



# Healthcare Guide

2020

*Partnerships and Perspectives of  
Arab-German Cooperation*

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MMM Group has been operating worldwide as one of the leading system providers in the service of health since 1954. With a full portfolio of products and services pertaining to sterilisation and disinfection systems for hospitals, scientific institutes, laboratories, and the pharmaceutical industry, MMM has positioned itself as a crucial quality driver and innovator on the German and international markets.

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At our production plants in Stadlern (Bavaria) and Brno (Czech Republic), we manufacture products tailored to the needs of our customers around the globe. With both of these production sites, we ensure a high manufacturing depth and thus meet the extensive quality requirements of the medical technology industry.

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Our regional sales and service centres are proud to offer an ethos of customer focus and dedicated project management. Our customers can rely on us to find the very best solutions tailored to their individual needs – both reliably and quickly. Whether it involves installing new devices or bringing existing devices in line with current guidelines by installing MMM upgrades – we have the perfect solution for everyone.

## Our quality "Made in Germany" sets us apart

The high vertical range of manufacturing in our production plants ensures that we fulfil the strictest demands of quality for our customers. Our products "made in Germany" have garnered international recognition and meet the strict requirements of the medical technology sector.



# Healthcare Guide 2020

Partnerships and Perspectives of  
Arab-German Cooperation



HEIDELBERG  
UNIVERSITY  
HOSPITAL



# Science for Your Health

© Proton and Carbon Ion Therapy Center | Heidelberg Ion Therapy (HIT)

**Heidelberg University Hospital** is one of the leading medical centers in Europe. The highest standards of medical care are guaranteed by world-renowned professors and distinguished physicians, who are constantly developing new methods of diagnosis and treatment at the forefront of biomedical science for the benefit of all patients.

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# Preface

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

The Covid-19 pandemic is currently challenging entire healthcare sectors across the world. Efficient and modern health systems are essential to deal with such crises. In the Arab world, the expansion of the health sector and the corresponding investment in infrastructure has been driven forward for many years. The development of a post-Covid-19 strategy is necessary to maintain a strong economy and to overcome the pandemic and the resulting crisis.

Therefore, German know-how and the transfer of knowledge, experience and input of German companies and institutions in the region is absolutely in demand, especially now during the inventions of medicinal treatments against Covid-19. Successful partnerships in the health sector are a strong basis for jointly managing the current challenging situation and counteracting further pandemics.

The healthcare industry has a considerable economic significance for Germany, with more than 7.3 million employees and exports exceeding over EUR 126 billion, around 12 percent of its GDP, integrating multiple disciplines and branches that are important for Arab-German business relations. The increasing attention for cooperation is also reflected by the success of the Arab-German Health Forum, which is organised by the Ghorfa for the 13th time this year.

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

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



**Dr. Peter Ramsauer**

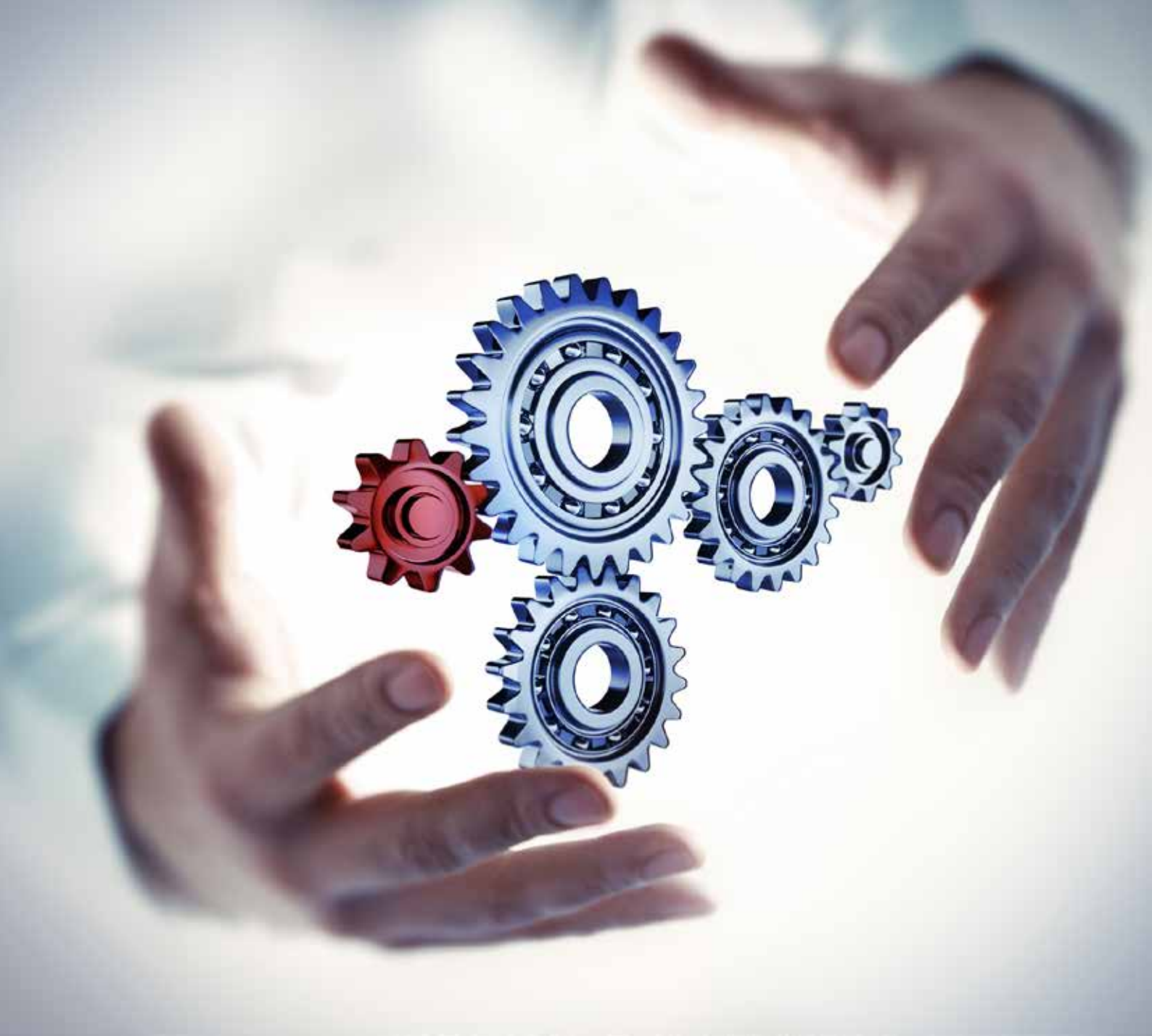


**Abdulaziz Al-Mikhlafi**

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

**Abdulaziz Al-Mikhlafi**  
*Secretary General*





## Medical Technology



# Shaping the Future of Healthcare

## Siemens Healthineers AG

Digitalisation in the healthcare sector has been identified as one of the industry's current key focus areas and to smartly manage large numbers of chronically ill patients is a major challenge to healthcare providers. Recently, the Ministry of Health in Saudi Arabia signed a memorandum of understanding with Siemens Healthineers to implement a pilot project providing tele-medicine for chronically ill patients with a heart condition.

Siemens Healthineers AG is shaping the future of Healthcare. As a leading medical technology company headquartered in Erlangen, Germany, we enable healthcare providers worldwide to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience and digital-

izing healthcare. With the regional hub in Dubai, UAE and offices across the Middle East & Africa, Siemens Healthineers is well-positioned to serve customers in the region. Continuously developing a comprehensive portfolio of products, solutions and services is key to our contribution to a constantly evolving industry, with AI-supported applications and digital



*“Together with our Value Partner Siemens Healthineers we will now be offering an innovative, telemedical care program called ‘HerzConnect’ for patients with chronic heart failure.”*

Dr. Karin Overlack  
CEO Heart and Diabetes Centre  
North Rhine-Westphalia, Bad Oeynhausen  
(HDZ NRW)

Siemens Healthineers AG



offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostic, image-guided therapy, and in-vivo diagnostics. Siemens Healthineers also provides a holistic range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients.

### Value Partnerships – Creating more value for our customers

The healthcare industry is ever evolving. Siemens Healthineers aims to enable customers to anticipate and drive change in healthcare rather than being restricted to reacting to it. Today, our Value Partnerships positioning is resonating very well with our customers and supporting them with current and future challenges to increase enterprise-wide value. These partnerships are supported by three engines which help customers optimise processes, expand capabilities and advance the level of innovation in the organisation. Value Partnerships are nurtured by the four Siemens Healthineers Value Promises which help shape the future of healthcare: Expanding precision medicine, transforming care delivery, improving patient experience and digitalising healthcare.

Even before the outbreak of the COVID-19 pandemic, digitalisation in the healthcare sector has been one of the industry's key focus areas. Digital Health solutions provided by



Siemens Healthineers Value Partnerships are enduring, performance-oriented relationships with our customers, helping to optimise operations, unlock monetary value, advance pace of innovation and improve patient care environment. © Siemens Healthineers AG

Siemens Healthineers support our customers in streamlining operations, supporting diagnostic and therapeutic decision-making and in connecting care teams and patients, even more during the ongoing pandemic. Our eHealth solutions enable healthcare providers to smartly manage large numbers of chronically ill patients and thus improve patient outcomes. One of these solutions is described in the following public-private cooperation with the Ministry of Health in the Kingdom of Saudi Arabia.

## teamplay myCare Companion helps to create value through patient engagement, efficiency gains and operational support



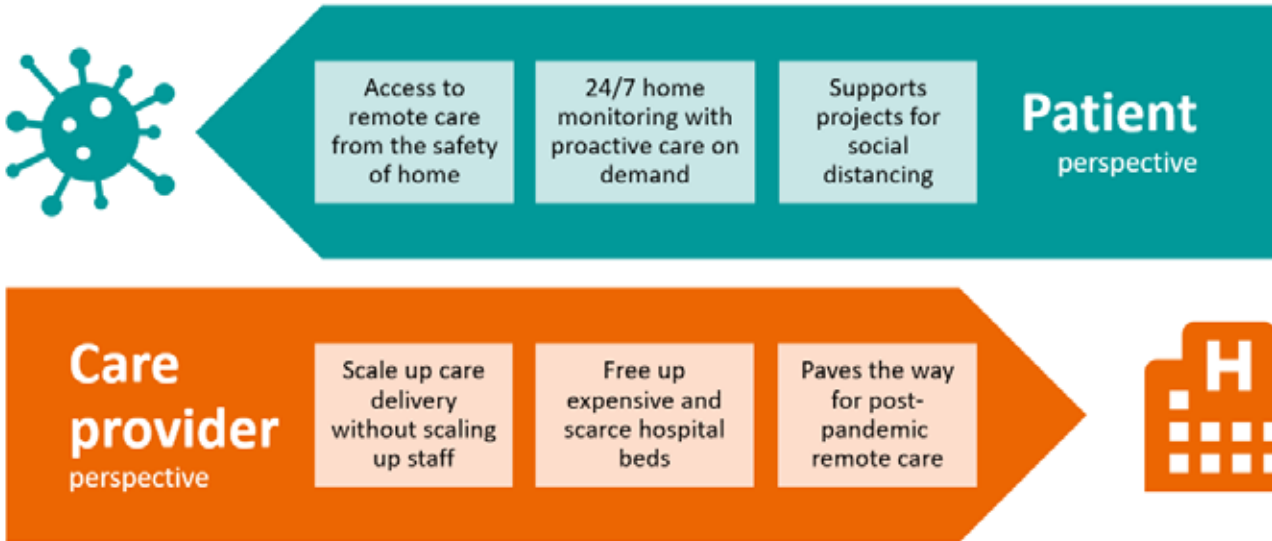
An intuitive smartphone app facilitates **patient engagement**.

