

New Zealand Health Technologies Set To Make Impact At Arab Health New Zealand Trade & Enterprise Hosts Healthcare Excellence Seminar & Reception

Dubai, UAE - 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).

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"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