

EUROPE HEALTH



Newsletter 2016



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Nr. 5 July 2016

Dear Reader,
today we want to present to you an overview of activities and news at Europe Health and current developments in the field of medical tourism.

We continuously work on developing and expanding our international network. In addition to our traditional participation in all relevant trade fairs we currently are in the process of planning various travels to the Gulf States to further promote Germany as medical location on one hand and to further and support international health projects.

We hope to give you an interesting overview about the activities of Europe Health GmbH. We look forward to your inputs and your feedback. Finally we want to thank our cooperation partners and all our staff members explicitly for the excellent cooperation and teamwork to date.



Yours Sincerely,
Dipl.-Kfm. Salah Atamna
Geschäftsführer
EUROPE HEALTH GMBH

Patient Tourism in General

In times of worldwide economical turbulences medical tourism has gained more and more importance. Excellent physicians and highest-quality medical equipment are the reasons given by international patients to travel to Germany. In the past ten years the number of foreign patients in German hospitals has almost doubled.

The number of patients from Russia has decreased by almost 70% in the past 2 years, reasons are the economical situation and the depreciation of the rouble.

On the other hand the number of patients from Arabic countries has increased. The number of patients from the Gulf States alone has increased by 30 percent in 2014, in 2015 there was a plus of 20% and for 2016 we expect a further increase of approx. 30%. The reasons here are on one hand the excellent medical care and on the other hand military conflicts in the Near East. We also see an increased readiness of the governments of the Arabic States to send patients abroad to get the best treatment possible.



Arabian arrivals in thousands, Quelle: Statistisches Bundesamt



Russians arrivals in thousands, Quelle: Statistisches Bundesamt



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Top VIPs in Europa

Seralux GmbH (subsidiary company of Europe Health GmbH) is one of the first addresses in Germany to provide limousines, drivers, hotels and concierge services to top-ranking persons from Arabic- and GUS-States who come to Germany primarily for medical treatment.

Since more than 12 years we serve the members of Royal- and Dynastic Families from Arab Countries and the Gulf States as well as top-range managers and executive officers of large companies.

We are very pleased that also in 2016 we had the honor of exclusively serving top-range personalities from the Gulf States.



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Internationale Messeteilnahmen

Arab Health in Dubai (United Arab Emirates)

From 25th to 28th of January 2016 the International Convention & Exhibition Centre again opened its doors for the guests of the annual trade-fair Arab Health. Europe Health GmbH was present



with a booth of 60 square meters in the hall of Germany together with its partners Medical Park AG, Stuttgart Hospital, University Hospital Salzburg, Schreiber hospital, Diagnoseklinik München, Mecotec, Ergonomic Care, Easy Life, Swiss Medica, Air Alliance, Steigenberger Group, Ingolstadt Outlet, Wertheim Outlet, Outlet Bicester and Hessischer Hof.

The fair is a vital meeting point for the Ministries of Health of the Arabic countries, delegations



worldwide and the most important deciders in this field. Arab Health 2016 hosted more than

3.000 exhibitors from approx. 60 countries and more than 70.000 professional visitors from all over the world. There were pavilions from more than 30 countries and Germany had the largest group of exhibitors.



Frau Ministerin Melanie Huml im Gespräch mit Rima Zada Europe Health, Medical Management

The Bavarian State Ministry for Environment and Health stands for strong engagement in the promotion of medical tourism. Therefore we are very pleased to report that we had a personal visit by the Bavarian Secretary of State Mrs. Melanie Huml, giving us her support also this year. We are very grateful to her and Bayern International who provided the perfect organization.

Baden-Wuerttemberg also presented a large booth in the Hall of Germany this year. With over 450 square meters Baden-Württemberg presented for the first time with its own pavilion at the Arab Health as a broad-based innovative location for health industry. Included are 50 Baden-Württemberg companies, high-schools, research institutions, clusters and networks, as well as five regions that present themselves in the context of inter-regional marketing community health economy.

Arabian Travel Market

Dubai, 25th to 28th April 2016



Arabian Travel Market is the most important specialized trade fair for tourism in the Arabic-speak-



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king world. For 12 years now Seralux and Europe Health participate in this important trade fair. A large number of travel agents who also have medical tourism in their product portfolio, participate in this trade fair. In the year 2016 more than 36.000 visitors came to the show.

(source: www.arabiantravelmarket.com)



9th Arab-German Health in Munich

Europe Health was one of the sponsors of the 9th Arab-German Health Forum. The health forum took place for the second time in Munich. It was organized by Ghorfa in cooperation with the Bavarian State Ministry for Health and Nursing. Approx. 200 top-range experts and deciders from Germany and the Arabic world participated in this event. Ghorfa General Secretary Mr. Abdulaziz Al-Mikhlaifi opened the forum and extended greetings to all guests. He presented an



overview of the development of the Arabic-German economical relationship. Economic volume between German and the Arabic World has more than doubled in the past ten years and reached a volume of 52.1 billion Euros in the year 2015. Arabic investments in Germany also increased considerably and now have a volume of approx. 100 billion Euro. The General Secretary of Ghorfa described the health sector as a strong and driving

force of the German-Arabic economic relations. Bavaria's Secretary of Health Mrs. Melanie Huml sees great opportunities for the Bavarian Health Industry in the Arabic Gulf States. "There is still a lot of potential in our cooperation. Bavaria can deliver important support with its high power of innovation and excellent supply structure," the secretary said on the forum. She added: "the Arab Gulf States are an important export market



for Bavaria. Especially the highly innovative Bavarian medical technology enjoys high recognition in the Arab world. Bavarian expertise is also an important issue for medical services and medicinal products." According to Mrs. Huml more than a quarter of Arabic patients who come to Germany for in-patient treatment decide to come to Bavaria. Around 3.600 patients came in the year 2014.

