



10th Arab-German Health Forum

Hotel Adlon-Kempinski, Berlin

March 22nd - 23rd, 2017

Master of CVs

Opening Ceremony

Welcoming



Abdulaziz Al-Mikhlafi

Secretary General, Ghorfa Arab-German Chamber of Commerce and Industry, Germany

Abdulaziz Al-Mikhlafi was born in Taiz in the Republic of Yemen in 1963. In 1985 he took up the diplomatic service having completed his studies of economics and political science at the University Sana'a, Republic of Yemen. Afterwards he worked as 3rd Secretary at the General Consulate of the Republic of Yemen in Jeddah, Saudi-Arabia. From 1989 to 1990 he studied at the Diplomatic Institute in Cairo, Egypt. From 1990 to 1993 he held the position of 2nd and then 1st Secretary at the Minister Office of the Ministry of Foreign Affairs of the Republic of Yemen. From 1993 to 06/2000 he performed as 1st Secretary and Counsellor the position of head of department for economic and consular affairs at the Embassy of the Republic of Yemen in Bonn. Beside his professional activities he completed a Master's programme in the field of political science at the University Bonn. Since 1st July 2000 he has been Secretary General of the Arab-German Association for Commerce and Industry. In September 2004 Mr. Al-Mikhlafi has been appointed Ambassador at the Ministry of Foreign Affairs of Republic of Yemen. In July 2016 Mr. Al-Mikhlafi was awarded with the Cross of the Order of Merit of the Federal Republic of Germany. Moreover he was appointed as economic advisor for the president of the Republic of Yemen in August 2016. He is a frequent speaker and moderator in various forums and conferences in Germany, Europe and the Arab World. Mr. Al-Mikhlafi is married and has five children.



Burkhard Kieker

Chief Executive Officer, visitBerlin, Germany

Burkhard Kieker has been Chief Executive Officer of Berlin Tourismus & Kongress GmbH, operating under the trade name visitBerlin, since 1 January 2009. He is responsible to position Berlin worldwide as tourism, culture and congress destination as well as maintaining the brand Berlin. Given the fact that 5 out of 7 most important reasons to visit the German capital are related to culture, Kieker and his team cooperate closely with all sectors of culture. They strive to maintain Berlin brand as a global cultural hub. In his career to date, he held positions in the German industry with Deutsche Lufthansa AG and headed the Aviation Marketing of Berlin Airports. As journalist, he worked for RIAS Berlin, the weekly newspaper DIE ZEIT in Hamburg, and the television channel Deutsche Welle. Burkhard Kieker completed the International Executive Program (IEP) at INSEAD Business School.

Speakers

Boris Velter

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

Boris Velter (born 1967) has worked for over 20 years in the field of health policy now: After working in science (empirical social research) and adult education, for the German Federal Parliament, the Federal Association of Local Health Insurance Funds, the Federal Ministry of Health and the State Chancellery of Brandenburg, he now acts as the State Secretary for Health in the Senate Administration for Health, Care and Equality.



Ebrahim Mahmood A. Abdulla

Ambassador of the Kingdom of Bahrain & Dean of the Arab Diplomatic Corps, Germany



Minister Plenipotentiary at the Embassy of the Kingdom of Bahrain to Brussels, Belgium Chargé d'Affaires since April 2009.

January 2008 Chargé d'Affaires, Embassy of the Kingdom of Bahrain to Brussels.

April 2007 Minister Plenipotentiary.

December 2001 Counselor, Head of Administration, Ministry of Foreign Affairs, Kingdom of Bahrain.

1999 - 2001 Librarian, Arabian Gulf University, Kingdom of Bahrain.

1996 - 1999 Head of Registration, University of Bahrain, Kingdom of Bahrain.

October 1989 - August 1999 Registration, Coordinator, College of Education, University of Bahrain, Kingdom of Bahrain.

1980 - 1983 Plant operator, Bahrain Petroleum Company, (BAPCO) Kingdom of Bahrain.

Education:

Master of Library Sciences, North Carolina Central University, N.C, United States of America, June 1996.

Bachelor of Arts (B.A) in Language & Translation (Major in English Literature & Linguistics). Imam Mohammed Bin Saud Islamic University, Riyadh; Kingdom of Saudi Arabia, 1989.



