Introduction
Since 2002, APACI has worked tirelessly in promoting influenza awareness in the Asia-Pacific region. Together with its members, who are highly regarded influenza and infectious disease experts from across the Asia-Pacific region, APACI has made notable achievements, including:

- publishing 16 issues of Influenza – Asian Focus
- hosting and presenting pertinent clinical data at key clinician workshops/symposia across the region
- supporting the establishment and growth of national influenza foundations in Thailand, India and Indonesia
- developing and maintaining a website (www.apaci-flu.org), with updates on current influenza issues

A new legal entity
With the newly revamped organisational structure, APACI members aim to achieve greater transparency and accountability, and are currently at work on the following:
1. Establishment as a legal entity by the end of 2010
2. A fixed headquarters in Hong Kong to better serve the Asia-Pacific region
3. APACI will now stand for “Asia-Pacific Alliance for the Control of Influenza”, reflective of an alliance of national influenza bodies and technical experts within the region

Revised objectives
- Promote influenza awareness
- Provide support to national influenza foundations and other expert groups
- Promote best practice in the prevention and treatment of influenza
- Support activities that help to evaluate the burden of disease
- Support the WHO Global Agenda on Influenza Surveillance and Control

Revised activities
- Identifying key opinion leaders (KOLs)
- Newsletter publication (Influenza – Asian Focus)
- Contributing to regional peer-reviewed publications
- Updating the APACI website as a key education and communication platform
- Establishing a presence at regional meetings and symposia in 2010/2011
- Assisting in influenza prevention and control in the Asia-Pacific region
- Assisting in the development of country-specific public awareness programmes
- Establishing dialogue with the WHO and international organisations

APACI’s revised mission statement
To reduce the burden of influenza in the Asia-Pacific region

Aims
- To better align its mission statement, objectives and activities with the WHO’s agenda
- To complement WHO’s work in promoting influenza awareness throughout Asia

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