



Healthcare Guide

2017

Partnerships and Perspectives of
Arab-German Cooperation



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Preface

The fourth 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 manual is part of the series of sector specific publications issued by the Ghorfa Arab-German Chamber of Commerce and Industry, such as the “Arab-German Yearbook”, the “Energy Guide” and the “Education Guide”. We hope that this publication further strengthens Arab-German business relations in healthcare.

The healthcare sector is one of the fastest growing fields of Arab-German business cooperation. With the high population growth, increasing life expectancy and higher income, the demand for high quality health services is increasing. Germany is Europe’s leading business location for medical technology and a major hub for medical treatment and pharmaceuticals, as well as a prime location for medical tourism. The country’s healthcare spending amounted to EUR 328 billion in 2015, which signifies a large commitment to investment and innovation in this sector. Arab business partners can rely on the expertise of German companies and healthcare institutions in implementing healthcare projects in both Germany and the Arab world. Many Arab countries have announced ambitious plans to build new hospitals and medical centers, as well as to expand their existing facilities. This creates enormous opportunities for cooperation between Arab and German companies and institutions. The increasing attention for cooperation is also reflected by the success of the German-Arab Health Forum, which is organized by the Ghorfa for the 10th time this year.

First and foremost, healthcare is the key to a healthy and lively society. Furthermore, investments in the healthcare sector positively affect other areas, such as construction through planning and building of 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. Therefore, healthcare integrates a lot of disciplines and branches that are important for Arab-German business relations. The projects that we present in this edition are proof of true Arab-German cooperation and understanding.

We would like to express our gratitude to the companies and institutions for their input during the preparation of this publication. Their efforts and projects are of mutual benefit for Arab countries as well as for Germany. We also thank Ms. Tatjana Arnold, Marketing and Business Officer at Ghorfa, for her commitment and dedication to the publication. We would also like to express our thanks to Mr. Fahdl Al-Romaima, graphic designer at Ghorfa, as well as to Ms. Traudl Kupfer for her work and effort to realize this book project.

With those helpful insights into the Arab-German healthcare business we wish you and your company the best of success in Arab-German business endeavors between Germany and the Arab world.



Dr. Peter Ramsauer



Abdulaziz Al-Mikhlaflafi

Dr. Peter Ramsauer
President
Federal Minister ret.

Abdulaziz Al-Mikhlaflafi
Secretary General



Managing Healthcare Facilities

Investment Opportunities in Post-acute Care Services in the Middle East

GerMed Ltd.

Also in Arab countries the population grows older on the average. This demographic change requires greater effort in healthcare over the next decades. SALAM Medical tries to meet the challenge of an aging population.

The market for post-acute care

The time span for national infrastructure projects in healthcare in Arab countries has been very short, and the results that are mostly not older than 80 years are very impressive and encouraging for the future. In all Arab countries, we witness an annual population growth bigger than 2,5 %, an increasing life expectancy (on average more than 74 years) and hence, an increasing importance of specialized geriatric/elderly care.

This also reveals the historically structural weakness of the healthcare systems in this region—the lack of facilities for prevention, health promotion and family oriented health education (pre-acute care) but also for the health services of citizens who do not need hospital care but care (post-acute services). Serious assumptions expect that up to 3.8 to 4.2 % of the total population in Middle East has a need for care

as home healthcare, day care, assisted living, long-term care & rehabilitation, elderly care & hospice care.

The MoH of Saudi Arabia has assumed that in 2015 approximately 37,500 citizens “blocked” urgent needed beds in Acute Hospitals because they could not be referred to specialized facilities after a possible release from the hospitals when the acute treatment had been finalized. These are in particular geriatric patients, patients with dementia diseases and patients in need of respiratory care.

