

## **BCJ** (Baby Cord Jordan)

The successful application of stem cell therapy in the treatment of a number of chronic and non-communicable diseases, such as cancer and cardiovascular diseases, has given rise to an urgent need for the establishment of a dedicated cord blood bank in Jordan. By doing so, local cord blood samples would no longer have to be sent to banks in Europe and the USA, which is very costly.

BabyCord Jordan was launched in early 2009 as the Kingdom's first cord blood bank, and was led by Dr. Maher Sarraf, Director General of Al-Amal Hospital and Chairman of the Stem Cell Center. Despite initial challenges, Dr. Maher's perseverance earned the project a grant from the Jordan Enterprise Development Corporation (JEDCO) and the European Union (EU), enabling the bank to acquire much-needed machinery and equipment.

In recognition of the impact that BabyCord Jordan would have on patients in the Kingdom and the region as a whole, JEDCO and the EU financed the bank's purchase of a cord blood separation machine and software, a thermal impulse sealer, liquid nitrogen tanks, a cryopreservation system, and a variety of other equipment for sample storage and retrieval. In addition to providing financial support, JEDCO and the EU sponsored the development of BabyCord Jordan's website, which features detailed information about the bank's services and the international standards that it adheres to. JEDCO and the EU also funded several training workshops for the bank's employees.

BabyCord Jordan's dedicated team of doctors aspire to remain abreast of the latest advancements in the field. They also aim to increase awareness on stem cell therapy by organizing lectures and medical workshops, as well as by using social media platforms to educate the public.