



Healthcare Guide

Partnerships and Perspectives of
Arab-German Cooperation



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Healthcare Guide

Partnerships and Perspectives of
Arab-German Cooperation

When Selecting Medical Equipment...

... It's a Matter of Quality, Rather Than Quantity



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THE DIAMOND STANDARD

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Preface

It is our privilege to present to the readers showcases of Arab-German projects in the healthcare sector. This third edition of the “Healthcare Guide” highlights the great interest in the healthcare industry on both the German and the Arab side and pinpoints outstanding Arab-German projects.

This edition is part of a series of sector specific publications issued by the Ghorfa Arab-German Chamber of Commerce and Industry such as: “Arab-German Yearbook—Construction and Consulting”, “Education Guide—Partnerships and Perspectives of Arab-German Cooperation”.

We hope that the “Healthcare Guide” will further strengthen Arab-German business relations in healthcare.

The healthcare sector is one of the most important pillars of Arab-German business relations. It holds huge potential and is one of the fastest growing fields of cooperation with bright perspectives for the future. Due to a higher income, a longer life expectancy and an increasing population, the Arab world is investing big budgets in their healthcare systems. The region is experiencing a boom in hospital and clinic construction with healthcare-related projects planned or under way worth US \$ 50.5 billion. Over 30% are in the design or tender phase, i.e. there is still a lot of potential for possible business endeavors. To name an example, in Saudi Arabia allocations for health and social affairs spending grew by 8% year-by-year to reach US \$ 28.8 billion in the budget for 2014. Expenditure for health in the Kingdom is expected to grow remarkably to US \$ 47.7 billion by 2017.

The demand for high quality healthcare services is constantly increasing. A strong healthcare sector has a positive influence on many other areas, such as construction when planning or building hospitals, education through training of medical staff, and the IT sector through development of software solutions for hospitals as well as the medical tourism sector.

German expertise and quality have a very good reputation in all these fields and we can see a strong interest for cooperation on the German and Arab side. The high participation of German companies and institutions at the Arab Health Dubai 2014 shows the increasing interest in cooperation with the region. More than 400 German exhibitors participated. Ghorfa supports these activities by promoting the healthcare sector as one of its strategic priorities within the chamber. In this context Ghorfa will host for the seventh time the Arab-German Health Forum that will take place in Stuttgart on April 14–15, 2014.

We would like to express our gratitude to the companies and institutions that contributed to this publication. In particular, this applies to those companies and institutions that illustrate their ongoing projects in this year’s edition or that are active members of the working group “Healthcare”. We thank Ms. Rafaela Aguilera Alvarez, Director Marketing/Events/Member Services, for her commitment and dedication to the publication and all matters of the working group. We would like to express our thanks to Ms. Traudl Kupfer, Ms. Petra Reisdorf and Ms. Stefanie Lehmann for their work and efforts to realize this book project.

We hope that you find inspirations for future joint Arab-German projects in the healthcare sector in this publication.

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Prof. Dr. med. Ossama bin Abdul Majed Shobokshi



Abdulaziz Al-Mikhlaifi

Planning,
Building,
and
Managing
Healthcare
Facilities



Improving the Quality of Life for Renal Patients in Saudi Arabia

Diaverum

To face the rising demand for healthcare services, the Saudi Arabian government is driving private sector participation. The Ministry of Health decided to partner with international renal care providers to gain access to their world-class expertise in delivering renal care services. Diaverum will invest to develop the existing infrastructure with a goal to improve medical outcomes and to secure patient satisfaction. The aim of this partnership is to improve quality of life for renal patients and pioneer the entire integrated approach to renal patient care.

The healthcare market of the Kingdom of Saudi Arabia is one of the fastest-growing healthcare markets worldwide and is estimated to grow approximately 10% per year on average until at least 2015. Key challenges are a growing and ageing population and an increase in lifestyle-related diseases. Similar to many countries with a western lifestyle, there is a high prevalence of

diabetes and hypertension. Globally, by 2025, it is estimated that 380 million people worldwide will suffer from diabetes and 1.56 billion people will have high blood pressure. Both illnesses are key reasons for chronic kidney disease (CKD). Today, more than 5% of the world's adult population suffers from kidney injury or CKD; in Europe the prevalence is around 8%.

1 | Making the patient feel at ease



A two-fold challenge for payers and caregivers

ckD consists of five stages of progressive severity of kidney disease. The fifth and final stage is end stage renal disease (ESRD), which leaves patients with only 15% of kidney functionality, a life-threatening status. The number of patients with ESRD exceeded 2.7 million globally in 2013 and is estimated to increase to four million by 2025, almost doubling compared to 2010. For ESRD patients, the only alternative is renal replacement therapy (e.g. lifelong dialysis or kidney transplantation). Today, only 600,000 patients worldwide live with a transplanted kidney, the remainder requires dialysis. This demand and the associated costs places a significant burden on healthcare systems.

That is one side of the coin; the other side is the patients suffer a “disrupted sense of normality”, i.e. they want to live a normal life despite the illness. Renal failure requires time-intensive treatment. To undergo hemodialysis three times a week for four to five hours demands a complete change of the daily life. As such, caregivers also need to focus on the emotional needs of the patients as well as delivering highest medical quality. Qualitative research studies have shown that the main areas in which renal patients are interested are related to the normalization of their daily lives. Patients demand constant improvement in areas such as prevention, reduction of complications and symptoms, dialysis and transplantation, and to take into consideration the psychological factors and the well-being of the entire body.

Driving privatization in Saudi Arabia

In Saudi Arabia more than 13,000 patients are in need of renal replacement therapy; at the present rate it is expected that this number will exceed 15,000 patients by the end of 2015. In 2012 there were 182 hemodialysis centers providing services to 12,844 patients. 65% of these were facilities offered by the Ministry of Health, with contributions made by the non-MOH sector (12%) and 23% of the patients treated by the private sector.

To face the rising demand for healthcare services, especially in one of the most advanced renal care systems in the world today, the government of the Kingdom of Saudi Arabia decided to drive private sector participation with international support. Medical quality and strict focus on the patient are the key as reimbursement and medical outcome are inter-related.

