



# Healthcare Guide

*Partnerships and Perspectives of  
Arab-German Cooperation*

2018

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



# MMM Group – your partner for holistic sterile processing solutions

## MMM. Protecting human health

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.

## 1,100 employee's expertise to the mission of the MMM

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.

## Complete solutions for greater effectiveness

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 2018

Partnerships and Perspectives of  
Arab-German Cooperation

# Table of Contents

---

<b>Preface</b>	<b>5</b>
– Dr. Peter Ramsauer, Abdulaziz Al-Mikhlaifi	
<b>Managing and Planning Healthcare Facilities</b>	<b>7</b>
– E-Health & M-Health Tools to support rebuilding health provision in post-conflict and fragile states in the Middle East and Africa   GerMed Ltd.	8
– Al-Kindi Hospital   ACENDIS Handels GmbH	12
– Innovative Medical Devices   Raguse GmbH	15
<b>Medical Technology</b>	<b>17</b>
– ClinicAll cooperates with the Dr. Sulaiman al Habib Medical Group   ClinicAll Germany GmbH	18
<b>Medical Tourism</b>	<b>25</b>
– Air Ambulance Transport for International Patients   Air Alliance Medflight GmbH	26
– Advanced cancer treatment: Examples of high-class medicine in Berlin   VisitBerlin	31
– Medical Tourism in Germany: Presentation of the location of Wiesbaden   Wiesbaden Marketing GmbH	37
– Clinic for Neurology and Neurological Rehabilitation   Kliniken Schmieder	41
– Quality management in the International Office with reference to VIVANTES International Medicine   Vivantes International	42
– Medical Excellence in Germany   Medical Excellency Germany	48
– How to efficiently manage international patient referral cases   Medigo GmbH	52
<b>Ghorfa Building Bridges between Germany and the Arab world</b>	<b>56</b>
<b>Contributing Companies and Institutions</b>	<b>61</b>
<b>Imprint</b>	<b>66</b>

---

# Preface

The highly innovative health industry in Germany is well known as a major hub for medical technology, medical treatment, and pharmaceuticals. Due to the unparalleled level of collaboration between science, research, industry, and medicine, Germany is also becoming a prime location for medical tourism. The country's healthcare spending amounted to almost EUR 350 billion in 2016, around 12 percent of its GDP.

The fifth 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.

Healthcare is the key to a healthy and lively society. Furthermore, investments in the healthcare sector positively affect other areas such as construction through planning and building of hospitals, education through training of medical staff and the IT sector through development of software solutions for hospitals as well as the medical tourism sector. The healthcare sector employs around 7 million people in Germany and accounts for 8.2 percent (approx. EUR 116 billion) of all German exports. Therefore, healthcare integrates a lot of disciplines and branches that are important for Arab-German business relations.

Many Arab countries have announced ambitious plans to build new hospitals and medical centres, as well as to expand their existing facilities. This creates enormous opportunities for cooperation between Arab and German companies and institutions. The increasing attention for cooperation is also reflected by the success of the German-Arab Health Forum, which is organised by the Ghorfa for the 11th 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. Tatjana Arnold for her commitment and dedication to the publication and also Mr. Fahdl 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*



## Managing and Planning Healthcare Facilities

# E-Health & M-Health Tools to support rebuilding health provision in post-conflict and fragile states in the Middle East and Africa

## GerMed Ltd.

We are all witnesses, directly and indirectly, of how devastating the effects of political instability, underdevelopment, war and displacement are for people, states and regions affected by them.

## Introduction

The number of people fleeing war, conflict and persecution has never been as high as it is today. By the end of 2016, 65.6 million people worldwide were on the run. This compares to 65.3 million people in the previous year and 37.5 million people ten years ago. In each of the past five years, the total global number has risen by millions. The number of refugees is 22.5 million higher than ever before. Syria remains the largest refugee country in the world (5.5 million). However, the biggest new factor in 2016 was South Sudan, where the catastrophic collapse of peace efforts in July resulted in

a mass exodus of 739,000 people at the end of the year (currently at 1.87 million).

Simultaneously and often as a cause, the healthcare infrastructure in the affected countries is totally destroyed. The images we see on a daily basis on TV reaching us from Syria, Yemen, Libya, Afghanistan and many other countries let us shake our heads and lead us to the simple question: how can this be rebuilt, how long do people have to live under these terrible circumstances, is it affordable and finally - is it possible at all?

© Pixabay, by sasint



# Al-Kindi Hospital

Amman - Jordan

Absolute Care



# مستشفى الكندي

عمان - الأردن

عناية كاملة



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

## Al-Kindi Hospital

### ACENDIS Handels GmbH

Al-Kindi Hospital cooperates with ACENDIS from Hannover, Germany as a consulting partner for their new hospital project in Jordan's capital city Amman.

Over 100 hospitals serve Jordan's population and 250,000 patients from neighboring countries annually. 80 % of imports for Jordan's demand for medical equipment and the most significant key suppliers include the United States, the European Union, Germany, Switzerland, and Japan. According to the report by the government of Jordan, the government aims to raise the health expenditure and the number of beds from 4,612 to 6,164 by increasing the efficiency of financial resources in order

to meet the growing demand for modern and excellent healthcare services. Jordan is an Arab country in the Middle East with an annual gross national income per capita of nearly 11.000 USD. The total expenditure on health per capita is 761 dollars. The total expenditure on health corresponds to 7.2 % of the GDP.

