

ARAB HOSPITALS FEDERATION  
2023

# ANNUAL FORUM

28 FEBRUARY -1 MARCH, 2023  
Conrad Abu Dhabi Etihad Towers

SPONSORSHIP PROSPECTUS

WWW.AHFONLINE.NET  
WWW.MEDHEALTH2023.AE



## ABOUT THE FORUM

MedHealth Abu Dhabi 2023 is the 24th edition of the Annual Forum of the Arab Hospitals Federation that will be organized in Abu Dhabi this year under the patronage of His Excellency Mansour Ibrahim Al Mansouri– Chairman of the Department of Health Abu Dhabi with the support of League of Arab States, Arab Health Ministers Council, WHO- EMRO, Healthcare Associations & Syndicates.

The Edition will be dedicated to key decision makers, hospital owners, C-level executives, Directors, Clinicians and Healthcare Leaders to get insights on worldwide trends affecting hospitals and healthcare, sharing best practices and solutions while creating a real forum for networking in the Arab countries.

Leading Health executives from around Hospitals of the region will meet to learn and exchange ideas on new business models, innovative technologies and the future of Hospitals.



إتحاد المستشفيات العربية  
ARAB HOSPITALS FEDERATION

The Arab Hospitals Federation is an independent, non-political and non-profit organization that represents and serves Arab public and private hospitals, medical centers, institutions, organizations and individuals directly connected with the provision of Healthcare.

Founded in 2002, AHF constitutes an ideal platform to exchange ideas, policies and services in the Healthcare Management as well it provides education for health care leaders and is a source of information on health care issues and trends.

It promotes improvement in the health of Arab citizens and a high standard of hospital care, fostering efficiency, effectiveness and humanity in the organization and operations of hospital and health services.

It also advocates on behalf of its members to influence health care policy and service delivery ensuring that their perspectives and needs are heard and addressed in Arab health policy development.

It seeks to act as a link between its members and the other stakeholders in the Arab Healthcare sector with the purpose to facilitate exchange of knowledge and experience.



دائرة الصحة  
DEPARTMENT OF HEALTH

The Department of Health – Abu Dhabi (DoH), the regulator of the Healthcare sector in Abu Dhabi, is committed to ensuring excellence across the Healthcare sector while monitoring the Health status of Emirate population. DoH shapes the health system framework by inspecting against regulations, enforcing standards, and encouraging the adoption of world-class best practices across all Healthcare service providers in the Emirate. DoH also drives programmes to increase awareness and adoption of healthy living standards among the residents of Abu Dhabi in addition to regulating scope of services, premiums and reimbursement rates of the Health system in the Emirate. The main objective of the Department is to accommodate the Healthcare needs of the community and ensure the continuous progress of technologies and innovation that will enhance the way the sector and related Healthcare facilities operate. Today, DoH is among the key Healthcare bodies globally and has carved its position on the international map as a leader in excellence and standardization.



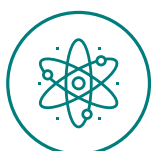
## 2023 THEME AND SUB-THEMES

### LEADING THE FUTURE OF HOSPITALS



#### LEAD

By gathering Arab Ministers of Health, key decision makers, Top Healthcare executives, Healthcare Professionals and Healthcare workers from around the Arab Countries; MedHealth Abu Dhabi will offer an unmissable opportunity to share knowledge and lessons about various topics that will lead our Hospitals to a brilliant future and to advance excellence in the Arab Healthcare sector.



#### TRANSFORM

Discover the transformation ways that should be implemented in your Healthcare facility to be smart by sharing insights and leading practices on embracing digital technology that delivers value and high quality service, Unleashing the power of data for Healthcare Organizations, Exploring the virtual Hospital and adopting green and sustainable initiatives for a healthy planet.



#### EMPOWER

Empowering Healthcare leaders is vital for the Healthcare sector. Supporting this goal will lead us to a robust transformation, strong partnerships and investments to retain world-class standards, without forgetting the importance of empowering women leaders to build together the future of healthcare for the next generation in the decades to come.