Intelligent dashboard tools allow remote care management staff to efficiently handle **large numbers of patients**.

Operational and technological support to **improve operational efficiency**.<sup>1</sup>

<sup>1</sup>Optional service. Please contact your local Siemens Healthineers representative for availability of service. Further information: [https://www.siemens-healthineers.com/services/value-partnerships#The\\_value\\_of\\_partnerships](https://www.siemens-healthineers.com/services/value-partnerships#The_value_of_partnerships)

## Key take-aways for COVID-19 use case functionality



### Tele-Heart KSA – Remote care management project pilot with Ministry of Health in KSA

On the 12th of September 2019, upon the successful conclusion of the second edition of Global Health Exhibition in Riyadh, Siemens Healthineers signed a memorandum of understanding with the Ministry of Health of the Kingdom of Saudi Arabia to start a pilot project providing tele-medicine for chronically ill patients with a heart condition. The pilot will last for 6 months and will use the Siemens Healthineers teamplay myCare Companion<sup>1)</sup> platform and will be named Tele-Heart KSA.

The aim of this project is to reduce hospital re-admission rates and, as a consequence, mitigate total estimated burden of these conditions, currently estimated >2 Billion SAR<sup>2)</sup>. The scope of Tele-Heart pilot will be to remotely monitor the patients' vital signs and to establish a tele-medicine care centre operating 24/7 which will include a telenursing solution and clinical services. This will allow real-time clinical

decisions to be made without the patient leaving their home. With this project, Siemens Healthineers in Saudi Arabia continues to contribute to the digitalisation of healthcare while increasing the quality of care.

teamplay myCare Companion is a remote care management solution for patients impacted by chronic diseases such as heart failure. It allows healthcare providers to design their own telemedicine programs and flexibly adapt the underlying technology to their needs. Enabled by commonly available measuring devices such as blood pressure cuffs, scales, wearables and other sensors, patients' vital parameters and sensor data are sent via a smartphone app to a telehealth centre physician or nurse on duty. They can track changes of several vital parameters and give feedback as well as recommendations to patients easily by sending them to the patient's smartphone teamplay myCare

<sup>1</sup> Teamplay myCare Companion: Solution is planned or under development, not commercially available in all countries, and its future availability cannot be ensured. Please contact your local Siemens Healthineers organization for further details.

<sup>2</sup> Data from the Ministry of Health / Statistics department and Innovation center



<sup>1</sup> COVID-19 functionality is not part of teamplay myCare Companion. For information please contact your local Siemens Healthineers organization.  
<sup>2</sup> Measuring devices are not part of the solution.

Companion promotes adherence to therapy and facilitates prompt intervention, thus supporting chronic care management programs which aim to improve patient outcomes and reduce rehospitalisation. It is in use at the German Heart and Diabetes Centre in Bad Oeynhausen under the name "HerzConnect".

Siemens Healthineers will continue to develop qualitative solutions in the challenging healthcare industry and contribute to increase value for patients and healthcare providers, while focusing on the safety of both patients and healthcare staff.

## Remote care management solution for COVID-19

The remote care management solution for COVID-19 extends the capability of teamplay myCare Companion. It connects patients in quarantine remotely with physicians and helps to capture symptoms so that they can track progress of their health status also from remote. This frees up valuable resources for those patients who suffer from a severe course of disease<sup>3</sup>).

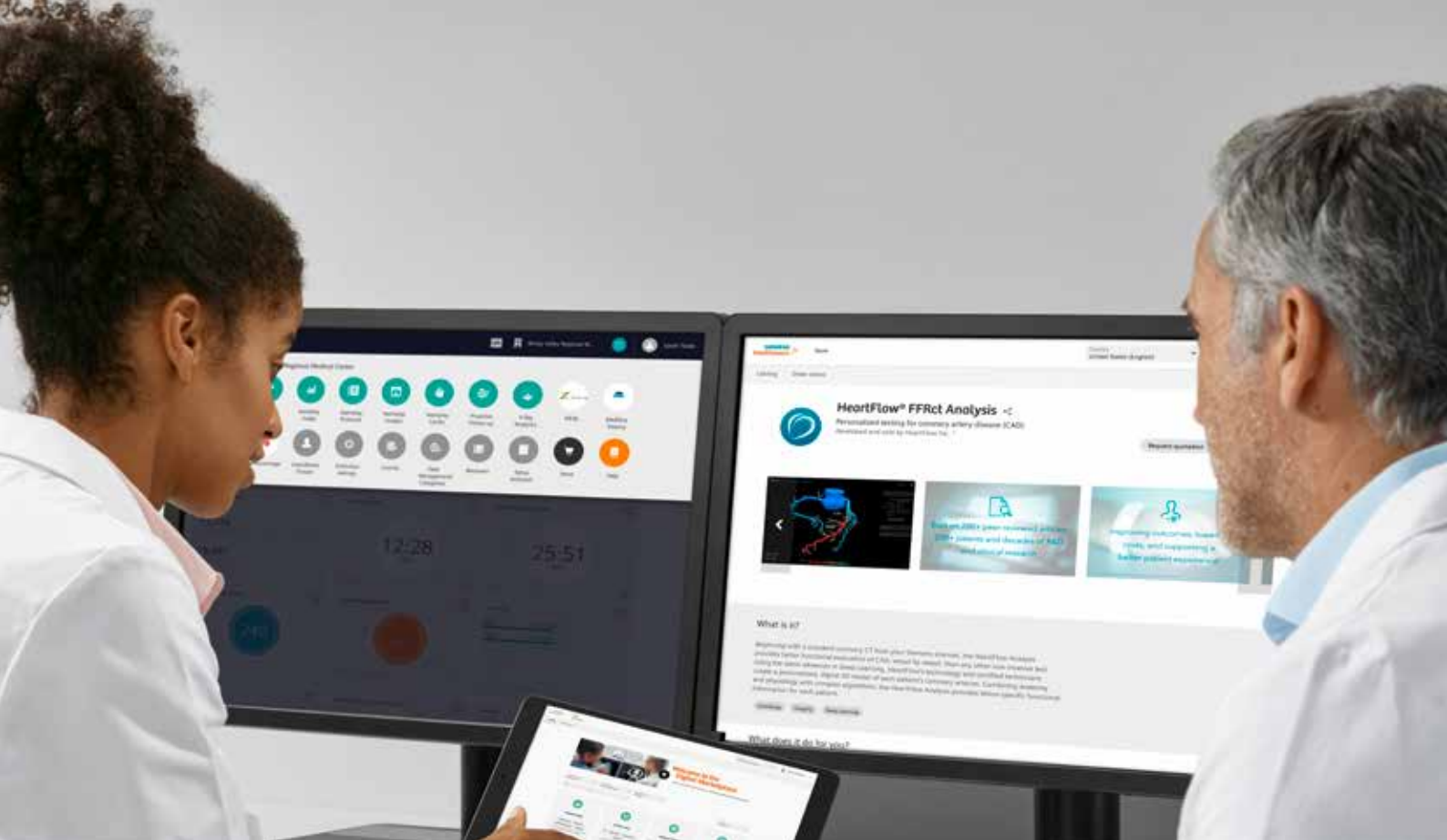


Ole Per Maloy  
 Managing Director, Siemens Healthineers, Middle East and Southern & Eastern Africa

Siemens Healthineers AG

<sup>3</sup> COVID-19 use case functionality is not part of teamplay myCare Companion. Developed by AIT Austrian Institute of Technology in cooperation with telbiomed Medizintechnik und IT Service GmbH.  
<sup>4</sup> Further information on Value Partnerships: <https://www.siemens-healthineers.com/services/value-partnerships>  
<sup>5</sup> Further information on "Herz Connect": <https://www.siemens-healthineers.com/services/value-partnerships/asset-center/thought-leaders/hdz-nrw-telemedical-care>  
<sup>6</sup> More information on Value Partners for Healthcare Consulting: <https://www.siemens-healthineers.com/services/healthcare-consulting>





We as Siemens Healthineers enable our customers in their endeavours within the digitalisation of healthcare. © Siemens Healthineers AG

# Siemens Healthineers AG



## Description of the enterprise and enterprise services:

Siemens Healthineers AG is shaping the future of healthcare and is proud to serve its customers in the Middle East & Africa from our regional hub in the UAE and from many more locations. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is

continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostic, image-guided therapy, and in-vivo diagnostics. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients.



**Business activities in the Arab countries:**

Medical technology and consulting company

**Address:**

Henkestr. 127, 91052 Erlangen, Germany

**Contact Person:**

Ole Per Maloy (Managing Director Siemens Healthineers Middle East and Southern & Eastern Africa)

**Head of Company:**

Dr. Bernd Montag (CEO)

**Year of foundation:**

1847

**Production Facilities:**

>30 worldwide

**Employees:**

~53,000

**Products:**

Diagnostic Imaging, Ultrasound, Advanced Therapies, Laboratory Diagnostics, Molecular Diagnostics, Point of Care Diagnostics, Customer Services, Value Partnerships

Remote Scanning Assistance from Siemens Healthineers makes workforce management in radiology more flexible. Remote access to the scanner can support less-experienced technologists via chat, voice and video. ©Siemens Healthineers AG





# HEIDELBERG UNIVERSITY HOSPITAL

Heidelberg University Hospital

## Heidelberg University Hospital

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Germany

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fax: +49 6221 56-33955  
www.heidelberg-university-hospital.com

## Medicine of the highest standard - World renowned physicians

### Heidelberg University Hospital

World renowned physicians, modern buildings with state-of-the-art equipment, as well as the proximity and interlinking of the specialist departments directly benefit our patients. Thousands of patients from all over Germany and over 100 countries worldwide travel to Heidelberg for treatment. Outstanding physicians and researchers, among them Nobel Prize winners have been working in research facilities in Heidelberg.

### Hospital Overview

Heidelberg University Hospital with its more than 50 specialized clinical departments is one of the leading medical centers in Europe. Innovative and effective diagnosis and therapy for all complex diseases is guaranteed by world-renowned professors and highly experienced doctors.

### 2019 – AT A GLANCE

- 1.100.000 outpatient visits
- 65.000 cases of inpatient treatment
- 59.000 day-care treatment days
- 50 clinical specialist departments
- 10.700 employees, including 1.800 professors

### Focus on Cancer Treatment

The National Center for Tumor Diseases (NCT) in Heidelberg is a national pioneer in the diagnosis and therapy of cancer. Patients with cancer are treated jointly by qualified experts from different disciplines. As a joint institution of Heidelberg University Hospital and the German Cancer Research Center, it is ensured that new therapeutic approaches are developed and quickly put into practice. Since 2017, there has also been a corresponding counterpart for children suffering from cancer: The KiTZ (Hopp Children's Tumor Center Heidelberg).



© Campus of the Heidelberg University Hospital with The National Center for Tumor Diseases (NCT) Heidelberg

Surgical oncology as well as radio-oncology are integral parts in cancer treatment as well. Heidelberg physicians work with state of the art equipment (including robot-assisted surgery) and are highly experienced. For example, the European Pancreas Center at Heidelberg University Hospital is one of the world's leading centers for pancreatic cancer.

The Heidelberg Ion Beam Therapy Center (HIT) is the first radiation facility in Europe that works with both protons and carbon ions. Children and patients with certain tumors can be treated effectively here. This form of radiation can for the first time benefit a larger number of patients with previously incurable tumours.