Al-Kindi Hospital, based in Amman-Jordan is a general hospital complex with around 33.000 m<sup>2</sup> to deliver ser-

**Contact:** Joachim Raguse, Managing Director

RAGUSE GmbH  
Südfeld 6  
59387 Ascheberg-Herbern | Germany  
Tel: +49 2599-93910  
Fax: +49 2599-939150  
joachim.raguse@raguse.de  
www.raguse.de

### RAGUSE: INNOVATIVE MEDICAL DEVICES

Joachim Raguse is one of the pioneers in the German market for disposables in the field of surgery. With the foundation of an own company in the year 1980, Raguse pursued the goal to supply customers with surgical drapes, surgical gowns, and custom procedure trays capably, flexibly, and reliably in the fields of industry, trade, stationary and ambulant patient care within the domestic and foreign markets. An ideal patient care with high-quality, reliable, cost-effective products and solutions has always been in focus.

Since that day, the company Raguse has grown to one of the most significant actors on the national and international stage in the field of medical devices. In the meantime, the name Raguse has become an integral part of the medical device industry.

We serve customers and markets throughout Europe. Our customer base includes well-known industrial enterprises, distributors, and hospitals. We accompany our customers from an innovative idea, through an extensive product support, up to the technical implementation of medical devices, especially in the field of customised special solutions. Furthermore, we offer our customer services in contract manufacturing and contract packaging under their own private label.

With three production locations in Germany, Romania and Morocco, and company-owned logistics, we offer extensive capacities at minimal delivery times. State-of-the-art technologies for the production of medical devices and an own quality management system that is certified according to actual standards and regulations (DIN EN ISO 13485, Annex II and V of the Guidelines 93/42/EWG) guarantee highest product safety.



© Raguse GmbH



© Raguse GmbH



© Raguse GmbH



## Medical Technology



The Dr. Sulaiman Al-Habib hospital in Saudi Arabia © ClinicAll

## ClinicAll cooperates with the Dr. Sulaiman al Habib Medical Group (HMG)

### ClinicAll

The systems provided by ClinicAll, a company based in Neuss, North Rhine-Westphalia/Germany, are today being used all over the world. In 2015, the foundation was laid for a successful expansion into the Arab market, with over 200 ClinicAll systems being installed in the first HMG hospital in the Kingdom of Saudi Arabia.

### Software development for hospitals

The objectives required to safeguard the future of a hospital are clear: streamlining clinical processes, reducing personnel expenditure especially in administration, minimising error rates while placing great importance on increasing patient comfort and improving the quality of treatment for patients. The result is a very demanding set of tasks that hospital operators need to tackle in order to master future challenges.

Since entering the market in 2008, ClinicAll has been dedicated to developing software for hospital bedside terminals. Over the years, a comprehensive and holistic system has thus been developed that comprises dedicated software and hardware components. ClinicAll focuses on finding answers to future needs – for both the patients and the clinics. TV, internet and phone are integrated into one sophisticated bedside terminal that is available directly at the patient's

countries at Arab Health 2018 in Dubai. The Arab world is one of the top growth markets in the health sector. It is not only the enormous population growth – with over 360 million people living here – that opens up great opportunities, but also the continued rise in the demand for health services due to the increasing number of elderly people and the treatment of lifestyle diseases. In both the private and the public sector, investment in the expansion and modernisation of healthcare is constantly increasing. Digital innovation and new technology are a particular focus of interest. Experiences at Arab Health 2018 showed again how very attractive ClinicAll’s innovative product portfolio is for the Arab health sector. Especially due to the fact that the governments of Arab states are pursuing ambitious modernisation plans, in which comfort, service and sustainability play an important role. This was also reflected by the great response of professional visitors to the ClinicAll stand and a myriad of new contacts with decision-makers from the Arab healthcare sector. In two major projects in Saudi Arabia and Qatar, ClinicAll is planning to implement its multi-functional bedside terminals at more than 4,500 patient beds in the next few years.



Source © ClinicAll

ClinicAll strives to form partnerships and cooperative ties in the Arab world in order to create additional synergy effects in the healthcare sector and further expand and drive its successful development in the region.

# Meet the future for your hospital.



## CLINICALL®

Digitalization & Media for the Modern Hospital

- ClinicAll provides a clinic-wide network for safe data exchange
- Access from everywhere: bedside, nurse rooms, mobile devices, etc.
- Easy communication for everyone: doctors, staff and patients
- Implementation of diverse clinic-specific apps from third parties

Meet the future – with ClinicAll.

[www.clinicall.de](http://www.clinicall.de)

**ClinicAll Germany GmbH**

Hellersbergstrasse 6, 41460 Neuss, Germany

Phone +49 (0) 2131 528 130

Email [info@clinicall.de](mailto:info@clinicall.de)



26th-28th  
June  
2018

# 21st Arab-German Business Forum

Ritz Carlton Berlin | Germany



Organized by:



Under the Patronage of:



In cooperation with:





## Medical Tourism



Close collaboration between medical and flight staff is key on Air Alliance flights © Air Alliance Express AG & Co. KG

# Air Ambulance Transport for International Patients

## Air Alliance Medflight GmbH

Every year, thousands of international patients go abroad for medical treatment, many of them from Arab countries. While most of them travel on commercial airlines, patients in very severe conditions need transport on a specialised air ambulance aircraft. However, selecting an air ambulance company to transport your loved one can be stressful and confusing. Which company should you choose? Is it safe? What is a fair price for an air medical flight? In the following, readers will learn more about how to make the best choice and how to avoid risks.

