

GATEWAY TO
GOVERNMENTAL
MEDICAL BUSINESS IN
THE GCC REGION, PHARMA
MEDICALDEVICES & TECHNOLOGY

MARRIOT AL JADDAF, DUBAI
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MEDICAL TENDER

& BUSINESS TALK

8 & 9 MARCH 2023

Country
Specific Information

Procedures
and Laws

Solutions to simplify
Tender Management

Welcome Letter

We are delighted to extend a warm welcome to you on behalf of the organizers of the Medical Tender and Business Talk 2023, taking place at the prestigious Marriott Al Jaddaf Dubai - UAE on the 8th and 9th of March 2023.

As a platform for healthcare professionals and business experts, this event promises to be an exciting and informative gathering that will offer attendees an opportunity to gain insights into the latest trends, innovations, and developments in the healthcare and medical industry, focusing on tenders and procurements.

We hope to provide you with an overview of the event, its various features, and its many benefits. You will learn about the range of informative sessions, keynote speeches, interactive panel discussions, and networking opportunities that will be available to attendees.

From understanding the latest advances in medical technology to exploring business strategies to improve your organization's bottom line, this event is designed to provide valuable insights and practical solutions in medical tenders and procurement.

We encourage you to take advantage of the many opportunities that this event presents. Connect with fellow attendees, participate in discussions, and learn from experts in the field.

We are confident that you will come away from this event with a wealth of knowledge and insights that will be of immense value to you in your professional endeavours.



Mr. Abdalla Abotaleb

Project Manager at World Health Organization (WHO)



Abdalla Aboutaleb is one of the most profound experts in healthcare policy and regulations in the MENA region. His expertise extends from HTA & Reimbursement policies to regulatory and supply chain strategies in the public sector. He has been involved in the fields of health economics, outcomes research, health policy reforming and

Reimbursement police within the healthcare industry for 15 years, with experience across the pharmaceutical, biologicals and vaccines. And now works for WHO as a project manager at health care reforming area. He, in addition to being a committee member and project manager in a number of national projects in many countries

including Germany, United Kingdom, Egypt, Algeria, Sudan, Russia, UAE, Morocco, Jordan, Iraq, Turkey, KSA, GULF, USA and Poland. He is a very active researcher with tens of publication across different well recognized organizing including ISPOR, ESMO, ASCO , ECCO, iHEA.

HTAI and EuHEA. He has been a true contributor to several public and industrial projects in Egypt and the MENA region of his homeland. He committedly changed the landscape of the healthcare policy there.

A few examples to mention are his contributions to the establishment of the NORCB (national organization for control and research of biologics), Egyptian Biosimilars guidelines thecancer and MS registry & guidelines. Establishing stroke units & guidelines, hospital based HTA and Health economic unit at the Ministry of Health in Egypt's different sectors.

Multiple engagement efforts are well recognized in his research through introducing concepts of stakeholder engagement. He also does that by being an active member of many research organizations internationally and locally like the ISPOR and its local chapter. Abdalla Aboutaleb remains a very rich source of developmental initiatives having been hands on expert across different sectors of the healthcare systems and a visionary for healthcare reform.



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Dr. Mona Al Mousli

Founding Letter



I would like to personally welcome you to the GCC Medical Tender & Business Talk, taking place on the 8th and 9th of March 2023 at the luxurious Marriott Al Jaddaf hotel in Dubai, UAE.

It is important for all of us, gathered today, to acknowledge that regulations are crucial to the effective and efficient functioning of the medical tender process in the GCC. They provide a framework for transparency and accountability, safeguarding the interests of all stakeholders involved.

The GCC countries, which include Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates, have been investing heavily in their healthcare infrastructure, resulting in increased demand for medical goods and services. This investment has created a favourable environment for medical tenders, attracting suppliers and service providers from around the world.

the medical tender business in the GCC region is booming due to the increasing demand for healthcare services, the focus on quality healthcare, and the rapid technological advancements in the medical industry. This growth presents significant opportunities for suppliers and service providers looking to enter the GCC medical market.