To secure and develop the dialysis services in line with the latest global standards applied by the Ministry of Health (MOH) of Saudi Arabia, His Excellency the Minister of Health, Dr. Abdullah bin Abdulaziz Al-Rabeeah, entered a partnership with Diaverum, an international provider of integrated renal patient care. This is the first part of a dialysis security project targeting both types of dialysis: haemodialysis and peritoneal dialysis. The aim is to provide high-quality health services to citizens in all regions and governorates of the Kingdom of Saudi Arabia. The service provider will establish and run 93 kidney centers, disseminated all over the country, caring for 5,000 patients. The company will provide all the necessities for furnishing and equipping with devices, consumables tools, and an integrated care offered by highly qualified medical staff, based on the highest quality standards.

2 | Treatment room in a hemodialysis clinic in Saudi Arabia



A warm and friendly atmosphere

In all kidney centers, patients will be treated with state-of-the-art equipment in a pleasant, comfortable and modern environment. The kidney centers reflect the core values—competent, passionate and inspiring—as well as the company’s Scandinavian roots, the international feel, a positive optimism and a family feel. This is all geared towards securing patient welfare and satisfaction. The kidney centers are divided into four areas: a customer welcoming area, a customer treatment area, a staff area and technical facilities. Each area will be equipped differently to reflect their diverse functions. Key aim is to avoid the ‘cold’ hospital feel and instead create a warm environment, providing patients with a revitalizing experience. As the new kidney centers under the cooperation will be established in both new and existing premises, the setup will differ, but the look and feel will be aligned.

Introducing new quality and safety standards in Saudi Arabia

Dialysis patients treated as part of the partnership between the Ministry of Health and Diaverum will receive first-class dialysis care with the highest quality and safety standards. The international makeup allows for the transfer of knowledge between kidney centers and countries in order to provide the best quality of care for the individual needs of the patients. Well-established practice based on comprehensive policies and procedures and centrally defined and locally tailored standards of care are the basis for a high quality of care. The policies and procedure provide each employee with guidelines on all actions to be taken in any given situation, such as meeting a patient for the first time or dealing with an emergency situation. The policies and procedures also serve to ensure compliance with international and national standards and to enhance

efficiency and reliability. They are continuously updated to reflect the latest advances in terms of regulatory changes and scientific discoveries. The Clinic Evaluation Tool, which has been created centrally by the corporate Medical Office and used to perform internal audits of all kidney centers at least once a year, ensures that policies and procedures are correctly practiced. Most importantly, these activities result in efficient operations, which ultimately benefit the patients.

A strong future trend: coordinating healthcare needs

Diaverum will offer different treatment modalities and will be responsible for treating pediatric and adult patients with a very patient-focused approach aiming to revitalize the patients. Furthermore, with the goal to develop an integrated approach to renal care, the provider will also offer and coordinate vascular access and holiday dialysis services. Integrated renal patient care is a strategy to coordinate all healthcare needs of the renal patient, including renal and non-renal services, into a package built around the renal patient. For patients with ESKD, this means their full healthcare management (i.e. their dialysis treatment and treatment of any comorbidities) is coordinated by one provider. For patients in the early stages of renal disease who show signs of deteriorating kidney function, the preventive care measures will prolong their kidneys’ ability to function, thereby delaying the need for renal replacement therapy. Integrated renal patient care comprises measures to seek better ways for early diagnosis and treatment and will be essential in treating the growing number of renal patients in Saudi Arabia, both socio-economically and medically.



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Head of Company: Mr. Peter Kuisle | Mr. Edwin Zijlstra

Year of Foundation: 1956

Annual Turnover:

Employees: approx. 2000

Products: OT Clean Air Canopies, Continuous Particle Monitoring, Hygiene Air Conditioning Units, Container Air Conditioning, Worldwide After Sales Service, Tent Air Conditioning, Mobile Clean Rooms, Cooling for Electronics, Material Temperature Control, Service for the Defence Industry

Production Facilities: Reiskirchen/Germany, Hude/Germany

Companies Overview:

Research & Development: Christoph Hammer | Air Solutions

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Business Activities/References in the Arab Countries:

Al Ain Hospital, U.A.E.

King Fahd Hospital, Jeddah/K.S.A.

King Hussein Cancer Center, Amman/Jordan

University of Alexandria, Alexandria/Egypt

National Cancer Institute, Cairo/Egypt

Combined Military Hospital, Lahore/Pakistan

Weiss Technik

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New: Mobile Clean Room Surgical Tent System-OP-RC 1a



New: Monitoring of airborne bacteria carrying in real time



From Hospital to Hospitality: Architecture and Design for ICUs

GRAFT – Gesellschaft von Architekten mbH

The objective of the scientific research project “Parametrische (T)Raumgestaltung” (“Parametric Dream/Room Design”) was the development of two pioneering intensive care rooms that help to reduce fear, helplessness and stress through a holistic architectural approach. The groundbreaking design got completed in October 2013.

1 | Intensive care room designed from the patients perspective



Postoperative cognitive dysfunctions and architectural perspectives

By reducing all detectable stress-inducing factors such as noise, light, disorientation and the lack of privacy, the design is supposed to enable a measurable improvement of the healing process and therefore a significant reduction of the occurrence of delirium and cognitive long-term damages.

The rooms were completed in close collaboration between GRAFT and the medical staff of Charité Hospital Berlin, Germany.

The interior concept seeks to translate typical expectations and prejudices about intensive care units into an environment of an inviting and welcoming atmosphere. The patient's perception and needs, his or her obvious feelings of helplessness and fear are the starting point for a revolutionary concept to strategic reduction of stress factors such as functional and purely technical environment, insufficient lighting conditions, noise and a general nervous atmosphere. Based on a number of identified parameters causing fear and stress, and therefore affecting performance and outcome of the treatment on typical ICU's, Charité and GRAFT have set up a research program, which started in 2012 and will be concluded with clinical studies on the performance of the prototypical ICU in 2015.