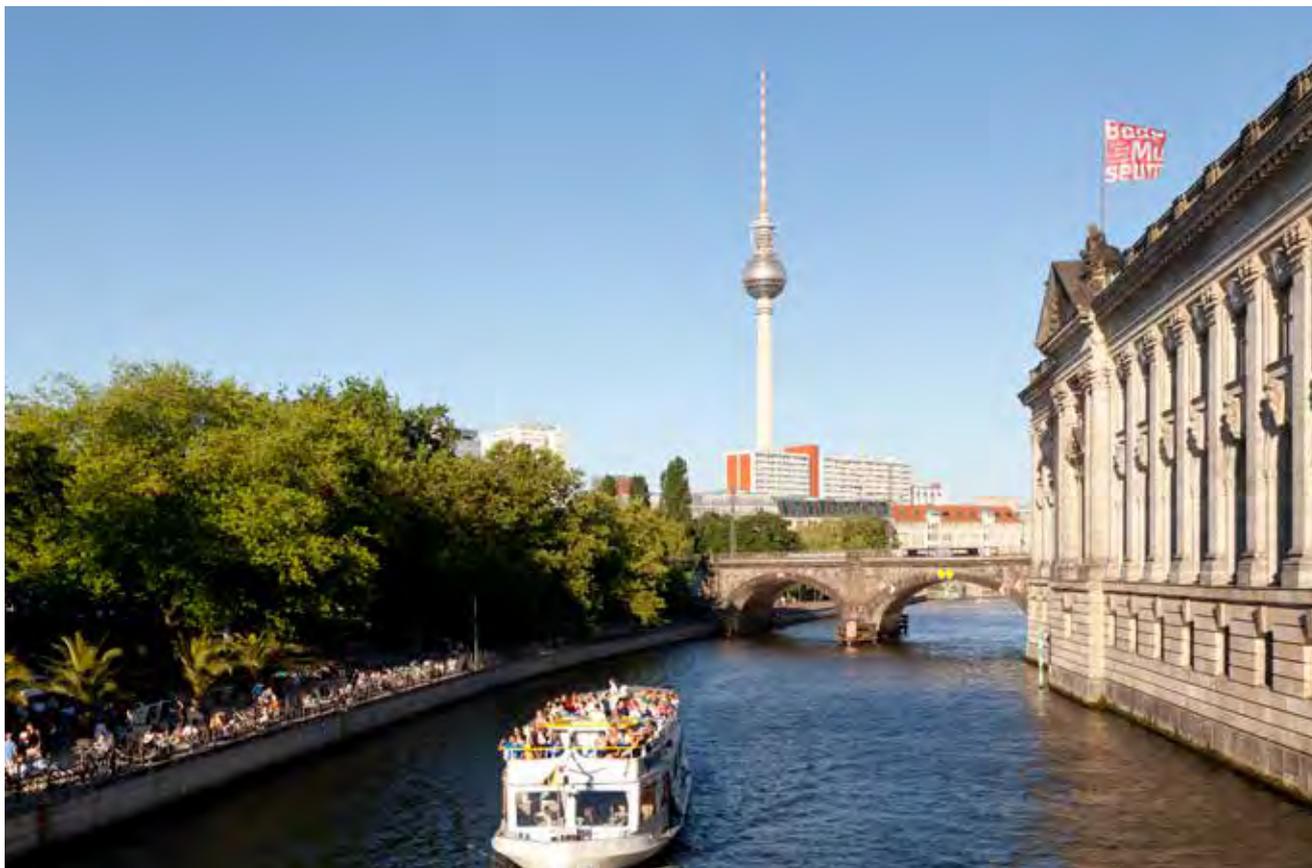
Quick availability, excellent quality, safety and cost management of aeromedical services are the key concerns of all payers such as patients, health authorities, ministries and insurance companies.

Browsing the internet to look for an air ambulance company is not always the best choice. Dr. Google does not

know all the answers and crucial questions will often not be answered.

### Why use an air ambulance flight?

When an international patient cannot be accepted on board a commercial aircraft due to his or her medical condition,



Berlin: Advanced Cancer Therapy © visitBerlin, by Philip Koschel

## Advanced cancer treatment: Examples of high-class medicine in Berlin

### visitBerlin

According to statistics of the World Health Organization (WHO), cancer is today's leading cause of morbidity and mortality. Lung, breast and bowel cancer are considered the most common types of cancer worldwide. For patients and their beloved ones, a cancer diagnosis often comes as a shock, especially because tumours frequently develop slowly and go unnoticed without showing any symptoms. In many cases tumours are detected by chance or as a result of a routine check-up. Depending on its type, cancer can often be treated well when detected in early stages, a fact that makes regular screenings particularly important.

Berlin has more than 90 hospitals, 9.900 hospital doctors and a dense network of doctor's surgeries. The German capital therefore offers a complete range of check-ups and specialised treatment possibilities. As every tumour is dif-

ferent, the general approach is that any patient requires an individualised therapy. In order to do so, interdisciplinary teams get together to discuss each individual case and agree on the right treatment. A surgical removal of the cancerous

# Medical Tourism in Germany: Presentation of the location of Wiesbaden

## Wiesbaden Marketing GmbH

Welcome to Wiesbaden!

Wiesbaden, the Hessian capital city, is a pulsating, vibrant city – located in the Rhine-Main area in the heart of Europe. You can reach the centre of Wiesbaden from Frankfurt Airport comfortably by car in just 30 minutes. Wiesbaden is easily accessible by local public transport from all over the Rhine-Main region.

## Wiesbaden – the green city on the Rhine and Main rivers

The green city is where the rivers Rhine and Main meet, it has a population of approximately 280,000, and has plenty for families to explore. Wiesbaden invites its guests to come and discover its cultural and historical sights, diverse and

exclusive shopping areas as well as a wide range of regional and international culinary specialities. The city also has a long history which is reflected in its appealing architecture. It is worth casting a glance upwards when strolling through the city in order to admire the stately and historically important structures, many of which house exclusive boutiques and out-of-the-ordinary shops today.

All of the information required to organise your stay in Wiesbaden quickly and smoothly is gathered in the Helios DKD International Office. In addition to coordinating appointments, organisation, pickup and local support, the patient and their accompanying family receive the very best of care. © DKD



# KLINIKEN SCHMIEDER

Clinic for Neurology and  
Neurological Rehabilitation

Contact:  
Kliniken Schmieder  
Zum Tafelholz 8, D-78476 Allensbach, Germany

International Office  
internationaloffice@kliniken-schmieder.de  
+49 (0) 7533 808 1533 | +49 (0) 7533 808 1543  
www.kliniken-schmieder.de/english/  
www.facebook.com/klinikenschmiederinternational/

## Company Overview

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

The 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. The wealth of experience and continuous specialist development guarantee optimal treatment for our patients. To achieve this goal, we use interdisciplinary teams consisting of physicians, therapists and nurses who develop tailored individual treatments. State-of-the-art diagnostic methods, innovations from our research institute, and a highly motivated team that unites the experience and competence of many years, support our patients on their way back to life.

