

## Hamburg Innovations for Partners from the Healthcare Sector

### 1. The concept of *Hamburg Innovations*

*Hamburg Innovations* is a yearly high-ranking get-together opportunity in the Middle East. It targets Hamburg's business world and partners from the Middle East region allowing them to cultivate their relations, to establish new, interesting ties and to exchange ideas and experiences between our two regions.

Sesam Business Consultants (Sesam) has repeatedly organized business promotion activities and events in Dubai for the Government of Hamburg over the past years.

To further promote the excellent relationship between Hamburg and the Middle East on the political, economic and scientific level, Sesam is now introducing a new stage, *Hamburg Innovations*, which combines all former initiatives and platforms in order to introduce and solicit parties from both regions.

*Hamburg Innovations* is an event with several concerted activities to present Hamburg as a competent partner in selected fields of business. It will take place parallel to large local events such as exhibitions, international conferences etc. in order to capitalize on synergies. Primary goal is to enable representatives from politics, business and science to introduce their core competencies in key industries to their local counterparts.

In the course of the mutual events Sesam provides you the possibility for intensive, individual networking during *Hamburg Innovations* through different, coordinated occasions. We will prepare tailor-made one-to-one meetings, accompanied and followed-up by our experienced team. We would be delighted to arrange and organize alternative events for you!

The paramount idea is to give competent delegates of Hamburg's economy and politics, science and research, the possibility to sustainably present the economic competence and capacity of key industries and companies.



**Hamburg Innovations** allows city representatives to introduce themselves in their core competencies towards potential partners.

The **Hamburg Innovations** is an excellent opportunity to present itself and its abilities and facilities to their counterparts in Dubai and in the Middle East as it is felt that both regions have a lot in common as commercial, financial and maritime hubs.

**Hamburg Innovations** is a must-attend event for the renewable energies industry where participants can exchange ideas and experiences, and keep up-to-date on technical and legislative developments, in plenary sessions, networking sessions and in the informal networking breaks.

## 2. The objectives of Hamburg Innovations

The idea of **Hamburg Innovations** was generated due to the common industries of Hamburg / Northern Germany and the GCC region, e.g. the maritime sector, healthcare and renewable energies. There is great potential in further deepening the close ties between our two regions. Take your chance and join us for **Hamburg Innovations!**

The core objectives of **Hamburg Innovations** are:

- **Hamburg Innovations** is a platform for an active exchange with corresponding partners in the Gulf region;
- **Hamburg Innovations** aims to strengthen the bilateral ties of politics, economy and science and research between Hamburg, Dubai, UAE and the other Gulf states.
- Dubai and Abu Dhabi, these economic hubs of the Gulf region, serve as a diving board for nation- and region-wide contacts to **Hamburg Innovations** and exploit the region's networking relations for the innovation and capability power of Hamburg;
- **Hamburg Innovations** gives Hamburg's enterprises a periodically returning platform to display their products and services;
- The time between two **Hamburg Innovations** is used to prepare, accompany and follow-up on focused networking and one-to-one meetings of Hamburg companies with local counterparts;



Sesam developed a **business concept** which contains the following **elements**:

- Full or half day conferences and / or workshops;
- Networking meetings;
- Individual meetings (One-to-One meetings, also separated from the main events);
- „Round Table“ events on a high level for selected participants;
- The individual events will be embedded in larger events for all delegates (gala dinners, press conferences etc.);
- All events will thoroughly be prepared and followed-up on for every participant individually;
- The financing will be provided by sponsors who receive an exclusive service package

### **3. Join Hamburg Innovations on June 23<sup>rd</sup> , 2009 in Hamburg**

Under the auspices of  
Senator Dr. Michael Freytag, Head of the Ministry of Finance  
of the Free and Hanseatic City of Hamburg