Perception based architecture for contemporary healthcare design

The design of GRAFT creates an unexpected homely atmosphere through its soft and flowing forms, the use of large surfaces and dark wood floor. Indirect light and individually controllable lighting design create a pleasant perception of space and light. In order to support subjective impressions of "being in charge" instead of feeling lost and helpless, a patient lift facilitates the mobility of patients, while individually usable furniture and view protectors enable the ultimate privacy in the rooms. All technical equipment is hidden in a wooden "service wall" and disappears from the patients perspective.

During the design phase the patients sensitivity and perception always remained the primary guides, therefore the central component of the concept is a large format LED-screen (2.4 m width and up to 7 m length) that is set up within the field of view of the patient. The screen is setting a primary focus on the usually underestimated surface of the ceiling above the patient. It allows not only the display of soothing and slowly changing images, but also acts as a supportive daylight simulation and interactive tool to support cognitive and physical exercises with the patient. The media screens and their integration in the spatial design of this ambitious research project are

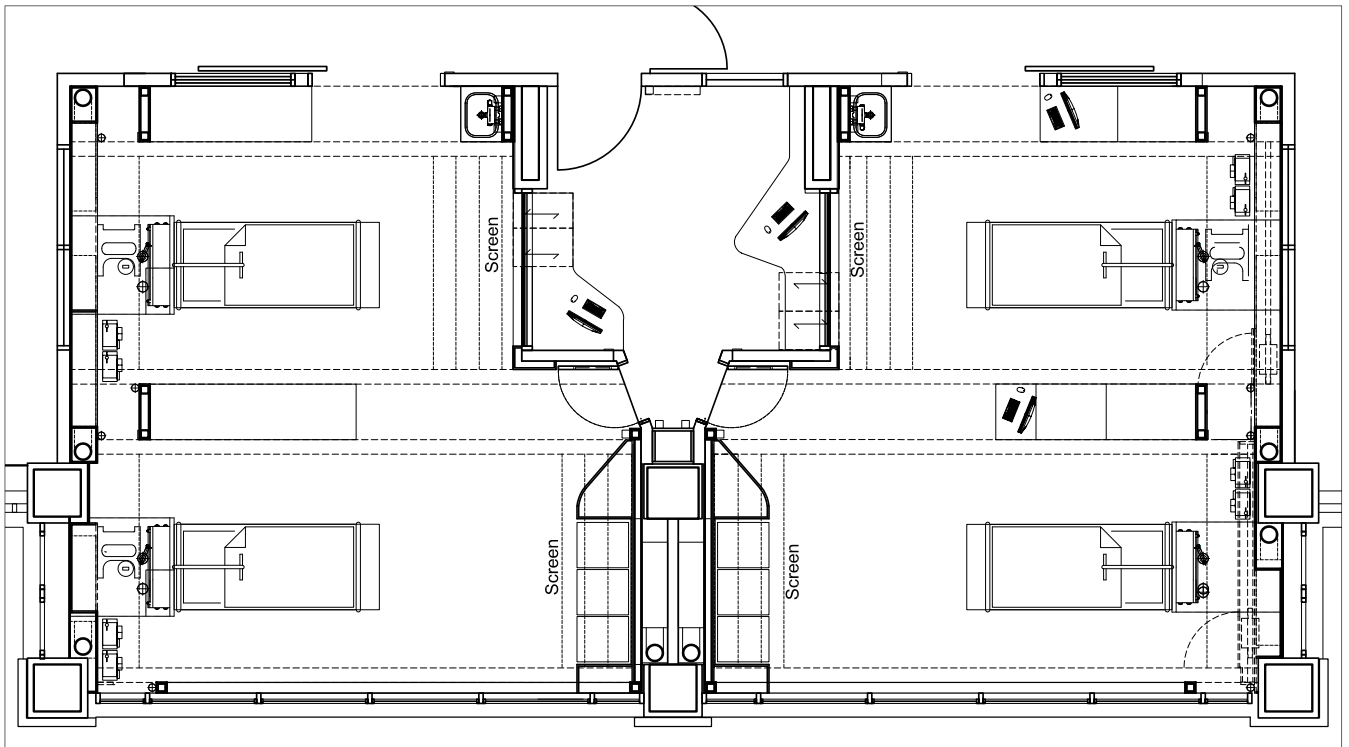
2 | Display of soothing and slowly changing images on media screens





3 | View from central observation room

6 | Groundplan of two intensive care rooms with observation room in the center





4 | Large format LED screens within the patients view



5 | Technical equipment is arranged to suit workflows and still disappears from the patients view

unique and precedent. It was designed by Graft and developed in close cooperation with the Dutch media company Philips and will go into serial production in 2014.

Special attention is put upon all visual “soft factors” of the space, the warm quality of the wood in indirect light, unexpected dark color of the floor, optical disappearance of technical equipment and supply lines. While they were arranged to suit the workflows of the medical staff, they still disappear visually from the patient’s perception. Alarm signals and noises caused by the equipment were shifted to the centrally located observation room to improve the acoustic situation.

The research project was supported by the German Federal Ministry of Economics and realized by Charité, GRAFT and the design agency ART+ COM with the support of the technology partner Philips, the medical technicians of the company Modultechnik and the specialists for interior solutions “von Bergh”.