H.E. Nael Al Kabariti

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

H.E. Na'el Raja Al Kabariti, born on the 28th February 1956 holds a Bachelor's Degree in Engineering Technology from the USA. He is Jordan's Chamber of Commerce's and Aqaba Chamber of Commerce's Chairman. He currently is a member of the Higher Councils of Science and Technology as well as of the Civil Defense Higher Council. H.E. is a Board member of Euro – Jordan Advanced Business Institute (EJABI), a member of the National youth and sport Fund, and of the Advisory Council with the Ministry of Industry and Trade between the Public and Private sectors. He furthermore is Honorary Consul of Turkey in Jordan.

Besides his activities as a Counselor on various scientific and economic issues, H.E. also operates as the CEO of numerous enterprises in the sectors of construction, financial brokerage, Logistic Services and Real Estate Investment. To his former occupations count activities as a member of the Jordan senate, the Financial and Economical affairs committee in the Jordanian senate, and as a member of the External Affairs committee in the Jordanian senate.

Mechthild Rawert

Member of German Parliament, Rapporteur Care, Germany

Dr. Amr Abdelhady Sharaf

Secretary General of the Higher Committee of Medical Specialties, Ministry of Health, Egypt

Session 1

Medical Tourism: Travels for High-Class Treatment and Care

Moderation



Doreen Chung

Project Manager Market Management / Health Tourism, visitBerlin, Germany

Since 2004 Mrs. Doreen Chung is working for Berlin's destination marketing company visitBerlin and was in charge for several projects. Currently she is responsible for Berlin's presentation at ITB Berlin and is supervising the medical tourism initiative "Berlin Health Excellence" where she coordinates and supports the Berlin network of medical facilities, hotels and tourism providers.

Speakers



Olaf Seiche

Manager Business Unit Sector of TÜV Rheinland, Germany

Was born and grew up in Hamburg. He studied production technology at the Hamburg University of Applied Sciences. During his professional career, he took over consultancy activities for various industrial and service companies from 1992 to 2002. In 2002, he joined the TÜV Rheinland Group. In his current position as Head of Business Unit Customized Services Germany, Head of the Service Sector Business Unit and member of the Executive Board, he has responsibility for over 60 employees and approximately € 14 million in sales. In addition, he has the nationwide responsibility for all areas of the TÜV Rheinland Group in the field of Customized solutions in the auditing and certification segment. The following are the main areas of activity: The global business development in countries like Europe, South Africa, Dubai, Saudi Arabia, Thailand, Taiwan and Japan, the development of certification standards in the areas of tourism, health care, quality, environment, sustainability, service quality and safety & security, the

development and implementation of quality management systems and quality checks, training of international auditors (eg Saudi Tourism Council), panel work in associations, market analyzes, site and target group analysis, legal compliance from procurement to after-sales and training, evaluation and monitoring of auditors. In addition to his work at TÜV Rheinland, Mr. Seiche is also a lecturer in media, marketing, tourism management and tourism research at the University of Darmstadt and Fresenius Hochschule.

Dr. Andreas Schmitt

Director of Vivantes International Medicine, Vivantes Hospital Group, Germany

Anna Kinghorne



Head of International Office, Unfallkrankenhaus Berlin (ukb), Germany

1979 age cohort

Bachelor of Science in Political Science and History from the University of Maryland / USA 2007

Graduating with honors: Master of Public Administration with an emphasis on Management from the