As a professional in the pharmaceutical & medical industry, I understand the significance of this event, where we will be able to connect with other experts, innovators, and key players from the GCC region. The event promises to be an excellent platform for in-depth discussions, networking opportunities, and engaging presentations.

The topics that will be covered at the GCC Medical Tender & Business Talk event are diverse and timely, ranging from the latest advancements in medical technology, healthcare policies, and procurement procedures.

Medical Tender & Business Talk is a unique opportunity to meet like-minded individuals, participate in stimulating conversations, and gain new insights into the challenges and opportunities that exist within the medical industry.

I am confident that the GCC Medical Tender & Business Talk event will be a resounding success, and I look forward to for all the sessions contributions. Together, we can create an unforgettable experience and build lasting connections within the medical industry.

Please make sure to seize this opportunity to network and share knowledge.

Healthcare Regulations **Expert in Middle East**

Agency Representation

Pharmacovigilance

Regulatory Affairs

Market Access



Storage & Logistics

Compliance (GxP)

Our Mission is YOUR Success!

Dr. Najiba Al Shezawy

Founding Letter

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As the Co-founder and Managing Director for Hubplus Events, I am proud to say that we are a premier event management and production company that provides customized and exceptional services to the Medical Tender & Business Talk industry. With years of dynamic industry experience, we offer unique, impactful, and engaging solutions that transform events into unforgettable and cherished experiences.

Our mission is to elevate the standards of innovative event management to deliver experiential events that engage and enthrall the target audience. We are committed to surpassing the expectations of our clients and providing world-class, premium, and customized services that ensure the engagement of your target audience and the delivery of your message across the masses.

At Hubplus Events, we work as your partner to transform your concept into innovative solutions that have maximum impact on your target audience. Our team of unique experts and personalities envisions and creates events according to your precise requirements with a focus on the accomplishment of your goals.

We offer one-stop solutions for all your corporate and official event management needs, from events management to promotion and production. We are a client-centric company that attains your vision through our in-depth industry knowledge, creativity, and expertise.

As the official organizers for the Medical Tender & Business Talk, we are committed to upscaling the delivery of managing, planning, and executing each event to the highest level of professionalism and creativity.

Our creative and hardworking events' creatives and executors have combined their expertise and talents to produce the Medical Tender & Business Talk, ensuring that the event planning is memorable and focused for all the attendees and participants. We strive to catalyze industry development and surpass client expectations for every event we handle.

In conclusion, at Hubplus Events, we understand that it takes a creative mindset, punctuality, precision, and creativity to make an event come to life. We are committed to delivering exceptional services and transforming your events into unforgettable experiences.

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AGENDA: 8 March 2023

09:00 - 10:00 Breakfast Registration

10:00 - 10:15 Official Opening



Dr. Mona Al Moussli,
Co - founder and Director
PRA Consultancy

10:15 - 10:45

Overview of Medical Procurement Business in the GCC and Beyond



Moderated by:
Nico Bacharidis
Cube RM



Changing Dynamics Post Pandemic in GCC countries
Yasser Hosny
Julphar

10:45 - 11:45

Procurement Entities in the UAE



Moderated by:
Mr Yasser Hosny,
Julphar



Tender overview EHS
Fatima Ali Abdalla Karfi,
Tender Manager,
Emirates Health Services



Registering with DoH
for Procurement Opportunities
Dr. Maryam Ahmad
DoH



RAFED Tenders
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Leading through **innovation**,
caring with compassion

Our Values

Respect, Leadership,
Collaboration,
Innovation, Integrity,
and Compassion

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AGENDA: 8 March 2023

15:15 - 16:45

Impact of stake holders Engagement on Health System Enhancement



Moderated by
Prof . Abdalla Abotaleb
WHO Consultant



Regulatory Affairs as Strategic Business Partner:
Dr Fatima Zaid Abu Zanat, MSc, RPh, RAC
Regional Director, Regulatory Affairs & Scientific Office
Ipsen