Schmieder Clinic disposes of the full range of sophisticated diagnostic tools and highly qualified staff © 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 13,000 neurological patients of all severities and in all acute and rehabilitation stages per year.

## Specialist medical fields

- Treatment of acute and post-acute brain damage (e.g. after strokes, TBI, brain tumors)
- Inflammation and immunological diseases of the central and peripheral nervous system,
- Treatments for multiple sclerosis
- Treatment of neurodegenerative diseases (e.g. Parkinson's disease), spinal cord diseases, muscle diseases and movement disorders, e.g. dystonia
- Center for Sleep Medicine
- Other neurological indications

## Available services

- International office for advice and assistance with passport matters, flight bookings and much more
- Multilingual staff: Standard treatment in English; if desired: speech therapy and translators for Arabic speakers
- High-quality furnishings, culture-specific services, Wi-Fi, Lounge area and much more

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





© Vivantes Netzwerk für Gesundheit, by Monique Wüstenhagen

## Quality management in the International Office with reference to VIVANTES International Medicine

### VIVANTES International Medicine

Medical tourism faces new challenges at present which include the assurance and certification of quality! Certified healthcare facilities guarantee security and transparency for both patients and cost-bearing institutions. VIVANTES International Medicine has successfully undergone this process.

The numbers of medical tourists who come to Germany, have stagnated for approx. two years after continuous growth during previous years. The quantity of treatments, particularly in the context of patients from the two most important non-European regions, the Commonwealth of

Independent States (CIS) and the Gulf States shows a tendency of decrease. This development is first of all caused by the worsening economic situation in terms of foreign policy crises, the low oil price and increasing prices. Some Arab countries have additionally performed structural



© Vivantes Netzwerk für Gesundheit GmbH  
Vivantes International Medicine

## Interview: Medical Technology - da Vinci® Robotic Surgery at Vivantes Hospital Group

Vivantes Hospital Group, Berlin, is the biggest governmental hospital group in Germany. Thanks to a strategic combination of medical know-how and the most modern equipment, the Vivantes hospitals are able to offer the entire spectrum of modern and future oriented medical treatment.

Prof. Dr. Ahmed Magheli is director of the renowned Urology Department at Vivantes Urban Hospital, Medical Director of the hospital, as well as part of the expert team of the Vivantes Prostate Center at Vivantes Hospital Group. He has performed more than 1000 surgeries with the da Vinci system.

**Prof. Magheli, to which factors do you owe your department's success?**

Various different aspects have been crucial for Vivantes' success story and its leading position internationally.

On the one hand, there are the people involved: Directors of our medical departments who are highly regarded internationally for their knowledge and experience and who draw up the optimal interdisciplinary treatment plan for the individual patient are the key to our success. On the other hand, having dedicated, professionally competent, and empathetic nursing staff is also essential for the patients' recovery.

Another important aspect: At Vivantes, in addition to the highest possible personal competence of the practitioners, we can also draw on highly modern technical equipment. We are

always up to date – that is why we have recently exchanged the very efficient robotic surgical systems (da Vinci® surgical systems) for the latest generation appliances.

The most important thing, in addition to competence and equipment, is the patient's point of view. We apply the principle of 'Patient First!' which means that the optimal treatment is to be found for every patient and his/her family, depending on their personal wishes and concerns as well as cultural background.

**One of the modern technologies you use in treatment is the da Vinci® Robotic Surgery. How exactly should we imagine a robotic surgery to work?**

Robotic surgery has helped urology gain its leading position amongst the surgical disciplines with regards to innovative operating methods. The technique is minimally invasive with small, barely visible scars. It is very exact and associated with very good surgery results and rarely occurring complications.

The surgery robot does not carry out steps in the process independently, but is guided at every stage by the operating surgeon. You

should imagine it helping in the same way as modern assistance systems in cars, which get the driver to his/her destination more safely, more easily, and more precisely, but without working autonomously.

**Which advantages does this technology offer? And what are your patients' experiences with this method?**

This surgery method has the advantage of making surgery even more precise. Twelvefold magnification, 3D view of the surgery area and operations which are accurate to the millimetre lead to less blood loss, better surgery results and consequently happier patients. Especially for prostate operations, which can impair fertility and continence, these aspects are very important.

In addition, the procedure is minimally invasive. This means no large abdominal incision, but small, only slightly painful scars, which contribute to a faster recovery.

**In recent years Vivantes made significant contributions to the establishment of interdisciplinary support structures in the area of Urology. What does that mean?**

The Vivantes Hospitals possess a unique network of highly qualified experts. You rarely find so many specialists at one site. This means that for every problem, however complex, there is a solution.

In addition, we have promoted the collaboration of individual specialities, be it oncology, radiotherapy or urology, as far as possible with our procedures. We can therefore react very quickly and afford our patients highly modern treatment.



Prof. Dr. Ahmed Magheli  
Director, Department of Urology  
Medical Director, Vivantes Urban Hospital



For further information, please contact the international office in Arabic or English:  
Vivantes International Medicine

international@vivantes.de | Tel: Arabic: +49 30 130 12 1087/ 1093/ 1650/ 1668/ 1695 | English: +49 30 130 12 1650/ 1695  
Fax: +49 30 130 29 12 1096 | Am Nordgraben 2, Berlin 13509 – Germany | www.vivantes-international.com





Air rescue of the Unfallkrankenhaus Berlin © MEG

# Medical Excellence in Germany

## Medical Excellency Germany

For a number of years, medical tourism has been one of the most steadily growing and most lucrative economic sectors of the western economy. The term medical tourism refers to the transnational purchase of healthcare with respect to medical treatment and surgical interventions for patients outside their home country.