Sesam Business Consultants

cordially invite you to attend

#### **Hamburg Innovations**

**Briefing and Networking Event  
In the Hamburg Ministry of Finance  
Leo Lippmann Hall  
at Gänsemarkt 36**

**on June 23, 2009 at 1.30 pm in Hamburg**

Over one afternoon our networking experts from Dubai together with representatives of the Senate of Hamburg will brief you in subject-focused speeches on business opportunities in the Middle East and prospects of the region! We are looking forward to create your individual networking program and your participation in ***Hamburg Innovations***. We inform you about recent trends in your industry in the Middle East and the business opportunities for you lying therein. Hamburg and the Gulf region are maintaining close ties and already cooperate in a lot of areas. Along with numerous delegates of Hamburg's



healthcare, renewable energies and maritime sector entrepreneurs from the Middle East have confirmed their participation in ***Hamburg Innovations*** beforehand.

***Hamburg Innovations*** is a complimentary networking event focusing on your individual needs! Jointly we develop your personal involvement in ***Hamburg Innovations***. We advise, you decide.

We are happy to introduce ***Hamburg Innovations*** in detail to you. Your ideas, annotations and suggestions are most welcome! From these results we will tailor your personalized concept.

On [www.sesam-uae.com/hamburg](http://www.sesam-uae.com/hamburg) you find all relevant information: the online registration form; our concepts for the individual events; sponsorship opportunities; the subsequent ***Hamburg Innovations*** dates and a lot more!

#### **4. Key industries represented at *Hamburg Innovations***

In the frame of ***Hamburg Innovations*** on June 23, 2009 in Hamburg Sesam will present three top-class event formats in the areas of

- **Maritime Sector**
- **Renewable Energies**
- **Healthcare**

***Hamburg Innovations*** will show possibilities to representatives from business, politics, science and research as well as related media and from the Middle East to present their economic competencies and performance efficiently in the region. Middle East representatives of the respective industries are invited by Sesam to join and assess how to employ ***Hamburg Innovations*** productively for them.

In other words: The (complimentary) ***Hamburg Innovations on June 23*** is a preparatory event allowing participants to actively influence and shape the subsequent (chargeable) programs (*When? Where? How?*) which will focus on business. Sesam advises, you decide. Should you already find your partner in ***Hamburg Innovations***: Lucky you! We hope that is motivating you to further participate in ***Hamburg Innovations***.

## **5. The Sesam Networking Concept**

Sesam's events are diverse and are designed according to the client's requirements and wishes. This includes conferences, seminars, workshops and one-to-one meetings which can be set into a larger framework of events or function as stand-alone occasions. The following shall serve as an example of Sesam's conference concept:

Sesam's conferences consist of a two-day program and feature workshops with high-class speakers on the first day. The specific workshop topics will be discussed together with the sponsors. All Sesam conferences are accompanied by an exhibition. Also cocktail receptions and gala dinners are part of the program.

The second day offers in-depth training workshops and discussion forums on late-breaking questions. These take place under close cooperation with the academic partner.

You cannot compare our conferences to conventional event formats where you see a lot of presentations, learn little about other participants and go home after two days with no newly gained knowledge or contacts worth mentioning. We launch your individual networking program already beforehand.

Through our previously conducted conferences we have outstanding contacts to decision makers e.g. in the areas Green Building, solar energy and healthcare. Thanks to our comprehensive database we can choose purposeful contacts and tailor a workshop for you. Being a sponsor of our event you receive a selection of contacts upfront to consult with them during the conference or personal talks (one-to-one meeting).

We are happy to support you already before the conference and advise you from your individual marketing strategy to your market entry! You would like to lead your own workshop with 50 participants? You would like to be in charge of a 200 delegate discussion forum? You would like to initiate a round table with the top decision makers of your industry from the Middle East? You would like to hold a reception for your Arab business partners? No problem. We guarantee a desired number of participants upfront.

However Sesam's service does exceed the match making by far. We can accompany you in your meetings, prepare and follow-up thoroughly on them.



Our conferences and workshops give you the possibility of:

- Continuous education and training
- Exchange of information on latest trends and technologies
- Exchange of knowledge and experiences on regional developments
- Discussion with experts of internationally renowned institutions
- Individual networking

Based on our profound experiences as service providers and networking experts withal you have the unique chance to acquire more crucial contacts in two days time than at all previous conferences or exhibition participations before!