Lars Krückeberg
Managing Director

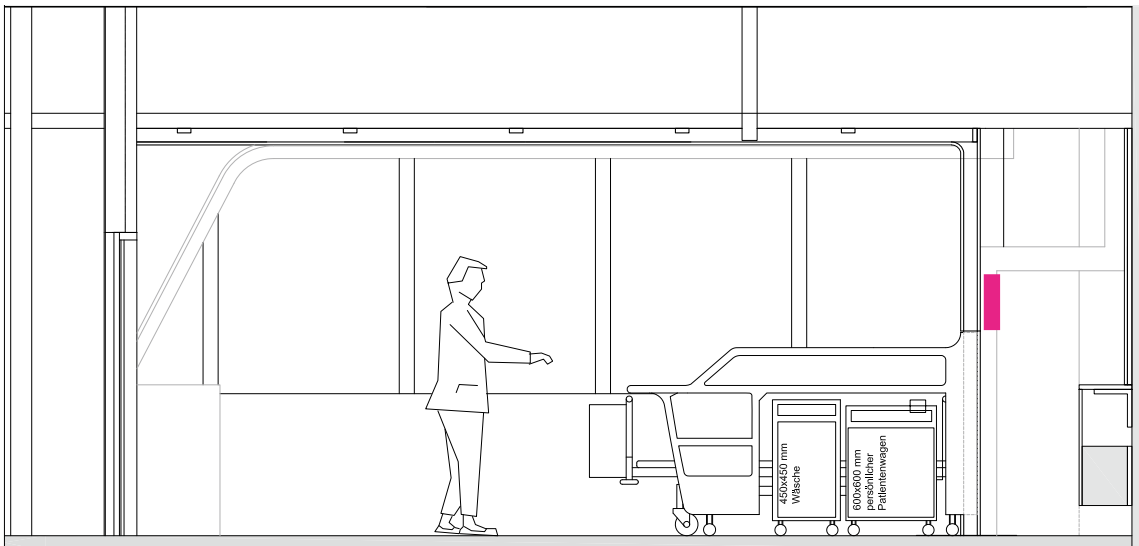


Wolfram Putz
Managing Director



Thomas Willemeit
Managing Director

7 | Section intensive care room



Modern Interior Design for Egyptian Hospitals

HWP Interior Architecture

With a current population of around 85 million that is still growing, Egypt is the most populous country in the Middle East North Africa (MENA) region. In contrast to Germany's increasingly aging society, Egypt's population growth is fuelled from beneath by a continuously high birthrate, a factor calling for a healthcare infrastructure that adequately accommodates maternity and child needs.

The key concept

Through the planning of The Royfada Birthing Center and Pediatric Hospital, HWP Planungsgesellschaft mbH together with its subsidiary, HWP Cairo is addressing this societal issue. This innovative project's aim is to design and construct the first integrated center for maternity and pediatric medicine in Cairo, according to international standards, an aspiration prominently supported by its clients, Professor Dr. Omaima and Professor Dr. Amira Idris, two siblings well known in Egypt in the fields of gynecology and pediatrics. For the interior architecture of the birthing center, the two investors envisaged a warm and welcoming hotel atmosphere, which at the same time exudes medical expertise. HWP Interior Architecture has accomplished this with a modern and original interior design concept.

The fundamental idea of the interior design concept is encapsulated in the phrase "All life is born", modeled on the facility's function. This overarching design premise is reflected throughout with one or more of the four elements of life: earth, water, light (fire) or air assigned to each level. The interior architects selected specific, local and regional motifs of nature and mood associated with these elements and plan to represent them as large-format images to emphasize individual wall surfaces. By choosing characteristic and familiar motifs from nature, the concept aspires to harness the positive effect natural images have on many people, to create a comfortable and timeless atmosphere. Taking inspiration from the life elements and the selected images of nature, characteristic colors and materials were chosen, taking care that all materials or comparable materials were available on the Egyptian market. While all levels have the same warm, sand-colored flooring running through the entire building, forming a unifying design component of colors

1 | Inspired by the light (second floor): inpatient room. Source: HWP Planungsgesellschaft mbH



The four Elements



Earth - Ground Floor

Design Concept:
Earth, growth, flora

Symbol:
Lotus

Accent Colors:
Green, brown, beige, taupe



Water - First Floor

Design Concept:
Water, Nile, rebirth

Symbol:
Water drop

Accent Colors:
Blue, light blue, light grey



Light - Second Floor

Design Concept:
Light, sun, warmth

Symbol:
Sun

Accent Colors:
Different shades of warm colors like
red and pink



Air - Third Floor

Design Concept:
Sky, wind, ease and comfort

Symbol:
Wind

Accent Colors:
Different shades of warm colors
like orange and yellow

2 | Overview: Interior Design Concept. Source: HWP Planungsgesellschaft mbH

In a single spectrum, the qualities of materiality are explored. In this interior design concept, natural stone tiles, linoleum and vinyl flooring in wood, stone and crocodile effect are used to distinguish between different room types.

Inspired by the earth element: the ground floor

The earth element has been allocated to the ground floor. Here patients and visitors are received into a warm and welcoming atmosphere. Waiting areas at this level are designed to be friendly and an attractive refectory reinforces hotel and lounge like characteristics. Attractively designed glass walls, showing a printed image of the level's theme, can be used as separating elements where special emphasis is placed on privacy and tranquility. The detailed ground floor design concept is based on earth themes, growth and the plant world with the main accent colors as natural green, brown, beige and taupe shades. These will be used particularly for the centrally located reception desk, but also as a highlighting color for the elevator cores located behind. Splashes of color are accentuated in the fur-

nishings in the waiting area. The lotus flower, designed as an abstract logo, acts as a symbol throughout this level.

Inspired by the water element: the OR level

In this area we find the operating theaters, for example for Caesarean surgery, also attractive birthing suites, treatment rooms, neonatal intensive-care beds, and work spaces for medical and nursing staff. Especially for the doctors, an expressly designed lounge has been included where they can recharge after demanding procedures. On level 1, the interior design concept encompasses the theme of water: the Nile, the life blood of Egypt, and its associations with reincarnation. For the accent colors this area, strong and gentle shades of blue, light grays and beige were chosen to be used on selected walls, on glass partitions and in specific areas in the form of decorative flooring inlays. For operating rooms' wall design, a gentle blue was selected that is associated with hygiene and has been shown to reduce eye strain for surgery personnel. The logo for this level is an abstract water drop motif.



Inspired by Water

Images from nature creating a natural scale of colors, surface, patterns, shades and textures.



Water

First Floor

Design Concept: Water, Nile, earth
 Symbol: Water drop
 Accent Colors: Blue, Light Blue, Light grey, beige



Interior Design

Inspired by nature we design interior spaces to be functional as highly comfortable at the same time.