Prof. Dr. Markus W. Büchler Director of the Department of Surgery at © Heidelberg University Hospital and Director of the European Pancreas Center





High-Precision Cancer Treatment at the Heidelberg Ion Beam Therapy Center © Heidelberg University Hospital

### Outstanding areas of expertise:

- Oncology (all disciplines): surgical oncology (including robot-assisted surgery (DaVinci system)), chemotherapy, stem cell transplantation, innovative radiation therapy including latest technologies, such as proton-/heavy ion, comprehensive care in the National Center for Tumor Diseases, pain center
- Heart and vascular medicine
- Neurology | Neurosurgery
- Metabolism and hormonal disorders
- Gynecology and perinatal medicine
- Orthopedics
- Pediatrics

### Services for international Patients and Arab patients includes:

- Multilingual team of the International Office at Heidelberg University Hospital
- Certified interpreters
- Support to foreign patients in obtaining a medical visa to travel to Germany.
- Service is provided by friendly, English-speaking nursing personal
- All doctors speak fluent English, and medical reports are written in English, if desired
- Special requests regarding meals are taken into consideration
- There is a prayer room available in the hospital for our muslim patients

The International Office Team will gladly support you with your treatment inquiry and further questions. Highly experienced specialists will review your case. For more information visit us on: [www.heidelberg-university-hospital.com](http://www.heidelberg-university-hospital.com) or contact: [International.Office@med.uni-heidelberg.de](mailto:International.Office@med.uni-heidelberg.de)



# A big Business starts with Networking

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

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



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

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

*Your contact Person for Business Development/ Member Services:  
Ms. Rasha Kozma*

*Ghorfa Arab-German Chamber of Commerce and Industry  
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Hakan Gün, Senior Area Sales Manager GCC Region  
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www.bbraun.com

Head of Company:  
Anna Maria Braun LL.M., CEO

Year of Foundation:  
1839



Plant PfiEFFewiesen, Melsungen, Germany, Headquarter

### Production Facilities:

Major manufacturing sites are located in Melsungen, Berlin, Dresden and Tuttlingen (Germany), São Gonçalo (Brazil), Suzhou (China), Santo Domingo (Dominican Republic), Nogent (France), New Delhi (India), Mirandola (Italy), Tochigi (Japan), Penang (Malaysia), Nowy Tomysl (Poland), Timisoara (Romania), Crissier, Escholzmatt and Sempach (Switzerland), Rubí (Spain), Gyöngyös (Hungary), Allentown, PA, Daytona Beach, FL and Irvine, CA (US), and Hanoi (Vietnam).

### Companies Overview:

B. Braun is one of the world's leading providers of health-care products today, supplying the global healthcare market with products and systems for anesthesia, intensive care, cardiology, extracorporeal blood treatment, and surgery, as well as providing services for clinics, physicians in private practices, and the home care sector.



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

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



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 Germany

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[www.twitter.com/schoenclinicint](https://www.twitter.com/schoenclinicint)

## Schoen Clinic: A healthcare provider with a difference

At Schoen Clinic, we truly understand just how unique each patient is and have made it our purpose to provide the best-individualised specialist care for every patient we see.

Since its foundation by the Schön family in 1985, we have specialised in certain areas of medicine: orthopaedics, mental health, neurology, surgery, and internal medicine. This approach has given us an in-depth understanding of specific disorders and their treatments, enabling us to focus on providing the best treatment options and specialist care for our patients. Each year, over 10,000 employees treat and care for more than 300,000 patients currently at 26 locations in Germany and the United Kingdom.

Our collaboration with experienced specialists, expert healthcare professionals, clinical partners, and patient groups ensures we provide the best possible care for patients and their families when visiting our hospitals.

### What makes us different?

- World-class medicine, offering individualised treatment and care in the speciality areas of orthopaedic and spine, paediatric orthopaedics, paediatric neurology and neurological rehabilitation for children and adults.
- Internationally renowned, awarded experts in their respective medical fields.
- Our experts are involved in clinical research and academic collaborations, both nationally and globally, to develop our treatment methods further and to be at the forefront of new technologies and treatments for our patients.
- We are internationally recognised for our approach to patient care, quality management and clinical outcomes.

- State-of-the-art facilities with beautiful surroundings and located near big cities such as London, Munich, Hamburg and Salzburg.

### Quality and award-winning experts

- FOCUS Magazine included 46 schoen clinic specialists in the list of best specialists in Germany for the second year in a row. Plus, four of our locations have been named the best hospital in the world by Newsweek, and we have seven certified endoprosthesis centres nationwide.
- In the UK, our specialised orthopaedic hospital in London took LaingBuisson award for “Best acute private hospital” in 2019.
- Our relentless focus on quality care and our evaluation data and methodology have received international recognition and acknowledgement for our achievements. For example, the Value-Based Healthcare (VBHC) Centre honoured Schoen Clinic as an inspiring example on a European level.



Our specialist hospitals and world-class experts are continually recognised for providing the best possible treatment and care.

### Special focus on selected areas of medicine

Our internationally renowned experts will provide you with a treatment plan tailored to your individual needs. From prevention, conservative and surgical treatments to rehabilitation, we are there for you every step of the way. We are globally renowned for our highly specialised treatment in the following speciality areas:

- Orthopaedics and spine
- Paediatric orthopaedics
- Paediatric neurology
- Neurological rehabilitation for children and adults

### Our offer for international patients

- Assistance with visa application for you and your relatives.
- Advise on hotel bookings for you and your family and arrange transportation.
- • Highly experienced multilingual liaison managers—especially Arabic, English and Russian—are well acquainted with the expectations and needs of international patients.
- Halal meals, prayer rooms and recreation rooms separated by gender as well as international satellite television channels.

### Patients from around the world trust Schoen Clinic

Schoen Clinic enjoys a worldwide reputation for medical excellence. Our highly qualified specialists and nursing staff



possess a wealth of experience in their respective speciality areas with many years of experience in treating international patients. We know what is important to you and can adapt very well to your individual needs. For this reason, some of our staff speak your native language.

### Specialist hospitals in Germany and the UK

Our hospitals and rehabilitation hospitals are located in beautiful areas and near large, world-famous cities with many points of interest: London, Munich, Hamburg and Salzburg. Regardless of the location you choose, our world-renowned experts will provide you with highly specialised treatment and care.



## World-class experts and care, when you need it most.



### Since 1985

Largest family-run hospital group in Germany

### Specialist areas

Orthopaedics, neurology, surgery and internal medicine

### 26 state-of-the-art facilities

in Germany and the United Kingdom

### World-class expertise

International renowned experts delivering world-class medical excellence

Contact: International Patient Management | [SKI-International@schoen-klinik.de](mailto:SKI-International@schoen-klinik.de) | [www.schoen-clinic.com](http://www.schoen-clinic.com)





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Contact person:  
Dr. Claus Biermann, M.D. MPH  
Chief Medical Advisor, Healthcare  
Education at Area9 Lyceum

### Companies Overview:

Area9 Lyceum is without a doubt our most ambitious venture so far. We are embarking on a journey where we will build the world's most advanced technology to provide four-dimensional learning for the 21st century. We have gathered a team of the world's leading experts in order to create a completely new adaptive sequencer (the core of providing adaptive and individualised content). Furthermore, we are creating the world's most advanced content development platform, which is vital for setting new standards within intelligent content.

### Research and Development:

Founded by physicians and computer scientists, Area9 combines more than 20 years of research into human factors and cognition with cutting-edge computer science and AI to transform learning outcomes.

### Business Activity in the Arab countries:

Saudi Commission for Health Specialties

### Description of the enterprise:

Area9 Lyceum builds 21st century skills and competencies through the world's first 4-dimensional learning platform, Area9 Rhapsode™. We have profound insight into the way individuals learn, and how their needs change over time. Every learner is unique - so Rhapsode delivers truly person-



alised learning at scale - cutting training time in half, guaranteeing proficiency and making lasting impacts on careers and business outcomes. We pioneered the use of confidence measures to improve learning through self-awareness, and to improve the ability to the system to adapt to the needs of every learner. Our 4th generation 'biological model' is, to the best of our knowledge, the most advanced commercially available adaptive engine. Used by more than 13 million learners, it is based on peer-reviewed scientific research about what works in learning, combined with empirical evidence collected over many years. By taking a scientific approach, Rhapsode knows how to measure the impact of training, and how to dynamically reorient the learner when appropriate. We allow the learner to speed through things they already understand, and zero in on what matters for this learner. Our learning engineering and content development services speed your adoption of adaptive learning; either by rapidly bringing your team up to speed with new skills, or by providing a turn-key content solution.





© GHA – German Health Alliance

## The International voice of German Health

### GHA – German Health Alliance

The GHA - German Health Alliance combines the activities and competencies of more than 100 leading German companies and organizations in the healthcare sector. In its multisectoral structure, the GHA German Health Alliance consists of actors from virtually all sectors, covering a broad spectrum of health expertise and sharing a strong international orientation. Around 70 of the GHA members provide medical technology & medical solutions, laboratory equipment & diagnostics, pharmaceutical products, drugs, vaccines and general equipment for hospitals and healthcare facilities.

The GHA - German Health Alliance has been pooling the expertise of its more than 100 member companies and organisations since early 2020. The GHA is the result of the merger of the German Healthcare Export Group (GHE), German Healthcare Partnership (GHP) and German-Sino-Healthcare Group (GSHCG). Export, innovation and partnerships are key drivers for the activities of the GHA and its members.

Today, more than ever before, in addition to high-quality solutions and products from individual suppliers, it is necessary to offer complete solution packages of the highest quality that are flexibly and modularly adapted to the very different, specific needs and challenges. "The GHA has a special role and positioning through its particular expertise in systemic strategies to strengthen health infrastructure and improve access to high-quality health services," explains Roland Göhde, CEO of GHA.



© GHA – German Health Alliance

## Medical technology „Made in Germany“

The German medical technology industry is characterised by great stability and a healthy structure. This is partly due to the fact that many of the medical technology companies come from the typical German medium-sized business sector and are owner-managed. "The medical technology companies within GHA offer a wide range of products, services and customer-oriented solutions for almost any medical problem worldwide. It is the excellent quality, proximity to customers and good service that makes German medical technology so successful in international competition," emphasizes Erhard Fichtner, Deputy Chairman of GHA.

In its multi-sectoral structure, the GHA consists of leading German players from almost all sectors of the healthcare industry, covering a broad spectrum of health expertise and with a strong international orientation. The GHA connects actors from business, science & research as well as NGOs and foundations within its own membership and far beyond its own network with governments, international organisations and other partner organisations.

The illustration of the logos of all GHA members gives an overview of the wide range covered by GHA members.

"Our member companies travel around the world and have excellent specialist and country expertise. Take advantage of this expertise and contact the company directly that offers the products and solutions that interest you", Fichtner encourages.

For easy and direct contact with GHA member companies, please visit <https://gha.health/mitglieder/>. There you will find information about the services offered by the individual companies and organisations with the respective competent contact persons.

