



Press release - Draft

For immediate release

**Under the Patronage of H.H. General Sheikh Mohammed bin  
Zayed Al Nahyan**

**Abu Dhabi Attracts The World Health Care Congress  
Middle East, December 5-7, 2010**

**Abu Dhabi – 15 February 2010:** Under the Patronage of H.H. General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the United Arab Emirates' Armed Forces, the World Health Care Congress (WHCC) Middle East will begin a three-year endeavor on December 5-7, 2010 in Abu Dhabi. [www.worldcongress.com/me](http://www.worldcongress.com/me)

The support of the Crown Prince, the Health Authority - Abu Dhabi (HAAD), the regulative body of the Healthcare Sector in the Emirate of Abu Dhabi and Abu Dhabi Tourism Authority (ADTA), the body responsible for building and developing the Abu Dhabi's tourism industry, for the World Health Care Congress Middle East is another important step in the strategic commitment to excellence and innovation in health care in Abu Dhabi to develop a global center for health care innovation and research.

The World Health Care Congress Middle East is the most prestigious health care event convening global thought leaders and key decision makers from all sectors of health care to share global best practices in health care innovation and improvement.

The Congress will feature the top industry influencers, including health Ministers, leading government officials, hospital Directors, IT innovations, pharmaceutical and medical device companies and health care industry suppliers.



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H.E. Engineer Zaid Al Siksek, Chief Executive Officer of the Health Authority – Abu Dhabi said: “Abu Dhabi is committed to continuous improvement, innovation and excellence in health care for all of its residents, the Middle East in general, and to inspire health innovation and improvement worldwide. We envisage the event attracting a high regional and international turnout of health care executives, providers, and government leaders to explore fresh ideas and unique insights.

World Health Care Congress Middle East will feature Executive Summits on:

- Health care Innovation and Investment
- Emerging Health Care Business Models
- Public and population health
- Hospital/Health Systems
- Health Care IT
- Chronic Care
- Health Technology and Interoperability

“The topics to be addressed at the summits will be actionable and strategic, designed to address local and global challenges in quality, cost effectiveness, outcomes, and new models for finance and improvements in healthcare delivery”, H.E. added.

“There is an increasing amount of innovation in health care throughout the world, yet often dramatically better health delivery practices and outcomes are not even widely recognized within their own countries,” said WHCC Chairman Vidar Jorgenson. “Abu Dhabi is providing a great service by sponsoring a World Health Care Congress that will focus on innovation, identifying and promoting these important health care innovations with recognition throughout the world, inspiring even more health innovation and sharing in the future.”



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The congress is seen as a welcome boost to Abu Dhabi's expanding business tourism portfolio with the Abu Dhabi Tourism Authority (ADTA) lending its support.

HE Mubarak Al Muhairi, Director General, Abu Dhabi Tourism Authority (ADTA), said: "Major international events of this nature have substantial tourism benefits for the destination bringing in speaker platforms and delegates who use our state-of-the-art facilities, put revenue into the local market and interact with the destination, some for the first time."

"It give us a great opportunity to showcase the destination to a highly influential international audience many of whom we hope to convince to return", H.E. added.

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**About Health Authority – Abu Dhabi (HAAD):**

The Health Authority – Abu Dhabi (HAAD) is the regulative body of the Healthcare Sector in the Emirate of Abu Dhabi and ensures excellence in Healthcare for the community by monitoring the health status of the population.

HAAD defines the strategy for the health system, monitors and analyses the health status of the population and performance of the system.

In addition HAAD shapes the regulatory framework for the health system, audit against regulations, enforce standards, and encourages adoption of world – class best practices and performance targets by all healthcare service providers in the Emirate.

HAAD also drives programs to increase awareness and adoption of healthy living standards among the residents of the Emirate of Abu Dhabi in addition to regulating scope of services, premiums and reimbursement rates of the health system in the Emirate of Abu Dhabi. [www.haad.ae](http://www.haad.ae)

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#### **About Abu Dhabi Tourism Authority**

Abu Dhabi Tourism Authority (ADTA) was established in September 2004. It has wide ranging responsibilities for building and developing the emirate's tourism industry. These include; destination marketing; infrastructure and product development and regulation and classification. A key role is to create synergy in the international promotion of Abu Dhabi through close co-ordination with the emirate's hotels, destination management companies, airlines and other public and private sector travel-related organizations. [www.abudhabitourism.ae/en/](http://www.abudhabitourism.ae/en/)

#### **About World Congress**

World Congress, the leading global provider of healthcare conferences, forges health care communities by convening senior executives from all segments of the industry and government policymaking. Whether it's our annual flagship event, the World Health Care Congress, its overseas counterpart, World Health Care Congress Europe, or one of our more specialized Congresses and Leadership Summits, they produce the premier industry forums that generate content that matters and foster connections that provide the lasting benefits. [www.worldcongress.com](http://www.worldcongress.com)

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