3 | Inspired by the water: the interior design concept of the OR level (first floor). Source: HWP Planungsgesellschaft mbH

Inspired by the light and air elements: the nursing level

Inspired by the light element, the first nursing level is located on the second floor. Here images and motifs associated with light, sunshine and warmth are used. Various warm shades derived from the red and pink color palette were selected as the accent colors for the design. A sun logo was designed as the logo for this level.

The air element represents the interior design concept of the second nursing level, which consists of the same floor plan, located on the third floor of the building. Color schemes and motifs for the accent design were inspired by the themes of sky, wind, calm and comfort with friendly, light-yellow and orange shades as accents, imitating the color spectrum and atmosphere of a sunny summer sky. A cloud in a windy sky was chosen as the logo.

With individual levels defined by accent colors and a specific motif from nature, support stations, elevator cores and patient rooms in both nursing levels, are highlighted, facilitating better orientation and way-finding for patients and visitors. Even in the patient rooms, design is deliberately used. With a large-scale, backlit motif taken from nature, the headboard is attractively presented and the media connections are unobtrusively integrated and/or obscured. At this planning stage, three differ-

ent motif variants are envisioned for the headboard design, producing more variation between the patient rooms at each level. In contrast, the rest of the room design will remain neutral and restrained, allowing the emphasized elements to exert their full effect. The hotel-like environment is brought through into the bathrooms where the area is accented with mosaic tiles and a large washing stand is provided. On each nursing level, a room for newborns is planned, which will be especially child-suitable and imaginatively designed.

5 | Inspired by the water (first level): materials and finishes. Source: HWP Planungsgesellschaft mbH

6 | Inspired by the light (second floor): materials and finishes. Source: HWP Planungsgesellschaft mbH





Inspired by Light

Images from nature creating a natural scale of colors, surface, pattern, shades and texture.



Interior Design

Inspired by nature we design interior spaces to be functional as highly comfortable at the same time.

Light



Second Floor

Design Concept: Light, sun, warmth
 Symbol: Sun
 Accent Colors: Different shades of warm colors like red and pink

4 | Inspired by the light: the interior design concept of the nursing level (second floor). Source: HWP Planungsgesellschaft mbH

Added value through interior design

The continuous use of the developed level logos offers numerous opportunities to show the corporate interior architecture. These logos can be combined to present a consistent management system, for example, improving orientation at the elevator lobbies, and in addition, they allow for a corporate design identity to be considered.

the medical equipment and the building services equipment. HWP Cairo professionals are available on-site to ensure the demands and expectations of the Egyptian customers regarding the architecture. The interior design concept described here is being developed by the Interior Architecture team in Germany.

Overview of the project

The Rofayda Birthing Center and Pediatric Hospital will be realized in three stages. In the first stage, the birthing center, with 18 beds over 5 floors (500 m² each) will be opened. The second stage sees the completion of the accompanying pediatric hospital. The third and final phase integrates the gynecological hospital into the facility. In order to plan and coordinate the project to the highest standards, HWP Cairo was called upon to support the experienced staff at HWP Germany. HWP Management Consultancy and Operational Planning department based in Stuttgart developed the strategic direction of the hospital portfolio alongside the spatial and functional program, which will optimally support future operational processes. The client coordinates local Egyptian companies in the planning of



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Establishing German Medical Standards in Iraq

GMS GmbH GERMAN MEDICAL SOLUTIONS

The headquarter of German Medical Solutions in Leipzig, Germany as well as its staff in Najaf, Iraq are very busy lately with the last steps to finish the Najaf Teaching Hospital and Cancer Therapy Center. The hospital's completion is expected by spring 2014.

Gaining experiences helps to improve

The Iraqi government is committed to return Iraq to one of the leaders in the medical sector through increased investment in education, training, and infrastructure.

To be adapted to the international standards in healthcare, the Iraqi Ministry of Health sets priority to the modernization of the existing infrastructure and the construction of new specialized hospitals and medical centers in different regions in Iraq. The Ministry of Health expressed the need for a greater number of skilled professionals, which highlights the demand for advanced education opportunities and access to medical resources.

German Medical Solutions participated in the application for 10 hospital tenders in Iraq in December 2008. Among lots of international applicants the company had to face a hard competition. After the first step of selection, GMS won tenders together with Australian and Turkish competitors. While the company was actually showered with work on its turnkey project Air Force in Cairo, it won two brand new complete turnkey projects in Iraq: a tender for Al Najaf Teaching Hospital and Ninawa Teaching Hospital in Mosul.

GMS' range of services fits in the government's intend for a complete modernization, including the expansion of healthcare facilities, investment in high-quality equipment, a large procurement program, and advances in facility management and human resource development. Because of the German healthcare industry's reputation alone, there are great opportunities in Iraq. The spectrum of cooperation with the Ministry of Health in Iraq includes rehabilitation, construction and modernization, organization of medical establishments, education and trainings.

1 | Al Najaf Teaching Hospital is about to be completed in Spring 2014



Al Najaf Teaching Hospital & Cancer Therapy Center

The project Al Najaf Teaching Hospital & Cancer Therapy Center started in October 2009. It includes 17 departments such as oncology and renal departments, special and general surgery departments, research labs, as well as cardiology and general medicine departments, emergency department, and medical waste management. It is a complete turnkey project from soil testing to hospital operation including design, architecture, medical planning, construction, IT management system finishing, supply of medical equipment, testing and commissioning, furnishing, training, and maintenance.

Costs for the project are estimated at US \$ 148.5 million. The hospital will contain 400 patient beds and 92 special beds for ICU, CCU, and burn patients, 16 operation rooms, a large auditorium and a telemedicine system. Next to the building of hospital there will be established an extra staff building. The total built-up area will cover 105,000 m².

Learning from history, we expect that the way to a country's reconstruction is connected with challenges. Because Iraq is in the phase of reconstruction we have to face such challenges a lot during implementation of our projects. The circumstances to achieve our projects' aims are cumbersome. But we are able to overcome possible obstacles and to face these challenges. As the Government of Iraq attached a huge importance to the enhancement of the healthcare sector, the Minister of Health and even the Prime Minister were very interested in each of the projects' development phases. In our joint meetings we have made agreements to face the challenges that may occur at each stage of the project.

