



# Healthcare Guide

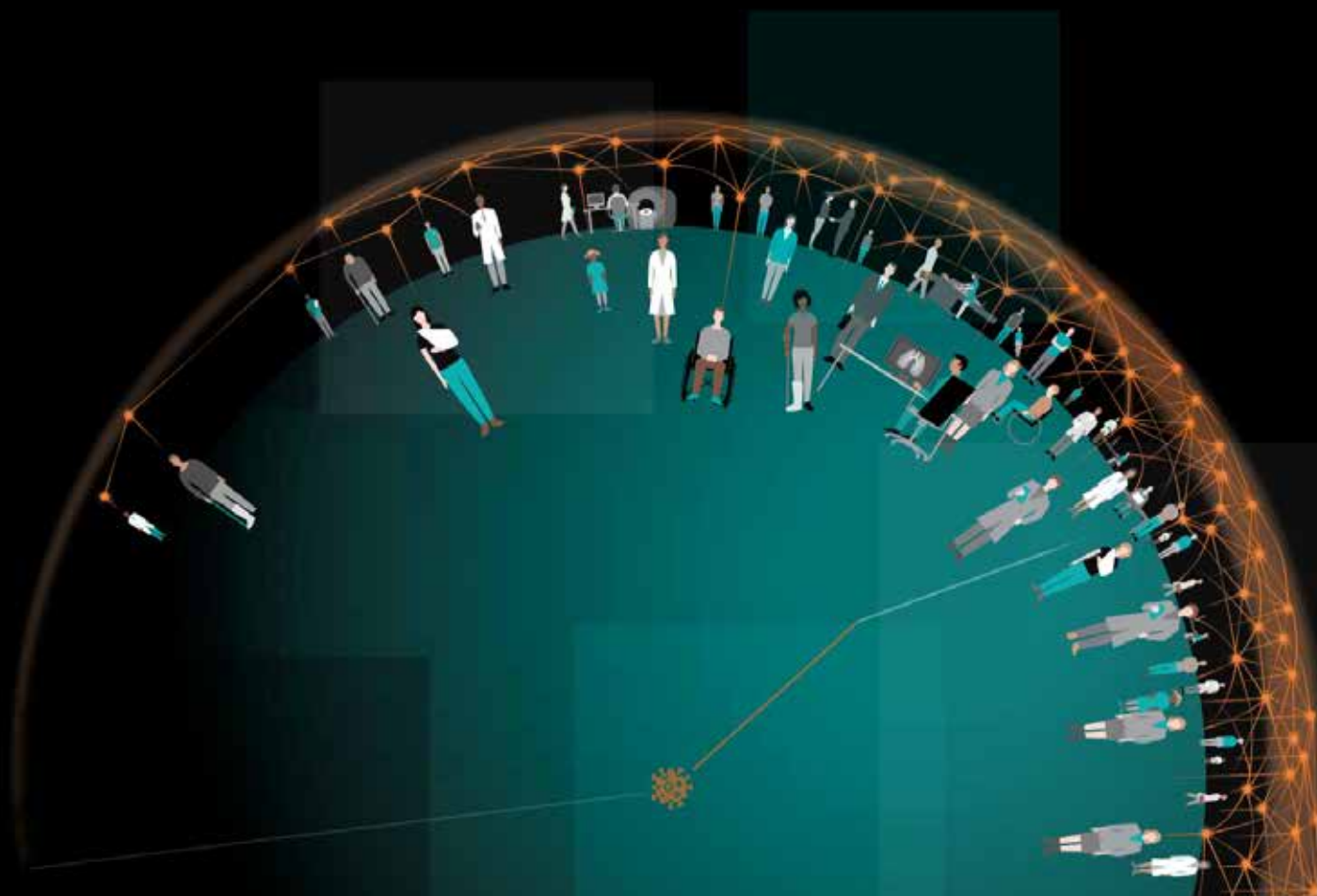
2021

*Partnerships and Perspectives of  
Arab-German Cooperation*

[www.ghorfa.de](http://www.ghorfa.de)

# Turning data into value

Siemens Healthineers eHealth solution for  
population health management *[page 19]*



# Healthcare Guide 2021

Partnerships and Perspectives of  
Arab-German Cooperation



## WE PROTECT AND IMPROVE THE HEALTH OF PEOPLE AROUND THE WORLD.

Effective solutions begin with passion. And the willingness to face tasks. Through constructive exchange with our customers and partners. A philosophy that moves us. That inspires us. And drives us. Every day. To find solutions that are both evolving and progressive. To improve people's lives. Now, and in the future.