### In detail, the spectrum of GHA:

- Medical Technology & Medical Solutions
- Laboratory equipment & diagnostics
- Pharmaceutical products, medicines, vaccines
- Digital health, e-health & telemedicine
- General equipment for hospitals and healthcare facilities
- Education & Training
- Technical Service & Maintenance
- turnkey provider
- Packaging, Logistics, Supply Chain Management
- Planning and consulting services

# GHA-Members



<b>Supporting Members</b> M.A.R.K. DHL	<b>Academia</b> WORLD HEALTH SUMMIT	<b>Pharma</b> Biotest, Boehringer Ingelheim, CAPNO MED, Johnson & Johnson, MERCK	<b>Architecture</b> BUNDESANSTALT FÜR ARBEITSGESUNDHEIT UND SICHERHEIT SICK & Partner	<b>Hospital Providers</b> CHARITÉ, KRANKENHAUS NORDWEST	<b>Training</b> SZENARIS
<b>Development Cooperation</b> giz, KFW, Agentur für Wirtschaft & Entwicklung	<b>Turnkey</b> HOSPINORM, hospitalia international	<b>NGOs</b> cbm, SAR DAHW, eHealth	<b>Insurance /Finance</b> Munich RE, ec healthcare fund	<b>Digital Health Platform</b> Vivvy, FI	<b>Logistics</b> Lufthansa
<b>Publisher</b> BIO DEUTSCHLAND, vfa	<b>Organisations</b> BIO DEUTSCHLAND, vfa	<b>Consulting &amp; Certification</b> EPOS, Scenarium, GITEC, GFA, ONE HEALTH INSTITUTE HEUKELBACH, HEALTH FOCUS, WIN = WIN, SILREAL	GITEC, GFA, ONE HEALTH INSTITUTE HEUKELBACH, HEALTH FOCUS, WIN = WIN, SILREAL	<b>Diagnosics</b> Abviris, BIOSCIENTIA, Variance, cytecs, eppendorf, Roche, systemx	Abviris, BIOSCIENTIA, Variance, cytecs, eppendorf, Roche, systemx
<b>Medical Technology</b> BRAINLAB, B. BRAUN, CareFusion, caresyntax, DIERS, Dräger, EIZO, Elma, ERKA, erbe, medifa, FAMACO, GERMAN TECH, NICO, Ikegami, ID, KARL KOLB, KLS martin, KÖGEL, Leica, momius, matachana, MAQUET, MEIKO, medquis, schmitz textiles, Oehm   Rehbein, Omnicell, ottobock, PHILIPS, PHYSIOMED, PS TRADE, PROTEC, QAGEN, SCAN MODUL, Ability, seca, SIEMENS Healthineers, STIEGLMEYER, TRACOE, VISUS, VP GROUP, WOM, ZEISS, ZEPPELIN MOBILE SYSTEME					

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- Healthcare architects, engineers and designers
- Hospital operation & hospital management
- Insurance solutions for health
- International cooperation and development cooperation in the health sector
- Strengthening the health system
- Pandemic & Disaster Preparedness
- Science & Research and
- Financial Solutions

With almost 50 members, medical technology is a major pillar of the GHA's overall activities. The previous activities and strengths of the medical technology companies in the GHE have not only been maintained but also significantly expanded since the merger in the GHA. At the same time, there is new potential in the exchange and collaboration with GHA members covering many more areas of healthcare solutions. The special focus on strengthening the healthcare system and global health, which GHP has brought to the GHA, means that solution packages can be flexibly adapted to the various needs and challenges, of which medical technology is an important part.

## Platform for exchange among member companies

"A key factor in GHA is the internal exchange between members, the use of the very special GHA network as well as the cooperation, strategic alliances and partnerships that arise from it," emphasizes Ron Singer, Chairman of the GHA Board.

All of this enables GHA to build reliable and sustainable long-term partnerships and collaborations on an equal footing to jointly strengthen health systems with a special focus on Global Health and excellent, high-quality medical technologies, solutions and services needed for broader access to health services.

"For the GHA, an overriding goal is to provide targeted support to our members to help them expand their export activities. And at the same time to generate sustainable added value for our members and partners through the available solutions and existing accesses and thus for healthcare as a whole," emphasizes Singer.





"With its very broad coverage in the health sector and its multi-sectoral, very heterogeneous setup, the GHA serves as an extremely suitable access point to internationally sought-after German health expertise," Roland Göhde sums up.

### Further GHA activities

For almost 30 years GHA has been present with joint stands at internationally important trade fairs such as MEDICA in Düsseldorf and Arab Health in Dubai.

The transfer of know-how plays a very special role at GHA, which is based on the understanding and experience of GHA members regarding the importance of capacity building. According to Göhde, this essential component is repeatedly requested by partners in various countries as a particularly urgent need.

Together with key partners, the GHA also organises health conferences for important regions, such as the German-African Healthcare Forum (together with the Afrika-Verein der deutschen Wirtschaft) for seven years and the German-East European & CIS Health Forum (together with the Committee on Eastern European Affairs of the German Economy) for three years. The GHA is also a long-standing partner of the Arab-German Health Forum of Ghorfa.

The now seven years of close cooperation with the World Health Summit play a very important role in terms of exchange and collaboration with the scientific and academic community, as does, at the international level, the close cooperation with UNAIDS (The Joint United Nations Programme on HIV/AIDS), which has existed since 2014. In

addition to the core topic of HIV/AIDS, UNAIDS is now also addressing many other related and wider issues with a special focus on innovation - for example, Covid-19, where GHA is represented in the Advisory Group of the Health Innovation Exchange established by UNAIDS.

Covid-19 has further intensified the cooperation with actors, organisations and institutions in politics. For example, a joint cooperation agreement was recently concluded between the GHA and UNITE - Global Parliamentarians' Network to Combat Infectious Diseases, in which 130 parliamentarians from 60 countries are involved.

The GHA draws up comprehensive position papers - in some cases also together with the BDI - such as on the topic of "Sino - EU / German Cooperation in Health: Challenges and Opportunities" and presents its positions in the direction of policy, for example in the context of the BMZ 2030 agenda. Last but not least, at the invitation of the German Federal Ministry of Health (BMG), the GHA, coordinating on behalf of the German private sector, fed a joint position paper into the process of drafting the Federal Government's new Global Health Strategy.

Further information is available at [www.gha.health](http://www.gha.health)



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**GHA and Ghorfa - intensify cooperation with the Arab world**

The GHA - German Health Alliance, an initiative of the Federation of German Industries (BDI) and the Ghorfa Arab-German Chamber of Commerce and Industry e.V. will in future intensify their long-standing cooperation in the health sector in and with countries in the Arab region.

GHA Chairman Roland Göhde and Ghorfa Secretary General Abdulaziz Al-Mikhlaifi are convinced that the expansion of the partnership will add value to the work of GHA and Ghorfa and that of its members and ultimately improve health in the region.

The existing networks, complementary expertise and the respective know-how are to be brought together and bundled even more efficiently in order to create synergies. Activities and projects in the health sector in and with the 29 countries of the MENA region covered by the Ghorfa can also be advanced more effectively.

**Cooperation for mutual benefit**

"GHA can benefit significantly from Ghorfa's excellent Arabic expertise and Ghorfa can draw on GHA's special know-how in the healthcare sector along the entire value chain," emphasises Göhde.

The Ghorfa is already a long-standing partner of the GHA in the Arab world. Particularly noteworthy is the cooperation



at the Arab-German Health Forum, which will take place for the 13th time this year - this time probably on 21-22 September in Düsseldorf. From 2021 on, it is now planned to jointly organize the Arab-German Health Forum.

The aim of the Arab-German Health Forum is to intensify German-Arab cooperation and partnerships and to jointly strengthen health infrastructure and management. This offers great potential for intensified economic cooperation.

To intensify the cooperation between GHA and Ghorfa, further instruments and structures are planned, such as a regular dialogue and exchange of information on activities in the health sector in the Arab region, substantive working meetings and joint event formats.







## Healthcare Tourism



# Sana Hospital Group: Top 3 in Germany

Sana Hospital Group is one of the top 3 providers of integrated healthcare services in Germany. 54 hospitals operate under the Sana umbrella, with more than 2.2 million patients yearly, 34,293 employees and annual sales of 2.7 billion euros. Sana is owned by the 25 leading German private health insurance companies, including Allianz Insurance Group, DKV and Signal Iduna.

Sana Hospital Group operates leading facilities, among them university hospitals, tertiary care centers, and specialized hospitals to deliver a broad portfolio of top-tier medical care. In addition to our core business in acute medicine, the group owns other specialized facilities such as rehab centers,

nursing homes and outpatient centers. Sana also is known for its operational services for more than 500 German hospitals, such as central supply, sterilization, catering, management and education. Sana works closely with authorities, investors, hospitals and high-end specialized physicians.

## Sana as a Long-term Partner

As an experienced owner and operator of hospitals, Sana also acts as a long-term partner for government authorities and other clients. Sana is the source for knowledge transfer and development of medical services. Our professors, experts and sites take part in visiting professor programs, on- and off-site educational programs, and in more complex hospital projects. Sana is well known as an efficient manager of secondary hospital services like supply of medical products or medications. Sana hospitals provide emergency medical services for strategic partners abroad as well, sending professors and other experts on-site within 24 hours.

Additionally, our owners, operating worldwide as insurers, are on standby to answer questions about insurance systems, health office administration or claims management. Sana Hospital Group works for embassies and ministries in particular from Eastern Europe, the Middle East, Asia and North Africa, as well as for global insurance companies.





# Highest Quality Medical Solutions

Sana Hospital Group is committed to delivering specialized medical care to patients and their relatives from all over the world. Sana accomplishes this with university high-performance medical care, specialized, high-volume Centers of Excellence, and efficiently led interdisciplinary departments with a total of more than 11,000 beds.

The Sana portfolio ranges from relatively simple issues such as heartburn or headaches, to highly complex problems like the treatment of esophageal carcinomas or endovascular coiling. In the process, we integrate outpatient services, acute medicine, and rehabilitation services into a continuity of quality care. At the core of Sana's strategy is a growing, experienced, world-class university educated staff, currently including some 5,000 doctors and 11,000 care personnel.

The Sana Group has some of the newest campus facilities available (among others in Offenbach, München, Düsseldorf); highly innovative medical technology (among others Linacs and daVinci robots); integration strategies (radiology network, rehab sites, prosthetics and assistive technology); and future-oriented investments (digitalization). Overall, many Sana departments and personnel are not only highly reputable nationally and internationally, but also highly distinguished and certified, and as such can be counted among the leading providers in Germany and Europe.

**Sana and its outstanding value-added chain, diversity, and highest medical quality is available to a wide international clientele. Among the more than 50 hospitals of the Sana Hospital Group, the following flagship hospitals stand out with their top-tier medical services (a selection):**

## Selection of hospitals

- Dresden Heart Center University Hospital
- RKU-University and Rehabilitation Hospital Ulm
- Sana Hospital Offenbach
- Sana Hospitals Duisburg
- Sana Hospital Lichtenberg (Berlin)
- Sana Hospitals Sommerfeld (Berlin)
- Sana Hospitals Leipzig
- Sana Hospital Hof
- Sana Hospitals Cham
- Rummelsberg Hospital (Nuremberg)
- Sana Hospital Munich
- Sana Cardiac Surgery Hospital Stuttgart
- Karl-Olga Hospital (Stuttgart)
- Sana Dreifaltigkeits-Hospital Cologne
- Sana Hospitals Dusseldorf

## Selection of medical areas

- |   |                     |
|---|---------------------|
| Anesthesia                                | Orthopedic surgery  |
| Angiology                                 | Pediatrics          |
| Bariatric surgery                         | Pain therapy        |
| Cardiology                                | Palliative medicine |
| Children's surgery                        | Plastic surgery     |
| Dentistry, oral and maxillofacial surgery | Radiotherapy        |
| Diabetology                               | Rheumatology        |
| Ear, nose and throat medicine             | Thoracic surgery    |
| Emergency medicine                        | Trauma surgery      |
| Endocrinology                             | Spine Surgery       |
| Gastroenterology                          | Urology             |
| General surgery                           | Vascular surgery    |
| Heart surgery                             | Visceral surgery    |
| Hematology                                | Others              |
| Intensive care                            |                     |
| Nephrology                                |                     |
| Neurology                                 |                     |
| Neurosurgery                              |                     |
| Nuclear medicine                          |                     |
| Obstetrics                                |                     |
| Gynecology                                |                     |
| Oncology                                  |                     |





# Experienced International Services

Sana International ensures that we can assist clients with customized healthcare solutions. The Sana International Office is the centralized administrative service for patients and based in Berlin. International patients or relatives from around the world are supported by our highly trained Case Managers.

The Sana International Office assists international patients with arranging medical appointments and hospital admission in all our hospitals and medical centers and supports them with accommodation and local travel arrangements and other services.