## **6. Preview on upcoming *Hamburg Innovations* events**

### **“Hamburg – Arabic Healthcare Round Table” on 26.01.2010**

The next „Hamburg - Arabic Healthcare Round Table“ will take place on January 26, 2010 during Arab Health 2010 in Dubai.

Already during the last five years Sesam has successfully been conducting networking events for the Hamburg Senate on occasion of the Arab Health exhibition. In 2009 a business delegation under leadership of Senator Dietrich Wersich from Hamburg’s healthcare sector visited Dubai. Sesam will also organize the Hamburg evening during the Arab Health 2010 and invites to a Round Table with top-class participants.

To not leave the networking during the event to coincidences Sesam is profiling the delegation members upfront and researches precisely fitting contacts. The entrepreneurs receive a target list to choose local business partners from, according to their desires, which will subsequently be invited to the Round Table.

The networking program is supported by an internet portal which allows early-bird approach of meeting partners and a thorough follow-up.

The events take place in close correlation with the Ministry of Healthcare of the Free and Hanseatic City of Hamburg.



### **„Saudi Medicare & Sesam Networking Program“ in May 2010 in Riyadh**

In the framework of Hamburg Innovations 2010 Sesam for the first time presents a Healthcare event in Riyadh. On occasion of Saudi Medicare in May 2010 Sesam offers a comprehensive networking concept. We organize your exhibition participation and support you from the strategic preparation including individual framing events to the effective follow-up on your exhibition participation in Riyadh.

The Saudi healthcare market is not easy to conquer, but highly interesting. It is among the fastest growing markets in the Middle East and offers excellent business opportunities.

No other healthcare event brings suppliers and potential customers from Saudi Arabia so concentrated together than Saudi Medicare. The fair is also an eminent addition to other exhibitions in the region. In this context Arab decision makers like to point out that it is rewarding to also take other Gulf states like Saudi Arabia into consideration, aside from the UAE. Especially in difficult times where traveling budgets are tight it makes sense to “pick up” your target group in their home market. Take the chance with us to go to Saudi Arabia and get a picture yourself of the manifold business opportunities on offer. Your clients and business partners will highly appreciate your dedication.

We are inviting representatives from Hamburg to participate in the fair and the first edition of „Saudi Medicare & Sesam Networking Program“ in May 2010 in Riyadh. Simultaneously Sesam offers you a comprehensive networking program that allows you to put your individual interest in focal point of the event.

Hamburg is leading medical care location in Germany and has an outstanding reputation especially in the Middle East. Prolonged life expectancy and a generally high income in Saudi Arabia lead to a high demand for sophisticated medical services. The Kingdom will invest 43 billion Saudi Rial in the healthcare sector in the next fifteen years. Beneath hospital construction the health insurance industry will offer great opportunities.



## 7. Sponsorship Opportunities

Taking part in **Hamburg Innovations** on June 23 is free of charge, because Sesam wants to win you as a partner for **Hamburg Innovations** events. Sesam is a private company though that cannot rely on public substitution (but well on active public support). Financing is based on performance and counter performance:

- An individual conference concept necessitates individual financing. In Sesam's view you should only pay for the services you take. Participation for local / regional delegates therefore is free of charge. Your full networking program is part of a sponsorship. Naturally being a sponsor includes to officially present yourself and your company during the conference, e.g. as a workshop speaker.
- As a sponsor you receive an adequate service package which consists of services for you individually and contributions for the conference as a whole. How elaborate your program will be, that is entirely up to you!

In short this means that every participant only pays for his individual services and profits from the surrounding **Hamburg Innovations** without having to pay for them additionally.

Sesam Business Consultants will be delighted to introduce to you or your Middle East expert the **Hamburg Innovations** concept at the event on June 23, 2009 in Hamburg in the reception hall of the Ministry of Finance Hamburg at Gänsemarkt from 1.30 pm onwards. We are looking forward to your participation.

Get in contact with us! Please do not hesitate with any questions or suggestions!  
Kindly contact:

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