University of Maryland / USA 2009

2009-2011: Medical Office Manager

2011-2013: Case Manager at Helios Healthcare International

Since 2013: Head of the International Office at the Unfallkrankenhaus Berlin

Spoken languages: German and English



Prof. Dr. Karsten E. Dreinhoefler

Head of Orthopaedics, Medical Park, Germany

Prof. Karsten Dreinhoefler is a specialist in orthopaedics and trauma surgery, rehabilitation, physical therapy, and health economy (ebs). He is the Medical Director and Chair of the Department of Orthopaedics and Traumatology at Medical Park Berlin Humboldtmeuhle. In addition, he holds the Chair for Musculoskeletal Prevention, Rehabilitation and Health Services Research at the Charité. Prof. Dreinhoefler is president of the Global Alliance for Musculoskeletal Health (G-MUSC), vice-president of the German Professional Association of Orthopaedic and Traumatology (BVOU), co-opted member of the Board of the European Federation of National Associations of Orthopaedics and Traumatology (EFORT), past president of the Fragility Fracture Network (FFN). He was president of the German Annual Orthopaedic and Trauma Congress (DKOU) in 2011, president of the European Congress of Orthopaedic and Traumatology in Berlin 2012, the Global Congresses of the Fragility Fracture Network in 2012 and 2013, the German Congress of Health Service Research 2013, and the World Network Meeting of the Bone and Joint Decade 2017. In addition, he is sitting on advisory committees for the World Health Organization (WHO) for rehabilitation and the care of the injured. Prof. Dreinhoefler has been an Honorary Guest Lecturer in Europe, the US, Brazil, China, India, South Africa, Australia, and the Middle East: Beirut (Lebanon), Cairo (Egypt), Dubai (VAE), Muscat (Oman), Riyadh (Saudi-Arabia). Prof. Dreinhoefler main research interest is in musculoskeletal prevention and rehabilitation, joint and spine problems, osteoarthritis and osteoporosis, fragility fractures and sports medicine. He published more than 70 peer-reviewed articles, 400 further publications incl. 23 book chapters, edited 3 text books, and gave more than 700 national and international presentations. He is Editor and Section Editor of a couple of national and international scientific journals.



Burkhard Kieker

Chief Executive Officer, visitBerlin, Germany

Session 2

Healthcare Solutions for Medical Centers: Construction, Education and Management

Moderation

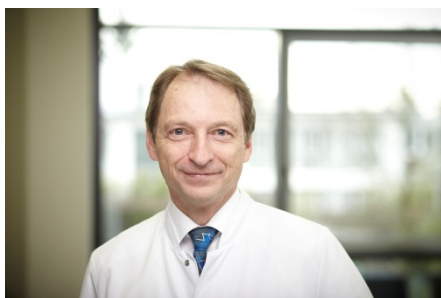


Nizar Maarouf

Vice Director of Vivantes International Medicine, Vivantes Hospital Group, Germany

Nizar Maarouf is a Healthcare Manager. Having lived in Arabic countries as well as in USA and Germany, he has acquired a deep understanding of both cultures and is able to effectively mediate between the two. As Vice Director of Vivantes International Medicine, Nizar Maarouf designs strategies to win partners abroad both at the governmental level and from the private sector. He is board member of the Ghorfa (Arab-German Chamber of Commerce and Industry) and the German Orient Institute (DOI), as well as member of the Advisory Board of Quadriga University Berlin.

Speakers



Dr. Michael Ruf

Spine Surgeon, Head of Department, SRH Klinikum Karlsbad-Langensteinbach GmbH, Germany

2012 Head of Department at the Department of Spine Surgery / Traumatology, SRH Klinikum Karlsbad – Langensteinbach, Germany

2011 Designated president of the German Spine Society (Presidency 2012)

2008 University Lecturing Qualification at the Ernst-Moritz-Arndt University Greifswald, Germany (Thesis: Early Correction of Congenital Scoliosis and Spondylolisthesis)

2006 Specialist Degree in Orthopaedics and Traumatology

2006 Head of Department at the Center for Orthopedics and Traumatology, SRH - Zentralklinikum Suhl, Germany

1999-2006 Consultant Spinal Surgeon at the Centre for Spinal Surgery - Orthopaedics, Traumatology and Paraplegiology, SRH

Klinikum Karlsbad - Langensteinbach, Germany (Head of Department: Prof. Jürgen Harms)

1996 Specialist Degree in Rehabilitative Medicine

1991 – 1999 Registrar at the Centre for Spinal Surgery - Orthopaedics, Traumatology and Paraplegiology, Karlsbad - Langensteinbach, Germany

1991 Board certification, Specialist Degree in Orthopaedics

1987-1991 Senior House Officer under Professor J. Harms and Dr. Brinkmann, at the Centre for Spinal Surgery - Orthopaedics, Traumatology and Paraplegiology, Karlsbad - Langensteinbach, Germany

1985 – 1987 Senior House Officer under Professor Vogt Moykopf, at the Department of Thoracic Surgery in Heidelberg-Rohrbach, Germany.

