

100 YEARS OF  
NOVO NORDISK-A CENTURY  
OF INNOVATION IN MEDICINE



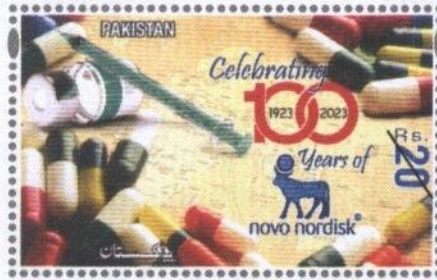
novo nordisk®

*First Day Of Issue*

**100 YEARS OF  
NOVO NORDISK  
A CENTURY OF INNOVATION IN MEDICINE  
COMMEMORATIVE POSTAGE STAMP  
22<sup>nd</sup> September, 2023**

**SALIENT FEATURES**

Size of Stamp	: 56 x 35 m.m.
Size of Print	: 54 x 33 m.m.
Number of Stamps in a sheet	: (5 x 3) 15 Stamps
Perforation	: 13 C
Denomination	: Rs. 20/-
Colours	: CMYK
Printing Technology	: Lithography (Offset)
Paper	: 100 GSM W/M Gummed Paper
Gum	: PVA
Quantity	: 0.2 Million (2 Lacs)
Designer	: Liaqat Ali
Printer	: National Security Printing Company, Karachi.



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Novo Nordisk is the leading global healthcare Danish organization, founded in 1923. Main purpose of NOVO NORDISK is to drive change to defeat diabetes and other serious chronic diseases such as obesity, rare blood and endocrine disorders. From labs to factory floors, Novo Nordisk is discovering and developing innovative biological medicines and making them accessible to patients throughout the world. Diabetes places a great burden on health systems and Novo Nordisk is committed to work with health authorities and other partners to prevent and treat the disease.

**Novo Nordisk** is the leading producer of the world's insulin and 36.3 million people are using Novo Nordisk diabetes care products across the Globe including Pakistan. Today, one in every ten people in the World has diabetes, a figure that is projected to rise to one in nine by 2045, if action is not taken. The cost and access to medical care can place a devastating burden on individuals, their families, and even whole societies. Long-term ambition of Novo Nordisk is to provide access to affordable diabetes care for vulnerable patients in every country, especially children living with type 1 diabetes, who face certain death in some parts of the world without care and medicine. Novo Nordisk aims at preventing more than 100 million people from getting type 2 diabetes by 2045.

Novo Nordisk partners with patients, policymakers, healthcare professionals and non-governmental organizations to build awareness, advance prevention and expand access to care. According to International Diabetes Federation, 33 million people are living with diabetes in Pakistan, making it the 3<sup>rd</sup> largest population in terms of number of diabetics after India and China. Novo Nordisk is committed to cure diabetes in

Pakistan and in partnership with Ministry of National Health Services Regulations and Coordination through various initiatives, striving to improve the awareness on diabetes, treatment and care of people with Diabetes in Pakistan, ultimately preventing the debilitating complications of this disease. In 2022, Novo Nordisk reached to around 2.6 million people through diabetes awareness initiatives, trained 600 healthcare professionals including doctors, nurses and pharmacists on management of diabetes. Novo Nordisk also collaborated with Embassy of Denmark and Health Services Academy Islamabad to commemorate World Diabetes Day 2022 at President House Islamabad to bring Diabetes on National Agenda.

The Year 2023 marks a century of innovation in medicine for Novo Nordisk, a company founded by Nobel Laureate August Krogh and his wife Marie. One hundred years ago, a diagnosis of type 1 diabetes was a death sentence. In 1923, the founders set out to change this reality. This determination has driven them ever since, relentlessly turning challenges into positive change for millions of people worldwide. As Novo Nordisk turns 100, it's time to renew the commitment to drive change for a healthy world today, and for generations to come.

The 100-year anniversary of Novo Nordisk is a landmark achievement in global healthcare to focus on unmet societal and individual challenges, innovation, and its value to people suffering with diabetes - including achievements over the past 100 years and a commitment to continue innovation for years to come.

Issuance of commemorative postage stamp on occasion of 100 years of Novo Nordisk is recognizing a century of innovation and service. This would highlight the burgeoning rise of Non-Communicable Diseases across the country. Saving lives must go together with improving health and wellbeing with the ultimate

aspiration: a world free from the burden of disease. That is why there is a need to build awareness around these disease areas which can ultimately reduce the burden of disease and help people live healthier lives.

On 100 years of founding of Novo Nordisk, Pakistan Post is issuing a Commemorative Postage Stamp, titled "100 Years of NOVO NORDISK - A CENTURY OF INNOVATION IN MEDICINE", of Rs.20/- denomination on 22<sup>nd</sup> September, 2023.

#### **TERMS OF SALE**

This Commemorative Postage Stamp will be available for sale from 22<sup>nd</sup> September, 2023 at all important Post Offices in the country.

Overseas orders for Stamps, First Day Issue Covers and Leaflets should be addressed to the Manager, Philatelic Bureau, Karachi GPO or Manager, National Philatelic Bureau, Islamabad GPO, accompanied by a Bank Draft or Crossed Cheque encashable in Pakistan.

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