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# Preface

The highly innovative health industry in Germany is well known as a major hub for medical technology, medical treatment & tourism, and the pharma industry. The seventh edition of the "Healthcare Guide" highlights the great interest in the healthcare industry from both German and Arab perspectives and pinpoints outstanding Arab-German projects.

After one and a half years, Covid-19 is still a major challenge for the healthcare sectors around the world. A stable healthcare system, decisive actions by governments and decision-makers including comprehensive planning and the involvement of the population have proven to be key factors in the successful fight against Covid-19.

The development of an efficient healthcare system - characterised by a successful vaccination strategy, state-of-the-art medical technology and adequate medical care - is one of the most important priorities for the Arab world and has turned out to be crucial for the future, especially against the background of the current pandemic.

Thus, knowledge transfer and expertise from German companies and institutions are highly appreciated, whether by establishing factories, introducing innovative planning and managing of facilities or by the structured cooperation in regards to the training of qualified personnel. This creates enormous opportunities for cooperation between Arab and German companies and institutions and opens new horizons to deepen the relations.

The healthcare industry has a considerable economic significance for Germany, with more than 7.3 million employees, around 12 % of its GDP and exports exceeding over EUR 126 billion. Furthermore, integrating multiple disciplines and branches that are important for Arab-German business relations. The increasing attention for cooperation is also reflected by the success of the Arab-German Health Forum, which is organized by the Ghorfa for the 14th time this year.

The Ghorfa Arab-German Chamber of Commerce and Industry has a powerful network consisting of both institutional and entrepreneurial decision-makers from Arab countries and Germany. As the competence centre for business relations between Germany and the Arab world, Ghorfa promotes and strengthens business relations between Germany and the Arab countries in the fields of trade, industry, finance, and investment.

We would like to thank the numerous German companies for their valuable contributions, Ms. Nancy Ishak for her commitment and dedication to the publication, as well as Mr. Fadhl Al-Romaima for layout and design. We hope you enjoy reading this book and wish you inspiration for further reference projects.



