

# 10th Arab-German *Health* Forum

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March 22 - 23, 2017

Berlin, Germany

## Program

Organized by:



In cooperation with:



# THE ARAB-GERMAN HEALTH FORUM: PROGRAM

Wednesday, March 22nd, 2017

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13.00 h Registration and Networking Lunch

14.00 h Opening Ceremony

*Welcoming*

*Abdulaziz Al Mikhlafi*

*Secretary General of the Ghorfa Arab-German Chamber of  
Commerce & Industry, Germany*

*Burkhard Kieker*

*Chief Executive Officer, visitBerlin, Germany*

*Speakers*

*Boris Velter*

*State Secretary, Senate Administration for Health, Care and  
Equality, Germany*

*H.E. Ebrahim Mahmood A. Abdulla*

*Ambassador of the Kingdom of Bahrain / Dean of the Arab  
Diplomatic Corps, Germany*

*H.E. Nael Al Kabariti*

*President of the Union of Arab Chambers and Chairman of the  
Chamber of Commerce, Jordan*

*Mechthild Rawert*

*Member of German Parliament, Rapporteur Care, Germany*

*Dr. Amr Abdelhady Sharaf*

*Secretary General of the Higher Committee of Medical  
Specialities, Ministry of Health, Egypt*

15.00 h Session 1

*Medical Tourism:*

*Travels for High-Class Treatment and Care*

*Moderation*

*Doreen Chung*

*Project Manager Market Management / Health Tourism, visitBerlin,  
Germany*

*Speakers*

*Olaf Seiche / Dr. Andreas Schmitt*

*Manager Business Unit Sector of TÜV Rheinland / Director of Vivantes  
International Medicine, Vivantes Hospital Group, Germany  
“Service Quality and Certifications in Medical Tourism”*

*Anna Kinghorne*

*Head of International Office, Unfallkrankenhaus Berlin (ukb), Germany  
“Unfallkrankenhaus Berlin – Hospital of Medical Excellency”*

*Prof. Dr. Karsten Dreinhofer*

*Medical Director, Medical Park Berlin Humboldtmühle, Germany  
“Rehabilitation - A Call for Action”*

*Burkhard Kieker*

*Chief Executive Officer, visitBerlin, Germany*

16.30 h Networking Break

# THE ARAB-GERMAN HEALTH FORUM: PROGRAM

Thursday, March 23rd, 2017

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- 17.00 h **Session 2**  
*Healthcare Solutions for Medical Centers:  
Construction, Education and Management*
- Moderation**  
**Nizar Maarouf**  
*Vice Director of Vivantes International Medicine, Vivantes  
Hospital Group, Germany*
- Speakers**  
**Dr. Michael Ruf**  
*Spine Surgeon, Head of Department, SRH Klinikum  
Karlsbad-Langensteinbach GmbH, Germany*  
*“High Class Care Depends on High Specialization”*
- Dr. Reinhard Wichels**  
*General Manager, WMC Healthcare GmbH, Germany*
- Dr. Saad Baradiy**  
*Consulting Engineer, Iproplan Planungsgesellschaft mbH,  
Germany*  
*“Green Hospital – Development of Sustainable and  
Energy-Efficient Hospitals”*
- Thomas Willemeit**  
*CEO, GRAFT GmbH, Germany*  
*“From Hospital to Hospitality: Perception Based  
Architecture for Contemporary Health Care Design”*
- 19.30 h **Gala Dinner**  
**Speaker**  
**H.E. Dr. Peter Ramsauer**  
*Federal Minister ret., President of the Ghorfa Arab-  
German Chamber of Commerce & Industry, Germany*

