

# *4th German-Arab Health Forum*

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Hamburg – October 21st - 22nd 2009

Organisers:



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# THE GERMAN-ARAB HEALTH FORUM: MESSAGE BY THE FIRST MAYOR OF HAMBURG

## *Message of Greeting*

Reliability and quality – those are the characteristics the „Made in Germany“-brand is famous for. German products are admired the world over for their high standards. And that goes as well for our medical technology and education in the health-sector: They are enjoying an excellent reputation among international investors.

The continuation of the German-Arab Health Forum reflects this impressive international reputation. German and Arab health care-experts come together at this convention to exchange ideas and create networks. The forum is now taking place for the fourth time and I am proud that Hamburg is hosting it once again.

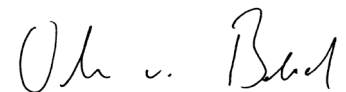
Our Arab partners benefit from first class health-standards „Made in Germany“ which have already helped to improve the medical situation of their growing populations. In recent years, Arab countries have focused in a truly exemplary way on health care and as a result they have been able to greatly elevate the quality of life in their countries.

At the same time, the Arab world is a huge and very interesting market for German companies and the health-sector remains a fundamental employer in Germany – just in the city of Hamburg alone, about 30,000 people are employed in hospitals.

Hamburg as a health- and medicine-metropolis acts as a professional and reliable partner for this growing market. The success and the continuity of the German-Arab Health Forum are based on these components – quality and reliability.

We welcome all conference guests and I sincerely hope you all will have highly informative and stimulating discussions.

Have a nice stay in the Free and Hanseatic City of Hamburg!



Ole von Beust,  
*First Mayor of Hamburg,  
Patron of the  
4th German-Arab Health  
Forum*



# THE GERMAN-ARAB HEALTH FORUM: YOUR STAGE FOR SUCCESS

## *Preface – Ghorfa*

It is our great pleasure to welcome you to the 4th German-Arab Health Forum. After a successful premiere in Hamburg in 2008 we are more than happy to greet you once more in this beautiful city.

The forum is a great opportunity to establish and deepen business contacts. The health sector is and will be one of the most important markets. German companies with their broad portfolio are well suited partners for the Arab World and its demands for health products and research.

The Arab countries are opening up their markets and liberalising their

economies. In all of them the health sector has become a top priority. The need for high-quality health products and services is rising continually. Thanks to their financial means the Arab countries have the resources to invest in a modern comprehensive health system. These investments also comprise projects in the Arab World like the Dubai Healthcare City and similar projects in Saudi Arabia.

There has been a very positive development regarding business between Germany and the Arab World and the relations continue to prosper. In the past decade the trade volume between the two sides has tripled.

Nevertheless, the investment and business opportunities are still numerous.

The German-Arab Health Forum contributes to the exchange between Arab and German professionals. We are proud that so many high-ranking decision makers, experts and company representatives take part in the event.

We wish all participants a successful conference with many lasting contacts and a lot of interesting impressions.



Dr. Thomas Bach,  
*President*  
Abdulaziz Al-Mikhlaifi,  
*Secretary General*

# THE GERMAN-ARAB HEALTH FORUM: PROGRAM

Wednesday, October 21st 2009

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08.30 h **Registration**

09.30 h **Opening Ceremony**

*Mr. Frank Horch,  
President, Hamburg Chamber of Commerce*

*Dr. Thomas Bach,  
President, Ghorfa Arab-German Chamber  
of Commerce and Industry*

*Dr. Mathias Goyen,  
CEO, UKE Consult und Management GmbH,  
University Medical Center Hamburg-Eppendorf*

*H.E. Prof. Dr. med. Ossama Abdulmajed Ali  
Shobokshi,  
Ambassador of the Kingdom of Saudi Arabia to  
the Federal Republic of Germany*

*H.E. Nayef Al-Fayez,  
Minister of Health, The Hashemite Kingdom  
of Jordan*

*H.E. Minister Dietrich Wersich,  
Head of the Ministry for Social and Family  
Affairs, Health and Consumer Protection, Free  
and Hanseatic City of Hamburg*

10.30 h **Coffee Break**

11.00 h **Session 1**

*Micro-invasive Interventions & Endoscopy*

*Chair: Dr. Thomas E. Langwieler,  
Head Physician Surgery Department, Ev. Ama-  
lie Sieveking-Krankenhaus/ Albertinen Gruppe,  
Germany*