Awards: 2008 – 2013: Dr. Ruf is permanently listed in the FOCUS journal as one of the best spine surgeons in Germany

Dr. Reinhard Wichels



General Manager, WMC Healthcare GmbH, Germany

Dr. Wichels is a physician by background and has more than 15 years of work experience in healthcare, provider and strategic consulting. Prior to founding WMC Healthcare in 2013, he was a Senior Partner at McKinsey & Company, leading the Provider practice in Germany and the EMEA Region (Europe, Middle East and Africa). In addition, he was part of the international Healthcare Practice at McKinsey & Company serving international clients (providers, insurance and med-tech companies) on strategic, operational as well as organizational topics.

- _ Leading more than 100 projects in the provider sector over the last 15 years
- _ Has worked for a broad range of providers of all sizes and ownerships (private, public and non-profit as well as AMCs)
- _ Broad work experience in the international hospital landscape; has extensively worked on provider and med tech topics in Europe, but also Middle East, Asia, and US
- _ Expert on all steps of the value chain in hospitals (e.g. Emergency departments, Intensive Care Units, Operating Rooms, etc.)
- _ Extensive work for payors, especially Germany and the broader Europe (e.g. NHS in the UK)
- _ Broad experience in the international med-tech Industry
- _ Member of the German governmental initiative to drive digitalisation in the German healthcare system



Dr. Saad Baradiy

**Consulting Engineer at Iproplan Planungsgesellschaft mbH,
Germany**

Mr. Baradiy graduated in 1981 as M.Sc. in Mechanical Engineering / Power Engineering at the University of Aleppo in Syria. In 1990, Mr. Baradiy graduated as PhD in Technical Cybernetics / Automation Technology at the Chemnitz University of Technology, Germany. Mr. Baradiy has more than 30 years of professional experience in Building Engineering Physics. In the function as Head of the Building Engineering Physics Department for Energy Efficiency and Sustainability, he and his team led iproplan® Planungsgesellschaft mbH to one of the most renowned companies in Germany in terms of energy efficient design and assessments in buildings. Beside his membership in several chambers of engineers, he is also member of the Federal Association of publicly certified and qualified Experts e.V. (registered association). Since 2009, Mr. Baradiy is a certified auditor for sustainability in buildings according to the DGNB (German Sustainable Building Council) and BNB standard (German standard for sustainable building). In this context iproplan® certified / audited amongst others also hospitals. In more than 60 publications, Mr. Baradiy underlined his expertise in Building Engineering Physics as well as in Energy Efficiency and Sustainability in Buildings.



Thomas Willemeit

CEO, GRAFT GmbH, Germany

Thomas Willemeit studied architecture at the Technical University Braunschweig, where he graduated as Dipl.-Ing. Arch in 1997, and partook the masterclass for architecture and urban planning at the Bauhaus Dessau. Besides his successful career in the architectural field, he won numerous national prizes as a violin player and a chorister. In 1998 Thomas Willemeit established GRAFT in Los Angeles together with Lars Krückeberg and Wolfram Putz. With further offices in Berlin and Beijing, GRAFT has been commissioned to design and manage a wide range of residential, hospitality and health care as well as cultural and commercial projects. GRAFT has won numerous national and international awards and earned international reputation throughout its existence.

Gala Dinner



H.E. Dr. Peter Ramsauer

Federal Minister ret., President of the Ghorfa Arab-German Chamber of Commerce & Industry, Germany

Dr. Peter Ramsauer was born on the 10th February 1954. He graduated from Ludwig Maximilian University in Munich with a degree in business administration in 1979, and was awarded a doctorate in governance and public policy in 1985. Additionally he passed the journeyman's examination in 1977 and the master craftsman's examination in 1980. Dr. Ramsauer has been Member of the German Bundestag since 1990 and from 1998 to 2005 he was Chief Whip of the CSU parliamentary group and from 2005 to 2009 Leader of the CSU parliamentary group. In the former period from 2009 to 2013 he was Federal Minister of Transport, Building and Urban Development. Currently Dr. Ramsauer is Chairman of the German Bundestag's Committee on Economic Affairs and Energy, and since June 2014 President of the Ghorfa Arab-German Chamber of Commerce & Industry. Dr. Ramsauer is married and has four children.