The governmental efforts

Many efforts for developing and setting up integrated healthcare systems in the region have to be considered in order to bundle Preventive care — Acute care and Post-acute care —in a unified system with family doctors who guide through the process. One by one the GCC countries develop and imple-

Demographic Projections KSA

Years	2015	2030	2060
Population, total (in mio.)	29.93	37.37	46.13
Population growth rate (in %)	1.835	1.218	0.314
Life expectancy (in years)	74.73	77.93	82.79
Life expectancy male (in years)	73.66	76.64	81.21
Life expectancy female (in years)	76.08	79.46	84.46
Population age > 65 (in %)	0.899	2.788	9.027

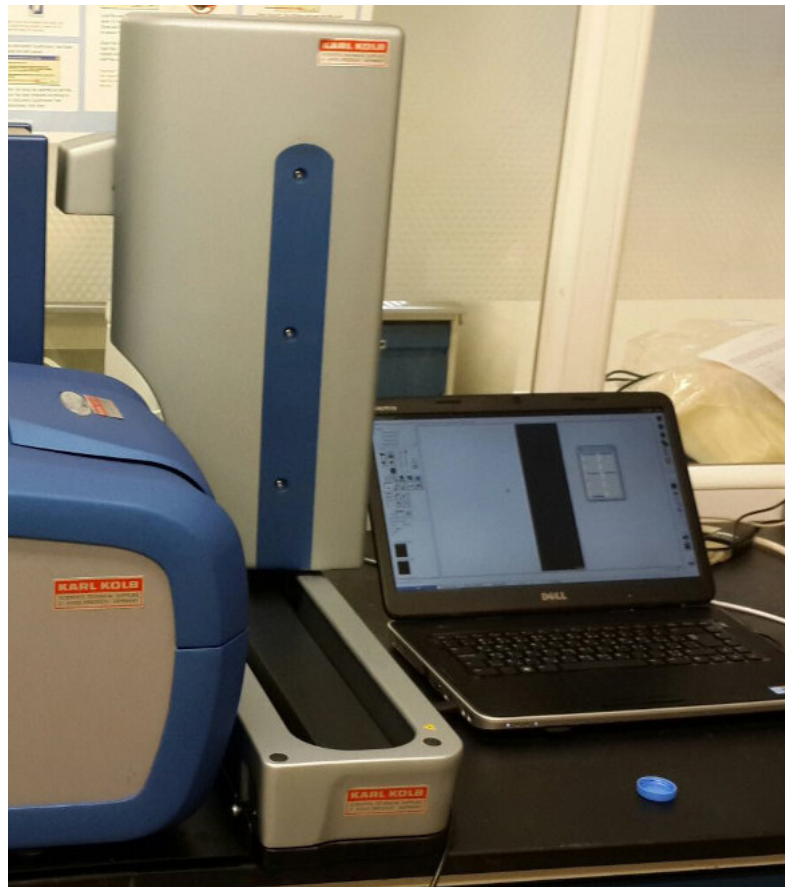
The total population growth between 2015 and 2060 will be 54 %; The population over 65 years will increase nearly tenfold and will remain the fastest growing population group of the Kingdom



Medical Technology



Liquid chromatography coupled tandem mass spectrometry system, manufactured by Sciex. © Karl Kolb



Measuring expression levels of large numbers of genes simultaneously with the DNA microarray system, manufactured by Molecular Devices. © Karl Kolb

New Laboratory and Medical Technology in Iraq

Karl Kolb GmbH & Co. KG

Within the past four years, Karl Kolb GmbH & Co. KG (further referred to as Karl Kolb) has been furnishing medical colleges of different universities within Iraq with state-of-the-art scientific instruments, and has set a milestone in the modernization of the Iraqi higher educational sector.

Karl Kolb with its 60 employees worldwide, has been active in the Middle Eastern and the North African region for almost 70 years. Its main focus in Iraq has been its contribution to an efficient education of Iraqi students and a high-end infrastructure of the medical sector in Iraq.

For this reason, the company has set its targets in equipping universities all over Iraq in the medical, pharmaceutical, dental and nursing field. The product range varies

from basic laboratory equipment up to high-end electronic microscopes.

Karl Kolb engineers and application specialists have not only installed the supplied devices but also trained the end users in appropriate use of this equipment. After-sales support will continue on a regular basis in order to ensure fast troubleshooting in application issues and maintenance requirements.