**Dr. Peter Ramsauer**  
*President  
Federal Minister ret.*



**Abdulaziz Al-Mikhlaifi**  
*Secretary General*



**Dr. Peter Ramsauer**



**Abdulaziz Al-Mikhlaifi**





## Research & Development



© Siemens Healthineers AG

## Enabling healthcare institutions to establish innovative and sustainable infrastructures

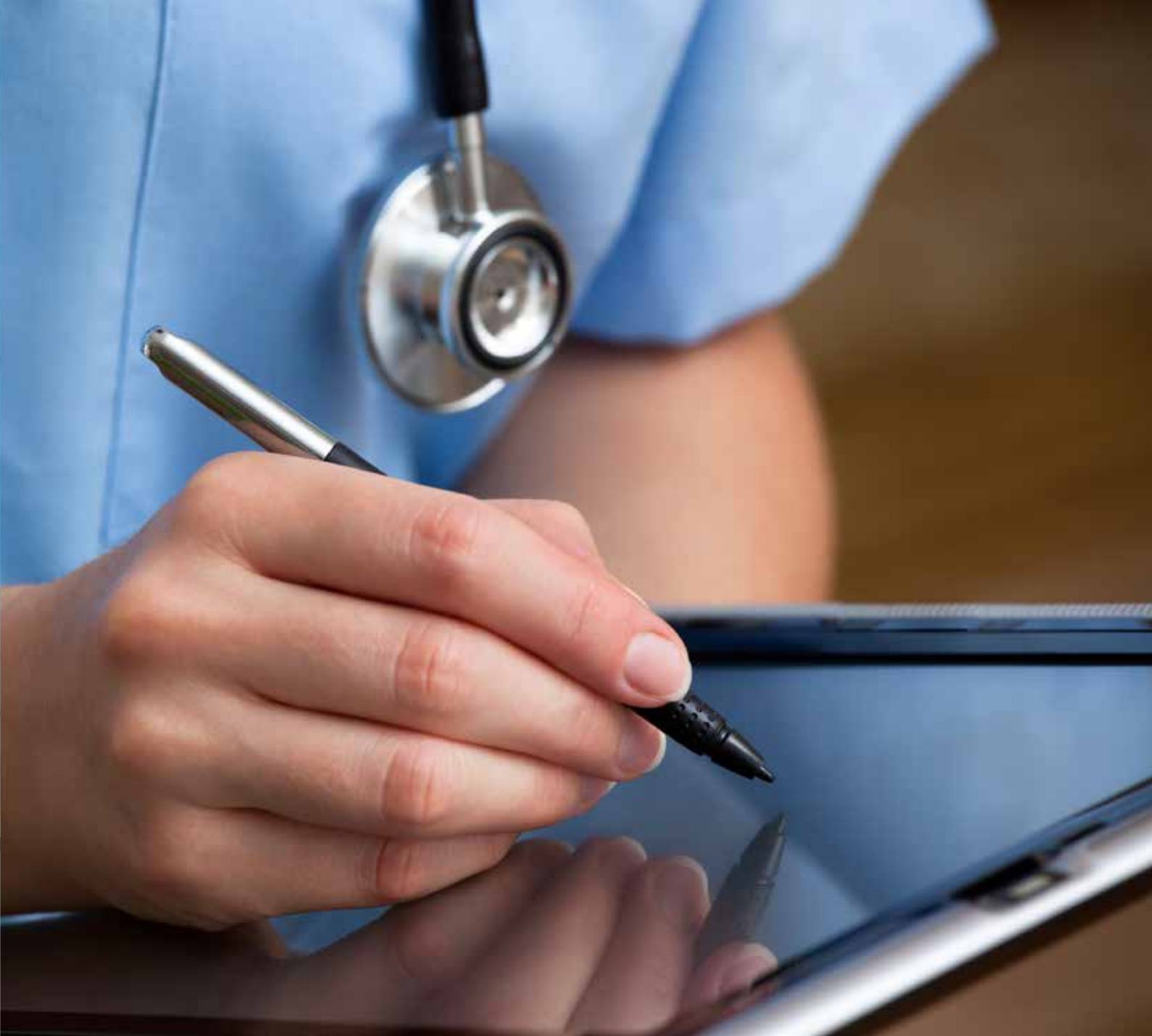
### Siemens Healthineers AG

Today's healthcare industry requires answers to highly complex challenges. Besides generic solutions in e.g. digitalization and automation, healthcare institutions around the globe - more than ever before - are feeling the necessity and requirement to locally establish their own innovative structures in order to find solutions, tailored to their patients needs. Specific patient-pathway oriented improvements support institutions in optimizing both patient experience as well as process and workflow efficiency.

Siemens Healthineers has the vision to shape the future of healthcare and continues to strengthen efforts and investments into innovation, research & development. Supporting our customers and partnering healthcare institutions is key to a successful contribution to our mission.

Therefore, now and in future, one of the main building blocks for a sustainable and progressive healthcare industry will be to empower our partners to re-invent themselves and to enable them to find customized solutions to their challenging problems.





## Medical IT & Communication Solutions



© Kai Abresch

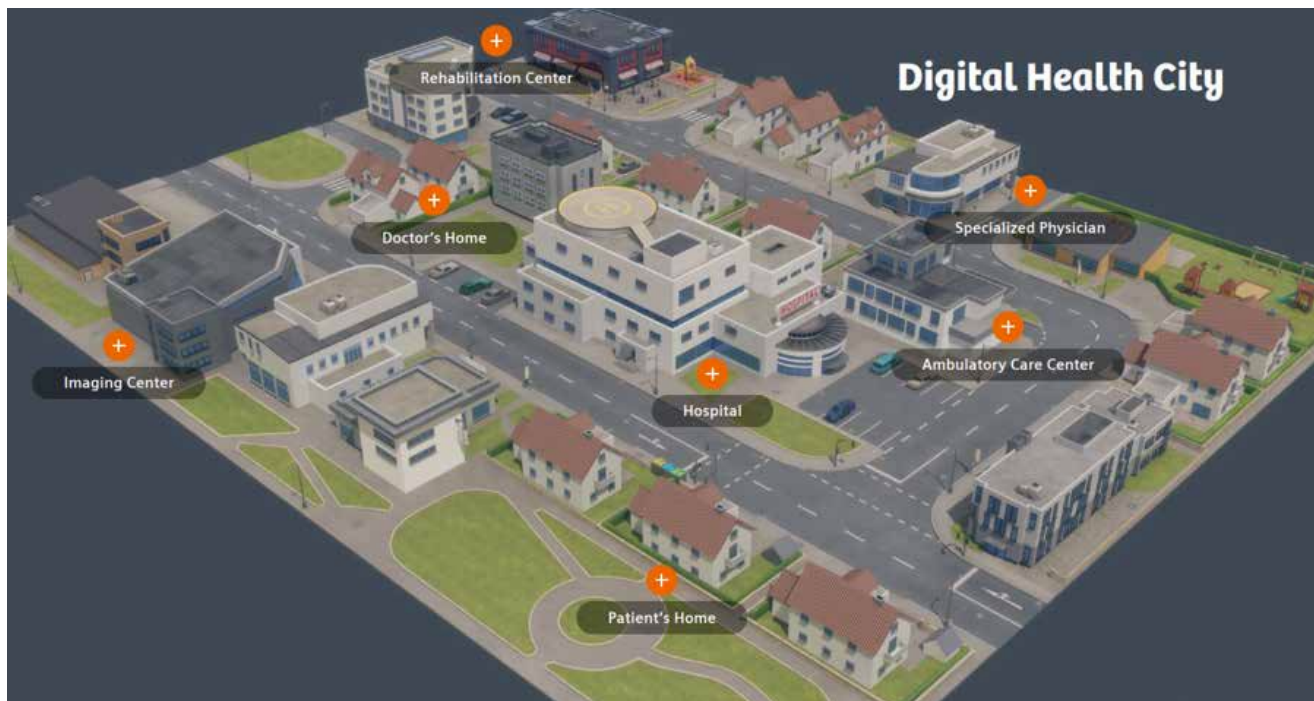
# Digital pathology: Expertise is not a question of location

