

Healthcare: Succeeding in the MENA Market

Case Studies, Insight and Expertise

Tuesday 5th July, 17.00-19.30

The Middle East Association, in partnership with Ameera Health, cordially invite you to Business Briefing and Networking Reception examining the Healthcare Sector in the MENA Region at Bury House on Tuesday 5th July.

British companies are at the forefront of developments in the healthcare industry in the Middle East and North Africa. The UK medical technology sector alone generates a turnover of nearly £11 billion and our university research departments regularly rank among the best in the world. This briefing will offer expert guidance on how to make the most of the unique opportunities in the Healthcare sector in the MENA region. Our specialist panellists will present on issues including: anti-counterfeiting for medical products in the region, marketing needs, and the commercial and legal environment for UK Healthcare companies. We will also hear from case-study companies who have had particular successes in the region.

Our speakers will include:

- **Mr Peter Murray, Managing Director, S. Murray & Co.**
- **Mr Les Plant, Life Sciences—UK Trade & Investment**
- **Ms. Margaret Briffa, Owner of Briffa Law Practice**
- **Mr Colin Printer, Director at AIT Marketing Associates**
- **Mr Fuad Ramadan, Director - Sales & Marketing, SLE Ltd**

The Briefing will be followed by a Q & A Session and a Networking Reception.

Registration at Bury House will commence at 17.00, with the presentations and Q&A lasting from 17.30 until 19.00. Our Networking Reception will finish at 19.30.

Cost for MEA Members is £65 + VAT and cost for Non-Members is £125 + VAT. To attend please complete the registration form overleaf and return to Alex at the MEA by noon on Tuesday 28th June. In accordance with MEA policy, ALL events MUST be paid for in advance.



Alex Lambeth

Middle East Association, Bury House, 33 Bury Street, London SW1Y 6AX
Tel: 0044 (0)20 7839 2137 Fax: 0044 (0)20 7839 6121 Email: alex@the-mea.co.uk

Business Briefing: Healthcare in the MENA Region

Tuesday 5th July

Please register me for this event. I am:

- An MEA Member (£65 + VAT)
- A Non-Member (£125 + VAT)

The deadline for registrations is midday on Tuesday 28th June.

To register please return the form below together with payment details. A £2.00 surcharge will apply for credit cards only. **Please note we no longer accept American Express.** Cancellations will be accepted up to 48 hours ahead of the event with refund or credit note (upon request). No refund will be made after 48 hours before the event. Payment must be settled before the event.

Please return to the Middle East Association, Bury House, 33 Bury Street, London SW1Y 6AX
Tel: 020 7839 2137, Fax: 020 7839 6121, E mail: alex@the-mea.co.uk

Name _____

Company _____

Job Title _____ Address _____

_____ Telephone _____ Fax _____

Mobile _____ Email _____

Business Sector/Activity _____

Please advise of any dietary requirements _____

Please advise of any disability requirements _____

Where did you hear about this event? _____

- Payment type:**
- 1) I will pay by BACS (details below)
 - 2) I enclose a cheque
 - 3) I will pay by credit/debit card (details below) *Please note we no longer accept AMEX*
 - 4) Please send an invoice for immediate process

Credit card details:

Card Number:

Expiry Date: / Security Number:

BACS Account Details:

Bank Details: HSBC Bank Plc, 69 Pall Mall, LONDON, SW1Y 5EY
Account Name: MIDDLE EAST ASSOCIATION,
Sort Code: 40-05-20 IBAN: GB 22MIDL40052051571753
Account No. 51571753 SWIFT: MIDLGB22

Places are limited and you are therefore urged to reply as soon as possible for priority response.