Payer representative
Mr. Issam Sawaya
MEA EXPERT
GLSBOR



Market Access perspective
Husam Majali
Merck

16:45 - 17:00

Coffee and Networking Break

17:00 - 18:00

HTA Tools for Procurement Enhancement



Dr. Mona Al Moussli,
Co - founder and Director
PRA Consultancy



Presented by
Prof . Abdalla Abotaleb
WHO Consultant



Guest of Honor
Dr. Muhammed Talaat El Sayed Badr
HTA MoHP Egypt

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AGENDA: 9 March 2023

9:00 - 10:00 Breakfast Registration

10:00 - 10:15 Morning Welcome

10:15 - 11:45 Impact of Affordability and Value Based Procurement and Pricing



Moderated by:
Sumaya Aljanabi
Head of Tenders & Market Access
Global Health



Never leave a patient behind
Kareem Negm
Market Access Manager
Novartis



**Value based procurement:
Steps for Implementation**
Shereen Abdalla
Director of Communications,
Government Affairs,
& Market Access,
GSK



**Rethinking our
understanding of value**
Taha Abdelrahman

Panel Discussion



Sumaya Aljanabi



Kareem Negm



Shereen Abdalla



Taha Abdelrahman



Sara Al Dallal

Sara Al Dallal
President of
Emirates Health Economics Society
Emirates Medical Association

11:45 - 12:15 Coffee and Networking Break

12:15 - 13:00 Risk Management Plans in the Procurement Process



Moderated by
Mohamed Amin
Director of Market Access ,
Regulatory & Government Affairs
AstraZeneca
Egypt



Risk Management in the Tender Process & Pricing Challenges
Maya M. Chehayeb,
Commercial Excellence Lead MENA, Biologix

13:00 - 14:00 Lunch and Networking

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World Health Organization

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AGENDA: 9 March 2023

14:00 - 14:30

AI and data management at Procurement Process; What should we learn?



Moderated by:
Dr. Mohamed Barham
CEO
Midwell ME



How Ai and latest technology can improve the Tender Process and Success,
Nico Bacharidis
CEO
CUBE RM

14:30 - 16:30

Entry management agreement and Procurement - Tips and Opportunities



Winning The Go-To-Market Game
Rania Kassab,
Director TMEA,
Stem Healthcare



Market access agreements for procurement
John Mikhail,
Strategic Pricing and Tender Lead - GCC
MSD



WHO Recommendations for Procurement
Prof. Abdalla Abotaleb
WHO Consultant

16:00 - 16:15

Wrap up of the Summit and Thank you's

MTBT Board Members

16:15

End of day Networking Coffee Meet up

16:15 - 17:30

White Paper Round Table

Closed Room Speakers only

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An advanced AI-based tender management system that helps Life Sciences enterprises to efficiently manage all stages of the tendering process including tender discovery & qualification, response preparation & evaluation, approvals & submission, and tender intelligence.

FEATURES



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DISCOVERY



OPTIMIZE PRICING
WITH MACHINE
LEARNING



GAIN MARKET
& COMPETITIVE
INTELLIGENCE



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AGENDA: 8 March 2023

11:45 - 12:15 Coffee and Networking Break

12:15 - 13:30 Procurement in the Middle East Opportunities



Procurement Trends in the Middle East

Praful Mehta
Co-Founder and CEO
VAMSTAR



Egypt tender overview

Dr. Muhammed Talaat El Sayed Badr
Vice President
Central Chambers of Pharmaceuticals
and Medical Products
Head of the Technical Office
Ministry of Health and Population, Egypt



Jordan Tenders

DR. SOFYAN SALEH OQLAH MIGDADI
Head Of Pharmaceutical
& Procurement Dpt
King Abdulla University Hospital
Jordan



Iraq Tenders

Sumaya Aljanabi
Head of Tenders & Market Access
Global Health - Iraq

13:30 - 13:45 Conference Photo

13:45 - 14:45 Lunch and Networking

14:45 - 15:15 Tender Strategy



Moderated by
Mr. Issam Sawaya
MEA EXPERT
GLSBOR



Efficient Winning Tender Strategy

Mohamed Amin
Director of Market Access ,
Regulatory & Government Affairs
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