## Due to this patient-oriented approach, our Case Managers can guarantee:

- Rapid access to more than 150 top medical specialists
- Selection of the most appropriate specialist
- Delivery of treatment proposals and cost estimates within 48 hours

## In addition, every one of our internationally active hospitals offers special services tailored to our international clientele, such as:

- Culturally experienced staff acting as the first point of contact
- Bed units with special comforts and services
- Multilingual Patient Assistants at every hospital site
- Culturally adapted meal plans (Halal, Kosher, etc.)
- International media (TV, WLAN)
- Several credit cards accepted
- Transparent cost statements for medical procedures
- Continuity of services: outpatient and rehab services available or integrated
- Transport to/from international airports

We work with all major international insurance plans and continuously develop new relationships in the market to ensure global access to our hospitals for patients, wherever they are in the world.

**For general information or direct treatment inquiries contact**

**Sana International Office**

via email: [international@sana.de](mailto:international@sana.de)

Or via:

T: +49 30 6290110 -232/ -231 English and Arabic

T: +49 30 6290110 -201/ -102 English and Russian

**Hotline: +49 30 6290110 -112 / +49 176 80 481 935**

F: +49 30 6290110 -199

See also  
[www.sana.de](http://www.sana.de)



# سرطان الامعاء



والذي يتمتع بأجراء عدد كبير من العمليات في هذا المجال، امر حاسم ومهم للغاية ليس لعلاج سرطان المعدة فقط، وانما لعلاج كل انواع الاورام.

اعتمدت مجموعة مستشفيات سانا وبكل نجاح من جمعية السرطان الالمانية DKG

وينصح البرفسور دكتور سيبرت فايز بما يلي « اختيار مستشفى معتمدة من قبل جمعية السرطان الالمانية DKG للنوع المعنى من الورم».

تعد مجموعة مستشفيات سانا واحدة من اكبر ثلاثة مستشفيات خاصة في المانيا.

عدد العاملين في هذه المستشفيات يبلغ ٢٤٢٩٣ عاملا وعاملة

معدل الدخل والعائد السنوي للمستشفيات يبلغ ٢,٧ مليار يورو

في عام ٢٠١٨ بلغ عدد الذين تم علاجهم في هذه المستشفيات ٢,٢ مليون مريض ومريضة

استثمرت ٢٥ شركة تامين صحتي كبرى من ضمنها اليايز، د.ف.ك، وسيغنال ايدونا. وساهمت في تاسيس مجموعة مستشفيات سانا، مما جعل منها احدي كبرى المستشفيات الرائدة في هذا المجال. تضم مستشفيات سانا ٥٣ مستشفى بما في ذلك العديد من المستشفيات الجامعية ذات المكانة العالمية الرفيعة.

مجموعة مستشفيات سانا تمكنت من استقطاب اشهر الاطباء المتخصصين ذو الكفاءات العالمية العليا المرموقة في المانيا.

يعتبر اختيار المستشفى المناسب والمتخصص في هذا المجال امرا مهما وحاسما في عملية علاج سرطان القولون.

هذا وقد تحسنت فرص العلاج من سرطان القولون في السنوات الاخيرة وبشكل ملحوظ.

الغالبية العظمى من المرضى تمكنوا من البقاء على قيد الحياة لمدة عشر سنوات او اكثر.

من اهم طرق العلاج للقضاء على هذه المرض هي عملية استئصال الانسجة السرطانية بصورة جذرية وذلك عن طريق عملية جراحية.

تتبع العملية الجراحية العلاج الكيميائي مرفق مع العلاج المناعي.

الطرق المذكورة اعلاه هي الطرق الوحيدة والمتبعة حاليا لعلاج مرض سرطان القولون.

يقول البرفسور دكتور سيبرت فايز كبير اطباء قسم الطب الباطني في مستشفى سانا ليشتنبرغ في برلين وهو واحد من اشهر اخصائي طب سرطان الامعاء في المانيا «ان الكثير من المستشفيات في المانيا تقوم بأجراء عمليات جراحية لمرضى سرطان القولون والمعدة مع ذلك تختلف نسب نجاح العمليات الى حد كبير».

«كثير من المرضى لا تكمل عملياتهم بالنجاح ويرجى ذلك لاختيارهم مستشفيات لا يتم فيها اجراء العدد الكافي لمثل هذه العمليات، ليس لديها الخبرة الكافية مع عمليات السرطان المعقدة».

ويؤكد راي البروفيسور سيبرت فايز دراسة عملية قامت بها الجامعة التقنية في برلين في مجال التطوير الهيكلي واجادة الجودة في قطاع الرعاية الصحية. يؤكد البروفيسور الدكتور فايز وزميله البروفيسور الدكتور ميشايل هايذر، اثنين من كبار اطباء جراحة الاورام في المانيا، انه وبالمقارنة مع انواع الاورام الاخرى، يمكن تجنب الإصابة بمرض سرطان الأمعاء أو الشفاء منه بشكل جيد، وذلك اذا تم التشخيص في الوقت والمكان المناسبين، وذلك عن طريق اجراء فحص منظار المعدة.

ويقول البروفيسور دكتور فايز «وعلاوة على ذلك، ومن خلال نمط حياه صحي، يمكن لكل فرد خفض معدل الإصابة بسرطان الامعاء لادنى درجة»،

ويضيف البروفيسور دكتور هايذر الى ذلك «في علاج العديد من الامراض وبالاخص في علاج مرض السرطان، يعد التعاون بيننا كاطباء بالمستشفيات والاطباء المتابعين لحالة المريض بعد خروجه من المستشفى واحدة من اولوياتنا في علاج مرضى السرطان».

ولذلك فان اختيار المستشفى المناسب، المتخصص،

كل مستشفيات سانا يمكن الوصول اليها وبكل سهولة وذلك عبر مطارات المانيا الدولية الرئيسية ك مطار فرانكفورت، ميونخ، ديسلدورف، شتغارت، درسدن او برلين.

واليكم ثلاثة نقاط تميزنا عن بقية المستشفيات في المانيا

- ◀ هي واحدة من اكبر مجموعات المستشفيات الالمانية مع اكثر من ٥٤ موقع في جميع انحاء المانيا
- ◀ وهي كذلك واحدة من المستشفيات التي تتعاون مع جميع شركات التامين الدولية الكبرى
- ◀ يعمل موظفون متعددون اللغات والمدربون ثقافيا كنقطة اتصال اولي لجميع المسائل المتعلقة بالعلاج الطبي



البرفسور دكتور/ ميشال هايذر  
قسم الجراحة العامة والباطنية



البرفسور دكتور/ سيبرت فايز  
كبير اطباء قسم الطب الباطني



Sana  
Hospital Group

DKG  
KREBSGESELLSCHAFT

للمزيد من المعلومات أيضا فيما يتعلق بإمكانيات علاج المرضى سيحببكم بكل سرور موظفو مستشفيات سانا. وعند الحاجة باللغة العربية او الإنجليزية

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## Planning, Building & Managing Healthcare Facilities





# Value Partnerships

Creating more value for you

Image for Siemens Healthineers Value Partnership: Creating more value for you © Siemens Healthineers Saudi Arabia

## Siemens Healthineers contributing to the progress of Saudi Arabia's healthcare privatisation program with Value Partnership project and ambitious PPP plan

### Siemens Healthineers Saudi Arabia

Value Partnerships are enduring, performance-oriented relationships. Our innovative business models help you increase enterprise-wide value in order to meet both your immediate and your future goals. Backed by our three engines, they help you optimize processes, expand your capabilities, and advance the level of innovation in your organization.

### Healthcare Privatisation Plan in Saudi Arabia

One of the cornerstones of Saudi Arabia's Vision 2030 is increasing the contribution of the private sector in the economy from 25% to 35%. To achieve this goal, several initiatives were launched in the Healthcare Sector to involve leading companies in delivering healthcare services within public sector infrastructure. The Ministry of Health has

an ambition to transform from a healthcare provider into a regulator. To achieve this, individual MoH hospitals are being transformed into standalone clusters operating as private companies and covering catchment areas as Accountable Care Organisations (ACO). The objective is to bring higher quality care at lower costs.

Another pillar of the transformation is an increased role for the private sector. The Private Sector Participation strategy entails several projects including: 1) Updating and expanding the primary care across the kingdom, 2) Providing additional rehabilitation centres and long-term care beds through PPP structures, 3) Establishment of additional medical cities, 4) Building, equipping and managing new hospitals on greenfield sites, and finally, 5) Expanding as well as updating laboratory and radiology services across the country in partnership with the private sector.

Beyond the Ministry of Health other government and semi-governmental healthcare providers have been active in launching projects to involve the private sector in their expansion plans. King Faisal Specialist Hospital and Research Centre (KFSH&RC), one of the top institutions in the Kingdom and responsible for caring for the Royal Family, launched the new North Jeddah project. This is a 2,000,000 m2 site with the first phase consisting of 850 beds. A significant private sector role is foreseen in the provision and management of technology as well as education and research support.

### Siemens Healthineers, the right profile that this privatisation plan needs

As a global leader in the MedTech industry with a proven long history in enabling healthcare providers around the world to increase value. Beyond our expertise in technology, Siemens Healthineers enjoys a leading position in deploying Value Partnerships with the public sector as well as with the private sector to enable participation in governmental transformational plans. Siemens Healthineers Saudi Arabia has set a determined plan to contribute to the government goal of enhancing the role of the private sector. This will be achieved by actively engaging in government projects such as the MOH Radiology Pilot in the form of “Concessionaire” to take over the radiology facilities in 7 hospitals, participating in privatising healthcare services and introducing PPP healthcare delivery models. Scaling up education and training of local workforce with the adoption of digital information systems will also contribute to this goal whilst this project will be a partnership between several international and local players. An MoU between Siemens Healthineers and a major private player was signed in

Demonstration of central control room © stock.adobe.com/erikisaksen/1010851910



2017 after the German Arab Healthcare Summit in Berlin followed by a partnership agreement in 2019. The two partners plan to collaborate with other local and international players to participate in these initiatives. Furthermore, and on the KFSH&RC project, Siemens Healthineers has partnered with several world-class global companies to participate in this project.

Siemens Healthineers in Saudi Arabia is considering similar projects that are in the pipeline of privatisation such as Al Ansar Hospital (AH) for the ministry of health in Madinah. The Project involves designing, financing, developing, equipping, maintaining, and operating) AH public hospital and associated facilities in Madinah for the MoH. It will primarily be an emergency hospital for the pilgrims and will eventually replace the existing Al Ansar hospital. The main functions of the Project will include an emergency department, a heart stroke facility, an emergency medical inpatient, an emergency surgery in-patient area, and an intensive care unit and outpatient clinics. Similar to the above examples, the project has been structured on a Value Partnership model with a 15-year operational period and expected to have its first service available in 2021.

Siemens Healthineers is equally focused on private healthcare providers to enable them to participate in realising the country's ambitions. An example of this was the partner-

ship agreement signed in September 2019 between Siemens Healthineers and one of the biggest local private healthcare groups in Saudi Arabia after almost 2 years of preparatory and due-diligence work ended successfully in signing 10-year strategic Value Partnership agreement. This was the first in the Middle East region, valued at SAR 112 million (EUR 26 Million). This Managed Equipment Services (MES) agreement covers the installation, servicing, upgrading, and replacing of all radiology equipment. It goes without saying that this agreement has also included top-notch educational services for biomedical and clinical teams part of local knowledge transfer that aims to improve the clinical and operational workflows, ultimately resulting in better patient experience.

This project is a steppingstone towards bringing expertise earned globally in enabling healthcare providers improve clinical outcomes at lower costs. It is intended that a similar approach will be used in the next stage of collaborating on PPP projects.

