

New Zealand Health Technologies Set to Make Impact at Arab Health



Wayne Mikkelsen, Trade Commissioner, NZTE Dubai.

New Zealand Trade & Enterprise Hosts Healthcare Excellence Seminar & Reception

Dubai, January 21, 2009: New Zealand's reputation as a source of advanced, innovative and competitive healthcare technologies and solutions is steadily growing in the Middle East. Over the past 15 years, a number of players such as Fisher & Paykel Healthcare, Orion Health and Mercer Medical have been New Zealand's pathfinders in these markets. These companies and other New Zealand representatives are ready to make their mark at the upcoming Arab Health congress (January 26-31, Dubai International Exhibition Centre).

"The Middle East's growing health sector is of great strategic importance to New Zealand companies and provides significant opportunities. New Zealand's success in the region is growing because of our demonstrable ability to provide innovative solutions tailored to meet individual customer needs," Wayne Mikkelsen, Trade Commissioner, NZTE Dubai.

A supporting seminar and reception organised by New Zealand Trade and Enterprise (NZTE), the country's national economic development agency, will provide delegates with an opportunity to taste New Zealand's culture and traditions, learn about the innovations emerging from the country's healthcare sector and network with senior executives from New Zealand's leading health technology companies. The evening will be hosted by industry expert, New Zealander Dr Shane Reti, International Program Director for the Division of Clinical Informatics at Harvard Medical School.

"A 2006 international study by the New York Commonwealth Fund identified New Zealand as the most advanced in primary care health information technology. Gathering, analyzing and transferring health information is something New Zealand companies do well. This innovation and experience also transfers to medical appliances where agility, speed to market and unparalleled support substantiates the worldwide uptake. At Arab Health 2009 it is a pleasure to represent the very best that New Zealand has to offer in health technology," stated Dr Shane Reti.

The New Zealand Healthcare Excellence Seminar & Reception, 26 January 2008, 5:00-7:30pm, Bubble Lounge, Dubai International Exhibition Centre

New Zealand companies attending the congress include:

Fisher & Paykel Healthcare (www.fphcare.com), New Zealand's largest medical device company and a leading designer, manufacturer and marketer of a range of innovative healthcare devices which incorporate unique features to improve patient care. With nearly four decades of experience in the development of respiratory humidifier systems for use in critical care, Fisher & Paykel Healthcare offers a broad range of products and systems for use in respiratory care, the treatment of obstructive sleep apnoea, neonatal care and operating rooms.

Mercer Medical (www.mercers.co.nz) is part of The Mercer Group, an international leader in the design and manufacture of innovative technology solutions and the fabrication of stainless steel products, and more than a century of experience. Mercer Medical designs, manufactures and supports a range of sterilisers and augments this with international brands of associated equipment and consumables. They are the leading sterilisation and infection control solution provider and distributor in Australasia.

Mobile Surgical Services (www.mobilesurgical.co.nz) is pioneering the concept of sharing medical knowledge and technology. The company aims to assisting countries to implement programmes related to the introduction of equipment and facilities not needed on a daily basis to enable cost effective distribution of expensive medical items (mobile lithotripters, operating theatres, PET scanners and latest generation MRI's) widely across a countries health system; small medical equipment items (usually diagnostic) for use by primary care physicians; medical facilities to facilitate rapid expansion of surgical services; and the introduction of an advanced form of video communication called Teleporting, an interactive system with the ability to control remotely multiple devices, cameras, medical equipment etc. The system, unlike conventional video conferencing, operates at broadcast quality without delay.

Orion Health (www.orionhealth.com) is a leading provider of easy-to-use solutions and applications that improve patient care and clinical decision-making by providing integrated health data in a single, unified view. By enhancing existing information systems, Orion's Concerto™ portal, Rhapsody™ integration engine and workflow solutions provide healthcare workers with easy access to patient data and trends, reducing errors and omissions and streamlining information flows.

WinScribe (www.winscribe.com) is a world leading provider of digital dictation software that supports all business requirements for digital dictation, transcription, voice recognition and workflow management. Founded in 1995, WinScribe is one of the most innovative and fast moving solutions providers in the digital dictation industry. With offices now open in the US, UK, New Zealand, Australia and Switzerland, and a global channel of more than 100 sales partners globally supporting more than 300,000 users in 25 countries, WinScribe is the largest supplier of digital dictation technologies, specialising in legal, law enforcement, healthcare, transcription, surveying, insurance and government sectors.

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About New Zealand Trade and Enterprise

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's national economic development agency. It works to stimulate economic growth by helping to boost export earnings, strengthen regional economies, and deliver economic development assistance to industries and individual businesses. Through its global network of offices NZTE works with international businesses and investors, connecting them to New Zealand business opportunities. NZTE's focus is on industries and sectors where New Zealand has a long-term competitive advantage on world markets, and on businesses with high-growth potential.

For more information on New Zealand Trade and Enterprise, visit: www.nzte.govt.nz or www.marketnewzealand.com.

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