## Sana Hospital Group

Sana Hospital Group is a top 3 German hospital group of 56 world-class, award-winning private hospitals, outpatient and diagnostic centers spread across Germany. In centers of excellence for e.g. Orthopedics and Spine, Neurology, Cardiology, Cardiovascular Surgery, Bariatrics and Pediatrics, highly decorated doctors - among them numerous professors at German universities - offer world-class medicine to German and international patients. Major hospitals are located in the areas of Berlin, Munich, Frankfurt and Düsseldorf/ Cologne, among others. Constantly striving to improve patients' and their families' lives, Sana hospitals continue to stand out through medical excellence, use of latest technology and the human touch that is essential to any healing. Sana Hospital Group is owned by the 25 leading German private health insurance companies, including Alliance Insurance Group, DKV and Signal Iduna.

The digitisation of medicine is advancing at a rapid pace. The fact that technological advances bring about a great

deal of potential, including to the work of pathologists – master cutters and patient's advocates – is beyond dispute.



# Connecting care team and patients



## Population Health Management

Our eHealth Solutions help create healthcare networks and connect healthcare providers to facilitate successful collaborations.

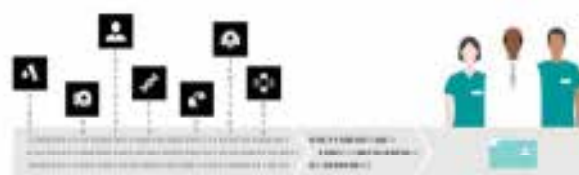
We make comprehensive medical data accessible to you, your patients, and all health professionals involved, no matter when or where they want to access the data. Lack of communication, increasing data complexity and coordination efforts, and insufficient documentation are pain points for stakeholders involved in a healthcare process.

With fast and easy data-sharing, our eHealth Solutions foster collaboration among healthcare providers while enabling you to improve patient outcomes and increase patient safety. Improved data transparency also helps you avoid unnecessary costs created by duplicate examinations and extra administrative effort and supports you in optimizing resources that may otherwise be tied up in fragmented IT and infrastructure maintenance.

By supporting relevant interoperability standards, our eHealth Solutions offer a solid, sustainable, and scalable platform that connects isolated data from different healthcare providers. Additional applications allow your care teams to deliver comprehensive and cooperative care. These applications include mobile, Web-based, and complete infrastructure workflow solutions.

For more details, please contact our team on:

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Covid-19





Kliniken Schmieder in Allensbach, with 315 beds, is one of the largest clinics in the group © Kliniken Schmieder

## Long COVID – the long shadow of a disease

### Kliniken Schmieder

The Kliniken Schmieder combine university research and innovative therapeutic approaches with the experience of more than 70 years in neurological rehabilitation. Annually about 14,000 patients from all over the world entrust their health to the experts of the group. In this tradition, the Kliniken Schmieder cooperate with various national and international institutions and experts to stay ahead by continuously improving the quality of rehabilitation.

How the Kliniken Schmieder use their Post-COVID-19 Rehabilitation programme to help patients cope with the effects of a coronavirus infection.

