

# THE EGYPT MEDICAL & HEALTHCARE CONFERENCE 2011

Concorde El Salam Hotel, Heliopolis, **Cairo, Egypt**



## 14 & 15 December 2011

- Healthcare reform, policy and governance
- Hospital infrastructure expansion and new technology
- Long-term financing of healthcare sector, PPP, private equity, insurance
- Driving investment in healthcare IT and prospect for e-health
- Health insurance and social security
- Egypt's pole position in medical tourism
- Competitive advantages of Egypt as a hub for healthcare products
- Opportunities in the pharmaceutical market



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## Proposed programme and speaker invitees

Please note that the speakers listed below have been invited and that some of them are not yet confirmed.  
The programme will be updated and new speakers will be included in the coming weeks

Wednesday 14 December 2011

08:45 – 09:15 Registration of the participants, welcome coffee and networking

09:15 – 09:30 *Opening Keynote Address*  
**H.E. Amr Helmy**, Minister of Health and Population, Egypt (waiting for final confirmation)

09:30 – 10:30

Panel Session 1:

### HEALTHCARE REFORM, NEW POLICY AND GOVERNANCE

- *Modernization of the healthcare system and new pricing system*
- *Government spending in the health field*
- *Health sector reform and policy*
- *Human resources, training and effective health care services and financial management*
- *Governance and regulation*
- *Panel discussion and Q&A*

*Chairman*

**Medhat El-Refae**, Assistant to the Minister of Health for Research and Training, Egypt (confirmed)

**Amro Gad**,  
Head of New Kasr El Aini Hospital, Egypt

**Essam Anwar**,  
Deputy Manager, Health Insurance Organization, Egypt

*How to create Order from Chaos*

**Prof. Abdulrahman Al Nuaim**  
Professor of Medicine and Senior Consultant, King Faisal Specialist  
Hospital & Research Centre, Saudi Arabia

**Amr A. Fouad**,  
Director General, National Training Institute, Ministry of Health and  
Population, Egypt

**Mostafa Hunter**,  
Lead Founder & Chairman, Healthcare Governance and Transparency  
Association, Egypt  
Treasurer, European Health Management Association (EHMA), Belgium

10:30 – 12:00

Panel Session 2:

### HOSPITAL INFRASTRUCTURE EXPANSION AND NEW TECHNOLOGY

- *Meeting the hospital infrastructure and medical technology needs in Egypt*
- *Increasing demand for quality hospital and new technology*
- *Improving healthcare infrastructure delivery (primary, secondary and tertiary)*
- *Financing public and private health expansion in Egypt – up to 5.000+ facilities*
- *Access to finance, investment environment*
- *Role of banks, IFIs and private equity investors*
- *Panel discussion and Q&A*

*Chairman & presentation*

**Mohamed M. Abdel-Rahman**, Head of Central Administration for Technical Support & Projects, Ministry of Health, Egypt

**Hala Zeid**,  
Strategic Health Planning, Ministry of Health and Population, Egypt

**Sherif Naseh**,  
Head of Cairo University Hospitals, Egypt

**Mahmoud Yousef**,  
CFM Financial Manager, Egyptian Foundation for Healthcare Finance

**Merfat Taha**,  
Director, Planning Department, Ministry of Health and Population, Egypt

**Khaled Hendawy**,  
Deputy of New Kasr El Aini Hospital, Egypt

12:00 – 12:30 Coffee break and networking



# THE EGYPT MEDICAL & HEALTHCARE CONFERENCE 2011

12:30 – 14:00

## Panel Session 3:

### LONG-TERM FINANCING OF HEALTHCARE SECTOR, PPP, PRIVATE EQUITY

- *Outsourcing hospital maintenance and management*
- *PPPs – a model for financing and managing healthcare delivery in Egypt*
- *More PPP initiatives to come in Egypt's healthcare sector*
- *Successful stories in healthcare PPPs – how and when can it fit to Egypt's scenario*
- *Infrastructure and project finance development – role of banks, IFIS*
- *Egypt's healthcare sector modernization – bankability, risk allocation, governance and regulatory issues*
- *Panel discussion and Q&A*

*Chairman*  
to be advised

**Atter Ezzat Hannoura,**

Director, PPP Central Unit, Ministry of Finance, Egypt

**Ahmed Farag,**

Assistant of Health Minister for Finance and Administration, Egypt

**Mohamoud El Kishen,**

Professor of Surgery & Vice Dean Alexandria University, Egypt

**Hoda Abou-Jamra**

Founding Partner, TVM Capital MENA Health Care, Dubai, UAE

**Moazzam Mekan,**

Manager, Infrastructure Advisory Service, International Finance Corporation (The World Bank Group), UAE

**Peter Ballinger,**

Director, Business Development, OPIC, USA

**Carl-Fredrik Gronhagen,**

Deputy Head of Regional Office, European Investment Bank, Luxembourg

14:00 – 15:00

Luncheon and networking

15:00 – 16:30

## Panel Session 4:

### IT INFRASTRUCTURE, eHEALTH AND MED TECH INNOVATION

- *Driving investment in healthcare IT and digital hospital infrastructure*
- *Hospital automatization, mobile clinics, etc.*
- *Future of eHealth, mHealth and telemedicine in a 85 million people country*
- *Need for med technology and innovation – role of banks, private equity financing and M&A*
- *Prospect for building a national health network*
- *Panel discussion and Q&A*