## FORMAT



**Keynote  
Speech**



**Awards**



**Panel  
Discussions**



**MedHealth  
Talks**



**Executive  
Circle**



**Networking**





## WHO SHOULD ATTEND?

- Ministries of Health
- Arab Healthcare Organizations & Associations
- Healthcare Facilities
- High level Policy makers
- Healthcare Professionals
- Consulting Companies
- Accrediting Bodies
- Healthcare technology developers, designers and programmers
- Healthcare visionaries and innovators
- Healthcare universities and educators
- Healthcare management entities
- Healthcare Providers
- Pharmaceutical Companies
- Medical Equipment Companies

## WHAT TO EXPECT



### CONFERENCE

MedHealth Abu Dhabi delivers world-class conference sessions and interactive panel discussions featuring cutting edge content gathering key decision makers, stakeholders, Executives, Healthcare professionals and companies to inspire them to adopt forward thinking strategies to leading the future of hospitals.



### AWARDS

The Arab Hospitals Federation will celebrate its famous activity “ HEALTHCARE LEADERS FOR CHANGE AWARD CEREMONY” in UAE during MedHealth Abu Dhabi opening and will grant recognition awards to the visionaries and impactful leaders and organizations across the region’s healthcare community for pushing the boundaries and leaving a mark in the Healthcare industry.



### EXHIBITION

A dedicated area for our partners to network with attendees, get exposure in front of a highly targeted audience and showcase the latest products, services and technologies.



### EXECUTIVE CIRCLE

This platform is by invitation only, limited to CEOs, Healthcare executives, and leaders of Arab Hospitals and Healthcare Organizations and bodies... and offers one-of-a-kind networking opportunity with renowned Healthcare Executives.

In this Circle, Healthcare executives have access to a professional environment to debate issues of mutual interest and significance, as well to exchange problems & Challenges with like-minded individuals committed to raise the bar of healthcare standards in their countries and sharing the values of the Arab Hospitals Federation that revolve around Commitment to community, Professional Ethics, Quality and Excellence, Teamwork, and Transparency.



# MEDHEALTH

## ابوظبي 2023



Day 1:

Registration @ The Hotel

- OPENING CEREMONY
- AWARDS
- MOU SIGNATURES
- MINISTERIAL PANEL DISCUSSION:  
LEADING THE FUTURE OF HEALTHCARE
- SHAPING TOMORROW'S HEALTHCARE  
LEADERS
- MEDHEALTH TALK
- AHF EXECUTIVE CIRCLE (By Invitation Only)



Day 2:

- THE FUTURE OF HOSPITAL  
TRANSFORMATION
- COMMITTED TO SUSTAINABILITY IN OUR  
HOSPITALS
- THE FUTURE OF HEALTHCARE QUALITY
- MEDHEALTH TALK
- THE POWER OF HER
- HEALTH TOURISM FOR ALL : THE WAY  
FORWARD

NETWORKING OPPORTUNITIES AT THE EXHIBITION AREA  
@ The Hotel





## ADVISORY BOARD

### CONGRESS CHAIRS



**PROF. TAWFIK KHOJA**  
GENERAL SECRETARY  
ARAB HOSPITALS  
FEDERATION



**HE. HIND AL ZAABI**  
EXECUTIVE DIRECTOR  
OF HEALTHCARE FACILITIES  
DEPARTMENT OF HEALTH-ABU DHABI  
AHF GOVERNING COUNCIL MEMBER

### CO - CHAIRS



**MP. FADI ALAME**  
PRESIDENT  
ARAB HOSPITALS  
FEDERATION



**MR. MOHAMAD AL NOIMI**  
VICE PRESIDENT  
ARAB HOSPITALS  
FEDERATION



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CHIEF EXECUTIVE  
OFFICER  
ARAB HOSPITALS  
FEDERATION



**DR. OMAR NAJIM**  
DIRECTOR EXECUTIVE  
AFFAIRS OFFICE - DEPARTMENT OF  
HEALTH ABU DHABI

## SCIENTIFIC COMMITTEE



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MEMBER  
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FEDERATION



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EXECUTIVE COUNCIL  
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FEDERATION



**DR. BASSAM KADDISSI**  
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FEDERATION



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**ENG. HAMAD AL ZAABI**  
DIRECTOR OF HEALTHCARE  
FACILITIES QUALITY DIVISION  
DEPARTMENT OF HEALTH -  
ABU DHABI - UAE