Ever since the world was forced to deal with the effects of the coronavirus pandemic, life has not been the same. One single disease has, as vigorously as never before, attracted public attention, and fighting the virus has engrossed world politics and the lives of many people since early 2020.

It all happened very quickly: a few days after onset of her first symptoms, Dagmar Klünder was in a coma – for weeks.

The number of infected people in the world has reached approx 185 million and almost four million people have died from the sequelae of their coronavirus infection. Patients like Dagmar Klünder, who received rehabilitation treatment at the Kiniken Schmieder in Heidelberg from



## Healthcare Tourism





visitBerlin © Wolfgang Scholvien

# The benefits of telemedicine for international patients

## visitBerlin

Since 2010 the official marketing agency of Berlin is actively engaged in promoting health and medical tourism to Berlin. visitBerlin aims to further strengthen Berlin's profile as "Europe's Health Capital" and cooperates with a network of partners that include representatives of Berlin's medical providers, accommodation, trade and tourism sectors. 2020 the marketing initiative "Berlin Health Excellence" was established.

During the Covid-19 pandemic, the benefits of e-health in a broader sense, as well as telehealth or telemedicine in specific became apparent. So far, a hotly debated issue in the German health care system, video consultations with the general practitioner and receiving digital prescriptions became the new normal to reduce physical contact

and to counteract the pandemic. While e-health encompasses diverse tools such as electronic health records, e-prescriptions, telesurgery, wearables to monitor vital signals etc., telemedicine refers to the distribution of health-related services and information between doctor and patient via electronic information systems.



© Hospitality Visions Lake Lucerne AG

## cereneo – the center for neurology & rehabilitation – offers neurological rehabilitation and recovery based on the latest research

### cereneo

cereneo is one of the world's leading centres for neurorehabilitation with two clinics located at the beautiful shore of Lake Lucerne. Our goal at cereneo is to lead patients back to an independent life. This is often a very challenging and long process which cannot be fully accomplished during an inpatient stay. Therefore, the cereneo team has developed a unique concept to help patients along their entire recovery process beyond their inpatient stay to ensure a seamless support from intense and highly personalised therapy in our rehabilitation clinic, over therapy at home to telerehabilitation. This approach is geared to enable patients taking their health and recovery into their own hands, to provide tools and ideas to self-manage rehabilitation in daily life settings and to ultimately empower individuals to take ownership of their lives again. By continuously monitoring the progress of patients using sensory equipment, we are able to quickly adapt treatment measures to ensure fast recovery and to shorten the time in hospital.

A crucial factor at cereneo is to involve the relatives of patients into the recovery process, thus creating a familiar and trustful atmosphere to optimise the success of the treatments.

A personal and empathic setting, where patients feel taken care of is equally important. The interdisciplinary team works hand in hand to ensure a tailor-made therapy match-



# Bonn – An international hub for healthcare and research

## The University Hospital Bonn

The University Hospital Bonn (UKB) is among the leading hospitals in Germany and internationally. Our medical center in the former capital of Germany is worldwide recognized for advanced medical care particularly for the treatment of complex disorders. We offer the whole spectrum of modern state-of-the-art medicine.

Specialists from various fields in different departments cooperate closely to guarantee the best medical services for our patients.

Home to around 330,000 people, Bonn is a major Federal city on the Rhine and the former capital of the Federal Republic of Germany. With the highest proportion of hospital beds to population size and its University was ranked number one in the German Excellent Initiative. The city is one of Germany's most important centres for healthcare and research, both resulting in an outstanding international reputation. For this reason, patients from all over the world come to Bonn and make the most of the specialist expertise offered by the wide range of healthcare facilities that are based here. This wealth of medical expertise is enriched by a regional research community that, due to the geographical proximity

of the cities of Aachen, Bonn and Cologne, is characterised by having the highest concentration of higher education and research institutes in Europe. Bonn is a research hub and its University hospital was ranked number I in research in Northrhine-Westfalia, the case mix index is among the four highest in Germany and it was the only hospital of the more than 35 University Hospitals in Germany which had a casenumber increase even in the Corona Year 2020. The University of Bonn is one of Germany's most important research universities and after World War II enjoys an excellent reputation worldwide evidenced by, among others, two Nobel prizes, numerous Leibniz prizes and other aca-