*Chairman*  
to be advised

**Hesham El Deeb,**

Adviser to the Minister, Ministry of Communications and Information Technology, Egypt

**Tarek Saad,**

Director of National Databases Program, Ministry of State for Administrative development, Egypt

**Salah Badr,**

Chief Information Officer, Ministry of Health and Population, Egypt

**Ahmed Kabudan**

Adviser to the Minister, Ministry of Communications and Information Technology, Egypt

**Hisham Sheha,**

Head of Central Department for Public Hospitals, Egypt

*An Innovative Approach to Developing eHealth in an Environment of Cost Crisis in Health Care*

**Josep M. Picas,**

President, European Association of Healthcare IT Managers, Belgium

**Bill Rudman,**

Executive Director, American Health Information Management Association, USA

**Nicole Denjoy,**

Secretary General, COCIR, European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry, Belgium

16:30 – 17:30

Coffee, refreshments, networking and one-to-one meetings amongst delegates, speakers, media representatives and sponsors



# THE EGYPT MEDICAL & HEALTHCARE CONFERENCE 2011

Thursday 15 December 2011

09:00 – 09:30 Welcome coffee and networking

09:30 – 10:30

## Panel Session 5:

### HEALTH INSURANCE AND SOCIAL SECURITY

- *“HIO” – the Health Insurance Organization in Egypt*
- *Contribution of health insurance in long-term healthcare financing*
- *Social security issues and ‘out of pocket healthcare expenditure’*
- *How to improve public services in health sector*
- *Prospect for private health insurance*
- *Panel discussion and Q&A*

*Chairman*

**Abdel Rahman El Sakka**, Chairman, Health Insurance Organization, Egypt (confirmed)

*Keynote Address*

**Mohamed Moait**, Former Deputy Minister of Finance for Pensions and Social Insurance, Egypt (confirmed)

**Mohamed Hafez**,

Head of Foundation Treatment Sector, Ministry of Health, Egypt

*The Health Insurance Organization in Egypt*

**Abdel Rahman El Sakka**,

Chairman, Health Insurance Organization, Egypt

*How to improve public services in health sector*

**Esam Anwar**,

Deputy Manager, Health Insurance Organization, Egypt

*Prospect for private health insurance*

**Hala Massekh**,

Chairman’s assistant for institutional reform and external relations, Health Insurance Organization, Egypt

10:30 – 11:30

## Panel Session 6:

### EGYPT – A REGIONAL HUB TO MARKET HEALTHCARE AND PHARMACEUTICAL PRODUCTS

- *Pharmaceutical industry insight*
- *Investing in the Egyptian pharmaceutical market ranking n°2 in the MENA Region*
- *Production, sales and export of pharmaceutical and medical appliances to African markets and beyond*
- *Competitive advantages of Egypt’s as a regional hub for healthcare industry*
- *Trade agreements in the Region – benefits and potential for the pharmaceutical industry*
- *Role of local and regional finance and investment community*
- *Panel discussion and Q&A*

*Chairman*

**Ayman El-Khatib**, Assistant Minister for Pharmaceutical sector, Egypt (confirmed)

**Faten Ghazi**, (tbc – invitation in process)

Chief of Cabinet of Minister of Health and Population, Egypt

**Khushhal Chand Khushiram**,

Resident Representative, African Development Bank Group, Egypt

**Akiko Maeda**,

Manager for Health, Nutrition and Population Health, Human Development Department, Middle East & North Africa Region, The World Bank, USA

11:30 – 12:00

Coffee break and networking



# THE EGYPT MEDICAL & HEALTHCARE CONFERENCE 2011

12:00 -13:30

Panel Session 7:

## WELLNESS & MEDICAL TOURISM, HEALTH TRAVEL – SHOWCASING EGYPT'S POLE POSITION

- *The market size of medical tourism in Egypt*
- *Opportunities for private sector investment and management*
- *Offering world-class medical tourism – financing insight*
- *A view from the Medical Tourism Association*
- *Panel discussion and Q&A*

*Chairman*

**Adel El-Adawy**, Assistant Minister for Curative Care, Ministry of Health and Population Egypt (confirmed)

**Osama El-Ashry**,

First Undersecretary, Ministry of Tourism, Egypt

**Amin Al-Sadek**,

Deputy Medical Tourism Section, Ministry of Health, Egypt

A **Senior Representative** from Medical Tourism Association, Middle East Office, United Arab Emirates

**Robert Gerl**,

Program Co-ordinator, Institute of Cross-border Healthcare Management, Deggendorf University, Germany

**Adham Hassoun**,

Tourist Friend Association, Egypt

*Insurance system as a driver to national and International Accreditation*

**Ashraf Ismail**,

Managing Director, Joint Commission International, UAE

*National accreditations: Values, Achievements and Challenges*

**Nagwa El Hosseiny**,

Head, Executive Accreditation Committee, Ministry of Health, Egypt

**David Vequist**,

Founder/Director, Center for Medical Tourism Research, USA

13:30

Luncheon, networking and end of the Conference 2011