### Building on the solid local ground to further transfer global best practices into the region

Our aim in Siemens Healthineers is to build on this, leaning on our global and local expertise to further support private players as well as the public healthcare providers in Saudi

Siemens Healthineers Customer Service - UpSpeed Service for remote repair assistance using augmented reality © Siemens Healthineers Saudi Arabia





Siemens Healthineers PEPconnect portal for online education – part of UpSkill Customer Services © Siemens Healthineers Saudi Arabia

Arabia to accelerate the realisation of said plans. Thanks to the long list of Value Partnerships and digital health projects that Siemens Healthineers has embarked on in numerous countries across the world, a wealth of expertise from managing population health to enabling private sectors extend their capabilities has been achieved already. This allows us to act more efficiently and tailor globally renowned solutions leading to more effective results.

Hamilton Health Sciences in Ontario, Canada, is one of the value partnership example projects with a 15-year agreement (extendable to another 10 years) aimed to provide latest medical technology to transform care delivery for patients while reducing the total cost of ownership. Included in its scope, the management of 500 medical systems for diagnostic imaging, advanced therapies and monitoring equipment, as well as an education and training program for staff including access to the online learning platform PEPconnect and education management system PEPconnections. Additionally, the roll-out of the project with Zaans Medical Center in Zandaam, Netherland, a 13-year Value Partnership contract for asset management with state-of-

the-art medical technology as well as maintenance services, upgrades and replacements, on-site operational management, solutions for lean clinical workflow, and a contractual basis for financing a new hospital building. This is aimed to yield more productive results through better response and resolution times, leading to accommodating 1,200 additional patients per year while saving annual costs of procurement approximately by SAR 650,000 (USD 170,000).

For more information, please contact:  
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Michel Atallah  
*General Manager*

Siemens Healthineers  
 Saudi Arabia





Al-Kindi Hospital, Amman - Jordan © Al-Kindi Hospital

# The Art of Building Hospitals

## ACENDIS

Hospital operators and owners worldwide use the extensive services of ACENDIS from Hannover, Germany as a leading global healthcare technology provider for their hospitals in the region.

The healthcare market in the MEA region expects innovation in terms of healthcare planning and high quality in terms of medical equipment.

With the experience gathered over the past 25 years ACENDIS embodies medical planning, consultancy, export financing and project management.

The target is to provide the best in class healthcare services for the patients to get the best treatment possible without having to fly abroad.

The governments in the Middle East and Africa as well as private investors and international operators are investing heavily to build healthcare facilities on an interna-

tional scale. According to reports, millions of patients from the Middle East & Africa travel abroad to receive medical care. Medical tourism hubs are developing in different parts of the world including countries in the Middle East and Africa.

Medical tourism, especially in a country like Jordan contributes to the expansion of the national economy. Providing smart and innovative healthcare services attracts medical tourists from different countries.

We are happy to be part of a successful story to consult and equip Al Kindi Hospital.

The facility is located in Amman and is a general hospital complex with around 33.000 m<sup>2</sup>. The hospital delivers high quality services in all healthcare units. The facility is prominent due to its expertise in bariatric surgical procedures. The founder and president of the hospital is Dr. Mohammad Khrais FRCS – consultant laparoscopic surgical procedures.

The facility includes: an accident and emergency department, diagnostic radiology department, laboratory, oper-

ations and anesthesia department, intensive care and endoscopy department.

Furthermore, the facility will accommodate outpatient clinics, a digestive & obesity clinic, an obstetrician & gynecology clinic and a vascular treatment clinic.

Al Kindi Hospital in Amman gained a good reputation for many reasons, including the quality services provided at the hospital, which are equipped and designed with the latest medical technology.

We transmit our knowledge to international platforms in the most effective way, for example in Qatar: Here we contributed our knowledge and provided equipment for the first Turkish hospital in Doha which is built on a 13.000 m<sup>2</sup> closed area and has a capacity of 100 beds, 5 operating rooms and 28 clinics, including a gynecology and obstetrics department, as well as an intensive care unit. The facility is also outfitted with advanced medical equipment units.

The healthcare system will continue to receive high level of investments and the total number of hospital beds will

Al Kindi Hospital – Operation Room © Al-Kindi Hospital







Turkish Hospital Qatar – Patient Room © Al-Kindi Hospital

increase in the coming years. Qatar is one of the countries that grows with high rate in the Middle East.

The Libyan market promises enormous potential for hospital construction in the public and private sectors as well.

ACENDIS is professionally committed to ensuring that hospital projects in Libya are able to provide services with the best medical equipment. We have provided professional support in medical planning and procurement of medical devices for several health care facilities in the last years.

We also continue to invest in bringing modern medical technology to North Africa. We are proud to have a share in the development of a new private hospital project with 94 beds in Benghazi, Libya. The facility has a total building area of 22.000 m<sup>2</sup>. The 94-bed 5-storey hospital has 6 operating theatres, 8 intensive care units and nursing stations

Our medical planning team have completed the design of the facility. Medical planning is one of the essential processes in a good hospital project. Many investors and hospital operators have begun to pay attention to this fundamental need.

In this process, all activities are coordinated with the construction firm to enable the company's specialists to do all the installations corresponding to the building's progress.

The client's staff will receive extensive training to operate the installed equipment.



Jalal Awad  
*Projects Director MEA*

ACENDIS Handels GmbH



Intensive Care Unit (ICU) © Al-Kindi Hospital

Al-Kindi Hospital – Entrance Hall © Al-Kindi Hospital







# COVID19



Covid-19 measures



# Disinfection and Sanitation

## Dussmann Gulf LLC

In order to support the community in its fight against the coronavirus worldwide, Dussmann Gulf LLC has offered Disinfection and Sanitation treatment with our prestigious clients to minimize and control the spread of the virus. With the current global situation, it is important to maintain our surroundings clean and virus free. With this in mind Dussmann Gulf LLC managed to train our skilled team to provide utmost disinfection and sanitation service for offices, villas/ apartments, hotels, petrol stations, vehicles, vessels, warehouse and retail shop.

## Introduction

In order to support the community in its fight against the coronavirus worldwide, Dussmann Gulf LLC has offered Disinfection and Sanitation treatment with our prestigious clients to minimize and control the spread of the virus duly approved by both Abu Dhabi and Dubai

Municipality. Established in 2005, Dussmann Gulf is a subsidiary of the German Dussmann Group, one of the world's largest privately owned multi-services facilities management companies. The company has extensive knowledge of operating in the Middle East market and uses its wealth of Dussmann's international knowledge to support its service delivery within the region. Duss-



© Dussmann Gulf LLC

mann Gulf utilizes a flexible approach to the provision of services, ranging from offering management in the form of complete Integrated Facilities Management, through to specified individual services. By tailoring its approach, Dussmann Gulf can combine different tailored services at the request of the client thus delivering a bespoke solution.

Dussmann Gulf's quality of service had always been the uppermost in its service delivery and is supported with good client references not only in the region but across a world of projects and clients.

With the current global situation, it is important to maintain our surroundings clean and virus free in order to protect our loved ones and colleagues. With this in mind

Dussmann Gulf LLC managed to train our skilled team to provide utmost disinfection and sanitation service for offices, villas/apartments, hotels, petrol stations, vehicles, vessels, warehouse and retail shop.

### Coronavirus Awareness

Coronavirus strains are spread from person to person through contaminated droplets from a person who is sick with the illness (through coughing or sneezing) or contaminated hands. The virus can spread through touching an infected surface. People can also catch COVID-19 if they breathe in droplets from a person with COVID-19 who coughs out or exhales droplets. This is why it is important to stay more than 1,5 meter away from a person who is sick.



## Our Method of Treatment

We are using different treatment methods to remove the virus from surfaces. Bio Spray disinfection using ULV fogging Machine, is used especially in the spread of infection in public living areas, building facilities, offices, common areas, public transportation vehicles, ambulances, hospitals, patient care, schools and nursery and so on. It is a device for killing harmful bacteria, viruses, fungus and pathogens in such places.

The fogging sanitizing activity will include first disinfection using approved disinfectant. Mixed with water, we are using Municipality approved, non-hazardous and easy to dry chemicals which are environmentally safe, followed by fogging/sanitizing using an ULV fogger. Then disinfection using the spray bottle and disinfectant chemical again at regular intervals.

Service duration depends on the area that needs to be disinfected, ex. for 280 sqm maximum one hour. We advise

our clients to access the premises after 45 minutes to 1 hour from disinfection.

## Our Disinfectants Chemicals

- DR-200 TM is a concentrated disinfectant and sanitizer that requires no rinsing. It is designed specifically for areas where disinfection and sanitation are of prime importance. Depending on its dilution, DR-200TM can either disinfect or sanitize pre-cleaned inanimate hard surfaces such as walls, floors, sink tops, tables, chairs and bed frames. The benefits are that it controls mildew and bad smells, it's pH-neutral and very effective against several types of viruses.
- Desinet-compact Concentrate is a disinfectant which is effective on virus disinfection, actively works on enveloped viruses. It's free from aldehydes phenols and organometallic compounds, allows active cleaning and is odour-neutral. It's also effective against gram-positive and gram-negative bacteria, yeast and enveloped

© Dussmann Gulf LLC





© Dussmann Gulf LLC

viruses. The Desinet-compact Concentrate is also VAH and IHO listed and the product has a clearance for use in food areas.

### Importance of Disinfection and Sanitation

One of the most common routes of contamination of the COVID-19 coronavirus is through contact with contaminated surfaces. In other words, the virus can fixate itself on various surfaces and remain latent until in touch with the human body. Some viruses are known for surviving over 30 months on dry surfaces.

By touching contaminated surfaces and posteriorly touching eyes, mouth, and nose, individuals manually bring the virus into their mucosa, where it then infiltrates the organism. Therefore, keeping surfaces clean and adequately disinfected is of crucial importance to individual safety and sanitation of office spaces and common areas.

Moreover, the process of environmental disinfection involves procedures of cleaning and disinfection, which should be carried out by trained professionals. In cases where the population might be at risk of outspread contamination, it is essential that the personnel dealing with this potential hazard have the proper training to avoid further spread of the virus and cross-contamination.

More importantly, the disinfection of contaminated surfaces also requires handling of potent chemicals, since detergent cleaning is known for not eliminating microbial contamination, and even potentially spreading the contamination from one surface to the next. Therefore, it is of importance to accurately assess the area and allow for proper personnel to handle the cleaning procedure. These can involve the use of disinfectant chemicals duly approved by the authority which should be done by well trained personnel. Our workers need to learn the correct use of their PPE. It is essential that the PPE is put on and taken off properly and that the team is wearing the equipment before entering an area with a potential hazard that requires the use of PPE. Workers may not remove the required PPE before leaving the area of exposure.

High-risk environments such as hospitals, schools, office buildings, and other areas with high circulation should be submitted to environmental disinfection. The appropriate steps for cleaning the area should be followed according to the Infection Prevention and Control Practice Handbook, making use of personal protective equipment and following protocol. Finally, all public spaces at potential risk of contamination should be disinfected with professional procedures to help suppress the outspread of the COVID-19 coronavirus.

## Our Equipment

Our teams are equipped with an ULV Fogging Sprayer Machine, which is used predominately for the application of disinfectants approved by Municipality.

The Pillow Disinfection is the revolutionary mobile system that can sanitize the cushion in depth. In a few minutes the pillows are hygienically cleaned, disinfected and pleasantly fresh and clean.

We also use the Mattress Sterilization, with UV-C light and this is killing the mites which exist.

The Ozone Machine permeates and disinfects the air with bacteria, mold and allergens, while keeping the air fresh and continuously protecting the health.

## Our Team Safety

As important as our client safety, we also ensure that our teams are well protected by wearing their proper Personal Protective Equipment, like safety goggles, gloves

and respiratory or medical masks (or N95 masks). It's also important for us that they are wearing safety shoes, shoe cover and coveralls. Our teams are also sent for COVID tests every 14 days to ensure that they are safe and virus free.