© The University Hospital Bonn





## Medical Technology & Pharmaceutical





© Arcensus

# Arcensus

## Arcensus

“Arcensus is a preventive health and medical diagnostics company that empowers individuals to take personal health into their own hands. Leveraging whole genome sequencing (WGS), mobile technology and AI, we make genetics a major driver of health-insights. Empowering individuals globally to access a trustable source and a partner on the path to better health and therapeutics”

Genetic diseases today are impacting approximately 500 million people globally. Genetic disorders, like intellectual disability, glaucoma, metabolism disorders, hearing loss and neurological developmental disorders are partially 40-60 fold more frequent in the Arabic population – compared to the European population - due to the society’s tribal struc-

ture and the high number of cousin marriages. In 2013, Saudi Arabia announced the launching of the Saudi Human Genome Program which aims to sequence 100,000 human genomes to conduct genomics-based biomedical research on the Saudi population.



## Healthcare





Impressions from Arab Health © GHA

# GHA – GERMAN HEALTH ALLIANCE THE INTERNATIONAL VOICE OF GERMAN HEALTH

## GHA – German Health Alliance

The GHA - German Health Alliance combines the activities and competencies of currently 116 leading German companies and organizations in the healthcare sector. In its multisectoral structure, GHA consists of actors from virtually all sectors, covering a broad spectrum of health expertise and sharing a strong international focus. Around 70 of the GHA members provide medical technology & medical solutions, laboratory equipment & diagnostics, pharmaceutical products, drugs, vaccines and general equipment for hospitals and healthcare facilities.

Within the GHA, looking back to already 30 years of activities and history, the international expertise of member companies and organisation is professionally interconnected and effectively bundled. Export, innovation, and partnerships are key drivers for the activities of the GHA and its members.

Today, more than ever before, in addition to high-quality solutions and products from individual suppliers, it is nec-

essary to offer complete solution packages of the highest quality which are flexibly and modularly adapted to the very different, specific needs and challenges. "The GHA has a special role and positioning through its particular expertise in systemic strategies to strengthen health infrastructure and improve access to high-quality health services," explains Roland Göhde, one of the two Co-Chairs of the GHA Board of Directors.

# Ghorfa

BUILDING BRIDGES  
BETWEEN GERMANY  
AND THE ARAB WORLD

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# Ghorfa Arab-German Chamber of Commerce and Industry

## Building Bridges between Germany and the Arab World

Times are challenging but the Arab-German business relations are deeply rooted, stable and full of opportunities. The trade balance between Germany and the Arab countries reached EUR 36.2 billion in 2020. Despite the challenges of the Covid-19 pandemic trade plans between Arab-German cooperation still hold many opportunities for collaboration especially in the health sector.



### About us

The Ghorfa Arab-German Chamber of Commerce and Industry is the competence centre for business relations between Germany and the Arab world. It was founded in 1976 and has been located in Berlin since August 1, 2000. For over 40 years, the Chamber has been committed to promoting business relations between Arab countries and Germany and serves as the primary centre of expertise within the Arab-German business community.

### Our mission

The Ghorfa pursues non-profit goals to enhance and strengthen business relations between Germany and the Arab world in the fields of trade, industry, finance and investment. Strategic partnerships based on mutual benefit and understanding, create new business opportunities that facilitate economic benefits for both sides. The Ghorfa, therefore, mainly focuses on networking, consulting and on providing information about relevant economic and industrial developments.

## Our network

Based on its invaluable heritage and its ambitious commitment, the Chamber has a powerful network consisting of both institutional and entrepreneurial decision makers from Arab countries and from Germany. Under the umbrella of the Arab League and the Union of Arab Chambers, the Chamber operates and acts as the representative of all Arab Chambers of Commerce and Industry in Germany. The Ghorfa works closely with the Arab Chambers of Commerce and Industry, related governmental bodies and relevant business associations in the Arab states, as well as with Arab embassies in Germany. It is part of the worldwide organisation of Joint Arab-Foreign Chambers of Commerce and Industry. The Ghorfa cooperates with German governmental bodies on federal and regional levels and with German industrial associations. The close connections and effective collaborations with decision-makers and policy shapers enable the Chamber to deliver a broad portfolio of high-quality services to meet its members' interests.



## Activities, Conferences and Events

The Arab-German Business Forum has become the most important platform for the initiation and promotion of promising business opportunities between German and Arab business partners. More than 600 high-ranking business leaders and political decision-makers from the Arab world, Germany and Europe participate in this annual conference. The Ghorfa has been organising this distinguished event since 1998 in cooperation with the Union of Arab Chambers and the Association of German Chambers of Commerce and Industry under the auspices of the Federal Ministry for Economic Affairs and Energy.