“Innovative medical services and cutting-edge healthcare provision are an increasingly important key element for the growing economies of the Arab states. Together with rising demand for preventative care and digital medical solutions, the healthcare market in the Arab states is expected to grow at a very high level. Increased investor interests, as well as the growing population in the region will also play a role in expanding the current GCC market to more than USD 71 billion. Experts

predict that the UAE’s healthcare market alone is set to surge to more than USD 28 billion by 2021 – representing a growth of 60% over the next five years. In order to cope with this fast development, all Arab countries have ambitious plans to reform and device their health sectors.” (Ghorfa)

Many patients who choose to come to Germany for medical treatment seek the assistance and support of a professional



Build a diverse team with complementary skills © zurijeta

# How to efficiently manage international patient referral cases

## MEDIGO GmbH

Patients from the MENA region have been traveling to Germany for medical care for a long time, availing of the modern technology and excellent standard of care on offer at German healthcare providers. However, for international health insurers and governmental entities from the MENA region, ensuring a high level of medical care and efficient resource allocation is a great challenge. Through the experience of MEDIGO and our partners, we have identified some critical success factors that, when combined, result in a well-functioning and patient-centred referral management process.

### Set up a team to manage referrals

The most important factor is having the right team in place to manage patient referrals. Without the right personnel, the efficient management of cases will be more difficult than it needs to be. There is no single employment background that will best suit the whole team. Instead, set up

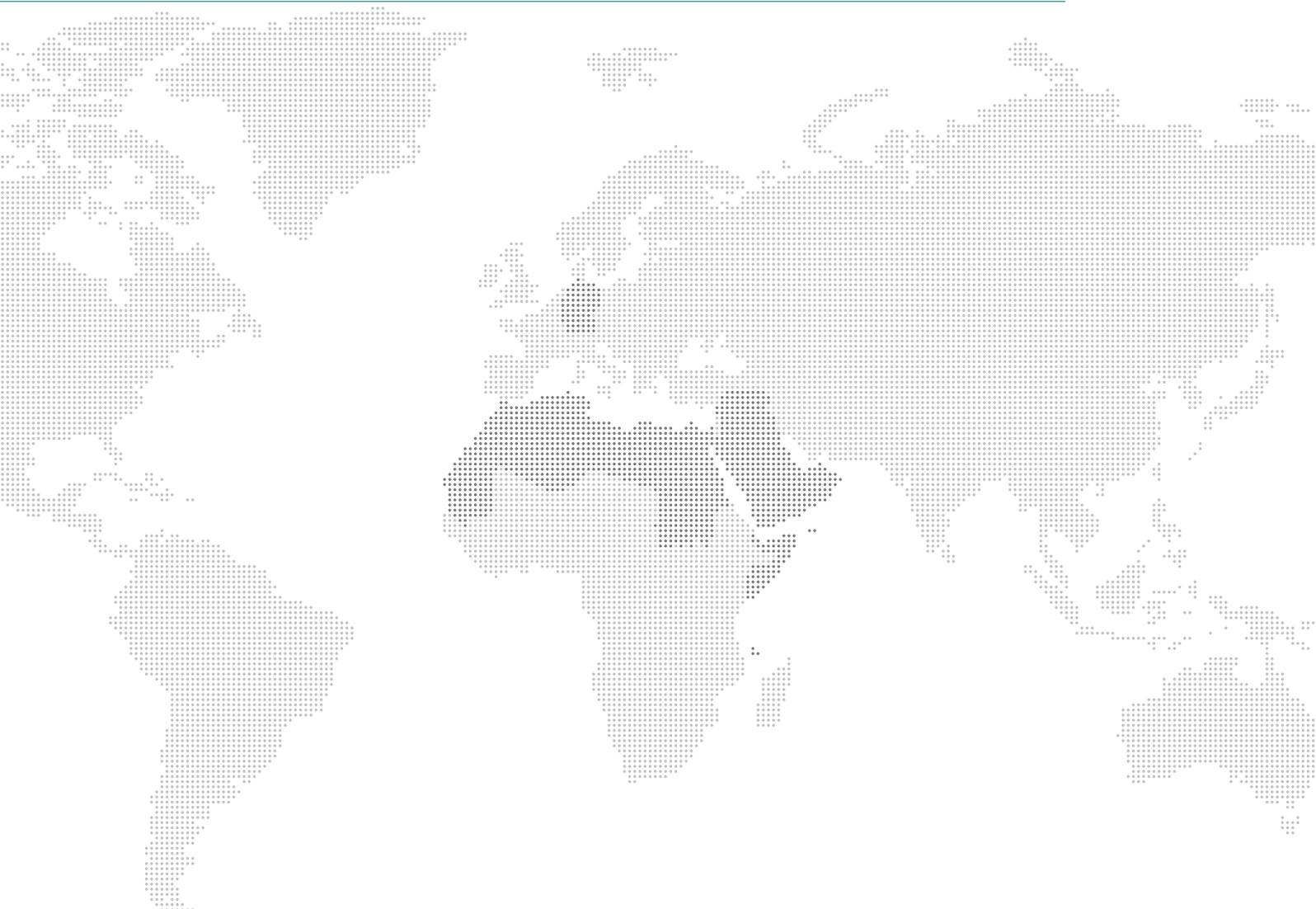
a team that has complementary skills so they can use their individual experience to manage different parts of the case. Ideally, this team would be built internally, but outsourcing is always an option if you don't have the resources.