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ClinicAll: Clinic Infotainment Systems from Neuss, North Rhine-Westfalia

ClinicAll

Patients want to be well taken care of: not only concerning their medical care but also when it comes to using state-of-the-art information and entertainment services during their hospital stay. Since 2008, ClinicAll has been dedicated to the development and implementation of infotainment solutions that answer the needs of the future—for both patients and clinics. TV, Internet and phone are integrated in one sophisticated terminal directly at the patient's bedside. The terminals also allow access to the hospital information system, thus enabling doctors and staff to see, share and manage all patient data.

Digitalization of hospitals

In 2012, the launch of a strategic cooperation with Microsoft was announced for the joint development of healthcare sector software solutions based on Windows 8. Our hardware is produced according to exclusive specifications. This close collaboration with strong and reliable partners is a

guarantee for the performance and successful future of our bedside terminals.

At the end of 2015, an improved version 2.0 of the infotainment system software was introduced, sporting some important upgrades to further enhance the user experience and broaden the range of possible applications. A central

on the Arab market, namely, a very promising contract with one of the largest and most dynamically growing hospital groups in the Middle East, in the Kingdom of Saudi Arabia. During the course of 2016, a special custom-made software solution was developed that is now “ready for use”. With over 200 beds, the hospital belongs to one of the country’s largest private hospital chains. There are plans to install a further 4,500 beds within the Arab world in the near future.

The innovative software is used by the latest version of ClinicAll bedside terminals that are provided at every hospital bed, and is equipped with both English and Arabic language functions.

In addition to a direct connection with the modern media world, including TV and multimedia, the software gives patients the possibility to use all modern communications options like Skype or social media from Facebook through Twitter to Instagram, as well as providing direct online access via Internet Explorer. Patients can also enjoy a huge variety of services, like e-services and complete room automation ranging from climate through light to bed control. Menu selection is also possible via the terminal.

With the virtual tour, patients can inform themselves about all hospital services. Thanks to the integrated baby camera, happy parents can also watch their newborns happily kicking and sleeping in real-time. The successful realization of clinic infotainment systems that incorporate all these functions clearly shows that the digitalization of hospitals is a reality nowadays; it is no longer just a future vision.

Saudi Arabia: 117 new hospitals and 750 healthcare centers from 2010 to 2014

With ambitious development plans, Saudi Arabia pursues its economic goals, not only in the healthcare industry. In 2010, the country had 410 hospitals and close to 2,100 healthcare centers. Against this backdrop, we clearly see how ambitious the “Ninth Development Plan” is that was set up over a five-year period until 2014. One specific target is to actively promote the rather underdeveloped network of the private sector.

The main focus of the development plans is on the rising population, but also on the growing elderly population that will lead to increasing demand for state-of-the-art health

The digital revolution for patient comfort

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Education



© German Jordanian University

Health Related to Pneumococcal Carriage among the Pediatric Population of Jordan

German Jordanian University

One of the most important developmental challenges identified in Jordan is the poor quality of primary healthcare services. The constraints to Jordan's future development include large family sizes, lack of sufficient high quality maternal and child healthcare services, a significant unmet demand for high quality maternal and child health services, and a significant increase in the prevalence of chronic diseases such as diabetes, hypertension, obesity and the increase of infectious diseases with the related bacterial agents which shows high resistance to many antibiotics. The described research was conducted by the German Jordanian University, together with the assistance of the National Reference Center for Streptococcus in Aachen/Germany.

In Jordan, 49% of the total population are children below 19 years of age. Pneumonia, a lung infection caused by many types of organisms, caused death of one third of pneumonia cases before the discovery of antibiotics. Streptococcus pneumoniae, an infectious agent causing meningitis, pneumonia, and bacteremia especially in young children

and mainly in low income countries where pneumococcal conjugate vaccines (PCVs) are still underused. In countries where PCVs have been introduced, much of their efficacy has resulted from their impact on nasopharyngeal (NP) carriage in vaccinated children, so that understanding the epidemiology of carriage for *S. pneumoniae* and other



Heidelberg University Hospital

Heidelberg University Hospital

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Heidelberg University Hospital with more than 45 specialized clinical departments is one of the leading medical centers in Europe. Our patients have high expectations, which our world-renowned professors, distinguished physicians and committed nursing staff strive to fulfill in their daily work. True to our mission statement “Scientific Excellence for Your Health” intensive research activities make it possible to implement latest research results in our treatment standards.