Moreover, the Ghorfa hosts conferences on different industry sectors such as health, energy, education, and sports to bring together Arab and German professionals from respective branches. These events provide a professional setting for analysing and discussing possibilities for business expansion and serve as a place to debate future trends in the Arab world and Germany. The Ghorfa also runs numerous country-specific events, ad-hoc conferences on arising topics, as well as B2B meetings and working groups.

## Networking

- Quick access to economic and political decision-makers
- Connecting with matching business partners
- Forwarding business enquiries to relevant recipients from our database of 15,000 contacts
- Participating in high-ranking events, conferences and further networking platforms (e. g. Arab-German Business, Energy, Health, Education and Vocational Training Forum)
- B2B meetings with high-ranking business people through events, delegation visits and upon special request
- Exclusive member events such as roundtables and working groups
- Professional all-round assistance for trade fair participation

## Consulting

- General and business-related intercultural consulting
- Specifying possible business cooperation and evaluation of potential business partners
- Country and branch-specific analysis



- Comprehensive and detailed market information
- Competent market entry assistance
- Mediation and arbitration in cases of business disputes
- Advice and guidance through the multitude of offers and competing products in the German and Arab market
- Raising the presence and visibility of Ghorfa member companies in the competitive market
- Visa and commercial documents support

### Information

- Regular reports with relevant information about economic and business trends
- Information on the latest economic developments, promising markets and sectors; legal and political background
- Quarterly bilingual business magazine SOUQ, providing an overview on cooperation possibilities and activities within the Arab-German business community
- Complimentary copy of our Business Guides, Sector Specific Books (e. g. health, education, energy or infrastructure) as well as the Arab-German Business Directory



We welcome you to become part of the high-level network that we provide for professionals and business leaders from the Arab world and Germany. Join us and share our vision of prospering Arab-German business relations. For further information concerning membership in our chamber please contact us:

[Ghorfa](#)

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# CONTRIBUTING COMPANIES AND INSTITUTIONS

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## arcensus GmbH

Arcensus is a genetic health start-up. We empower people to take their personal health into their own hands. By providing a trusted, secure and comprehensive service to proactively gain stronger personal health insights based on genetics and proteomics to thrive into a prepared and healthy future.

Arcensus was founded by the multi entrepreneur and Nasdaq CEO Prof. Dr. Arndt Rolfs. With an experienced team of medical doctors, bioinformaticians, data scientists, ML engineers, digital product managers and marketers. The company is translating a complex and previously financially out of reach genetics product into a foundation of future individual consumer digital healthcare.

**Project:** direct-to-consumer (DTC) service, myLifeHeart™, pursuing a revolution in early diagnosis of genetically based heart diseases.

**Contact:** Prof. Dr. Arndt Rolfs; Founder arcensus

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## cereneo

CENTER FOR NEUROLOGY  
& REHABILITATION

## cereneo

cereneo is a Center for Neurology & Rehabilitation at Lake Lucerne near the city of Lucerne in Switzerland. With its two locations, cereneo offers its patients highly personalised and exclusive treatments combined with medical excellence and first class hospitality. As one of the world's leading clinics for neurorehabilitation, the clinic treats all neurological diseases. With its unique treatment concept, patients at cereneo are supported throughout their entire recovery process by an interdisciplinary team of experts from the inpatient rehabilitation over transition to home and therapy at home to telerehabilitation. Thanks to strong research collaborations, patients at cereneo can profit from innovative technologies as well as the latest research results being used to achieve fast recovery progress in their rehabilitation.

**Contact:** International Patient Office

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www.cereneo.ch



## GHA – German Health Alliance

The GHA - German Health Alliance bundles the expertise of its 116 member companies and organisations and is an extremely suitable access to internationally requested German health expertise. The approximately 50 medical technology manufacturers among the GHA members travel around the world and have excellent specialist and country expertise. The other focal points of Strengthening the Health System and Global Health make it possible to put together complete solution packages of the highest quality that are flexible and modularly adapted to the various needs and challenges.

All this enables GHA to build reliable and sustainable long-term partnerships and cooperation on an equal footing for the joint strengthening of health systems with a special focus on Global Health and excellent, high-quality medical technologies, solutions and services.