We felt responsible for the professional completion of our project, so we applied our experiences in the region and used our Arab-German network and relations. We are currently working in the final phases with the installation of medical equipment and large electro- mechanical parts. Within the next three to four months we will finalize the Al Najaf Teaching Hospital Project.

Further turnkey projects

In 2011, we obtained the order for three new projects in different Iraqi regions. Due to our reputation, we were prequalified and won three out of 11 hospital tenders and started negotiations directly. Benefitting from our wealth of experience, we will be able to realize the three new turnkey projects in Samawa, Samara' and Al Dour efficiently. The progress for these three projects has been much faster than for Ninawa Hospital and Al Najaf Hospital.

Both hospitals, Samarra' and Al Dour, with a physical seize of 122 beds and project costs of US \$ 38 million, follow the same



2 | GMS has currently six projects in Iraq

characteristics. Samawa Hospital's scope is wider with 492 beds and project costs of US \$ 145 million. The Iraqi government sets ambitious targets here. The adherence of the tight timetable for the implementation of infrastructure is challenging due to the above mentioned difficult circumstances in the country.

Al Kazimiya Teaching Hospital in Baghdad was added at the same time as a smaller project. The focus is set on the hospital's extension of four operation rooms with recovery room of a pre-fabricated system. The medical equipment was provided for the extension as well.

3 | Electro- mechanical constructions in Al Najaf Teaching Hospital





4 | Al Najaf Teaching Hospital: ICU during its next- to- last phase.



5 | Al Najaf Teaching Hospital: operation room during its next-to-last phase.

This amounts to six important projects in Iraq that we are currently active with:

- Al Najaf 492 bed Teaching Hospital & Cancer Therapy Center, Najaf
- Ninawa 492 bed Teaching Hospital & Cancer Therapy Center, Mosul
- Samawah 492 bed Teaching Hospital & Cancer Therapy Center, Samawa
- Samarra' 122 bed Hospital, Samarra'
- Al Dour 122 bed Hospital, near to Tikrit
- Al Kazimiya Teaching Hospital, Baghdad

From start to finish

Looking forward to the opening of Al Najaf Teaching Hospital in spring 2014, the first turnkey projects of GMS in Iraq that will be completed we expect the finalization of all our hospitals in 2014. Al Kazimiya Teaching Hospital will be completed by March 2014. The other four hospitals—Ninawa Teaching Hospital in Mosul, Samawa Teaching Hospital, Samarra' Hospital, and Al Dour Hospital—will be brought to completion by the end of this year.

Due to our currently good co-operation with the Iraqi Ministry of Health, we think that we are able to achieve our goal.

Future cooperation—health sector meets education

The highly developed German systems in the healthcare sector can help to develop the Iraqi healthcare infrastructure sustainably in this way, since this turnkey project includes not only the construction and equipment but also maintenance and specific training for its staff. The training takes place in cooperation with German and European suppliers and manufacturers.

In addition, there is a possibility to build a network for the future between German universities or other educational institutions because at least three of the hospital projects are teaching ones. All of them are equipped with telemedicine systems that facilitate communication in the international exchange.

If we compare our work in the MENA region, in different countries such as Egypt, Yemen, Saudi Arabia, and lately in Iraq, the experience we gained in Iraq has taught us that the implementation of projects is always based on the different political, legal, and security situation of the country.

Despite the above mentioned difficulties, we believe that there will be a steady political and stable economic situation in Iraq soon. We hope that in the second half of 2014, the political situation and the circumstances for investors and German enterprises will have improved more. With our work in Iraq we want to set an example for German companies and investors as a living result for visual quality.



Dr. Mahmoud Gaber
General Manager
GMS GmbH German Medical Solutions



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Ghorfa Arab-German Chamber of Commerce and Industry

The Business and Investment in Qatar Forum was held under the patronage of H. E. Sheikh Hamad Bin Jassim Al Thani, Prime Minister and Minister of Foreign Affairs for the State of Qatar in April 2013



The Iraqi delegation at the 3rd Iraqi-German Business and Investment Forum in February 2014 was headed by H. E. Rowsch Nuri Shaways, Deputy Prime Minister of the Republic of Iraq.



Ghorfa Arab-German Chamber of Commerce and Industry

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 since 1 August 2000, it is located in Berlin. The Board of Directors and the Executive Board equally consist of German and Arab members. This guarantees balance and mutual trust. Not only major German and Arab enterprises are among our members, numerous small and medium-sized enterprises complete our top-class network.

Our network

The Ghorfa operates under the umbrella of the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries and acts as the official representative of all Arab Chambers of Commerce and Industry in Germany. Our chamber works closely with the Arab embassies in Germany, the Arab League and related governmental bodies in the Arab states. It is part of the worldwide organisation of Arab foreign Chambers of Commerce and Industry. The Ghorfa cooperates with German governmental bodies on federal and regional level and the most important German industrial associations.

What we do

We actively promote and strengthen business relationships among our members and within the wider Arab and German business community. We pave the way for stronger business cooperation in the fields of trade, industry, finance and investment between Arab and German business partners. Strategic partnerships based on mutual benefit and understanding create new business opportunities to facilitate economic benefits for both sides. We therefore mainly focus on networking, communication and on providing information about relevant economic and industrial developments.