*Gastro-intestinal*

*Dr. Thomas E. Langwieler, Head Physician  
Surgery Department, Ev. Amalie Sieveking-  
Krankenhaus/ Albertinen Gruppe, Germany*

*The Interventional Treatment of Ventricular Sep-  
tal Defects: A Novel and Gentle Therapy Method  
Dr. Tron Phi Le, Pediatric Cardiologist, Clinic for  
Pediatric Cardiology, UHZ Hamburg, Germany*

*Minimally Invasive Treatment (MIT) for Urolo-  
gical Diseases*

*Dr. Ahmed R. El-Nahas, Lecturer of Urology,  
Urology & Nephrology Center, Mansoura  
University, Egypt*

*Laparoscopic Heller-Toupet for Achalasia  
(Video) or Laparoscopic Thoracoscopic  
Esophagectomy (Video)*

*Dr. Mohammad Mahfouz, Executive Director, Al  
Jazeera Hospital & Medical College, Saudi  
Arabia*



11.00 h **Session 2**

*Health Insurances – Safety for the Future*

*Chair: Dr. Caroline Wagner,  
WINEG (TK Scientific Institute for Benefit and  
Efficiency in Health Care), Germany*

*On the History of the German Public  
Health-Insurance System – Developments and  
Trends During the Last 120 Years  
Prof. Heinz-Peter Schmiedebach, Department  
for Medical History, University Medical Center  
Hamburg-Eppendorf, Germany*

*Implementing a Public Health Insurance System  
Dr. Caroline Wagner, WINEG (TK Scientific In-  
stitute for Benefit and Efficiency in Health Care),  
Germany*

*Private Health Insurance: Peace of Mind in a  
Changing World*

*Mr. Norbert von den Bruck, Foreign Business  
Group Manager, AXA Krankenversicherung,  
Germany*

*&  
Dr. Jörg-Peter Klötzer, Head of Medical Health  
Management, AXA Krankenversicherung,  
Germany*

*Future of Health Care Insurance  
Dr. Christoph Gries, Head of Health Economy Section,  
DAK, Germany*

12.30 h **Lunch**

13.30 h **Session 3**

*Metabolic Diseases*

*Chair: Prof. Dr. Manfred Dreyer,  
Head Center of Internal Medicine, Asklepios West-  
klinikum Hamburg, Germany*

*Diabetes & Cholesterol: Lower is Better!  
Prof. Frank Ulrich Beil, Head Physician Endocrino-  
logy and Metabolism, University Medical Center  
Hamburg-Eppendorf, Germany*

*The Role of Patient Education in the Treatment of  
Diabetes Mellitus*

*Prof. Dr. Manfred Dreyer, Head Center of Internal  
Medicine, Asklepios Westklinikum Hamburg,  
Germany*

*Diabetes Care Services in Primary Care Setting in  
the Kingdom of Bahrain*

*Dr. Rabha Salman, Consultant Family Physician  
Diabetologist, Ministry of Health, Bahrain*

*Juvenile Diabetes – New Aspects*

*Dr. Elke Hammer, Senior Physician for Pediatric  
Medicine, Children Endocrinologist and  
Diabetologist, Catholic Children Hospital  
Wilhelmstift, Germany*

13.30 h **Session 4**

*Education and Training*

*Chair: Dr. med. Claus W. Biermann, MD, MPH,  
Vice President Business Development Health-  
care, Philips Deutschland GmbH, Germany*

*Challenges of Establishing a Private Medical  
University and Private Teaching Hospital in  
the Gulf – A Case Study*

*Mr. Thumbay Moideen, President, Gulf Medi-  
cal University, UAE*

*&*

*Mr. Vinod Abraham, Assistant Director,  
External and International Affairs, Gulf  
Medical University, UAE*

*Simulators in Surgical and Dental Training*

*Dr. Andreas Pommert, Head of The Voxel-Man  
Group, University Medical Center Hamburg-  
Eppendorf, Germany*

*Hands-on Training on Models and Simulators:  
An Established Module in Residency Training*

*Dr. Thorsten Lüdtke, General Manager  
International Business Partners, Olympus  
Winter & Ibe GmbH, Germany*

*Guest Doctors & Scientists at the UKE*

*Ms. Leonore Boscher, Head International  
Office, University Medical Center  
Hamburg-Eppendorf, Germany*