## Our Disinfection Team

Our disinfection teams are really competitive and they have absolutely high standards of service. The staff is fully trained and equipped with PPE to carry out disinfection and municipality approved for disinfection/treatment of COVID-19 & precautionary measures.



Mehیار Kodeih  
*General Manager*

Dussmann Group LLC

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**ajlan & bros.**  
SAUDI ARABIA

# Integrated Facility Management German Quality—Local Expertise

We create customized facility management packages for your specific requirements, in healthcare facilities, for data centers, for retail and shopping centers or office buildings: we are your partner for sustainable and life-time oriented services.



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## **Smart Buildings—optimizing processes**

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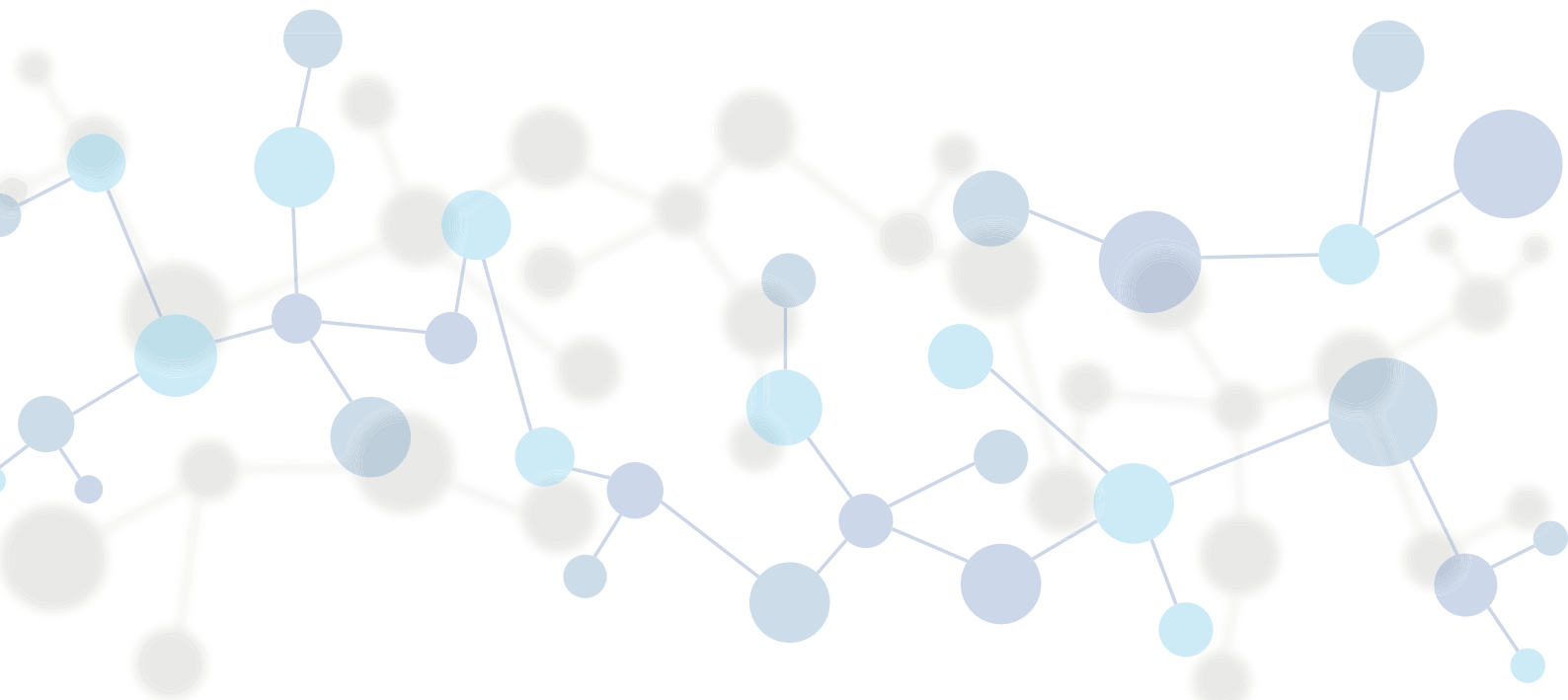
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## Research & Development



## Schmieder Clinic Germany cooperates with Rehafit from Kuwait

### Kliniken Schmieder

Schmieder Clinic is a clinic for Neurology and Neurological Rehabilitation in Germany and treats about 14,000 patients from all over the world annually. The clinic sees its task not only in the treatment of international patients in Germany, but also in the improvement of medical care abroad through cooperation with suitable institutions like Rehafit from Kuwait.

### Schmieder Clinic: Pioneer and quality leader in Neurological Rehabilitation

For decades, Schmieder Clinic has been persistent in its goal of providing neurological patients with the best possible treatment. 70 years ago, Prof. Friedrich Schmieder

developed a treatment concept that focuses around the human being, seeing brain damage as an illness, which shakes the existence of every human being to its core. Since the brain has enormous healing potential, neurological rehabilitation can give back self-confidence and the ability to live your life as independent as possible.





Schmierer Clinic is magnificently located – bordering nature reserves, water, or forestland. © Kliniken Schmierer

Looking back at the development during the last 70 years shows that basing the treatment concept of the Schmierer Clinic on this theory was and still is the key to a successful rehabilitation.

Based on constant drive for innovation and excellence, the family-run establishment has succeeded in gaining worldwide recognition as a Competence Centre for Neurology. As a quality-leader, the clinic actively helped to shape the history of Neurological Rehabilitation and set new medical and therapeutic standards and impulses. It treats neurological patients with all degrees of severity, mainly in Germany's southern province Baden-Württemberg. However, special treatment requests come from

all over the world. Schmierer Clinic is one of the world leading neurologic rehabilitation clinics. It is internationally renowned for excellent diagnostics, therapeutic treatments, as well as the commitment to the research of neurological diseases. The goal is to support the patients and - if possible - to try to bring them back into their old or a new working environment. Every patient receives a fully personalized and specified treatment concept. The multidisciplinary team does its very best to stabilize and improve vegetative functions, train motoric functions, treat speech and mental functions, and overcome the psychological results of the disease or accident.





All world-wide existing neurological disorders are diagnosed and treated at Schmieder Clinic using state-of-the-art medical high-tech equipment. © Kliniken Schmieder

Schmieder Clinic strives to adapt to digital progress and to expand the areas of telemedicine and teletherapy. In addition to the treatment of foreign patients in Germany, the clinic also attaches great importance to supporting facilities abroad and thus improving the quality of treatment in the patients' countries of origin. Diagnostics prior to the inpatient stay, treatment in Germany as well as aftercare in the home country form a complete treatment chain that guarantees optimal care for the patients.

### Schmieder Clinic and the family Al-Hassawi

The family Schmieder and the family Al-Hassawi have been friends for decades. In this context the family Al-Hassawi got to know the work of the Schmieder Clinic very well and appreciated its concept, which led to the idea of a rehabilitation facility in Kuwait. Rehafit (Mubarak Abdulaziz Al-Hassawi & Badrya Alkhashti center for Physiotherapy & Rehabilitation) is located in

Salmiyah - Block 2 - View mall 2nd floor in Kuwait and was founded in April 2018. The aim is to provide quality and professional physiotherapy and rehabilitation care in a healthy environment. The multidisciplinary team treats patients with orthopedic and neurologic conditions, sports injuries, postural and ergonomic problems, respiratory and cardiovascular conditions, as well as pediatric conditions. The goal of the two clinics is to share and develop the medical knowledge and the therapy options for various neurological conditions and thereby improve the treatment of patients from Kuwait and abroad. The partnership includes collaboration in regard of telemedicine and research and development as well as trainings for therapists, doctors, and other employees.

### Telemedicine

Schmieder Clinic offers tele diagnostic and teleconsultation with their doctors for patients who are interested in

coming to Germany for their treatment. The goal is to enable the doctors to better evaluate the patient's case and to discuss the treatment options and the expected prognosis prior to the admission. During the 60-minute video conference, the patient and his relatives can get to know the doctor, discuss the medical reports and the treatment possibilities, and ask questions about the stay. In order to provide the best possible follow-up care, there is also an offer for patients after their discharge from the clinic. Case-related collaboration between the doctors and therapists of both clinics is also possible. Additionally, the cooperation includes the sharing of knowledge, research results, and innovative treatment and therapy options between the doctors or therapists via video conference or webinar.

### Research and development

The two clinics also cooperate in the fields of medical and scientific research and development. Today, it is impor-

tant to train the medical and therapeutic employees regularly to ensure the highest possible quality standards and to maintain these standards in a changing environment.

Development is particularly important in the international field and ensures innovative treatment options and competitiveness. As a quality leader in neurological rehabilitation, Schmieder Clinic places a particularly high value on innovation and progress and treats their patients according to the latest scientific and medical findings.

### Training and education

The training and education of the employees is another important part of the cooperation. Doctors and therapists of both clinics combine their experience and their knowledge to create a higher standard of knowledge, to develop their competences, and to improve the medical treatment.

Schmieder Clinic does research on behalf of their patients. They are committed to advance treatment methods and innovate therapeutic options. © Kliniken Schmieder





Schmieder Clinic guides, accompanies, and supports its patients during and after rehabilitation. © Kliniken Schmieder

The employees can meet in a virtual video conference or even in person according to the possibilities. Additionally, specialists for different neurological conditions and topics can visit the cooperation partner for lectures. The doctors of Schmieder Clinic also offer webinars to explain the treatment of specific neurological conditions or to present new research results and innovational therapy and treatment concepts. The advantage of webinars is that they provide an easy way of education and training without meeting in person. The importance of such training methods became even more apparent regarding the current Covid-19 situation, which made traveling and meeting each other in person nearly impossible. With these methods, the employees can stay in close contact and training can continue despite the regulations.

### Providing the best possible care

The sharing and combining of all this knowledge leads to the improvement of the medical treatment as well as the diagnosis-appropriate care and has huge advantages for both cooperation partners as well as the patients. It shows that rehabilitation care works best when the partners go hand in hand to create an individual and adapted treatment concept for every patient. The collaboration

is the result of a long-standing German-Arabic friendship and aims to improve the understanding of each other's culture as well as the individual requirements for a patient-adapted and innovative treatment of neurological diseases in all stages.



Paul-Georg Friedrich  
CEO

Kliniken Schmieder

# KLINIKEN SCHMIEDER

Clinic for Neurology and  
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## Company Overview

The family-run company is regarded throughout Europe as a leader in quality and stands out for its combination of science and practice as well as the personal care it provides to both patients and relatives.

Schmieder Clinic looks at its patients from an integrated point of view and strives to provide the best possible assistance in all areas of life. Interdisciplinary teams consisting of physicians, therapists, and nurses work individually with each patient on the wards for international patients and tailor the treatment concepts to the respective development progress. Beside such tried-and-tested treatments as physiotherapy and occupational therapy, innovative approaches such as gait training with Lokohelp, virtual reality, the use of feedback-based equipment for the upper limbs (Pablo, Armeo, etc.) and Vector (sensor-controlled walking system) are also employed. Additionally, we have a Brain Stimulation Center at our clinic site in Allensbach.

Schmieder Clinic offers its patients far more than a dozen different therapeutic disciplines – a unique range in international comparison © Kliniken Schmieder



Kliniken Schmieder

Year of Foundation:	1950
Production facilities:	Six sites in South Germany with wards for international patients in Allensbach at the Lake of Constance and Heidelberg.
Products:	Clinic for Neurology and Neurological Rehabilitation with about 14,000 neurological patients of all severities and in all acute and rehabilitation stages per year.