Session 3

Healthcare in the GCC Countries: Development and Business Opportunities

Moderation



Dr. Gabi Kratochwil

Managing Director, CrossCultures, Germany

Dr. Gabi Kratochwil studied Middle Eastern Studies, Politics and Public Law at the University of Bonn and at the American University in Cairo, Egypt. She is the owner and Managing Director of CrossCultures, a provider of intercultural training, coaching and consultancy with special focus on the Arab World, Diversity Management and Women & Leadership counting a large number of the world's leading international enterprises and organisations on her list of clients.

Dr. Gabi Kratochwil has been a member of the Board of Directors of the Ghorfa Arab-German Chamber of Commerce and Industry since 2006, a member of the German Middle East Studies Association for Contemporary Research and Documentation (DAVO) and of the Society for Intercultural Training and Research (SIETAR). Numerous publications, lecture series and papers in the university and media on MENA issues, Diversity Management and Women & Leadership.

Her intercultural business handbook on the Arab World ("Business-Knigge: Arabische Welt. Erfolgreich kommunizieren mit arabischen Geschäftspartnern", Orell Füssli,

Zurich 2006) has been ranked No. 5 in the top management books by The Financial Times. In 2012 she published a book on successful women in the Arab World ("Die neuen arabischen Frauen. Erfolgsgeschichten aus einer Welt im Aufbruch", orellfüssli, Zurich 2012.

Dr. Kratochwil represents Germany at many international conferences and roundtables as a keynote speaker and facilitator. As its Chairpreson she initiated in 2007 the Arab-German Businesswomen Dialogue at the Ghorfa Arab

- German Cham b

Commerce and Industry's annual Arab-German Business Forum, also partnering with the Arab International Women's Forum (AIWF) in its initiatives to empower women in business and government. As a high impact change maker Dr. Kratochwil advises policy makers, academics and business leaders.

Dr. Kratochwil has been presented with the "World Women Leadership Achievement Award 2015" by WWCLA in Mumbai, India. This award honors and recognizes the strategic role played by women, who embody the qualities of leadership to achieve the best possible results in shaping the future of the region.

Speakers



Prof. Dr. Carsten Tschoepe

Vice Director of the Department Cardiology and Pulmonology, Charité, Germany

Born 1963 in Germany, he finished his medical school at the University of Heidelberg 1992. In the following years he did his internships in the Department of Nephrology and Pharmacology at the University of Heidelberg and Kiel, respectively. 1996 he applied at the Charite in the Department of Cardiology and became an interventional cardiologist and intensive care specialist. 2007 he became the vice director of the Department of cardiology, Campus Benjamin Franklin, since 2015 at the Campus Virchow Clinic at the Charite. Since 2007 he is in addition a university professor for Regenerative Medicine at the Berlin-Brandenburger-Center for Regenerative Therapies (BCRT) at the Charite. His clinical and research interest is the so-called field of immune-cardiology. Hereby his guiding the cardiomyopathy program at the Charite. He has more than 250 international peer-reviewed publications and is a well-known specialist for hear failure. He is a member of the German, European and American societies of Cardiology. His worked had been acknowledged by several prizes, including the Arthur Weber Prize from the German Society of Cardiology.



Matthias Kasprowicz

Managing Director of TROX Middle East & Vice Chairman of Eurovent Middle East Association, UAE

Matthias Kasprowicz currently holds the position as Regional Managing Director of TROX Middle East, the global market leader in the HVAC (Heating, Ventilating & Air Conditioning) industry. With over a decade experience across the region he formerly was also working in several positions in Siemens in Marketing, Sales, Strategy and Business Development. Currently he is also holding the position as Vice-Chairman of the Eurovent Middle East Association. Mr. Kasprowicz also founded the Xsmart Air initiative, which is working with several governments, associations, academia and industry leaders with the goal to provide a cleaner air and a healthier sustainable environment for the people in Middle East.