Building Bridges between Germany and the Arab World

Networking

- Quick access to decision-makers from industry and politics
- Organisation of delegation visits
- Organisation of events, conferences and further contact platforms (e.g. German-Arab Business, Energy, Tourism, Health, Education and Vocational Training, Forum)
- Ghorfa joint booths at major Arab and German trade fairs
- Promoting member services and products to a wider business community

Consulting

- Connecting with matching business partners
- General and business-related intercultural consulting
- Country and branch specific analysis
- Mediation and arbitration in cases of business disputes
- Advice and guidance through the multitude of offers and competing products on the German and Arab market
- Comprehensive and detailed market information about Germany and the 22 Arab states
- Visa support and legalisation services

Information

- Early information about projects and tenders
- Monthly issued Arabic and German newsletters
- Quarterly bilingual business magazine SOUQ
- Arab-German Business Directory providing over 6,000 yearly updated company profiles
- Arab-German Yearbooks that focus on industry-sector specific topics
- Information on the latest economic developments, markets and sectors, legal and political background

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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Meeting with H. H. Sheikh Sabah al-Ahmad al-Dschabir as-Sabah during the delegation visit to Kuwait, March 2013

Contributing
Companies
and
Institutions

AQUA – Institute for Applied Quality Improvement and Research in Health Care GmbH



Project: Assessing Patient Safety in Hospitals in Algeria
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The AQUA Institute is a neutral corporation and one of the most experienced and successful providers of concepts and problem solving in the field of healthcare quality improvement in Germany. It has developed several data- and indicator-based quality assessment and management tools for health services. It is commissioned with the implementation of the national mandatory quality assurance scheme of the German healthcare system

Access Germany Iraq – Academic Counseling & Enterprise Services



Project: AGImed—Preparing Iraqi Doctors for Medical Board Specialization Training in Germany
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Access Germany Iraq (AGI) is a German consultancy company for human resources and organizational development. We help Iraqi companies to establish successful cooperation with German institutions and qualified individuals to get training in Germany.

Baden-Württemberg International

Project: Baden-Württemberg – Where Ideas Work
Contact: Andreas Pfister | Area Manager Middle East and Northern Africa



Baden-Württemberg International

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Baden-Württemberg International (bw-i) is the agency and center of competence for international economic and scientific cooperation of the state of Baden-Württemberg, the German southwest. bw-i is your first point of contact if you are looking for an optimal site or investment object or if you would like to establish business relations with Baden-Württemberg, often referred to as Germany's premier high-tech location.

Bonn-Rhine-Sieg University of Applied Sciences



Project: Health Destination Rhineland: Germany's Innovation Center in Medical Tourism
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For many years the University of Bonn-Rhine-Sieg has been working in the research area "medical tourism". The university supports clinics, ministries, governments, and destinations as well as enterprises in research and consultation. The university publishes yearly market figures and organizes medical tourism conferences. In 2011, this line of business was awarded in the competition "365 landmarks in the land of ideas". The Bonn-Rhine-Sieg University of Applied Sciences is the co-founder of the project initiative "Health Destination Rhineland: Medical Tourism in the Region of Bonn, Cologne and Dusseldorf".

delta-med international GmbH



Project: First Class Medical Treatment & Care for Arab Patients
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delta-med specialises in the arrangement and coordination of first class medical treatments. Due to its long experience they guarantee high-end medical treatment, technology, and competence. delta-med provides a broad range of services, varying from the organisation of the patient's journey to interpreter services, personal security and many more. All services are tailored according to the individual needs.

DIAVERUM

Diaverum is a worldwide provider of integrated renal patient care. As a product independent provider Diaverum is able to focus solely on caring for the individual needs of the patients. Diaverum has gained broad local experience treating dialysis patients in Saudi Arabia at Prince Naif Renal Centre, the Security Forces Hospital, and has improved the medical results for the patients significantly. Worldwide 8,000 employees care for 26,000 patients in 19 countries.

Diaverum

Project: Improving the Quality of Life for Renal Patients in Saudi Arabia
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DIEM & PARTNER Rechtsanwälte

DIEM & PARTNER is a business law firm with its head office in Stuttgart, Germany. The firm consists of 15 attorneys and has branch offices in Istanbul and Lyon. Besides its focus on advising companies in their business activities in Turkey and France, DIEM & PARTNER has a long experience in accompanying enterprises that are doing business in Tunisia, Morocco, and Algeria. DIEM & PARTNER has a network of reliable and highly qualified co-operation partners in these countries.

DIEM & PARTNER Rechtsanwälte

Project: The Legal Framework for the Production of Medical Devices in Tunisia
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evaplan at the University Hospital Heidelberg is a private company that undertakes advisory missions and engages in project management and implementation, strategy development, capacity development, and operational research in the field of international health. It emerged as the consultancy platform of the Institute of Public Health at the University Hospital, Heidelberg, with more than 25 years of experience around the world.

evaplan GmbH at the University Hospital Heidelberg

Project: Assessing Patient Safety in Hospitals in Algeria
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The wide range of services offered by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are based on a wealth of regional and technical expertise and on tried and tested management know-how. We are a German federal enterprise and offer workable, sustainable and effective solutions in political, economic and social change processes. Most of our work is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). GIZ also operates on behalf of other German ministries and public and private bodies. These include governments of other countries, the European Commission, the United Nations and the World Bank. We are equally committed to helping our clients in the private sector attain their goals.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) mbH

Project: Patients in Good Hands—Advanced Training for Professionals in the Health Sector
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GMS is an internationally active company in the healthcare business with branches in the U.A.E., Egypt, Yemen, Iraq, and Istanbul (Turkey). GMS offers complete solutions to its clients: design, execution and equipment of healthcare turnkey projects including hospital planning, design, construction, supply of medical equipment and hospital furniture, as well as training for doctors, nurses and engineers in Europe.

GMS GmbH GERMAN MEDICAL SOLUTIONS

Project: Establishing German Medical Standards in Iraq
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GRAFT, established in 1998 in Los Angeles by Lars Krückeberg, Wolfram Putz and Thomas Willemeit, is as a 'label' for architecture, urban planning and design. With further offices in Berlin and Beijing, GRAFT has been commissioned to design and manage a wide range of projects in multiple disciplines and locations.

GRAFT – Gesellschaft von Architekten mbH

Project: From Hospital to Hospitality: Architecture and Design for ICUs
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The Tumor Biology Center

The Tumor Biology Center is a designated Center of Integrated Oncology and Palliative Care, certified by the European Society of Medical Oncology (ESMO).

As one of Germany's best known and most recommended cancer centers, the Tumor Biology Center is committed to exceptional patient care and excellent research within its three departments:

- Clinic for Medical Oncology
- Clinic for Oncological Rehabilitation
- Tumor Biology Research Department

The research subsidiary ProQinase Ltd. provides research and development services to leading pharmaceutical companies worldwide and is also active in the development of new compounds, of which several have reached the stage of clinical trials and have the potential to gain market approval.