15.00 h **Coffee Break**

15.30 h **Session 5**

*Planning, Building and Managing a Hospital*

*Chair: Dr. Mathias Goyen,  
CEO, UKE Consult und Management GmbH,  
Germany*

*&*

*Dr. Wolfgang Großmann,  
Executive Board Member, Chief Division Hospital  
Building, CBP Consult, Germany*

*Planning, Building and Managing the Typical  
Police Hospital in Sana'a/ Yemen*

*Dr. Mathias Goyen, Managing Director, UKE  
Consult und Management GmbH, Germany*

*Planning and Conception - Organisational and  
Functional Planning*

*Dr. Georg Bonn, Head Department Hospital Ma-  
nagement Cons., Hospitaltechnik  
Planungsgesellschaft mbH, Germany*

*Architecture and Building*

*Prof. Christine Nickl-Weller, CEO, Nickl &  
Partner Architekten AG, Germany*

*Optimized Planned Medical Technology Concepts*

*Dipl.-Ing. Harald Reher, Deputy Manager  
International Projects, Mediplan GmbH,  
Germany*

*Modern Concepts for an Interdisciplinary Approach in New Hospitals*  
 Prof. Dr. med. Dr. h.c. Claus Bartels, CEO,  
 MedAdvisors GmbH, Germany

15.30 h **Session 6**  
*Pharmaceutical Industry*

*Chair: Dr. Katrin Adlkofer,*  
*Managing Director, Norgenta Norddeutsche Life*  
*Science Agentur, Germany*

*Syrian Pharmaceutical Industry – A Brief*  
*Overview*  
 Mr. Ahmad Al-Chihabi, President and CEO,  
 ALPHA Pharmaceuticals, Syria

*Early Phase of Comprehensive Drug Development*  
 Dr. Volker Nowotny, c.a.r.u.s. HMS GmbH,  
 Germany

*Pharmaceutical Industry in Germany:*  
*Overview and Regulatory Aspects*  
 N.N.

*H.E. Sheikh Faisal Bin Saqar al-Qasimi, Chair-*  
*man, Julphar, UAE (requested)*

19.00 h **Gala Dinner at the City Hall**  
*Hosted by the Free and Hanseatic City of*  
*Hamburg*

**Thursday, October 22nd 2009**

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09.00 h **Session 7**  
*Rehabilitation*

*Chair: Prof. Bernd Frank,*  
*Director, HELIOS Rehabilitation Center Leezen,*  
*Germany*

*Intensive-care Rehabilitation*  
 Prof. Bernd Frank, Director, HELIOS Rehabilitati-  
 on Center Leezen, Germany

*Interdisciplinary Therapy and Rehabilitation as Key*  
*Success Factor for Modern Patient Treatment with*  
*State-of-the-art Leg and Arm Prosthetic Systems*  
 Mr. Klaus Frölich, Director Sales Export and  
 Business Development East/ South-East Europe,  
 Middle East, Africa, Otto Bock HealthCare GmbH,  
 Germany

*Treatment of Praplegia and E-Technics*  
 Mr. Heiko Nachtigall, Chief Physiotherapist,  
 HELIOS Klinik Leezen, Germany

09.00 h **Session 8**

*E-Health and Telemedicine*

*Chair: Dr. med. Claus W. Biermann, MD, MPH,  
Vice President Business Development Healthcare,  
Philips Deutschland GmbH, Germany*

*How Should a Modern IT-Driven Hospital Look  
Like – A Glance into the Future*

*Mr. Henning Schneider, Head of IT Division for  
Medicine, Research and Training, University  
Medical Center Hamburg-Eppendorf, Germany*

*Health Economic Evaluations of E-Health  
Applications*

*PD Dr. Dr. Walter Wohlgemuth, Scientific  
Assistant, Institute for Medicine Management  
and Health Sciences, University Medical Center  
Bayreuth, Germany*

*Patient Safety, Medical Standards and E-Health  
Applications as a Patients Barcode Bracelet*

*Ms. Dorle Scharlemann, Pharmacist for Clinical  
Pharmacy, SMiT - Safe Medication in Time,  
University Medical Center Hamburg-Eppendorf  
Pharmacy, Germany*