Dr. Naifah Hamoudah Al Shalan

Healthcare Counselor, Embassy of the Kingdom of Saudi Arabia, Germany

Dr. Naifah Hamoudah Al Shalan (born 18 October 1983 in Jeddah, KSA) is a Saudi plastic surgeon. She obtained Bachelor of Medicine and Surgery degrees from the University of Science and Technology in Jordan. She also completed an internship at King Abdulaziz University, receiving the German residency program in plastic, reconstructive and hand surgery (Facharzt) since 2012.

In addition, she is the first Saudi doctor at the Embassy of the Kingdom of Saudi Arabia working as Healthcare Counselor for the Saudi patients throughout Germany. As a representative of the Kingdom of Saudi Arabia, she participates in numerous medical events. Interesting in the non-surgical methods of Face Lifting and Body Contouring. Expertise in organizing medical – surgical conferences and workshops. Multilingual speaker (English, Deutsch on top of the Arabic native language).

George Annish

Managing Director, Al Danah Medical Company W.L.L., Qatar

Session 4

Pharma Industry

Moderation



Wolf Schwippert

Attorney at Law, Schwippert Law Office, Germany

Wolf R. Schwippert, Attorney at Law, is specialized on Business Laws of the Arab Middle East and practises in his own law firm, Schwippert Law Office in Berlin since the year 2000, which cooperates with selected laws firms throughout the Middle East. He has practised law in Jeddah, Saudi Arabia from 1992 to 2000 as a legal consultant in Osama Al Yamani Law Office. Mr Schwippert has been decorated with the Cross of the Order of Merit of Germany for his services in Saudi Arabia. He advises foreign companies investing in or doing business with Arab countries in various areas including the health sector, including setting up offices, registration of drugs and medical devices, commercial agency, manufacturing, hospital planning, construction and operation. He has also advised governmental authorities in Arab countries and regional organizations e.g. on legal aspects of infrastructure project financing, ppp models, public procurement strategies and transport legislation. He is - among other positions - a member of the Board of Ghorfa, Arab German Chamber of Commerce and Industry e.V.

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



Prof. Tomas Jelinek

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

Professor Tomas Jelinek is the medical director of the Berlin Centre for Travel & Tropical Medicine (www.bcart.de) and the scientific director of the Centre for Travel Medicine in Düsseldorf (www.crm.de), both in Germany. He holds a lectureship at the Institute of Microbiology and Hygiene, University of Cologne. He has been appointed Consulting Expert to WHO on travel medicine in 2009 and as member of the European Academy of Sciences and Arts in 2015. Tomas Jelinek studied medicine and philosophy at the University of Frankfurt am Main and graduated in 1993. He continued his medical training at the Department of Infectious Diseases & Tropical Medicine of the University of Munich and was board certified for internal medicine in 2000, for tropical medicine in 2001, and for infectious diseases in 2003. He founded TropNetEurope, the European Network on the

Surveillance of Imported Infectious Diseases in 1998 and co-ordinated the network until 2010. His professional international experience includes work in Brazil, PR China, UK, India, Kenya, Lao PDR, Malaysia, Malawi, Portugal, South Africa, Uganda, and the USA. His published work includes 158 original papers, 67 reviews, and 55 books or book chapters.

Speakers



Rasha Oudeh

CEO, Cedem AG, Switzerland

Ms. Rasha Oudeh, is Jordanian entrepreneur working in healthcare field, in 2007 she started her own business in Germany (Med-Products GmbH / Frankfurt) as broker to buy medicinal & medical products from Europe and sell it in the Middle East, in 2011 she discovered the concept of marketing authorization (licenses) & private label and decided to adapt this trend in the Middle East.

In Switzerland in 2012, she launched Mera Pharma GmbH the group of companies that have succeeded in targeting Arabian markets in terms of the Swiss & German brand labelling business model. In 2015, Rasha bought the CEDEM AG and become its CEO, the Swiss company specializing in manufacturing and distributing healthcare products, to make it the leading private label service supplier and the first choice for those Arab wholesalers and retail chains that seek to manufacture products of their own brand labelling.

