



HEALTH & WELLNESS BUSINESS FORUM

How can we create a happy healthy world?

EVENT DETAILS

- DATE:** Tuesday, 1 February 2022
- TIME:** 08:00 – 16:20
- VENUE:** DEC Hall 1A South
- THEME WEEK IAW***
**(In Association With)* Mohammed Bin Rashid University of Medicine and Health Science
- CO-CURATE PARTNERS:** Dubai Chamber of Commerce, Estonia
- FACILITATOR:** Eithne Treanor, Managing Director, E Treanor Media (UAE)



AGENDA

TIME	ACTIVITY	VENUE
08:00 – 09:00	Registration and Networking	DEC
09:00 – 09:05	Welcome Address H.E. Hamad Buamim President & CEO, Dubai Chamber of Commerce (UAE)	DEC
09:05 – 09:10	Special Remarks	DEC
09:10 – 09:50	Partnerships for Achieving Global Equity in Healthcare Systems Topics: <ul style="list-style-type: none">▪ The importance of a global healthcare approach - equity and solidarity in achieving universal healthcare▪ Overcoming gaps to advance global health equity▪ Public-private partnerships – multidisciplinary collaboration, sharing good practice and building a network Format: Panel Discussion with Q&A (A standard moderated discussion where the panelists share and build upon each other's experiences and opinions and answer audience questions) Duration: 40 minutes Speakers: <ul style="list-style-type: none">▪ Hon. Mutahi Kagwe, Cabinet Secretary for Health, Kenya▪ Dr. Sangita Reddy, Joint Managing Director, Apollo Hospitals Group (Virtual)▪ Dr. Carlos Rafael Figueroa Hernandez, Professor of Materials Science, Technological University of Havana Moderator: Sandeep Sinha , Head of Healthcare Strategic Consulting, JLL MENA	DEC

09:50 – 10:30

How the UAE Managed to Host the Largest Mega Event Despite the Pandemic?

DEC

Topics:

- Fast regulatory and access of medicines and vaccines for covid-19
- Public awareness and education
- MOHAP Partnerships with multinational pharmaceutical companies
- Resilience & planning for the future

Format:

Panel Discussion with Q&A

Duration:

40 mins

Speakers:

- **H.E. Dr. Amin Hussain Al Amiri**, Assistant Undersecretary of Health Regulations Sector, UAE Ministry of Health & Prevention
- **Gizem Akalin**, Vice President & General Manager – Gulf, GlaxoSmithKline
- **Mohamed Ez Eldin**, President & Head of Gulf Cluster, Novartis Pharmaceuticals

Moderator:

Eithne Treanor, Managing Director, E. Treanor

10:30 – 11:10

Building a Culture of Health at Work Place – During COVID-19 and Beyond

DEC

Topics:

- How has the Pandemic shifted the workplace culture?
- Future Measures and implementations that businesses can adopt to ensure healthier workspaces
- Population health strategy & lifestyle technologies

Format:

Panel Discussion with Q&A

Duration:

40 mins

Speakers:

- **Dr. Jemilah Mahmood**, Special Advisor to the Prime Minister of Malaysia on Public Health (Virtual)
- **Joonas Vikström**, Head of ISKU Middle East, ISKU
- **Maria Fernanda Paez Silva**, R&D Hygiene Operations Director – Africa, Middle East, ASEAN and Greater China, Dettol

Moderator:

Sandeep Sinha, Head of Healthcare Strategic Consulting, JLL MENA



11:10 - 11:25

Coffee Break

DEC

11:25 - 12:05

Health & Medical Tourism

DEC

Topics:

- Discuss latest developments in health & medical tourism
- Future of integrated approach to health and wellness
- How can destinations develop themselves as a leading hub for medical tourism?

Format:

Panel Discussion with Q&A

Duration:

40 mins

Speakers:

- **Boban Djurovic**, Mayor of Vrnjačka Banja Municipality, Thermal and Thermo-Mineral Springs
- **Arvind Varchaswi**, Managing Director, Sri Sri Tattva (Virtual)
- **Gioia Valli**, Head of Medical Tourism GCC, Switzerland Tourism

Moderator:

Eithne Treanor, Managing Director, E Treanor

12:05 - 12:45

The Digital Transformation of Healthcare through New Technologies

DEC

Topics:

- Digital transformation - a building block of a patient-focused approach to healthcare
- AI, Telemedicine, mHealth, blockchain, digital health records
- XR training, neurotherapy and surgical aid
- New models of financing and payments in Health