**DR. JUMANA AL AABED**  
HEAD OF QUALITY ANALYTICS  
AND IMPROVEMENT  
DEPARTMENT OF HEALTH -  
ABU DHABI - UAE

## ORGANIZING COMMITTEE



**ALICE YAMINE BOUEIZ**  
CHIEF EXECUTIVE  
OFFICER  
ARAB HOSPITALS  
FEDERATION



**DR. MIREILLE KHALIL**  
HEAD OF ORGANIZING  
COMMITTEE - AHF



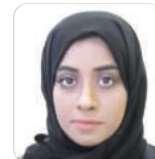
**DR. JUMANA AL AABED**  
HEAD OF QUALITY ANALYTICS  
AND IMPROVEMENT  
DEPARTMENT OF HEALTH -  
ABU DHABI - UAE



**MOUZA AL MAZROUEI**  
SPECIALIST SPECIALIZED  
SERVICES ANALYTICS  
DEPARTMENT OF HEALTH  
ABUDHABI



**LUBNA AFANI**  
SENIOR SPECIALIST  
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DEPARTMENT OF HEALTH  
ABU DHABI



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ABUDHABI



**NADA BADRAN**  
SPECIALIST GENERAL  
SERVICES ANALYTICS  
DEPARTMENT OF HEALTH  
ABUDHABI



# A UNIQUE OPPORTUNITY NOT TO BE MISSED

## WHY TO SPONSOR ?

By sponsoring MedHealth Abu Dhabi, your company will have the opportunity to expose, network and showcase your services and products to a highly targeted audience from leading hospitals and healthcare organizations. The Platform of the Arab Hospitals Federation is a well known, reputable and unmissable platform to maximize your market impact and partner with the Public and private sector, corporate and government departments. The forum will allow you to:

- Influence and Network with key decision makers , key organizations and governmental authorities involved in the Healthcare Industry.
- Approach your target audience face-to-face & Build relationships with potential customers.
- Showcase products / services & Target, test and develop Healthcare markets.
- Launch new products/ services & Generate media exposure.

## SPONSORSHIP OPTIONS

Offering you various opportunities to promote your organization and demonstrate your leading position in the Health and Medical Fields, you will have the chance to maximize your market impact, and partner with the public & private sectors.

1. Consolidate the public-private-partnership.
2. Create greater market exposure and awareness.
3. Approach targeted audience to promote your corporate image, products & services.
4. Stand out as a leader in the regional Healthcare industry.

## EXHIBITION

Be present in the Exhibition and Showcase your services and products, foster new relationships with healthcare audience where participants come to share, discuss the challenges and the updates in the Healthcare sector.

## Book your place now to secure your presence

If you have a unique idea on how you would like to maximize your presence at MedHealth Abu Dhabi, Kindly contact us to help you and to create together the best exposure you desire.





# SPONSORSHIP OPPORTUNITIES & BENEFITS

Level of Sponsorship	Main Partner	Premium Partner	Associate Partner	Platinum Sponsor	Gold Sponsor	Gala Dinner Sponsor	Welcome Reception	Lunch Sponsor	Congress Bags
Prominent on-site branding including logo on physical and digital signage	✓								
Partner logo next to Event Title	✓								
Partner logo featured on Forum website	✓	✓	✓	✓	✓	✓	✓	✓	
Partner logo to be included in audience recruitment emails before the Forum	✓	✓							
Partner logo on sponsors & supporters banner	✓	✓	✓	✓	✓	✓	✓	✓	
Partner Logo on Lanyard	✓								
Partner mention in press release for Forum	✓	✓							
Passes to attend the Forum	30	20	15	15	8		10	10	
Social media amplification of sponsorship	✓	✓	✓	✓	✓	✓	✓	✓	
Registration Area Branding	✓	✓							
Executive Thought Leadership Speaking Opportunity	✓	✓							
Partner logo on Executive Circle meeting tables		✓							
Opportunity to distribute small gifts to all attendees	✓	✓	✓	✓	✓				
Partner logo and link on AHF website	✓	✓	✓	✓	✓				
Partner logo on E- Flyer	✓	✓	✓	✓	✓	✓	✓	✓	
Booth in Exhibition	27 sqm	21 sqm	18 sqm	15 sqm	12 sqm	12 sqm	12 sqm	12 sqm	
Advertising on ahfonline.net website	✓	✓	✓	✓	✓				
Thank you email from Arab Hospita ls Federation for the participation as a partner	✓	✓	✓	✓	✓				
Partner logo on Post Forum summary	✓	✓	✓	✓	✓				
Partner logo on lunch tables								✓	
Partner logo on welcome reception							✓		
Partner logo on gala dinner						✓			
On-site branding during gala dinner						✓			
Partner logo on bag congress									✓
Package Price USD	100,000 \$	75,000 \$	50,000 \$	40,000 \$	35,000 \$	40,000 \$	30,000 \$	30,000 \$	20,000 \$

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## Sponsor Booking Form

 www.medhealth2023.ae Tel.: +971 24 919 888

In order to ensure that all sponsors communicate their requirements, we recommend filling in the booking form below.  
Kindly fill in the form below with all your requirements and submit to Mena conference.