Wolf Schwippert

Attorney at Law, Schwippert Law Office, Germany

Session 5

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

Moderation

Jad Ayoub



Business Director Middle East and Africa, Bioscientia GmbH, Lebanon

Mr. Ayoub has more than 20 years of experience in introducing European and American medical technology in the Middle East and Africa region. His experience covers the fields of Radiology, Oncology, Gynecology, Ophthalmology, Orthopedics, OR,ICU and Laboratory...He has attended more than 30 international technical and medical training in Medical technology .This experience became a buffer for the knowledge transfer gap between the Western medical technology and the local market needs. He manages since 2010 Bioscientia's Middle East and Africa business. He is also the GHP representative for Middle East. In these capacities, he is always solicited by Ministries of Health, international medical technology providers and users to advise on developing new projects in healthcare.

Keynote



Dr. Andreas Blüthner

Director Food-Fortification and Partnerships, BASF SE, Germany

Dr. Andreas Blüthner, born 1971 in Frankfurt/Main, heads BASF's Food-Fortification Initiative and is a permanent lecturer with the University of Mannheim in the department of International Economic Law. He holds a degree in business administration, a PhD in International Economic Law and published on the topics of international trade, development partnerships and nutrition. Dr. Blüthner's working experience includes the private sector, namely Bosch, Baker Mc Kenzie, a leading law firm and international consultancy engagements in the area of strategy development, international law and corporate social responsibility. Public sector experience includes the German Foreign Office Berlin, United Nations Organizations such as UN HABITAT, the UN Global Compact, UN Volunteers and the Bill & Melinda Gates Foundation (GAIN). For the last 5 years, he has focused his efforts on the development and operational implementation of high-impact nutrition partnerships with BASF's Food-Fortification Team.

Speakers



Dr. Markus Kraemer

Country Manager Iraq and Jordan, Siemens Healthineers, Germany

Dr. Markus Kraemer studied Medicine and Business Administration. He earned his M.D at the Charité in Berlin and got a clinical experience of two years. Following seven years in investment banking at Sal. Openheim and WestLB, he joined Siemens AG/Siemens Healthcare GmbH in 2006. Starting off in the Siemens Healthcare consulting group, which he headed for 2 years, he changed to Sales in 2010, being responsible for the global Healthcare business with non-governmental organizations and supporting the establishment of international Key Account Management. In addition, he is responsible for the Healthcare business in Iraq and in Jordan since 2014. His key skills comprise County Management and International Business, Key Account Management as well as clinical processes and workflows, financial modeling and market analysis.



Prof. Joerg Mueller

Director for Department of Neurology and Neurorehabilitation (Vivantes Hospital Spandau), Vivantes Hospital Group, Germany

Joerg Mueller is Professor of Neurology and Director of the Department of Neurology and Neurorehabilitation at Vivantes Hospital Spandau, Berlin. Professor Mueller received his Medical training at the Free University of Berlin. He held residencies in Neurosurgery and Clinical Neurology at Medical Universities in Berlin and Innsbruck. Professor Mueller's main research interests are in the field of Movement Disorders, MS, Stroke and Neurorehabilitation. Prof. Mueller has written and co-authored more than 100 original articles in peer-reviewed International Journals. He is member of the German Society of Neurology, the German and Austrian Parkinson`s Disease Society, the German Stroke Society, the German and Austrian Society for Clinical Neurophysiology and is chairman-elect of the German Botulinum Toxin Society. Professor Mueller is member of several expert panels and principal investigator of several multicenter clinical trials and he was awarded as one of the leading German Physicians in the field of Parkinson`s disease in 2015, 2016 and 2017.

Volker Eckert

Business Manager Export, Philips GmbH Market DACH, Germany



As "Businessmanager Export", I am responsible for all the inquiries and concerns at the German Philips GmbH, Market DACH, in the Health Systems division, where the German Philips organization is confronted with installations of medical technology outside Germany. One focus of my activity is the global coverage of activities through KfW promotional loans as well as other public and private sponsorship. My duties include the Philips representation in special committees and events of export-oriented health care.