Heidelberg University Hospital Facts & Figures (2015):

- » 1,100,000 outpatient visits
- » 66,000 inpatient cases
- » 56,000 partial inpatient days
- » 45 medical departments
- » 11 medical institutes
- » 10,300 employees including 1.500 professors and doctors
- » 1,900 beds for inpatients and daycare (planned)
- » 3,600 medical students
- » 400 students earned their medical degree

Outstanding areas of expertise are:

- » oncology, for example: chemotherapy, surgical treatment, all currently available high precision radiation therapy methods, stem cell transplantation
- » cardiovascular diseases
- » neurological diseases
- » metabolic diseases and hormonal disorders
- » orthopedic diseases
- » transplantation
- » pregnancy and gynecological diseases
- » childhood diseases

Effective diagnosis and treatment are guaranteed by:

- » highly qualified and experienced personnel, including many internationally renowned professors
- » interdisciplinary cooperation between specialists from different medical divisions
- » rapid implementation of knowledge gained from research
- » treatments based on current international standards (standard operating procedures) and ongoing quality assurance measures

Campus Of Heidelberg University Hospital with the National Center for Tumor Diseases © Heidelberg University Hospital





Medical Tourism



Healthcare Hamburg – Excellent Treatments of Complex Medical Conditions for Arab Patients

Healthcare Hamburg

Hamburg has a long-lasting tradition in excellent medical treatments with a high degree of specialization. Being the economic metropolis of the north of Germany, tight relationships have been existing over a long period of time.

Hamburg's more than 50 hospitals boast over 12,000 beds and 30,000 medical professionals dedicated to caring for their patients. The services offered by the city's hospitals and around 5,000 doctors in practice encompass every conceivable medical problem—from diagnosis and treatment to therapy and rehabilitation. Patients in Hamburg can therefore rely on receiving expert and highly devoted medical care in accordance with the relevant guidelines at all times.

Leading medical metropolis

Hamburg is acknowledged as being one of Europe's leading medical metropolises, in part due to the city's more than 50 hospitals, which offer international top-class medicine, and in part due to its extremely vibrant healthcare industry. Between 2010 and 2013, the number of healthcare companies, including global players such as Beiersdorf, Olympus Medical Systems and Philips Healthcare, in Hamburg grew



View from the Victory Column towards the German Parliament, Berlin TV Tower and Brandenburg Gate. © VisitBerlin

Berlin Health Excellence: Expertise and Cutting-Edge Medicine in the Service of the Patient

visitBerlin

About 17,000 to 21,000 international patients are travelling to Berlin annually in order to undergo medical treatment. The capital of Germany with its green character, several parks and leisure facilities offers many ways to support the patients' recovery and provides one of the most developed healthcare infrastructures.

Most Berlin hospitals run international offices where multilingual case managers are taking individual care of all patient matters, including the first inquiry, the course of the inpatient stay up to discharge and follow-ups in the home country. Patients from abroad can often stay at comfort wards with a higher level of convenience and can make use of language support if needed.

Why numbers count

Berlin offers a unique and wide range of medical services in the fields of prevention, diagnostics and treatment. Catering to the needs of its 3.5 million inhabitants, the hospitals

feature a high number of patient cases being taken care of. In 2015, about 825,000 patients had been admitted as inpatients with most of them in the fields of cardiology, trauma surgery and gastroenterology. High numbers of treatments allow a high level of specialization and the possibility to provide and apply several methods of cutting-edge medicine not easily found in other parts of Germany or Europe.

More than 90 hospitals with about 22,000 beds and with 9,900 doctors on duty, respectively an additional number of 9,200 doctors performing outpatient care make Berlin one of the cities with the highest numbers of doctors in Germany. International patients can thus find medical specialists for every disease.

The service quality management standard of the German Technical Inspection Association TÜV Rheinland and of the University Bonn-Rhein-Sieg for the medical tourism industry

Practical example: VIVANTES International Office

Experts of the University Bonn-Rhein-Sieg have defined the first service quality management standard for the treatment of international patients in cooperation with the TÜV (Technical Inspection Association) Rheinland. This standard enables an evaluation regarding the international departments of hospitals with respect to their services for medical tourists. The Vivantes Hospital Group is the first German hospital network whose international office is being awarded the TÜV Rheinland certificate.