**Project:** The International Voice of German Health

**Contact:** Alexander Boxler, office.berlin@gha.health  
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# KLINIKEN SCHMIEDER

Clinic for Neurology and  
Neurological Rehabilitation

Kliniken Schmieder

Kliniken Schmieder are a specialist hospital group with six locations in south Germany offering neurological acute care treatment and neurological rehabilitation. As a neurological competence centre, the Kliniken Schmieder treat all neurological diseases of all degrees of severities. The family-run company is regarded throughout Europe as a leader in quality and stands out for its combination of science and practice as well as the personal care it provides to both patients and relatives. For international patients, the hospitals in Allensbach at the Lake of Constance and in Heidelberg offer designated international wards and services both for patients and relatives.

**Project:** Healthcare "Long-Covid effects and how to treat them"

**Contact:** Stefan Boeckle, Director International Relations

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[www.facebook.com/klinikenschmiederinternational/](https://www.facebook.com/klinikenschmiederinternational/)



Sana Hospital Group

Sana Hospital Group is a group of world-class, award-winning private hospitals, outpatient and diagnostic centers spread across Germany. Sana is owned by the 25 leading German private health insurance companies, including Alliance Insurance Group, DKV and Signal Iduna. Founded in 1976, Sana Hospital Group is one of the leading providers of state-of-art healthcare services in the world, focused on providing clinical excellence and superior patient outcomes. It is an integrated healthcare delivery system with 56 hospitals and over 34.300 employees serving more than 2.2 million patients annually.

**Project:** Digital Pathology: Expertise ist not a question of location

**Contact:** Sven Heininger, Director International

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[www.sana.de/unternehmen/sana-international-office](http://www.sana.de/unternehmen/sana-international-office)



The University Hospital Bonn

Dear visitor, on behalf of the International Medical Service Team (IMS) I would like to extend you a warm welcome. There are a lot of different questions that need to be answered when receiving medical treatments from a foreign country. Either it is a visa, medical records, translation services or practical tips for visiting Bonn, we would be glad to assist you all the way by providing the support and advice. At the University Hospital of Bonn, you will receive an outstanding medical care. When it comes to our services, you can be assured that you are in good hands. We are capable of dealing with all international patients with various expectations and different cultural backgrounds. Please don't hesitate to contact us any time and let us know how we can assist you.

**Project:** Bonn – An international hub for healthcare and research

**Contact:** Mohammed Moneim  
Head of the International Medical Service Department

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Siemens Healthineers AG (listed in Frankfurt, Germany: SHL) is shaping the future of healthcare. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostics, image-guided therapy, in-vivo diagnostics, and innovative cancer care. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients. In fiscal 2020, which ended on September 30, 2020, Siemens Healthineers generated revenue of €14.5 billion and adjusted EBIT of €2.2 billion. Following the acquisition of Varian Medical Systems, Inc. the company has approximately 66,000 employees worldwide.

**Project:** Enabling healthcare institutions to establish innovative and sustainable infrastructures

**Contact:** Ole Per Maloy, Managing Director, Siemens Healthineers, Middle East and Southern & Eastern Africa

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VisitBerlin



"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH (visitBerlin) promotes Berlin's destination management as well as the city's tourism and congress marketing. Under the Berlin Health Excellence brand and in cooperation with several medical and touristic partners, Berlin as a medical destination is being internationally promoted. On the website [berlin-health-excellence.com](http://berlin-health-excellence.com) the complete spectrum of medical care is accessible in 6 languages.

**Project:** The benefits of telemedicine for international patients

**Contact:** Michaela Kehr, Medical Tourism Manager, visitBerlin

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# IMPRINT

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#### LAYOUT

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#### PRINT

DCM – Druck Center Meckenheim GmbH  
Werner-von-Siemens-Straße 13,  
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#### SEPTEMBER 2021

# Healthcare Guide 2021

Partnerships and Perspectives of  
Arab-German Cooperation



# A big Business starts with Networking

## Your step forward starts with **Ghorfa**



*Join us as a Member and benefit from the access to our exclusive services. Ghorfa Team is here to support you.*



[www.business.ghorfa.de](http://www.business.ghorfa.de)

[www.health.ghorfa.de](http://www.health.ghorfa.de)

[www.energy.ghorfa.de](http://www.energy.ghorfa.de)

# KLINIKEN SCHMIEDER

Clinic for Neurology and  
Neurological Rehabilitation



**SINCE 1950, WE HAVE SET STANDARDS,  
AND CONTINUE DOING SO.**

**FOR YOU, WE NEVER GIVE UP.**

 [www.kliniken-schmieder.de](http://www.kliniken-schmieder.de)

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high quality in neurological rehabilitation