## Indications:

- Traumatic brain injuries; Stroke; Inflammatory diseases of the nervous system (Multiple Sclerosis, Encephalitis); Diseases of the peripheral nervous system (Polyneuropathy/GBS); Neurodegenerative diseases (Alzheimer's Disease, Parkinson's Disease); Damage to the spinal cord and intervertebral disks; Neurological pain syndrome; Neurological disorders accompanied by mental health disorders or psychosomatic disorders; all other neurological indications.

## Available services

- Multilingual staff: standard treatment in English; if desired: speech therapy and translators for Arabic; High-quality room furnishings and culture-specific services, e.g. in regard to meals, offers for Ramadan; International office for advice and support with passport matters, transfers, and much more; Selection of international newspapers; Guest house next to the clinic for relatives and accompanying persons at the site Allensbach; Free WiFi access; Lounge area.

Schmieder Clinic disposes of the full range of sophisticated diagnostic tools and highly qualified staff © Kliniken Schmieder





# Ghorfa

BUILDING BRIDGES  
BETWEEN GERMANY  
AND THE ARAB WORLD

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# Ghorfa Arab-German Chamber of Commerce and Industry

## Building Bridges between Germany and the Arab World

Times are challenging but Arab-German business relations are deeply rooted, stable and full of opportunities. The trade balance between Germany and the Arab countries reached EUR 44.3 billion in 2019. While the Covid-19 pandemic and the resulting sharp fall in oil prices placed the entire Arab world under unprecedented challenges, opportunities still remain, especially in the healthcare sector. Cooperations between Germany and the Arab world are a strong foundation to tackle challenging situations like the current one together, thus shaping a safe and prosperous future.



### About us

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

### Our mission

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

## Our network

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



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

## Networking

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

## Consulting

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

## Activities, Conferences and Events

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





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

### Information

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



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

[Ghorfa](#)

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# Contributing Companies and Institutions

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# ACENDIS

TOGETHER, ALL THE WAY

## ACENDIS Handels GmbH

Acendis is an international operating company specialized in designing and equipping medical facilities. Our main activity consists in setting up and furnishing hospitals, focusing on medical equipment. Furthermore, our service include consultancy from the very first step of planning, sourcing funding through to purchasing, installing, putting into service, handing over and up to staff training and maintenance - also available as an "all-in-one-solution" project management.

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area9  
LYCEUM



## Area9 Lyceum

Area9 Lyceum builds 21st century skills and competencies through the world's first four-dimensional learning platform, Area9 Rhapsode™. Based on more than 20 years of research into human factors and cognition, our AI-based platform delivers truly personalized learning at scale -cutting training time in half, guaranteeing proficiency and making lasting impacts on careers and business outcomes.

**Contact:** Dr. Claus Biermann, Chief Medical Advisor, Healthcare Education at Area9 Lyceum

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**B | BRAUN**  
SHARING EXPERTISE

## B. Braun Melsungen AG

B. Braun is one of the world's leading manufacturers of medical devices and pharmaceutical products and services. With over 64,000 employees in 64 countries, B. Braun develops high quality product systems and services for users around the world. Every service provided by B. Braun incorporates the entirety of our knowledge and skills, the company's deep understanding of users' needs - and 179 years of extensive expertise. With its constantly growing portfolio of effective medical care solutions, B. Braun makes a substantial contribution towards protecting and improving people's health. In developing its products, product systems and services, B. Braun acts like a sparring partner. A companion who knows their counterpart. Who wants to do the best for them. A companion who promotes developments through constructive dialog and the motivation to improve things. And enables solutions that are both evolving and progressive.

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## Dussmann Group

With 64,500 employees in 22 countries, the Dussmann Group carries out services for people, by people. The largest company division, Dussmann Service provides technical services, catering, security and reception services, cleaning, surgical sterilization, commercial property management and energy management. All technical systems are bundled in DTS, spanning over the entire life cycle of plants and buildings, from design with engineering services and planning, through construction to maintenance and repair: STS with electrical engineering, DKA as a specialist for refrigeration and air-conditioning, and HEBO as an elevator manufacture. Kursana manages nursing and care services for 13,600 seniors. More information at news.dussmanngroup.com

**Project:** Disinfection and Sanitation  
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## GHA – German Health Alliance

The GHA - German Health Alliance bundles the expertise of its more than 100 member companies and organisations and is an extremely suitable access to internationally requested German health expertise. The approximately 50 medical technology manufacturers among the GHA members travel around the world and have excellent specialist and country expertise. The other focal points of Strengthening the Health System and Global Health make it possible to put together complete solution packages of the highest quality that are flexible and modularly adapted to the various needs and challenges. All this enables GHA to build reliable and sustainable long-term partnerships and cooperation on an equal footing for the joint strengthening of health systems with a special focus on Global Health and excellent, high-quality medical technologies, solutions and services.

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## HEIDELBERG UNIVERSITY HOSPITAL

## Heidelberg University Hospital

Heidelberg University Hospital with its more than 50 specialized clinical departments is one of the leading medical centers in Europe. Innovative and effective diagnosis and therapy for all complex diseases is guaranteed by world-renowned professors and highly experienced doctors. Heidelberg University Hospital is constantly developing new methods of diagnosis and treatment at the forefront of biomedical science for the benefit of all patients.

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www.heidelberg-university-hospital.com



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# KLINIKEN SCHMIEDER

Clinic for Neurology and  
Neurological Rehabilitation

Kliniken Schmieder

Schmieder Clinic is a Clinic for Neurology and Neurological Rehabilitation with six sites in South Germany and wards for international patients in Allensbach at the Lake of Constance and in Heidelberg. As a neurological competence centre, the clinic treats all neurological diseases of all degrees of severities. The family-run company is regarded throughout Europe as a leader in quality and stands out for its combination of science and practice as well as the personal care it provides to both patients and relatives.

**Project:** Schmieder Clinic Germany cooperates with Rehafit from Kuwait

**Contact:** International Office

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MMM Group has been operating worldwide as one of the leading system providers in the service of health since 1954. With a full portfolio of products and services pertaining to sterilisation and disinfection systems for hospitals, scientific institutes, laboratories, and the pharmaceutical industry, MMM has positioned itself as a crucial quality driver and innovator on the German and international markets.

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**Sana  
Hospital Group**

Sana Hospital Group

Sana Hospital Group is a group of world-class, award-winning private hospitals, outpatient and diagnostic centers spread across Germany. Sana is owned by the 25 leading German private health insurance companies, including Alliance Insurance Group, DKV and Signal Iduna. Founded in 1976, Sana Hospital Group is one of the leading providers of state-of-art healthcare services in the world, focused on providing clinical excellence and superior patient outcomes. It is an integrated healthcare delivery system with 54 hospitals and over 34.300 employees serving more than 2.2 million patients annually.

**Project:** Sana Hospital Group: Top 3 in Germany

**Contact:** Nizar Maarouf, Head of Business and Government Relations

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Schön Klinik is Germany's largest family-owned hospital group with 26 hospitals across Germany and the UK, specialising in orthopaedics and spine, neurology and mental health. Since it was founded by the Schön family in 1985, the company has focused on quality and excellence through a high level of specialisation. This approach allows us to provide the most effective therapies for patients. Quality is our core value. We enhance medical outcome through value-based healthcare measurement. International patients trust in Schön Klinik for more than 20 years now with life-improving results for both patients and their families.

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Siemens Healthineers AG is shaping the future of healthcare and is proud to serve its customers in the Middle East & Africa through its regional hub in the UAE with its main offices located in Saudi Arabia, Egypt and South Africa. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostic, image-guided therapy, and in-vivo diagnostics. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients.

On Saudi Arabia market, Siemens Healthineers has been there for more than 75 years with 250 employees based out of its four offices located in Riyadh, Jeddah, Khobar and Abha covering the entire kingdom.

**Project I:** Shaping the Future of Healthcare – Tele-Heart KSA

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

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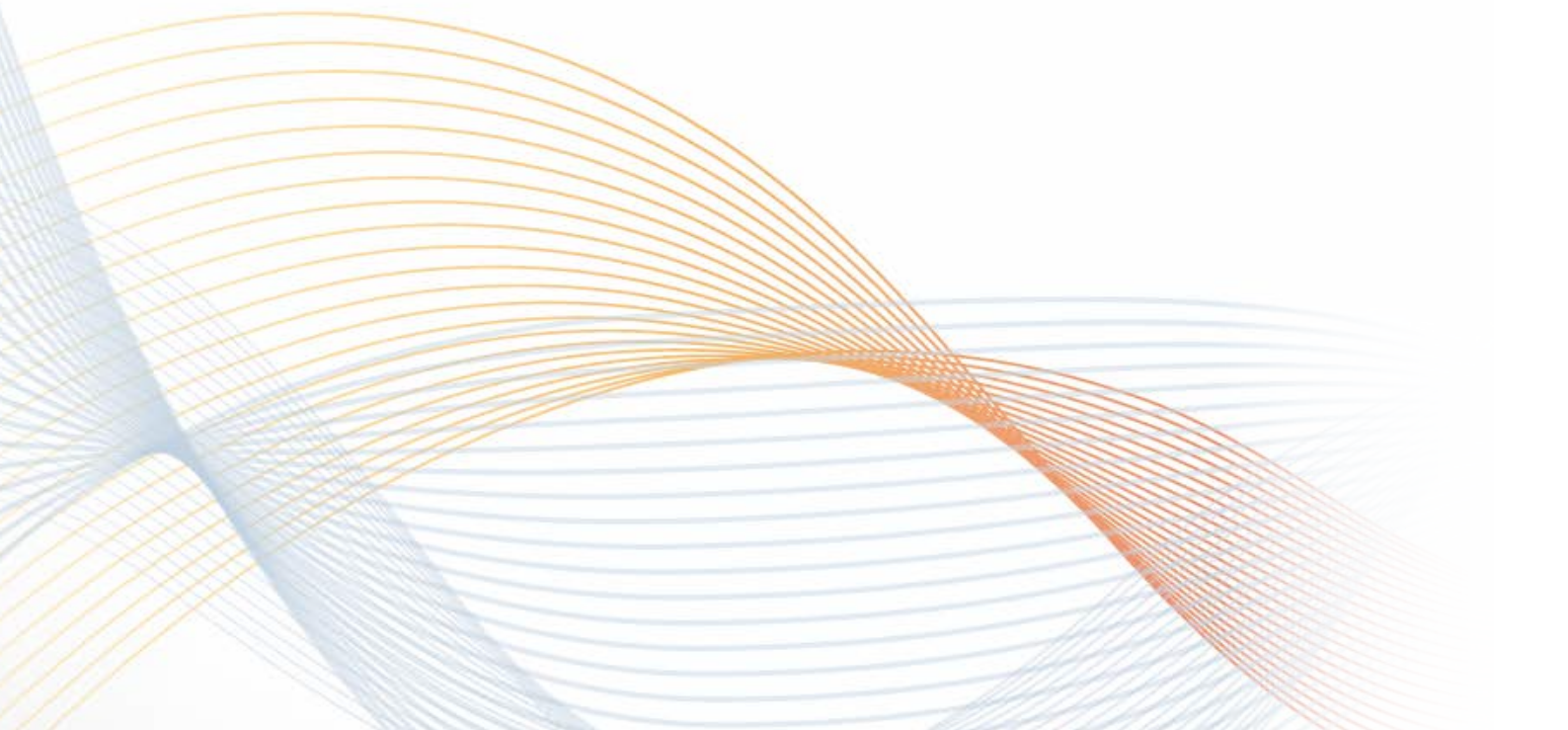
**Project II:** Siemens Healthineers contributing to the progress of Saudi Arabia's healthcare privatisation program with Value Partnership project

**Contact:** Michel Atallah, General Manager Siemens Healthineers KSA

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#### SEPTEMBER 2020



# Healthcare Guide 2020

Partnerships and Perspectives of  
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