More than 255,000 international patients are annually undergoing treatment at German hospitals and doctor's surgeries due to their excellent medical care from acute cases up to rehabilitation. Also the respective outstanding international reputation of German healthcare facilities, the holistic therapy offers according to the latest scientific findings, the broad availability of modern medical tech-

nologies, the comparably inexpensive medical treatments against the background of short waiting periods and the particular service offers for international patients are quite attractive. Notably the non-medical services contribute to a smooth course of treatment and thus to the satisfaction of the patients during their medical tourism stay in Germany.

© Monique Wüstenhagen | Vivantes Netzwerk für Gesundheit GmbH





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Employees: 10

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 Phone +49 (0)30 201 44 610 | info@paulig-augenklinik.de |
 www: paulig-eye-clinic.de

PAULIG EYE CLINIC / Keratoconus Center / Beauty Lounge

Please let us introduce ourselves:

Paulig Eye Clinic is a worldwide known Center of Excellence with more than 20 years history in Ophthalmology. We perform more than 3000 cataract surgeries, intravitreal surgeries, Crosslinkings and refractive surgeries per year.

We also offer state of the art diagnostics and non-surgical treatments. We work with the latest diagnostics to search for glaucoma, early stage diabetes, as well as thrombosis. Using state-of-the-art therapy and prevention programmes, we achieve great results in numerous ophthalmic diseases.

Our scientific work has been presented at international congresses such as World Congress Tokyo, Abu Dhabi, Mexico... As the inventor of Binovision I developed a surgical treatment for vision without glasses at every age group and even for patients with high refractive errors (for example -25 diopters), which was not possible in the past.

For our international patients we do offer an exclusive VIP service with private airport transfer and special opening times in our luxury clinic.

5 years ago we started our BeautyLounge and micro nutrition development center. Our BeautyLounge offers non-surgical rejuvenating treatments (Thermage, Venus Freeze,

Technoshape) and cosmetic therapies like Margy's Monte Carlo or Nescens Geneve.

Our micro nutritions have 2 branches, health and beauty for various treatments. Both of them are under review by the Dubai Municipality Department. Soon they will be admitted in UAE as well. We are in contact with the SPA Director of Burj Al Arab for an exclusive premium partnership.

Due to the fact, that the number of our Arabian and Asian patients are increasing every year, we plan to open up our first office in Dubai soon.



Dr. med Sylvia Paulig
 Director

PAULIG EYE CLINIC

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“The demand for healthcare services is driven by a rapidly growing population, ageing society coupled with rising income, higher healthcare demands and growing urbanization. Furthermore, lifestyle diseases such as obesity, diabetes, hypertension, cancer, and cardiovascular diseases are on the rise.”

Katrin Pasvantis, GTAI



Special Topics



Contact: Julia Jerger, Finance & Training Manager B. Braun Medical Gulf

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Clean Hands Save Lives – Apply for the Hand Hygiene Excellence Award in the Middle East and North African Region

Now the Middle East and North Africa MENA region is joining a global movement and your hospital can be part of it. Prove your excellence in successfully reducing Health-care Associated Infection (HAI) rates by sustainably adopting the WHO Multimodal Hand Hygiene Implementation Strategy and apply for the honorable Hand Hygiene Excellence Award (HHEA) in the MENA region.

The HHEA was initiated in 2009 in Asia-Pacific as a natural consequence of the WHO Clean Care is Safer Care Programme to heighten awareness of the need to combat HAIs and increase patient safety. Later on, the Award was successfully introduced in Europe (2012) and in Latin America (2014).

The HHEA identifies honors and celebrates those hospitals and health care workers who have contributed to improve

patient safety through their excellence, enthusiasm and innovatory methods.

To apply, the hospitals register at www.hhea.info and then receive a submission form to be completed. The submission form is mainly based on the WHO Hand Hygiene Self-Assessment Framework (<http://www.who.int/gpsc/5may/tools/en/>) with additional questions to verify a sustained hand hygiene improvement campaign.