Session 6

Challenges in the Healthcare Sector in the Arab World:

Support and Solution Approaches through German Expertise

Moderation



Prof. Dr. Dr. h.c. Fried Oelschlegel

Chairman, GERMED Ltd., Germany

Fried is a German Healthcare professional with more than 35 year experiences in Hospital Management; of them 12 years as Managing Director at the CHARITE Berlin, the biggest University Hospital in Europe, later in similar positions as CEO and Board Member at the HURRLE Kliniken AG, RHOEN Clinicum AG, FRESENIUS AG in Germany before his engagement in Middle East since 2001. He was Senior Executive Consultant of the King Abdullah II University Hospital in Irbid, Jordan and VP of Saudi German Hospitals Group in Jeddah before joining EMAAR in developing their Healthcare Division in Dubai. After supporting the development of NUPCO in order of the Minister of Health of Saudi Arabia he was the Director for Strategy & Planning for Healthcare Projects of the SAUDI BIN LADIN GROUP in Saudi Arabia in the 2009 – 2016. Beside this engagement Fried is managing the GERMED LTD as his own Healthcare Consulting Company since 2001. He has realized more than 65 projects in Germany, other European countries, Russia, Ukraine, China, Thailand, India, Pakistan, Jordan, Libya, Egypt, Sudan, Ethiopia, and in the GCC Countries as well. Fried is holding Doctor Degrees in Mathematical Models Theory of Economy and in Medicine (of honor / h.c.), and various professorships in Healthcare Management.

Speakers

Prof. Dr. Dr. h.c. Fried Oelschlegel

Chairman, GERMED Ltd., Germany



Dr. Gamal Saied

Professor of Surgery, Faculty of Medicine, Cairo University, Egypt

Professor of Surgery, Faculty of Medicine, Cairo University. Ex-Head of Surgical Oncology Unit & Ex – Director of the Emergency and Casualties Hospital and Member of the Board of Administration, Cairo University Hospitals. Member of the New European Surgical Academy [NESA], the European Association for Cancer Research [EACR], the American Society for Clinical Oncology [ASCO] & the Scientific Council for the Egyptian Fellowship in General Surgery, Ministry of Public Health & Population. Laureate of the Egypt State's Award for Medical Sciences & decorated the First Class Order of Merit from the President of the Arab Republic of Egypt.



Dr. Anwar Obeidat

Chief Executive Officer, Madina International Trading Ltd., Jordan

Dr. Anwar Obeidat is CEO of Madina International Company Ltd., a company active in Medical Equipment and Health Care market since 1992. Dr. Obeidat is also an active Health Care Consultant and Planner. He is a Biomedical Engineer, a Medical Physicist and holds an MBA and five degrees from the UK and the USA. Dr. Obeidat speaks English, Arabic and some German. Dr. Obeidat is a member of the following professional bodies: Hospital Physicists Association (HPA), Institute of Physical Sciences In Medicine (IPSM), UK, Biological Engineering Society (BES), UK, American Institute of Ultrasound In Medicine (AIUM), USA Jordan Engineers Association, Jordan, Electrical Engineers Association (EEA), Jordan, Amman Chamber of Commerce, Jordan, Jordan Europe Business Association (JEBA), Jordan, Jordan Association of Medical Physicists (JAMP), Jordan, Jordan-German Business Council (JGBC)



Dr. Juergen Blume

General Manager, Gecko Consulting GmbH, Germany

Dr. Juergen Blume is a medical doctor and the Head of the DOMHO Klinik in Aachen. During the last 15 years he has inaugurated a system organizing patients` tourism from the Arab countries. This includes all airport services, transportation, housing and medical services with the aim to find the best available specialist for each patient as well as all procedures for billing. In addition there is an electronic documentation program that contains all medical information of the patients and that can be linked with the institutions in the patients` home country. Together with a group of medical specialists, architects and economists, Dr. Blume has established 1995 Gecko Consulting GmbH, "Health with Concept", that establish Medical Centers in Germany and abroad, develop organizational structures and working processes to put modern logistics in place in Hospitals and Medical Centers. Gecko Consulting organizes various ongoing training and professional development for foreign doctors, nurses and physiotherapists as well as special training courses and practical training units in surgical techniques and methods. In addition they developed customized e-learning systems (Blended learnig) which are tailored to meet the client`s needs and recruit German doctors who are prepared to work abroad to support foreign doctors and to help to ensure that knowledge and procedures make their way from training into practice.