*Smart Healthcare*

*Ms. Lina Shadid, Associate Partner IBM Middle  
East, Egypt and Pakistan, UAE*

*&*

*Mr. Ljubisav Matejevic, ISV Alliance & Business  
Development Executive Healthcare &  
Lifescience, IBM, Germany*

*The Value of Healthcare-IT for Hospitals*

*Dr. Peter Langkafel MBA, Health Care Industry  
Director EMEA, SAP AG, Germany*

10.30 h **Coffee Break**

11.00 h **Session 9**

*Medical Tourism*

*Chair: Dr. Uwe Klein,  
CEO, Health Care Strategy Int., Germany*

*Overview – What is Medical Tourism About?*

*Dr. Uwe Klein, CEO, Health Care Strategy Int.,  
Germany*

*MBA Medical Tourism & Cross Border Health  
Care*

*Dr. Robert Gerl, Medical Services Director,  
German Healthcare Services, University of  
Applied Sciences Deggendorf, Germany*

*International Medical Tourism: Current Trends  
and What Do They Mean to Europe?*

*Dr. Prem Jagyasi, Chartered Marketing,  
Management & Health Tourism Consultant,  
UAE*

*Gaining Asymmetries in Healthcare Tourism of  
Saudi Arabia is Driving the Healthcare Business  
in Middle East*

*Prof. Dr. Dr. h.c. Fried Oelschlegel, CEO, MEDEX  
Healthcare Services, Saudi Arabia*

*Hamburg – Strategies and Tools to Position a Health Destination*

*Mr. Thorsten Tschirner, Head of Marketing, Hamburg Tourism, Germany*

*Medical Tourism - Opportunities in a Changing Health World*

*Prof. Dr. med. Dr. iur. Christian Dierks, General Practitioner and Lawyer, Professor for Health Services Research at Humboldt University Berlin, Charité, Dierks & Bohle Attorneys, Germany*

11.00 h **Session 10**

*Endoprosthetics*

*Chair: Dr. Thorsten Gehrke, Medical Director, Endoclinic Hamburg, Germany*

*Latest News in Endoprosthetics*

*Dr. Thorsten Gehrke, Medical Director, Endoclinic Hamburg, Germany*

*Endoprosthetic Treatment of Arabic Patients in the Endoclinic*

*Dr. Allah Al Jawabra, Orthopaedist, Endoclinic Hamburg, Germany*

*50 Years of Endprosthetics in Hamburg*

*Dr. Götz von Foerster, Medical Director, Tabea Hospital, Germany*

*Navigation in Total Joint Replacement*

*Dr. Martin Fürst, Endoprosthetics, Clinical Center and Klinikum Bad Bramstedt, Germany*

12.30 h **Prospects of German-Arab Cooperation in the Health Sector**

*Health-Care-Investments in the Gulf Region: A Primer on Establishing Businesses*

*Dr. Philipp von Randow, Partner, Latham & Watkins, Germany*

*General Legal Conditions*

*Dr. Florian Amereller, Attorney at Law, Member of the Executive Board of the Ghorfa Arab-German Chamber of Commerce and Industry, Amereller Legal Consultants, Germany*

*Concluding Remarks*

*Mr. Heinz Werner Dickmann, Deputy Director, Foreign Trade Promotion Division, Hamburg Chamber of Commerce, Germany*

13.00 h **Small Lunch**

14.00 h **Site Visit**

*University Medical Center Hamburg-Eppendorf*

## THE GERMAN-ARAB HEALTH FORUM: OPENING CEREMONY

Although the bilateral trade volume between Germany and the Arab States has tripled in the past decade, more growth is possible. This is especially true for the health sector. The distinguished speakers will seek ways to sustain these high growth rates and identify strategies for Arab-German business relations. The dignified Albert-Schäfer-Saal of the

Hamburg Chamber of Commerce will set the framework for the Opening Ceremony where H.E. Minister Dietrich Wersich, Head of the Ministry for Social and Family Affairs, Health and Consumer Protection of the Free and Hanseatic City of Hamburg will declare the 4th German-Arab Health Forum open.