A unique process has been developed for the awards. The chairman Prof. Didier Pittet (director, infection control programme and WHO Collaborating Centre on Patient Safety, Lead Adviser, Clean Care is Safer Care programme, University of Geneva Hospitals & Faculty of Medicine and WHO, Geneva) as well as an international panel of leading infection control experts are evaluating the candidatures and assess the finalists during a visit in their hospital in order to elect the winning hospitals. The winners will be invited to a regional infection control congress to get honored in a winning ceremony and to present their success story. Then they become role models in their region inspiring and teaching other hospitals who want to follow.

The award is endorsed by the Aesculap Academy and supported by B. Braun, one of the world's leading manufacturers of medical devices and pharmaceutical products. The essence of the HHEA matches perfectly with the B. Braun core value, sharing expertise to protect and improve people's health.

Apply for the MENA Hand Hygiene Excellence Award until May 5th, 2018 and show how you improve patient safety by reducing HAI with excellent hand hygiene programmes. Learn more on www.hhea.info

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Head of Company: Dr. Joachim Kreuzburg,
CEO and Executive Board Chairman
Year of Foundation: 1870
Business activities: International pharmaceutical and laboratory
equipment provider

Contact: Kenan Görgülü,
Director of Cross-Divisional Sales EEMEA
Employees: 6,900
Annual Turnover: 1.3 billion euros
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Sartorius: Specialist for the Biopharmaceutical Industry and Laboratories

The Sartorius Group is a pharmaceutical and laboratory equipment supplier with two divisions:

The **Bioprocess Solutions** Division is a leading international provider of integrated solutions for the biopharmaceutical industry. The product portfolio covers virtually all steps in biopharmaceutical production processes, from media for cell cultivation to bioreactors in various sizes for cell propagation, filters for purifying cell material, and systems for the storage and transport of intermediate and finished products. The division also offers an extensive range of services to support the customers in complying with stringent regulatory process requirements, including installation, maintenance and repair as well as validation and consulting activities and contract testing.

The **Sartorius Lab Products & Services** Division is a broad-based premium supplier of laboratory instruments, consumables and services. Their customers are from

research and quality assurance laboratories of the pharmaceutical, chemical and food industries as well as from the academic sector. The product portfolio focuses on laboratory instruments, such as balances, lab water systems, and a wide array of consumables that include laboratory filters, pipette tips, and microbiological tests.



Kenan Görgülü
*Director of Cross-Divisional
Sales EEMEA*



Sartorius is a premium supplier of high-quality laboratory instruments, consumables and services. © Sartorius AG



Sartorius helps customers of the biopharmaceutical industry to manufacture medications and vaccines safely and efficiently. © Sartorius AG



© Silvia Tormo, Source: pixabay



Various pills © MorgueFile

A Challenging Year for the Healthcare Sector in GCC Countries

Germany Trade and Invest

Despite low oil prices, the healthcare sector in the Gulf Cooperation Council (GCC) continues to grow. However, the growth is considerably slower than in the years of high oil revenues.

Even though the healthcare sector is usually less severely affected by saving measures than other sectors, many projects are currently examined carefully to cut costs if possible. Most projects, which are under execution stage, are still being carried out, sometimes with an adjusted budget. On the other hand, the implementation of some hospital projects in the planning stage are being delayed, and less new projects are being awarded. Moreover, the United Arab Emirates (UAE), for example, have taken measures to limit escalating costs of government-funded treatment of its nationals. We can expect that the slow growth of the GCC healthcare markets will continue until there is a significant rise in oil prices.

According to the estimate of the World Health Organization (WHO), the market volume of the healthcare sector of the GCC amounted to about USD 41.6 billion in 2013, with a projected increase to USD 69.4 billion until 2018. Given the current market condition, these expectations appear to be too optimistic. On the long-run, however, the healthcare sector can still expect high growth rates.

The demand for healthcare services is driven by rapidly growing population, ageing society coupled with rising income, higher healthcare demands and growing urbanization. Furthermore, lifestyle diseases such as obesity, diabe-



Contact: Ms. Antje Brekenkamp, International Marketing and Business Development Manager

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Protina Pharmazeutische GmbH
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Annual turnover: €44 million

Employees: 150

Production facilities: GMP-certified production site in Ismaning (Munich), Germany

Products: Magnesium Diasporal®, Basica® and Garmastan®.