It is estimated that about the same number of patients come for out-patient treatment. "This



shows impressively: Our Bavarian high-performance medicine is well known and enjoys a high level of confidence internationally", the secretary says.



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Hauptstadtkongress Medicine and Health Berlin from 8th to 11th July 2016

Health Care Bayern was present at Hauptstadtkongress with a large stand. Europe Health had its own section on the stand of Health Care Bayern. The "Hauptstadtkongress" Medicine and Health is the most important congress event in the German healthcare market. Here the most important policies and reform projects in health care politics are discussed every year and new pathways for the modernization of our health care system are determined. Here the decision-makers meet annually. Around 8.000 participants from all branches of health care visit the Hauptstadtkongress.



Saudi Fam Trip:

Europe Health was invited to present the field of Medical Tourism in Germany to Lufthansa Saudi. In the context of a Saudi Fam Trip which was organized here in Germany among others by Airport Munich and Rocco Forte Charles Hotel, Europe Health was able to present and explain its experience of 15 years in Medical Tourism to a number of important travel agents from Saudi Arabia.



International Meeting “ILIZAROV READINGS”
June 16th to 18th, 2016 Kurgan, Russland

This fair is the most important orthopaedic fair in world famous Centre of Prof. Ilizarov.
More info: <http://read.ilizarov.ru/index.php/en>



Europe Health East and its exclusive partner, the German company Wittenstein Interns with the product Fitbone took part in this exhibition in Russia. The exhibition in Kurgan was the first joint appearance.

German engineering – highly regarded in Russia
“The exhibit underlines the high esteem in which German engineering is held in the Russian med-tech world. We’re delighted to be providing this vital support to WITTENSTEIN intens’ activities in Russia”, explains Vladimir Filonenko, Managing Director of Europe Health East. “The continuous optimization culminating in the present fourth generation, the wide range available, the option of custom-made products tailored to each patient’s individual needs and the mature technology and surgical technique are the main reasons why FITBONE® enjoys such an excellent international reputation. I should also mention the holistic concept at the Centers of Excellence, which lets patients profit from the highest levels of safety and fast treatment free from complications and pain with every operation”, adds Roman Stauch, General Manager WITTENSTEIN intens GmbH,

when prompted to sum up the benefits of the concept overall.

New Start-Up:

Our subsidiary Europe Health East has founded a new enterprise in Moscow together with a strong partner in the field of health and technology : “Technologies for Health”

— technologies for health.

About Technologies for Health:

The assignment of the new enterprise is to facilitate the access of German companies to the Russian marketplace in the fields of medical technology and pharmacology. Technology for Health takes care of registration and certification according to Russian standards. The first large project was realized successfully with Wittenstein. Competence of Technology für Health is based on many years of consulting experience, excellent and motivated staff members, detailed



knowledge of local market requirements and an instinct for practicable solutions.



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Health Care Management International:

Health Care Management International GmbH creates connections between renowned and service providers of high quality in Germany and interested clients in the international environment. HCMI analyses the requirements of the client, determines required expert know-how on this basis and combines comprehensive offer and demand to bring both sides to a solution-oriented level. HCMI is able to offer this service through of its wide-range network in the German Health Market to relevant providers from medicine, medical technology and management on one hand and, on the other hand, by long-term contacts to the international deciders and high level of recognition. Currently HCMI looks after German-Arabic projects in the health care sector in Riad (Saudi-Arabia), Kuwait and Egypt.



Health Care Management International GmbH



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Expansion of Europe Health Network in Germany

By expansion of our partner-network and development of our cooperation with renowned German and European Hospitals, Rehabilitation-Institutes and Medical Organizations we are in the position to offer the best treatment options and medical innovations to the patients.

We are very pleased that we can now serve our clients in our new office and with our own team at the University Clinic Tuebingen beginning 01. July 2016.





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You can find **EUROPE HEALTH** in Germany
at the following locations:



MARTHA
MARIA





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Preview:

Trade Fair Arab Health

30 January - 2 February 2017



In Januar 2017 Europe Health will again be present with a large booth of 60 square meters on Arab Health in Dubai. We show the comprehensive field of Medical Tourism on our stand by the presentation of our extensive partner network.

The fair takes place from 30th of January until 2nd of Februar 2017 in Dubai International Convention & Exhibition Centre..

Please secure your participation as partner-exhibitor in good time.

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Arabian Travel Market

24th to 27th April 2017



In April 2017 Europe Health and Seralux will be present with a stand at the Arabian Travel Market in Dubai. The field of medical tourism and luxury tourism is main topic of this fair.



Europe Health Magazin (Arabic Edition January 2017)

The Arabic / English magazine reports annually of any current issues of German medicine and presents selected clinics, hospitals and doctors, and also serves the increasingly important market of the Wellness & Spa division and the tourist area (such as hotels, retail, attractions etc).

Target group of Arabic magazine:
International Patients, international hospitals and clinics, International doctors, other health care facilities, international insurance provider, health offices of embassies, international companies, government agencies, government departments, international cooperation partners, trade fairs and conventions.

Target countries of the distribution of the Arabic magazine:

United Arab Emirates, Saudi Arabia, Bahrain, Qatar, Kuwait, Iraq, Egypt, Libya, Syria, Beirut.

Release date: January 2017

Deadline for material: 02. November 2016