

# 6th Arab-German *Health* Forum

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Erlangen – May 2nd-3rd, 2013

Siemens AG - Sector Healthcare

Organized by:



**SIEMENS**

# THE ARAB-GERMAN HEALTH FORUM: PROGRAM

Thursday, May 2nd, 2013

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12.00 h **Registration & Networking Lunch**  
*at Siemens AG - Sector Healthcare Erlangen*

14.00 h **Opening Ceremony**

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

*Michael Sen*  
*Chief Financial Officer of Siemens Healthcare*

*H.E. Prof. Dr. med. Ossama bin Abdul  
Majed Shobokshi*  
*Ambassador of the Kingdom of Saudi Arabia &  
Doyen of the Arab Diplomatic Corps*

*Prof. Dr. rer. pol. Karl-Dieter Gröske*  
*President of the Friedrich-Alexander Universität  
Erlangen-Nürnberg*

*Melanie Huml*  
*State Secretary of the Bavarian State Ministry for  
the Environment and Public Health and Member of  
the Bavarian State Parliament*

15.00 h **Coffee Break**

15.30 h **Session 1**  
*Planning, Building & Managing a Hospital:  
Workflow and Efficiency*

Moderator: *Markus Braun*  
*Chairman, German Healthcare Export Group (GHE)  
e.V.*

*Dr. Mazen Albashir MD, MRCP*  
*CEO, Chairman of the Board, Istishari Hospital,  
Jordan*

*Dr. Julia M. Sperling*  
*Partner, McKinsey & Company Inc. International,  
Middle East, UAE*

*Christian Ott-Sessay*  
*Head of Business Development, Vivantes Internatio-  
nal, Germany*

19.00 h **Reception & Dinner**

Friday, May 3rd, 2013

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09.00 h **Registration and Networking**

10.00 h **Session 2**

*Medical Tourism and Healthcare Insurance*

*Burkhard Kieker*

*CEO, Visit Berlin, Germany*

*Laila Al Jassmi*

*Former CEO of Dubai Health Authority,  
Health Sector Strategy and Independent  
Healthcare Consultant*

*Peter Kuchenbuch*

*Senior Expert, Securvita Healthcare Insurance,  
Germany*

*Dr. Bettina Horster*

*Chairwoman, International Health Forum,  
Diplomatic Council, Germany*

*Dr. Fawzi Al-Hammouri*

*Chairman, Private Hospitals Association  
(PHA), Jordan*

*Prof. Dr. med. Dirk Arnold*

*Director, Clinic Internistische Onkologie, Klinik  
für Tumorbiologie GmbH & Co. KG, Germany*

12.00 h **Networking Lunch**

13.00 h **Session 3**

*Medical Technologies and Healthcare Develop-  
ments in Post Revolution Environments*

*Moderator: Dr. Tobias Weiler*

*CEO, Spectaris - German Hightech Industry  
Association*

*Maurice Faber*

*Vice President Healthcare Sector,  
Siemens LLC, Dubai, UAE*

*Karl Heinz Burghardt*

*President Eastern Europe, Middle East, Africa  
(EEMEA), Otto Bock, Germany*

*Dr. Farid Mobayed*

*Managing Director, Al Mazroui Medical Group,  
Dubai, UAE*

*Mehmet Bilginsoy*

*Managing Director Turkey & Middle East,  
CompuGroup Medical CEE GmbH, Germany*

*Christoph Ehlers, LL.M.*

*Member of the Board, Centogene, Germany*

*Dr. med. Cornelius Oepen*

*Senior Business Developer, GIZ International  
Services, Germany*

14.30 h **Plenary Session**

Keynote:

*H. E. Daniel Bahr*

*German Federal Minister of Health*

*Development and Perspectives of Healthcare  
in the Arab World:*

*What can German Institutions and Enterprises  
offer?*

*Prof. Dr. Erich R. Reinhardt*

*Chairman, Medical Valley, Europäische Metro-  
polregion Nürnberg e.V. Germany*

*Prof. Dr. Detlev Ganten, MD, PhD*

*President, World Health Summit  
Charité Berlin, Chairman of the Board, Charité  
Foundation, Germany*

*Dr. Joe Weingarten*

*Director General of the Department Innovati-  
on, Medium-Sized Businesses, Telecommunica-  
tions, Ministry for Economic Affairs, Climate  
Protection, Energy and Regional Planning of  
the German State Rhineland-Palatinate*

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