Format:

Panel Discussion with Q&A

Duration:

40 mins

Speakers:

- **Gusai Al Momani**, Chief Futurist Officer - VIDAVitamins
- **Carlos Albarracín**, Business Development Manager of Healthcare, Indra
- **Joaquim Cunha**, Executive Director, Health Cluster Portugal
- **Dr. Jusong Xia**, Senior Vice President and Head of International Business, United Imaging Healthcare

Moderator:

Piret Hirv, Director, Estonian Connected Health Cluster

12:45 - 13:15

Opportunities for Tomorrow

DEC

A platform that will feature case-study presentations by change makers and industry experts who would like to share their experiences with the audience for potential collaboration.

Duration:

Duration: 30 mins

(12:45 – 12:55)

▪ Mr John Pagano, CEO, AMAALA

(To showcase AMAALA, a luxury mega project in the Kingdom of Saudi Arabia and the ongoing efforts to develop a global hub for integrated wellness in the heart of the Middle East)

(12:55 – 13:05)

▪ Krisztian Dallos, Medical Division Director, Continest

(How mobile and temporary healthcare solutions solve capacity problems in a sustainable way)

(13:05 – 13:15)

▪ Mr. Atsunobu Segawa, Fujifilm Medical Systems Division manager

*for Modality and Healthcare IT for MEA region, FUJIFILM
(New concepts of Artificial Intelligence (AI) driven screening and lifestyle centers in the healthcare industry)*

Facilitator:

Eithne Treanor, Managing Director, E Treanor Media

13:15 – 14:30

Networking Lunch

DEC

14:30 – 15:10

Precision Health: Predicting and Preventing Disease

DEC

Topics:

- How to achieve longer lives through Precision Prevention?
- Oncompass Medicine - helping oncologists to define the most appropriate cancer treatment strategy for patients
- Shaping the future of cardiology and cardiac surgery

Format:

Expert Deep Dive with Q&A

(An immersive discussion with the experts – the session provides the audience with an opportunity to meet and hear from the experts who share knowledge about the specific topic)

Duration:

40 mins

Speakers:

- **Dr. Peeter Padrik**, MD, PhD, Oncologist, Antegenes
- **Dr. Gilles Dreyfus**, Head of Medical & Research Department, Cuomo Paediatric Cardiology Center
- **Dr. Istvan Petak**, Founder & CEO, Oncompass Medicine

Moderator:

Sandeep Sinha, Head of Healthcare Strategic Consulting, JLL MENA

15:10 - 16:00

IdeasPad - Hungarian Technology & Innovation Showcase

DEC

A session that gives a platform for innovative ideas and technologies. This platform invites entrepreneurs and innovators with brilliant ideas to give a 10-minute pitch on stage and captivate an international crowd of potential partners and investors.

Duration:

50 minute

Proposed Innovators

(15:10 - 15:20)

▪ **Ms. Fruzsina Mezei**, Digital Health Strategist, Omron Medistance
(Medistance, an end-to-end solution for non-pharmaceutical therapy optimization that collects, manages and analyses real-life health status data)

(15:20 - 15:30)

▪ **Ms. Réka Rozsos**, Psychologist and educator ,Merova
(MEROVA which has set out to provide an easily accessible diagnostic application that gives accurate information and personalized help people living with less known conditions caused by varicose vein and diabetes)

(15:30 - 15:40)

▪ **Ms. Livia Nagy**, Lead Product Manager, NOWtechnologies
(NOWtech which has disrupted the Specialty Input Devices segment of rehabilitation with the GyroSet Vigo Head Drive Kit, a smart, sophisticated and innovative solution to drive a wheelchair with only head movements)

(15:40 - 15:50)

▪ **Dr. Zsolt Iván**, Customer Care Director, Femtonics
(Cutting-edge technology made by a Hungarian biotechnology company called Femtonics, which is about resolving daily issues of pandemics)

(15:50 - 16:00)

▪ **Mr. George Kozmann**, CEO and Co-Founder, Heartbit Holdings Ltd.
(How to optimize your workout with HeartBeat. HeartBit's Smart Performance Activewear accurately monitors the heart's stress levels delivering in-app advanced insights & assessments into heart health)

Facilitator:

Eithne Treanor, Managing Director, E Treanor Media

16:00 - 16:10

Closing Remarks

DEC

16:10

End of Health & Wellness Business Forum