## Sponsorship Requirements

Kindly indicate which type of sponsorship package you are interested in:

<input type="checkbox"/> Main Partner	- - - - -	\$100,000
<input type="checkbox"/> Premium Partner	- - - - -	\$75,000
<input type="checkbox"/> Associate Partner	- - - - -	\$50,000
<input type="checkbox"/> Platinum Sponsor	- - - - -	\$40,000
<input type="checkbox"/> Gold Sponsor	- - - - -	\$35,000
<input type="checkbox"/> Gala Dinner Sponsor	- - - - -	\$40,000
<input type="checkbox"/> Welcome Reception	- - - - -	\$30,000
<input type="checkbox"/> Lunch Sponsor	- - - - -	\$30,000
<input type="checkbox"/> Congress Bags	- - - - -	\$20,000

## Conference Passes

**Category A:** Ministries of Health, Arab Healthcare Organizations & Associations, Healthcare Facilities, High level Policy makers, Healthcare Professionals, Consulting Companies, Accrediting Bodies, Healthcare technology developers, designers and programmers, Healthcare visionaries and innovators, Healthcare universities and educators, Healthcare management entities, Healthcare Providers, Pharmaceutical Companies, Medical Equipment Companies

**Category B:** AHF Members with 10% discount

**Category C:** Students, Fellows in Training

Item	Amount	No's
<input type="checkbox"/> Category A	380 \$ (AED 1,400)	
<input type="checkbox"/> Category B	342 \$ (AED 1,260)	
<input type="checkbox"/> Category C	190 \$ (AED 700)	

In compliance with the UAE Government mandate, VAT will be applicable at a standard rate of 5%

## Educational Grant

Item	Amount
<input type="checkbox"/> For 30 Delegates	9,800 \$ (AED 36,000)
<input type="checkbox"/> For 20 Delegates	7,000 \$ (AED 25,700)
<input type="checkbox"/> For 12 Delegates	4,400 \$ (AED 16,200)
<input type="checkbox"/> For 5 Delegates	1,850 \$ (AED 6,800)

In compliance with the UAE Government mandate, VAT will be applicable at a standard rate of 5%

The price includes access to Scientific Conference, Exhibition Area, Coffee Breaks and Lunches, as well as acquiring CME Credits and Certificate.

Sponsoring Company:

.....

Contact Name: .....

Designation: .....

Address: .....

P.O. Box: .....

City: ..... Country: .....

Tel: .....

Mobile: .....

Fax: .....

E-mail: .....

Website: .....

Upon submitting the booking form, please note that MENA event coordinator will get back to you for confirmation including a contract for your final revision within 7-10 days.

Name: .....

Date: .....

Signature .....

## Payments

Please choose one of the following mode of payment

☐ By Online (www.medhealth2023.ae)

☐ By cheque payable to MENA

☐ By Credit card ☐ By Bank Transfer

## Bank Transfer

Account Name	Middle East North Africa Conference
Bank Name	Bank Of Baroda, Hamdan Street, Abu Dhabi
Bank Account No.	90020200006131
Swift Code	BARBAEADADH
Iban No.	AE290110090020200006131

For registration & further information, please contact:

Ms. Mary | mary@menaconference.com,  
Mobile +971 54 289 6801 | PH: 971 2 4919888 | Abu Dhabi, UAE



Thank you for your  
booking confirmation

شركة الشرق الأوسط وشمال أفريقيا للمؤتمرات ذ.م.م.

**MENA** CONFERENCE  
Middle East North Africa Conference Company LLC  
www.menacnference.com

The organizing committee reserve the right to make any modifications to the programme in occurrence of any unforeseen circumstances.

MEDHEALTH  
ابو ظبي 2023



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DEPARTMENT OF HEALTH

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LEADING THE FUTURE  
OF HOSPITALS