We are experts in developing and producing high-quality granules and processing organic mineral compounds (citrate in particular). Our products are manufactured exclusively in Germany in compliance with strict production guidelines and continuous quality control.

PROTINA: Pioneer and expert in mineral preparations

Protina is an independent, medium-sized family business which celebrates its 75th anniversary in 2017. The German headquarters and GMP-certified production site are located in Ismaning, near Munich. A total of 150 people are employed there. Protina focuses on developing and producing high-quality mineral preparations which are marketed as drug and nutritional supplements. The Basica® and Magnesium Diasporal® product ranges rank among the leading OTC brands in German pharmacies. Protina is strongly committed to both national and international markets.

Managing director Tiedemann describes the strategy of the German company: "Having reached high levels of activity and a great reputation in our domestic market, we are very well prepared for further global expansion."

Quality assurance, © Protina



Ms. Monika Tiedemann
Managing Director Protina

Using local distributors, the company has successfully extended its business into 17 European countries, Turkey, Mexico and Australia. Today, Protina generates one third of its annual turnover outside of its home market and aims to expand further.

Protina's primary focus is always on its customers. Products are regularly modified and improved to meet customer demands and comply with the latest scientific standards.

Global business is our passion: We combine outstanding market knowledge and our partners' existing distribution channels with tailored marketing strategies. Furthermore, Protina's highly qualified employees provide support in all regulatory and scientific matters.

"Our partners can rest assured that we manage our core competences in product development, production and distribution in-house. It is very important to us that our partnerships are long-term and based on trust, honesty and sincerity" states Tiedemann.

In collaboration with our partners we have already reached leading market positions in a number of countries. We are looking forward to expanding into the Middle East very soon.

Ghorfa

BUILDING BRIDGES
BETWEEN GERMANY
AND THE ARAB WORLD



Ghorfa Arab-German Chamber of Commerce and Industry

About us

The Ghorfa Arab-German Chamber of Commerce and Industry is the competence center 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 topclass network.

Our network

The Ghorfa operates under the umbrella of the Union of Arab Chambers for Arab Countries and represents 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.



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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 document 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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CONTRIBUTING COMPANIES AND INSTITUTIONS

B. Braun Medical Gulf is a regional service hub which provides consulting, training and service for a broad range of medical products. This service portfolio is complemented by the offered educational trainings and workshops of the Aesculap Academy Dubai.

Project: Clean Hands Save Lives – Apply for the Hand Hygiene Excellence Award in the Middle East and North African Region

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B. Braun Medical Gulf FZ-LLC
Licence No. 92235 | PO Box 485001,
Laboratory Complex | Offices 202, 204 and 205
Dubai Science Park | Dubai/UAE

GERMED is offering consulting and management services in healthcare, in particular by supporting German and foreign investors and operators in performing feasibility- & viability studies, due diligences, private placements, M&A projects, PPP models and joint ventures in the private & governmental healthcare sector in MENA countries, Europe and the Far East; with the main focus on the Middle East and Africa.

Project: Investment Opportunities in Post-Acute Care Services in Middle East

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Since 2008, ClinicAll has been dedicated to the development and implementation of infotainment solutions that answer the needs of the future – for both patients and clinics. TV, Internet and phone are integrated in one sophisticated terminal directly at the patient's bedside. The terminals also allow access to the hospital information system, thus enabling doctors and staff to see, share and manage all patient data.

Project: ClinicAll: Clinic Infotainment Systems - Digitalization of hospitals

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“The German-Jordanian University (GJU) is a public university located in Mushaqaq. The University is intended to serve as a unique university of applied training, experiential learning, and professional excellence, oriented towards market and industry needs. It is thereby expected to have a remarkable impact on Jordan and the region as a whole, by capitalizing on the best practices and expertise in higher education in both Germany and Jordan.”

Project: Health Related to Pneumococcal Carriage among Pediatric Population of Jordan

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Germany Trade & Invest (GTAI) is the economic development agency of the Federal Republic of Germany. With more than 50 offices in Germany and abroad as well as its network of partners throughout the world, GTAI supports German companies setting up in foreign markets, promotes Germany as a business location and assists foreign companies setting up in Germany.