# THE GERMAN-ARAB HEALTH FORUM: PANELS AND SESSIONS

Session 1 – 11.00 h Wednesday, October 21st 2009

## Micro-invasive Interventions & Endoscopy

Medical quality consists of many different factors, one of which is that the patient should receive the softest and most tissue saving intervention possible. Minimal-invasive and endoscopic surgery have many advantages compared to open surgery. The entire body of the patient is harmed to a lesser extent, the intervention is safer, shorter and less risky for the patient. For a growing number of multi-

morbid patients with serious diseases like cancer, minimal-invasive and endoscopic surgery is the only way to survive the necessary medical therapy. Furthermore, the costs of these interventions are significantly lower than that of open surgeries. The role of minimal-invasive and endoscopic interventions has increased significantly during the past 10 years and it will become even more important in the future.

Session 2 – 11.00 h Wednesday, October 21st 2009

## Health Insurances - Safety for the Future

Following the re-issue of insurance laws in several Arab countries, private health insurance providers are gaining ground in an increasingly competitive market. The obligation to insure expatriate workers gave a boost to local and international insurance companies. As the insurance market is one of the backbones of

the health sector's financial side, the increasing penetration of insurance coverage will not only provide opportunities for Arab-German business relations in the field itself, but also beyond it as a way of financing the health care sector in Arab countries.



Session 3 – 13.30 h Wednesday, October 21st 2009

## Metabolic Diseases

Metabolic diseases, especially diabetes mellitus, are characterised by enormous increases in incidence and prevalence. The number of patients with diabetes mellitus will double every 15 years. The treatment cost for diabetes and its co-morbidities

will be a large burden to health care systems. Therefore, strategies to empower patients to perform successful self-management of their problems and cost-effective treatments are mandatory.

Session 4 – 13.30 h Wednesday, October 21st 2009

## Education and Training

In an overall drive to develop Arab economies into knowledge-based economies, the education and training in terms of healthcare becomes all the more important. Germany, as a world leader in medical technology and training, can provide substantial assistance. On the Arab side, a continued and intensified German commitment in the medical training sector is desirable. Thus, German universities have established clinics and campuses in Arab countries providing first-class healthcare in cooperation with their Arab partners. Another promising sign is the large number of Arab students enrolled in medical studies in German universities. These students will be strong facilitators of Arab-German cooperation in the healthcare sector.

Session 5 – 15.30 h Wednesday, October 21st 2009

## Planning, Building and Managing a Hospital

The session will provide hospital leaders with comprehensive, strategic information and insight on the business of healthcare management. Whether you are designing a new healthcare facility or working to build and/or upgrade your existing premises, you will need to consider various factors affecting construction from very early in the development stage to ensure the successful completion of your project. This confer-

ence will guide your construction project from concept through design, and construction. In addition key issues impacting the administration of today's healthcare organizations are discussed. This session is designed to reach all disciplines involved in the healthcare construction and design process that are grappling with the challenges of taking new facilities from launch to operation.

Session 6 – 15.30 h

Wednesday, October 21st 2009

## Pharmaceutical Industry

The growth of investment and extension of healthcare facilities in the Arab world goes along with an increasing demand for pharmaceuticals. Thus, the pharmaceutical industry is expected to experience two-digit growth annually for the next decade. This opens vast opportunities for German pharmaceutical companies to do business in the Arab

world. As many Arab countries already have flourishing pharmaceutical industries, more cooperation and exchange is likely to promote the businesses of both Arab and German entrepreneurs. Increasing knowledge and scientific exchange will further promote cooperation in research and technology.

Session 7 – 09.00 h Thursday, October 22nd 2009

## Rehabilitation

Since the 1980s the extent of rehabilitation treatment has increased many times over throughout Germany and world wide. Similarly, the establishment of new quality standards and treatment methods has expanded rapidly leading to the development of highly specialised disciplines in Germany and the rest of Europe. The scope of rehabilitative medicine extends from preventative measures to the earliest possible treatment of critically ill patients. Alongside newly developing trends in separate branches of rehabilitation, there are

also model projects for the multidisciplinary early rehabilitation of patients needing artificial respiration. Further areas of development include specific physiotherapeutic measures for the treatment of paraplegic patients, a key area of focus being innovative interdisciplinary therapies for the early rehabilitation of critically ill patients needing artificial respiration. Typically in Germany, these treatment measures will be incorporated in model projects to establish standards of medicinal care, therapy and nursing.

