

The Health Authority - Abu Dhabi (HAAD) endorses the 4th Annual Healthcare Expansion Congress Middle East, organized by naseba

13 January 2009

The **Health Authority of Abu Dhabi** has endorsed the 4th Annual Healthcare Expansion Congress Middle East, which will be held from 13th - 15th May 2009, in Abu Dhabi.

The CEO of **Health Authority** Mr Zaid Al Siksek, thanked naseba for the invitation and confirmed that he will be giving a speech titled "*Rising market share of healthcare; attracting private and public investment for sector development.*"

The UAE continues to set trends in providing the best healthcare standards available at both public and private levels, not only for the UAE's growing population within the country, but also for patients from across the region who are seeking the best medical facilities.

The 4th Annual of Healthcare Expansion Congress Middle East will offer a three day expansive agenda providing a global platform for discussion about the innovations taking place, and the changing healthcare environment in the MENA region.

As announced in early 2009, expatriates new to the country must provide evidence of a health insurance registration before applying for a work or visit visa. Individuals and/or companies now have a choice of 30 different health insurance companies across the Emirate of Abu Dhabi. Each company has its own calculations in estimating the health services that a member needs within a year of medical coverage.

In contrast to what the global recession might predict, the healthcare and pharmaceutical markets have a relatively inelastic demand and will continue to grow in coming years. The regional market for pharmaceutical logistics services is forecast to reach \$18 billion (Dh66.11bn) within the next five years regardless of any slowdown in economic growth, said a top industry executive. The market, currently estimated at \$5bn is expected to grow by 50 per cent year on year up to 2013, according to Emirates Business 24/7. This trend necessitates a global interactive platform for the healthcare industry and medical community in order to explore the latest advancements, compare alternatives and reach mutually beneficial conclusions.

The 4th Annual Healthcare Expansion Congress Middle East, organized by naseba, is the only strategic business congress and re-educational platform to gather the healthcare ministries and authorities from MENA region, as well as the top healthcare decision makers and solution providers together in a captive environment. This three day congress includes one- to- one business meetings, a grand awards ceremony, innovative conference sessions and panel discussions on the key issues of the healthcare industry in the MENA region.

Conference topics include:

- TRANSFORMING THE MIDDLE EAST INTO A CENTRE OF GLOBAL HEALTHCARE EXCELLENCE
- ACHIEVING EXCELLENCE IN THE MANAGEMENT AND PROVISION OF CARE

- SPECIAL FOCUS DAY ON THE PHARMACEUTICALS AND BIOTECHNOLOGY

{Zawya}