The team should be a mix of medical professionals, billing specialists, negotiators, and logistics experts. Medical

# Ghorfa

BUILDING BRIDGES  
BETWEEN GERMANY  
AND THE ARAB WORLD

---



---

# Ghorfa Arab-German Chamber of Commerce and Industry

## Building Bridges between Germany and the Arab World

Economic relations between the Arab world and Germany are traditionally excellent and have experienced a boom. Trade balance between the Arab world and Germany has more than doubled in the past years and reached around EUR 50 billion in 2016.

Germany has the largest economy in Europe and accounts for around 21% of the EU's GDP and 16% of the EU's population. Thanks to its central location in Europe, its first-class infrastructure and its excellent business climate, Germany is the perfect hub for companies entering the European market with 500 million potential customers. The strong, knowledge-driven and well-diversified German industry holds a leading position in many sectors worldwide.



### 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.



## 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.



Moreover, the Ghorfa hosts conferences on different industry sectors such as health, energy, and education, 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

- 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

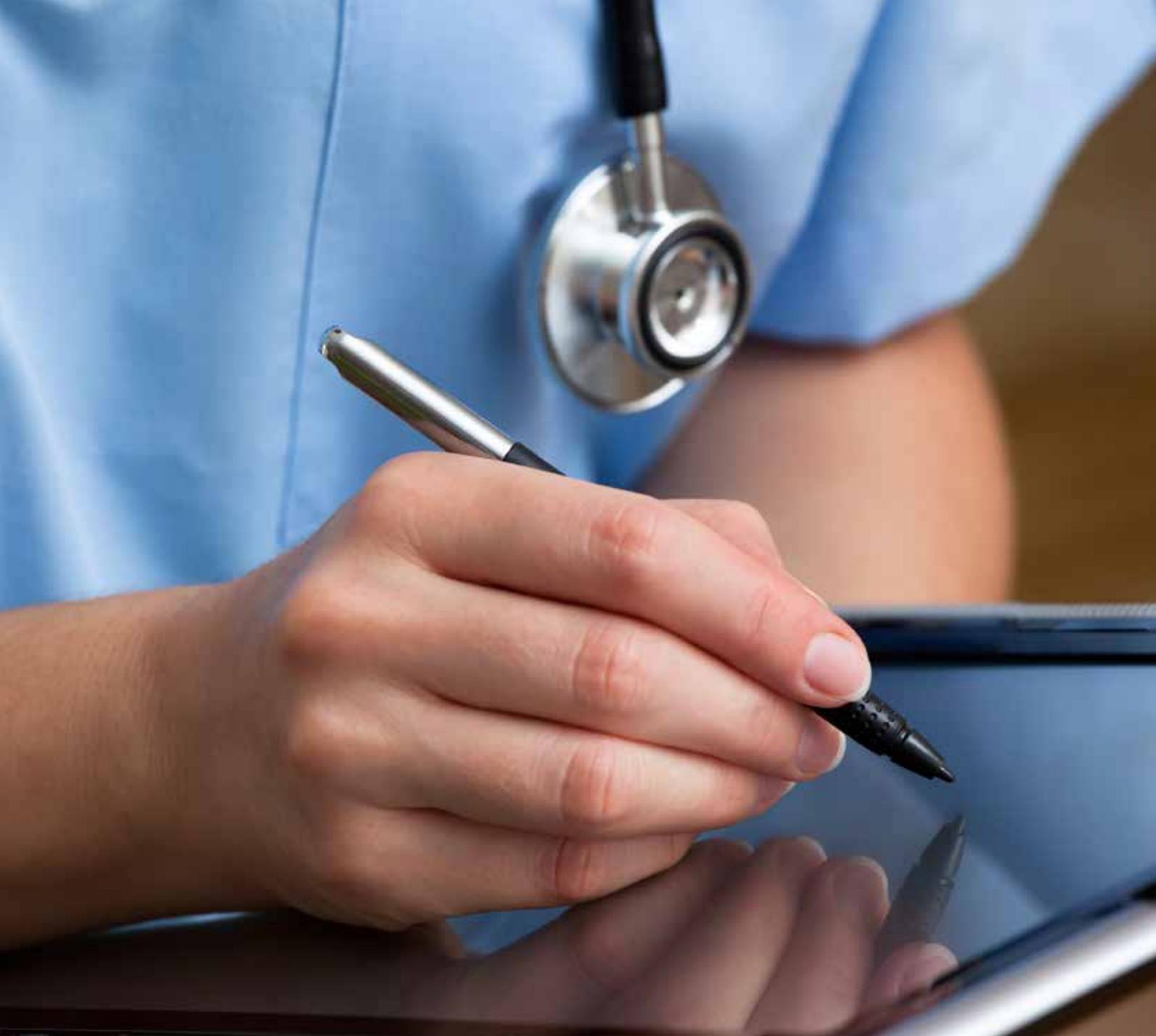


We welcome you to become part of the high-level network that we provide for professionals and business leaders from the Arab world and Germany. Join us and share our vision of prospering Arab-German business relations. For further information concerning membership in our chamber please contact us:

#### Ghorfa

Arab-German Chamber of Commerce and Industry e. V.  
 Garrisonkirchplatz 1, 10178 Berlin, Germany  
 Phone: +49 30 278907 – 0 | Fax: +49 30 278907 – 49  
 ghorfa@ghorfa.de | www.ghorfa.de





# Contributing Companies and Institutions

ACENDIS supplies the latest medical technology. We organise financial solutions and take care of the logistics of your devices. From the planning of your project until the training of your staff we stand by your side. With our help you are able to reduce your overall costs due to package prices. As we are not tied to specific brands or manufacturers, we are able to apply our knowledge and experience in the interest of our clients. Our references include over 200 completed international hospital projects.