Session 8 – 09.00 h Thursday, October 22nd 2009

## E-Health and Telemedicine

The importance of E-Health and Telemedicine is ever increasing in a medical world in which doctors are working more and more interdisciplinary and patients consider it their right to get the best possible medical quality no matter where they live. Additionally, digital medical data are giving the basis for statistical work in clinical trials and evidence based medicine. Specialists in rural areas can be

directly connected to specialist centers in larger towns; difficult cases can be discussed among different specialists around the globe. By means of higher quality data through e-health and telemedicine, medical quality can be improved and costs of the entire medical process can be reduced dramatically. For these reasons, e-health and telemedicine will increase in significance even more in the future.

Session 9 – 11.00 h Thursday, October 22nd 2009

## Medical Tourism

With excellent facilities and world-class treatment, Germany is one of the most important destinations for Arab health tourism, especially from the Gulf countries. The numbers of Arab visitors, who came to Germany for health reasons, has been steadily increasing in recent years. Thus, Arab health tourism has become one of the

most important branches of bilateral health and tourism industries, often combined with vacation and rehabilitation treatments. On the other hand, a growing number of German hospitals and specialists in Arab countries attract more health tourism within the Arab world.

Session 10 – 11.00 h Thursday, October 22nd 2009

## Endoprosthetics

Endoprosthetic operations have become very important during the past 10 years due to an ageing population and a growing demand for higher quality of living without pain. Getting a new hip or knee joint is an almost normal step for many people. Nevertheless, implanting an artificial joint is a Major event for the human body. Keeping in mind the goal of

leading a painless and active life after an endoprosthetic intervention, the medical quality of endoprosthetics is of great importance. Specialists in this field have had outstanding success in improving their methods and are permanently working on increasing the quality of the interventions even more on the basis of evidence based medicine approaches.



12.30 h Thursday, October 22nd 2009

## Prospects of German-Arab Cooperation in the Health Sector

Even though the global financial and economic crisis will leave its mark, the Health Sector in the Arab countries still offers room for growth. Arab-German business relations are based on mutual respect and trust and offer more than ever unlocked potentials for both sides. From mega projects to long-term contracts, from cooperation agreements to network-

ing - the market offers possibilities for everyone. Especially German companies are popular partners and the same is true for the Arab side. In this Session future trends and impacts will be discussed and participants can gain an insight in legal aspects that are necessary for a successful business relation.

## THE GERMAN-ARAB HEALTH FORUM: SITE VISIT

Site Visit – 14.00 h Thursday, October 22nd 2009

The University Medical Center Hamburg-Eppendorf, originally founded in 1884 in spacious park grounds, opened its ultramodern new building in January 2009 and is thus the most modern hospital in all of Europe, combining tradition with state-of-the-art equipment and medical care.

Currently, the University Hospital Hamburg-Eppendorf has 14 centres, in which more than 80 clinics, polyclinics and research institutes perform interdisciplinary work. We invite you to join us on a 1-hour tour of our new building to show you our new working environment.

# GHORFA: ARAB-GERMAN CHAMBER OF COMMERCE AND INDUSTRY

## *Ghorfa – At a Glance*

The Arab world has become one of the most dynamic business regions of the world. Encouraging moves are being made to liberalise economies and to provide a basis for long-term and sustainable growth across the Arab world. German companies are welcome in the Arab countries to participate in the economic growth. They are appreciated for their reliability and quality of products and services as well as for their cooperation with local companies.

Building on the principles of mutual benefit and understanding, the Arab countries and Germany can gain great advantage from increased cooperation in technology and science as well as from wider economic and social development. Germany's small and medium sized companies have a great potential for export and investment. The Arab-German Chamber of Commerce and Industry has promoted good business relations between Germany and the Arab world for more

than 30 years. Main goals of our chamber are information, communication and networking. Therefore we offer our members and the wider Arab and German business communities various services to improve the cooperation between German and Arab partners.

## **Ghorfa**

*Arab-German Chamber of  
Commerce and Industry*

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## FREE AND HANSEATIC CITY OF HAMBURG: CENTER FOR MEDICAL CARE

### *Hamburg*

More than 1.7 million people live in Hamburg, Germany's second largest city. Hamburg's tradition in the healthcare and life sciences sector traces back to the manufacturing industry of the 19th century. Today about 3.500 companies employ more than 70.000 people. Highly efficient, healthcare and life sciences in Hamburg are well prepared for future challenges.