- 09.00 h **Session 3**  
*Healthcare in the GCC Countries:  
Development and Business Opportunities*
- Moderation**  
**Dr. Gabi Kratochwil**  
*Managing Director, CrossCultures, Germany*
- Speakers**  
**Prof. Dr. Carsten Tschoepe**  
*Vice Director of the Department Cardiology and Pulmonology,  
Charité, Germany*  
*“The ‘Charite-Cardiac-Biopsy Cardiomyopathy Program’: A  
Network Program to Diagnose and Treat Patients with Severe Heart  
Failure”*
- Matthias Kasprowicz**  
*Managing Director, TROX Middle East, UAE*  
*“Health cAIR – The Healing Effect of Efficient Ventilation”*
- Dr. Naifah Hamoudah Al Shalan**  
*Healthcare Counselor, Embassy of the Kingdom of Saudi Arabia,  
Germany*  
*“Saudi Arabia Healthcare Potential Development Opportunities”*
- George Annish**  
*Managing Director, Al Danah Medical Company W.L.L., Qatar*  
*“Qatar Healthcare Sector”*
- 10.30 h **Networking Break**

# THE ARAB-GERMAN HEALTH FORUM: PROGRAM

11.00 h **Session 4**

*Pharma Industry*

*Moderation*

*Wolf Schwippert*

*Attorney at Law, Schwippert Law Office, Germany*

*Keynote: Focus on Infections (hosted by Pfizer Deutschland GmbH)*

*Prof. Tomas Jelinek*

*Medical Director BCRT – Berlin Centre for Travel & Tropical Medicine / Scientific Director CRM – Centre for Travel Medicine Düsseldorf, Germany*

*“Arab-German Partnerships – Which Vaccinations are Needed or Recommended on Your Travel?”*

*Speakers*

*Rasha Oudeh*

*CEO, Cedem AG, Switzerland*

*“Jordanian Trend in Pharmaceutical Industry: Potential Impact on Future Innovation”*

*Wolf Schwippert*

*Attorney at Law, Schwippert Law Office, Germany*  
*“Pharmaceutical Industries as Target for FDI”*

12.30 h **Networking Lunch**

13.30 h **Session 5**

*Medical Technology and IT:  
Innovations and State-of-the-Art Projects*

*Moderation*

*Jad Ayoub*

*Business Director Middle East & Africa, Bioscientia GmbH, Lebanon*

*Keynote*

*Dr. Andreas Bluethner*

*Director Food-Fortification & Partnerships, BASF SE, Germany*  
*“Food-Fortification – Prevention of Economic and Health Damage from Nutritional Deficiencies”*

*Speakers*

*Dr. Markus Kraemer*

*Country Manager Iraq and Jordan, Siemens Healthineers, Germany*  
*“Innovative Medical Equipment in Times of Budget Restraints – Approaches to Financing and Business Models”*

*Prof. Joerg Mueller*

*Director for Department of Neurology and Neurorehabilitation (Vivantes Spandau), Vivantes Hospital Group, Germany*  
*“Next Generation Robotics for Individualized high-end Patient Therapy”*

*Volker Eckert*

*Business Manager Export, Philips GmbH Market DACH, Germany*  
*“An exemplary State-of-the-Art Project driven by Innovation in Medical IT”*

15.00 h **Networking Break**

# THE ARAB-GERMAN HEALTH FORUM: PROGRAM

15.30 h **Session 6**  
*Challenges in the Healthcare Sector in the Arab World:  
Support and Solution Approaches through German Expertise*

**Moderation**

*Prof. Dr. Dr. h.c. Fried Oelschlegel*  
*Chairman, GERMED Ltd., Germany*

**Speakers**

*Prof. Dr. Dr. h.c. Fried Oelschlegel*  
*Chairman, GERMED Ltd., Germany*  
*“The Mountains Lie Behind Us - In Front of Us Lie the Far More  
Challenging Efforts of the Plain”*

**Dr. Gamal Saied**

*Professor of Surgery, Faculty of Medicine, Cairo University, Egypt*  
*“Innovative Successful Nationwide Health Program for  
Eradication of (Virus-C) Hepatitis in Egypt”*

**Dr. Anwar Obeidat**

*Chief Executive Officer, Madina International Trading Ltd., Jordan*  
*“Health Care Challenges in the MENA Region”*

**Dr. Juergen Blume**

*General Manager, Gecko Consulting GmbH, Germany*  
*“Patients` Tourism and Medical Centers in Libya and Tunisia”*

17.00 h **Closing Remarks**  
*Perspectives of Arab-German Cooperation in the Healthcare  
Sector*

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