The management board from left to right:

Christoph Schächtele, Ph.D. Director experimental research, CEO of ProQinase GmbH

Arno Fritzen, MBA, CEO

Hans Helge Bartsch, M.D. Prof. of Medicine, CEO, Director of the Clinic for Oncological Rehabilitation

Dirk Arnold, M.D. Prof. of Medicine, Director of the Clinic for Hematology & Medical Oncology

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For any questions regarding diagnostics, treatment, second opinions or check-ups at our institution or for further information about our research facilities, please contact:

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HEALTHREGION FREIBURG

A total of 34 dedicated partners from the healthcare and tourism sectors, among them leading clinics and hospitals, practices, innovative companies, and service providers, have joined the association „HealthRegion Freiburg e. V.“. They accompany and complement the activities of the cluster initiative sponsored for three years by funds from the European Regional Development Fund (ERDF).

HWP

For over 40 years, HWP Planungsgesellschaft mbH (HWP) as a leading architecture, planning and consultancy company has been delivering innovative healthcare facilities including general hospitals, university hospitals, specialized clinics, rehabilitation clinics, and research institutions both in Germany and abroad. To offer its clients holistic, integrated services, HWP's 140 architects, health economists, medical and laboratory engineers, information scientists, physicians, nurses, project managers, and administrative experts practice an interdisciplinary approach combined with intensive client communication. HWP emerged internationally in the early 1970s. Today, it concentrates its international business in Europe, the Middle East, North Africa, and Asia with subsidiary companies in Egypt, Libya, and Turkey as well as a long-standing local partnership in China.

Klinikum Stuttgart

Klinikum Stuttgart is one of Germany's largest modern hospitals. More than 50 clinics and institutes organized in eleven medical centers provide all specialties and a broad range of services. Every year, more than 84,000 inpatients and 400,000 outpatients are treated by a competent staff of 6,400 in Klinikum Stuttgart. Furthermore, we are extremely experienced in receiving patients from all nationalities and cultures.

OR Technology Digital X-ray and Imaging Solutions *Beyond the surface*

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HealthRegion Freiburg

Project: Cutting-edge Medicine and Top-quality Medical Care in the Region of Freiburg

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HWP Cairo

Project: Modern Interior Design for Egyptian Hospitals
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Klinikum Stuttgart

Project: Cooperation beyond Patients' Treatment – Perspectives of German-Arab Medical Relations
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OR Technology

Project: Digital X-Ray of the Highest Standard
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RadioChirurgicum

Project: CyberKnife® – State-of-the-Art, Highly Innovative Radiosurgery at RadioChirurgicum in Göppingen
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KARL STORZ GmbH & Co. KG

Project: KARL STORZ Endoskope: Pioneer in Endoscopy since 1945
Contact: Mohamed-Ali Jabr | *General Manager KARL STORZ East Mediterranean and Gulf*



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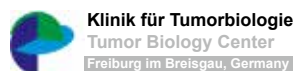
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KARL STORZ is one of the world's leading suppliers of endoscopes for all fields of application. The family-owned company with its headquarters in Tuttlingen, Germany has 6,700 employees worldwide. With a history that stretches back over 65 years, KARL STORZ is well-known for its innovative and high-quality products. Its range of products has been rounded off with the development of the integrated operating room OR1™ and by integrating the field of flexible endoscopy into the various specialties.

Tumor Biology Center

Project: Tumor Biology Center—One of the Largest Cancer Clinics in Germany
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As one of Germany's best known and most recommended cancer centers, Tumor Biology Center Freiburg is committed to exceptional patient care, excellent research, and a broad spectrum of educational programs. The close collaboration of our physicians and scientists with national and international experts is one of our unique strengths, enabling us to provide patients with the best care available today as we work to discover more effective strategies to prevent and control cancer and improve quality of life of cancer survivors in the future. We are a leading institution to bring new anticancer compounds from bench to bedside and to discover more effective treatment programs in patients with malignant systemic diseases and solid tumors.

Tunstall GmbH

Project: Tunstall—Market Leader of Telehealthcare and Nurse Call Solutions
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Tunstall is the leading provider of communication systems serving many different sectors:
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– Telecare and Telehealth solutions to support elderly, handicapped and people with chronic diseases.

Weiss Klimatechnik GmbH

Project: Perfect Hygiene Air-Conditioning Solutions for all Hospital Departments
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WÖRWAG Pharma GmbH

Project: WÖRWAG Pharma – a Specialist for Biofactors and Generics
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WÖRWAG Pharma offers an extensive list of biofactors, generic drugs and pharmaceutical substances that help meet medical needs in the fields of diabetes, cardiac and vascular disease, neurology, and immunology. Our international success depends on building local collaborative partnerships and exploring synergies that contribute to establishing a successful long-term business development in the Middle East and North Africa.

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April 2014

Health Excellence

Leading Hospitals and Experts
in the German-speaking World

With Health Excellence the Ghorfa releases a patient-related publication in which potential patients from Arab countries can inform themselves about leading medical facilities and experts in the German-speaking world. The participants present themselves through competence profiles and featured articles about medical key issues of their respective facility. Health Excellence is published as an English-language year-book with an associated online platform on which multimedia content can be incorporated and updated continuously.

**Be part of HEALTH EXCELLENCE - The platform
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- » Distribution directly to 10.000 high-ranking individuals and by the Arabian embassies in Berlin and the German embassies and consulates in the Arab countries.

Please contact us for advice regarding the optimal form of your participation in Health Excellence.

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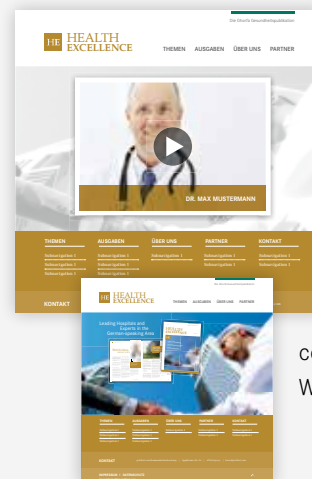
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