Project: A Challenging Year for the Healthcare Sector in GCC Countries

Contact: Request Team

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Hamburg Healthcare

Hamburg Tourist Board promotes and strengthens the diversity, recognition and success of Hamburg's tourism offering - internationally and nationally. The services presented by Hamburg Tourist Board are aimed at international and German visitors, and further to service providers and organisers as well as to institutions and associations in the tourism industry field and other industries, which cooperate with tourism. In recent years, Hamburg Tourist Board has intensified its activities to attract more guests from the Gulf countries, with a special focus on Medical Tourism.

Project: Healthcare Hamburg – Excellent Treatments of Complex Medical Conditions for Arab Patients

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www.healthcare-hamburg.com

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Heidelberg University Hospital

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Heidelberg University Hospital

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**Hochschule
Bonn-Rhein-Sieg**
University of Applied Sciences

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".

Bonn-Rhine-Sieg University of Applied Sciences

Project: Service Quality Management Standard for Medical Tourism

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Project: New Laboratory and Medical Technology in Iraq

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Paulig Eye Clinic

The Berlin-based clinic offers a full range of the ophthalmological diagnostic methods and surgical therapies. The diagnostic and therapeutic services are based on the highest standards and most recent scientific findings. The clinic also has close relations and connections with the best institutions worldwide.

Project: PAULIG EYE CLINIC/ Keratoconus Center / Beauty Lounge

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Protina Pharmazeutische GmbH

Protina is a medium-sized, family-owned company, specialised in the development and GMP-certified production of mineral supplements exclusively in Germany. With leading domestic OTC brands Basica® and Magnesium Diasporal®, its portfolio includes a range of drugs and food supplements. One third of annual turnover is generated from global operations, which the company continuously expands.

Project: Protina: Pioneer and expert in mineral preparations

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Sartorius AG

Sartorius is a leading international pharmaceutical and laboratory equipment provider with two divisions: Bioprocess Solutions and Lab Products & Services. Founded in 1870, the company earned sales revenue of more than 1.3 billion euros in 2016. More than 6,900 people work at the Group's approximately 50 manufacturing and sales sites, serving customers around the globe.

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TÜV Rheinland Cert GmbH

TÜV Rheinland is a global leader in independent inspection services, founded more than 140 years ago. The group maintains a worldwide presence with 19,600 employees; annual turnover is nearly EUR 1.9 billion. TÜV Rheinland inspects technical equipment, products and services and employs a global network of approved labs, testing and education centres.

Project: Service Quality Management Standard for Medical Tourism

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VisitBerlin

Project: Berlin Health Excellence: Expertise and Cutting-Edge Medicine in the Service of the Patient

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Berlin Partner für Wirtschaft und Technologie GmbH

Berlin Health Excellence is an initiative of Berlin's tourism agency visitBerlin and Berlin Partner for Business and Technology, assisting companies located in Berlin. The initiative is supported by the Berlin Senate Department for Economics, Energy and Public Enterprises. Its central aim is to enhance and promote the hospitals' activities in providing medical and non-medical services on the highest level and to the complete satisfaction of international patients.

Project: Berlin Health Excellence: Expertise and Cutting-Edge Medicine in the Service of the Patient

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Vivantes International Medicine / Vivantes GmbH

Vivantes Hospital Group is the largest state-owned healthcare group in Germany, located in the capital. It comprises nine hospitals in Berlin with approximately 100 medical departments, an outpatient rehabilitation center, 5,500 beds capacity, more than 1,500 medical specialists, around 15,000 staff members and revenue about 1,1 billion EUR. Five of our hospitals feature special comfort clinics with 215 beds, which offer the patients comfortable, hotel standard accommodation in addition to high end medical treatment by renowned specialists.

Project: Service Quality Management Standard for Medical Tourism

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Healthcare Guide 2017

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Patients in Hamburg also profit from an active healthcare industry: innovative medical technology and pharmaceutical companies work hand in hand with the city's hospitals to give patients access at all times to the very latest developments and equipment.



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