) – makes these explicit. The three tasks of economics (a social science studying how individuals and organizations in society engage in the production, the distribution and the consumption of goods and services, being the discipline that deals with use of scarce resources to satisfy human wants and needs how best to use the resources available; or “healthcare” economics, this being the discipline/conceptual apparatus of economics applied to the topic/area of study of health) are: descriptive (quantification), predictive (identifying impact of change), evaluative (relative preference over situations). As what we want is unlimited and our resources are scarce, our choice is essential in achieving efficiency (the relationship between costs and benefits, maximising benefits for given resources; to establish efficiency we must assess the benefits), being necessary to weigh relative benefits of each course of our action and choose the action which maximises our wellbeing. In order to assist policy decisions, we need an economic evaluation (a comparative analysis of alternative courses of action in terms of both their costs and consequences), differentiating measurement and valuation, avoiding ambiguity in assessing overall improvement or detriment in health, and understanding that allocative efficiency (producing the pattern of output that best satisfies the pattern of “consumer wants”) means that the value of benefits exceeds the opportunity cost. The students’ debates did allow the identification of the main requirements of health services (economy; effectiveness and efficiency; value for money; equity, main reason of government involvement in health care, and scarcity being the common root to efficiency and equity; ethical issues and so on). All the students agreed that: healthcare (health being a “state of complete physical, mental and social well-being” according to World Health Organization) should not be allocated according to income; in our globalized world we must have a holistic approach of the whole diet, of the traditional dietary patterns and of a sound mind in a healthy body in conferring greater health benefits to the individuals and to the national and world economy.

SANABUNA Conference 2009 (see the pictures below) was held at the University of Medicine and Pharmacy “Carol Davila”, approaching the imperative of reflection and responsible action on the issue “Health- Nutrition-Wellbeing”, seeking to identify the new and necessary direction of attitudes which would allow the establishment of a partnership between the public and the private sector. On that special occasion proper solutions for influencing the change in behavior (in order to improve the economic - social health and responsibility) were discussed. Allow us to remember, for instance, that the Academicians Laurentiu Mircea Popescu and Constantin Popa were Members of the Presidium, reconfirming that competency is one of the hallmarks of

professionalism, the foundation of competency being the expertise understood as knowledge plus experience.










Romanian Distribution Committee
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AIDA
IN COLLABORATION WITH

THE MAIN THEMES OF THE CONGRESS:

1. MODES OF PREVENTION DIETS DEFICIENT;
2. NATURAL FOOD, ORGANIC FOOD AND ISO FOOD;
3. PREVENTION AND TREATMENT OF NUTRITION;
4. FAST FOOD, FOOD VS. SPEED WALK, NUTRITIONAL IMBALANCE;
5. WAYS TO PROMOTE HEALTHY EATING;



SANABUNA

INTERNATIONAL

FRIDAY OCT 15-17
SPECIAL GUESTS
PROF. ELIOT SOREL
PROF. BERNDHALLIER
PROF. JOHN L. STANTON
PROF. LEON F. WEGNEZ

ARO PALACE *****
BRASOV, ROMANIA



SĂNĂTATE ALIMENTAȚIE BUNĂSTARE

PRIMUL CONGRES INTERNAȚIONAL

15-17 OCTOMBRIE 2011 ARO PALACE, BRAȘOV, ROMÂNIA



SUB PATRONAJUL: 

IN COLABORARE CU: 



ALIMENTAȚIE BUNĂSTARE

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IN COLABORARE CU: 

SUB PATRONAJUL: 





SĂNĂTATE ALIMENTAȚIE BUNĂSTARE

PRIMUL CONGRES INTERNAȚIONAL

15-17 OCTOMBRIE 2011 ARO PALACE, BRAȘOV, ROMÂNIA



Romanian Distribution Committee OFFICIAL PARTNER

AIDA IN COLLABORATION WITH

THE MAIN THEMES OF THE CONGRESS:

1. MODELS OF PREVENTION DIETS DIFFERENT
2. NATURAL FOOD, ORGANIC FOOD AND BIO FOOD
3. PREVENTION AND TREATMENT OF ANEMIA
4. HARD FOOD FOOD VS. SPEED AND NUTRITIONAL BALANCE
5. WAYS TO PROMOTE HEALTHY EATING

SANABUNA
INTERNATIONAL

FRIDAY OCT 15-17

SPECIAL GUESTS:

PROF. ELIOT SOREL
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ARO PALACE *****
BRASOV, ROMANIA



SĂNĂTATE ALIMENTAȚIE BUNĂSTARE

PRIMUL CONGRES INTERNAȚIONAL

15-17 OCTOMBRIE 2011
ARO PALACE, BRAȘOV, ROMÂNIA

IN COLABORARE CU: AIDA, ERM, Retail Institute, etc.

SUB PATRONAJUL: AIDA, etc.



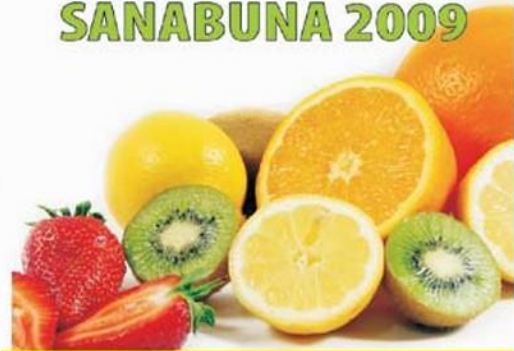
Conferința Sănătate – Alimentație – Bunăstare,
SANABUNA 2009

Sala de Consiliu a Facultății de Medicină,
Bd.ul Eroilor Sanitari, nr. 8, sector 5

Universitatea de Medicină și Farmacie "Carol Davila"
Academia de Științe Medicale



Conferința
Sănătate – Alimentație – Bunăstare
SANABUNA 2009



București, 9 aprilie 2009, orele 14.00



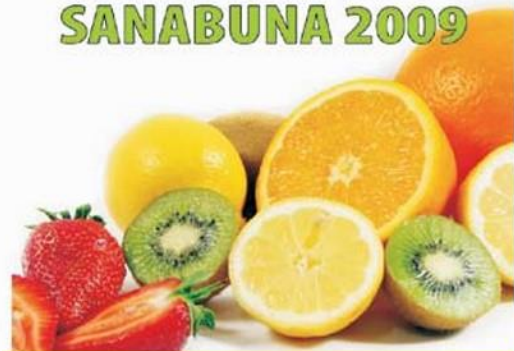
Professor Eliot SOREL,
„Doctor Honoris Causa”
of the “Carol Davila”
University of Medicine
and Pharmacy,
Bucharest, Romania



Universitatea de Medicină și Farmacie "Carol Davila"
Academia de Științe Medicale



Conferința
Sănătate – Alimentație – Bunăstare
SANABUNA 2009



București, 9 aprilie 2009, orele 14.00



“Carol Davila” University of Medicine and Pharmacy
Viorel Jinga and Eliot Sorel, July 1, 2024



Conferința Sănătate – Alimentație – Bunăstare,
SANABUNA 2009

Sala de Consiliu a Facultății de Medicină,
Bd.ul Eroilor Sanitari, nr. 8, sector 5