**Project:** Al-Kindi Hospital

**Contact:** Jalal Awad, International Sales Manager

**ACENDIS Handels GmbH**

Wohlenbergstraße 5

30179 Hannover | Germany

Phone: +49 511 - 1 83 83 | Fax: +49 511 - 71 77 29

contact@acendis.eu | www.acendis.eu



## Air Alliance Express AG & Co. KG

Air Alliance Medflight is an international air ambulance operator (AOC D-266), based in Germany. It is part of the Air Alliance Group, headquartered in Germany with further offices in the UK and in Austria. With a fleet of 14 owned, dedicated air ambulance jet aircraft, we set out on some 950 missions worldwide every year. In 2017, Air Alliance was declared winner of the prestigious award 'Air Ambulance Company of the Year 2017' at the ITIJ Industry Awards in Barcelona.

**Project:** Air Ambulance Transport for International Patients

**Contact:** Eva Kluge, Director of Sales and Business Development

**Air Alliance Express AG & Co. KG**

Airport Siegerland

57299 Burbach | Germany

Cell: +49 170 3664933

e.kluge@air-alliance.de

www.medflight.de



## VisitBerlin

**Project:** Advanced cancer treatment: Examples of high-class medicine in Berlin

**Contact:** Doreen Chung, Project Manager Health Tourism, visitBerlin  
Michaela Kehr, Medical Tourism Manager, visitBerlin



**Berlin Tourismus & Kongress GmbH**

Am Karlsbad 11

10785 Berlin | Germany

michaela.kehr@visitberlin.de

doreen.chung@visitberlin.de

www.visitberlin.de

www.berlin-health-excellence.com



## Berlin Partner für Wirtschaft und Technologie GmbH

**Project:** Advanced cancer treatment: Examples of high-class medicine in Berlin

**Contact:** Antonia Jung, Project Manager Health Tourism, Berlin Partner  
Ulrike Braeter, Manager International Cooperation, Berlin Partner

**Berlin Partner für Wirtschaft und Technologie GmbH**

Fasanenstr. 85

10623 Berlin | Germany

antonia.jung@berlin-partner.de

ulrike.braeter@berlin-partner.de

www.berlin-partner.de

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



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

## Bonn-Rhine-Sieg University of Applied Sciences

For many years the University of Bonn-Rhine-Sieg has been working in the research area "medical tourism". The university supports clinics, ministries, governments, and destinations as well as enterprises in research and consultation. The university publishes yearly market figures and organizes medical tourism conferences. In 2011, this line of business was awarded in the competition "365 landmarks in the land of ideas".

**Project:** Quality management in the International Office with reference to VIVANTES International Medicine

**Contact:** Jens Juszcak, Lecturer in Health Marketing

**Bonn-Rhine-Sieg University of Applied Sciences**  
Department of Business Administration,  
Grantham-Allee 20 | 53757 Sankt Augustin | Germany  
Phone: +49 2241 865 120  
Fax: +49 2241 865 8120  
jens.juszcak@h-brs.de  
www.auslandspatienten.de



## Centamed® GmbH

Centamed was established in 2008, and has proven experience in pioneering medical devices, single use material, innovative implants and surgical instruments covering all professional disciplines. Our product portfolio ranges from standard barrier systems to highly professional customised procedure trays for any surgical intervention. With profound experience and innovative ideas we closely collaborate with our customers in the field of product development to realise appropriate individual solutions. Certification: ISO 9001 and ISO 13485

**Project:** Customised Innovative Products

**Contact:** Ms. Regina M. Schwagerl, Managing Director

**Centamed® GmbH**  
Suedring 12  
63165 Muehlheim am Main | Germany  
Phone: +49 6108 799 5652 | Fax: +49 6108 799 5653  
info@centamed.de  
www.centamed.de



## ClinicAll Germany GmbH

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

**Project:** ClinicAll cooperates with the Dr. Sulaiman al Habib Medical Group (HMG)

**Contact:** Alexander Liakos, Senior Project Manager

**ClinicAll Germany GmbH**  
Hellersbergstr. 6  
41460 Neuss | Germany  
Phone: +49 2131 52813 0  
Fax: +49 2131 52813 90  
info@clinicall.de  
www.clinicall.de/en



## GerMed Ltd.

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

**Project:** E-Health & M-Health Tools to support rebuilding health provision in post-conflict and fragile states in the Middle East and Africa

**Contact:** Prof. Dr. Dr. h.c. Fried Oelschlegel, Chairman

**GerMed Ltd (Germany)**  
Luppenstr. 26  
04177 Leipzig | Germany  
Phone: +49 341 67938292 | Cell: +49 172 1661367  
Fried.salam@gmail.com | www.germed-ltd.com

---

## KLINIKEN SCHMIEDER

Clinic for Neurology and  
Neurological Rehabilitation

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.

[www.kliniken-schmieder.de/english/](http://www.kliniken-schmieder.de/english/)  
[www.facebook.com/klinikenschmiederinternational/](https://www.facebook.com/klinikenschmiederinternational/)

## Kliniken Schmieder

**Project:** Clinic for Neurology and Neurological Rehabilitation:  
Kliniken Schmieder

**Contact:** International Office

**Kliniken Schmieder**  
Zum Tafelholz 8  
78476 Allensbach | Germany  
Phone: +49 7533 808 1533  
[internationaloffice@kliniken-schmieder.de](mailto:internationaloffice@kliniken-schmieder.de)



## Medical Excellency Germany

**Project:** Medical Excellence in Germany

**Contact:** Ulla Mustapha, founder and owner of the company

**Medical Excellency Germany**  
Menzelstr. 30  
12157 Berlin | Germany  
Phone +49 151 296 176 27 | Fax: +49 30 688 39 850,  
[info@medical-excellency-germany.com](mailto:info@medical-excellency-germany.com)  
[www.medical-excellency-germany.com](http://www.medical-excellency-germany.com)  
Instagram: Medical\_Excellency\_Germany

**International Office Unfallkrankenhaus Berlin**  
Warener Str. 7  
12683 Berlin  
Contact: Anna Kinghorne  
Phone +49 30 56 81 15 60 | Fax +49 30 56 81 15 67  
[anna.kinghorne@ukb.de](mailto:anna.kinghorne@ukb.de)

Medical Excellency Germany (MEG) cares about your health! We support Arab patients from the GCC states on their way to Germany for the best available medical treatment. Our expertise guarantees that we will find the best care for you. Throughout your stay in Germany, we support patients before, during, and after your stay. We help in obtaining visas, in planning your journey and even help in organizing your after-care upon your return to your home country.

