

Iraq & Regional Health Summit

Istanbul, Turkey
21-22 May 2010



To include the regions of Turkey, Jordan, Lebanon, Saudi Arabia

Organised in partnership with regional governments and hosted in Istanbul, we are pleased to announce the first ever Inter-Governmental regional Health Summit, incorporating Iraq, Turkey, Jordan, Lebanon and Saudi Arabia.

Following substantial increases in Central Government budgets, the spotlight has turned to the various healthcare systems in the region and the importance of maintaining healthy populations to drive economic development. Plans are now underway in the above countries for modernization of the sector, including the expansion of facilities, investment in high quality equipment, extensive procurement programmes and advances in facility management and human resources development.

As former global leaders in healthcare, the ministries and ministers of health within these strategically important countries have shown a clear direction and determination to restore their health systems to their rightful place.

Official Delegations

Each Government delegation will include senior officials who will participate in a meetings-based forum to discuss opportunities with international operators and suppliers to implement their plans to modernise procurement. The following State Ministries have been invited to provide official delegations:

- **Turkish Minister of Health**
- **Iraqi Minister of Health**
- **Jordanian Minister of Health**
- **Lebanese Minister of Health**
- **Saudi Arabian Minister of Health**

Delegations will include Director Generals and senior officials from the following departments:

- State Drug Marketing Companies – responsible for the importation of healthcare requirements including pharmaceuticals, medical and laboratory equipment, ambulance and mobile health services, healthcare appliances and engineering services
- Directorates for Projects & Engineering Services – responsible for maintenance and the building of new hospitals and clinics
- Directorates for Medical Operations and Specialised Services
- Directorates for Public Health and Primary Healthcare
- Directorates for Clinics
- Directorates for Planning and Resource Development
- Provincial Health Directorates

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Immediate Target Areas

- Addressing shortages in medicine and urgent supplies
- Reorganising the pharmaceutical sector
- Upgrading emergency services including obstetric care
- Strengthening disease surveillance
- Increasing immunisation coverage
- Intensifying communicable disease control activities
- Upgrading blood transfusion services
- Meeting urgent rehabilitation needs
- Improving communications and investment in information systems
- Investing in training and human resource development

Operators & Suppliers the Ministries Wish to Meet With

- Cardiovascular and Cardiopulmonary Equipment
- Cleaning and Disinfection Management
- Communications and Telemedicine
- Critical Care
- Diagnostics and Analysis
- Facilities Management
- Furniture and Fittings
- Healthcare Courses, Training and Events
- Healthcare Informatics and IT
- Hearing Aids and Audiology
- Hospital Security Systems and Identification
- Implants and Fixation Devices
- Laboratory Equipment
- Medical and Surgical Disposables
- Medical Clothing
- Medical Imaging and Diagnostics
- Patient Monitoring
- Pharmaceuticals and Medicines
- Rehabilitation and Mobility
- Respiratory Care and Anaesthesiology
- Sterilisation
- Surgical and Electrosurgical Equipment
- Woundcare and Dressings

International Partners

The summit will feature the key international partners who are currently playing a role in supporting the work of the region's health leaders:

- World Health Organisation (WHO)
- Donors such as the US Agency for International Development (USAID) and the UK Department for International Development (DFID)
- Global Research Institutions & Academies

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Unique Format

The purpose of the summit is for international operators and investors within the health sectors to meet and discuss contract opportunities with participating ministers and their officials. It represents a one-off opportunity and a landmark event for the region.

The success of the summit is founded on a format whereby half of the time is devoted to keynote addresses and presentations and the other half devoted to one-to-one meetings.

- Each Lead Official will speak during the opening ceremony on Day 1, giving an overview of their strategy and requirements
- Deputies and Director Generals will provide specific technical information and contract/tender opportunities
- Both afternoons will see private roundtables set up for each Ministry and executive branch of Government
- Prior to the Summit, confirmed sponsors and delegates will be given a choice of preferred pre-scheduled meetings



Private Meetings

More significantly, the various officials present will be available for private discussions with company delegations during the afternoon roundtable sessions, providing the following benefits:

- Access to high level officials (ministers, deputies and director generals)
- Reach and the opportunity to meet a number of key decision makers under one roof at one time
- Return on Investment and the opportunity to translate your input into direct business

We look forward to seeing you in Istanbul