Hamburg is one of Germany's leading centres for medical technology comprising 100 companies, employing 6.500 people and generating around 3 billion euro in sales annually. Furthermore Hamburg can boast the third-highest number of

patent applications in the medical technology segment of any German city. The main areas of expertise are in imaging diagnostics, surgical technologies, prosthetics and the manufacture of dressing consumables. The leading companies in Hamburg's medical technology segment include several global players. Hamburg is well serviced by hospitals, more than 50 of those providing over 11.000 beds. In addition to 4.300 hospital-based medical practitioners there are nearly 3.300 medical practitioners in private practice, spanning more than 40 medical specialties and more than 1.400 dentists! With a broad range of high-quality medical services, in-

novations and a cutting edge research infrastructure Hamburg delivers excellence in healthcare and life sciences not only to Hamburg residents, but also to the Greater Hamburg region and foreign patients.

- and a lively metropolis !

In Hamburg the past meets the future, perfectly demonstrated in the Harbour City, the new dockland site where spectacular architecture faces the historic warehouses. Here the highly acclaimed Elbphilharmonic Hall will be inaugurated with the concert season 2012 as Hamburg's new landmark.

### Free and Hanseatic City of Hamburg

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# HAMBURG CHAMBER OF COMMERCE

## *Hamburg Chamber of Commerce*

The Hamburg Chamber of Commerce is one of the oldest and most influential Chambers of Commerce in Germany and Europe. As an independent self-governing body of the Hamburg business community, the Chamber represents the interests of roughly 147.000 member firms employing about 800.000 employees. Our goal is to ensure and improve the business environment in Hamburg for all firms. Among them life science, logistics, aviation, media and IT are the strongest sectors.

We are active in all sectors of political lobbying and business services and we act as an independent advocate

of the free market economy. Though politically active, we are not affiliated with a political party. We support fair business practices by offering a range of alternative dispute resolution and prevention services.

Located in Europe's "gateway to the world" the Hamburg Chamber of Commerce is very closely involved in foreign trade affairs. The Middle East is one of strongest growth-regions that is especially in the focus of Hamburg's excellent life-science firms.

The Hamburg Chamber has a world wide acknowledged reputation as a tenacious lobbyist for free world

trade. The Chamber's international department provides support to foreign companies intending to get a foothold into the European markets and helps its member companies in all matters of investment and foreign trade. The Hamburg Chamber of Commerce maintains its own representative offices in Berlin, Brussels, Dubai, Kaliningrad, Shanghai and St. Petersburg. This ensures best representation on all levels of governance.

## *Hamburg Chamber of Commerce*

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## UKE: University Medical Center Hamburg- Eppendorf

### *UKE*

The University Medical Center Hamburg-Eppendorf is the largest hospital in Hamburg, incorporating 14 centers with 80 departments and more than 1,000 hospital beds. Each year the medical center treats more than 50,000 in-patients, 70,000 out-patients as well as 50,000 emergency patients.

Founded in 1884, the UKE has opened its ultramodern new building in January 2009, and is thus currently the most modern hospital in Europe.

Being a university hospital we combine medical treatment with research and education. One of the cornerstones of the UKE mission is to continue developing novel and improved diagnostic methods and procedures for disease management, in par-

ticular for complex and rare medical problems.

The range of medical care extends from general diagnostic services to highly specialised and complex treatments. The UKE is the only hospital in this region that can carry out many of these therapies and complicated surgical procedures, especially in the field of cancer, transplantations, heart diseases, systemic children's diseases as well as many further categories.

The hospital's medical treatment, science and research have an excellent international reputation. As a result, patients from Germany and from countries all over the world come to the UKE to undergo medical treatment. The UKE has a specialized department dealing with all

international patients, coordinating all organizational and administrative issues.

In 2006 the UKE introduced UKE Consult und Management GmbH as a subsidiary. Its portfolio includes consultancy services as well as the management of healthcare projects all over the world.

### **UKE**

*University Medical Center  
Hamburg-Eppendorf*

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## THE GERMAN-ARAB HEALTH FORUM: WITH THE KIND SUPPORT OF

*Royal Philips Electronics*

Royal Philips Electronics of the Netherlands is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in

more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. Philips simplifies healthcare by focusing on the people in the

care cycle – patients and care providers. Through combining human insights and clinical expertise, Philips aim to improve patient outcomes while lowering the burden on the healthcare system. Advanced healthcare solutions are a fundamental part of the portfolio for both healthcare professionals and consumers, to meet the needs of patients in hospitals and at home.

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