## MEDIGO

## Medigo GmbH

MEDIGO offers comprehensive medical travel coordination and management for organisations and individuals worldwide, improving access to healthcare globally through its international network of over 1,000 high-quality medical providers in 35 countries, including 150 hospitals and clinics in Germany. Health insurers, corporates, and governmental entities use MEDIGO's services to manage international referrals for their members, employees, and citizens. To date, MEDIGO has managed over 100,000 cases, offering direct access to a global network of healthcare providers in all major medical specialties.

**Project:** How to efficiently manage international patient referral cases

**Contact:** Pawel Cebula, COO & Co-Founder

**Medigo GmbH**  
Rosenthaler Str. 13  
10119 Berlin | Germany  
Phone: +49 1522 654 9637  
[pawel.cebula@medigo.com](mailto:pawel.cebula@medigo.com)  
[www.medigo.com](http://www.medigo.com)



## RAGUSE GmbH

Raguse has grown to one of the most significant actors on the national and international stage in the field of medical devices. Raguse pursued the goal to supply customers with surgical drapes, surgical gowns, and custom procedure trays capably, flexibly, and reliably in the fields of industry, trade, stationary and ambulant patient care within the domestic and foreign markets. An ideal patient care with high-quality, reliable, cost-effective products and solutions has always been in focus.

**Project:** INNOVATIVE MEDICAL DEVICES

**Contact:** Joachim Raguse, Managing Director

**RAGUSE GmbH**  
Südfeld 6  
59387 Ascheberg- Herbern | Germany  
Phone: +49 2599-93910 | Fax: +49 2599-939150  
[joachim.raguse@raguse.de](mailto:joachim.raguse@raguse.de) | [www.raguse.de](http://www.raguse.de)



## Vivantes International Medicine / Vivantes GmbH

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

**Project:** Quality management in the International Office with reference to VIVANTES International Medicine

**Contact:** Mariam Ozod-Hamad, Head of Qualitymanagement | Referentin

Vivantes International Medicine / Vivantes GmbH  
Am Nordgraben 2  
13509 Berlin | Germany  
Phone: +49 30 130 121094  
Fax: +49 30 130 29121095  
mariam.ozod-hamad@vivantes.de  
www.vivantes-international.com



Wiesbaden Marketing GmbH

Wiesbaden Marketing GmbH stands for the regional, national and international tourist marketing of the Hessian state capital and is your partner for tourism services and advice on all aspects of group and individual travel. With the Wiesbaden Congress Alliance, Wiesbaden with its congress centres and event locations has a marketing cooperation at its disposal providing an all-round service to organisers of exhibitions, congresses, seminars and other events.

## Wiesbaden Marketing GmbH

**Project:** Medical Tourism in Germany: Presentation of the location of Wiesbaden

**Contact:** Claudia Patricia Meyer, International Marketing Manager Asia, Middle East and Russia

Wiesbaden Marketing GmbH  
Friedrichstraße 6  
65185 Wiesbaden | Germany  
Phone +49 611 1729 721  
Fax: +49 611 1729 789  
claudia.meyer@wiesbaden-marketing.de  
www.wiesbaden.de/en

Deep Freezers



Water Stills



Shaking Water Baths



Water Baths



Shakers



Incubators



We produce Quality  
Made in Germany

[www.gfl.de](http://www.gfl.de)

# IMPRINT

---

---

## EDITOR

### Ghorfa

Arab-German Chamber of Commerce and Industry  
Garnisonkirchplatz 1 | D-10178 Berlin  
Tel: +49 30 278907-0 | Fax: +49 30 278907-49  
E-Mail: ghorfa@ghorfa.de | www.ghorfa.de

---

## COORDINATION

Tatjana Arnold  
Business Officer Marketing / Business Development  
Ghorfa Arab-German Chamber of Commerce and Industry

---

## EDITORIAL

Samira Ismail Mohamed  
Proofreading

---

## PHOTOS

Cover: © SRH Holding  
S. 7: © Unfallkrankenhaus Berlin  
S. 17: © Vivantes Netzwerk für Gesundheit, by  
Monique Wüstenhagen  
S. 25: © Siemens AG  
S. 61: © istockphoto, by Mutlu Kurtbas

Other pictures: Kindly provided by the contributing companies, if not otherwise stated.

---

## LAYOUT

Fadhl Al-Romaima  
Technical Director  
Ghorfa Arab-German Chamber of Commerce and Industry

---

## PRINT

DCM – Druck Center Meckenheim GmbH  
Werner-von-Siemens-Straße 13,  
D-53340 Meckenheim  
Tel: +49 (0)2225-8893-550 | Fax: +49 (0)2225-8893-558  
E-Mail: dcm@druckcenter.de | Web: www.druckcenter.de

---

APRIL 2018

# WORLD FORUM FOR MEDICINE



12 – 15 NOVEMBER 2018  
DÜSSELDORF GERMANY

[www.medica-tradefair.com](http://www.medica-tradefair.com)

## The world of medicine at a glance:

- Electromedical equipment/  
Medical technology
- Laboratory technology/Diagnostics
- Physiotherapy/  
orthopaedic technology
- Commodities and consumer goods
- Information and  
communications technology

**If you want to see it all, understand  
it all and experience it all, then  
come to Düsseldorf for the world's  
largest forum for medicine!**

**BE PART OF THE NO. 1!**

