Hospital expansion, healthcare infrastructure modernization and medical technology devices market

Telemedicine and e-health in Hungary - the way ahead

Strong pharmaceutical sector drives biotechnology

Hungary - A European leader in medical tourism services

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# Program and Speakers

Please note that the speakers listed below have been invited, but not all of them are confirmed yet. The program will be updated with new speakers and speaker-sponsors in the coming weeks.

## Thursday 27th of March 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 – 09:30</td>
<td>Registration of participants</td>
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<tr>
<td>09:30 – 09:45</td>
<td>Opening Keynote Address: <strong>A Senior Representative</strong> from the Hungarian Government (name to be advised)</td>
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<td>09:45 – 11:15</td>
<td><strong>Panel Session 1:</strong> HOSPITAL EXPANSION, HEALTHCARE INFRASTRUCTURE MODERNIZATION AND MEDICAL TECHNOLOGY DEVICES MARKET</td>
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<td>- Showcasing Hungarian medical technology – ground-breaking innovation, highly specialized technical development and significant exports</td>
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<td>- Outlook for medical devices, hospital equipment, laboratory accessories and therapy devices development</td>
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<td>- Medical devices market: access to market, understanding the regulatory environment</td>
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<td>- Hospital build and healthcare facilities expansion – role of the private sector (architects, construction companies, project management, etc.)</td>
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<td>- Towards sustainable and “green” design in hospital built</td>
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<td>- Healthcare infrastructure financing – advisory services, role of banks, PPP routes, private equity participation, etc.</td>
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<td>- Attracting foreign direct investment – Hungary as a unique regional hub for medical technologies</td>
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<td>- Balancing private and public financing in the healthcare sector</td>
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<td>- Panel discussion and Q&amp;A</td>
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<td>11:15 – 11:45</td>
<td>Coffee break &amp; networking</td>
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<td>11:45 – 13:15</td>
<td><strong>Panel Session 2:</strong> TELEMEDICINE AND E-HEALTH IN HUNGARY – THE WAY AHEAD</td>
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<td>- Current status, obstacles and prospect for further development</td>
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<td>- Towards a national strategy and regulation</td>
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<td>- The need for better infrastructure and interoperability</td>
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<td>- ICT tools for quality healthcare services achievement – sharing knowledge and best practices</td>
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<td>- Assessing the impact of cross-border healthcare on telemedicine</td>
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<td>- Towards a better integration of telecom networks, health services, medical data base and health information systems</td>
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<td>- Bringing together researchers and investor, setting up joint ventures</td>
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<td>- Panel Discussion and Q&amp;A</td>
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**Endre DEVAI**  
President, Association of the Hungarian Medical Device Manufacturers, Hungary

**Gyorgy VELKEY**  
President, Hungarian Hospital Association

**Laszlo ARGAY**  
President, Hungarian Association of Private Hospitals

**Finn BOERLUM KRISTENSEN**  
Executive Committee Chair, European Network for Health Technology Assessment (EUnetHTA), Denmark

**Jonathan ERSKINE**  
Executive Director, European Health Property Network (EuHPN), The Netherlands

**Steve WRIGHT**  
Executive Director, European Centre for Healthcare Assets and Architecture, The Netherlands

**Tajda MIHARIJA GALA**  
Vice President, European Association of Hospital Pharmacists, Slovenia

**A SPEAKER FROM THE PRIVATE SECTOR** (available for sponsors)

**Laszlo KORANYI**  
Acting President for International and Domestic Affairs, National Innovation Office (NIH), Hungary

**Pal MILETICS**  
President, Hungarian Association for Telemedicine and e-Health

**Gyorgy SURJAN**  
Deputy Executive Director, Informatics and Health Systems Analysis, National Institute for Quality and Organizational Development in Healthcare and Medicines (GYEMSZI), Hungary

**Nicole DENJOY**  
Secretary General, European Coordination Committee for Radiological, Electromedical and Healthcare IT Industry (COCIR), Belgium

**Magdolina SASS**  
Institute of Economics, IECG European Center, Hungary

**A SPEAKER FROM THE PRIVATE SECTOR** (available for sponsors)

**A SPEAKER FROM THE PRIVATE SECTOR** (available for sponsors)
# Panel Session 3:
## STRONG PHARMACEUTICAL SECTOR DRIVES BIOTECHNOLOGY
- Hungary as N’1 in CEE for FDI in the pharmaceutical sector
- Challenges and opportunities for the largest and most-developed drug market in CEE
- Renowned R&D institutions, innovative local SMEs, international pharma producers drive a fast-growing biotechnology industry
- EU funding to support emerging companies in the Hungarian biotech sector
- Building a Central European leading medical biotech sector – the key role of Hungary
- Towards Hungarian medical biotech companies expanding to the West
- Biosimilars manufacturing to boost Hungarian export trade in CEE and beyond
- Pharmacy deregulation favorably impacting on the development of OTC medicines
- Hungarian pharma sector reboosting through highly skilled and well-educated workforce
- Pharmaceutical companies promotional activities and the regulatory environment
- Panel Discussion and Q&A

**Speakers:**
- **Róbert BODOCS**
  Director, Hungarian Investment and Trade Agency (HITA)
- **Krisztina TOROK**
  Director General, National Institute for Quality and Organizational Development in Healthcare and Medicines (GYEMSZI), Hungary
- **Erik BOGSCH**
  President, Hungarian Pharmaceutical Manufacturers Association (MAGYOSZ)
- **Erno DUDA**
  President, Hungarian Biotechnology Association
- **Erika NEMETHI**
  Director, Association of Innovative Pharmaceutical Manufacturers (INNOVATIV), Hungary
- **Sandor SZABO**
  President, Hungarian National Committee of Pharmaceutical Care
- **Yunus GURKAN**
  Secretary General, Global Health Travel Council, Turkey
- **Margit BALAZS**
  Dean, Faculty of Public Health, Medical and Health Science Centre, University of Debrecen, Hungary
- **A Senior Representative from the Private Sector**
  (available for sponsors)

# Panel Session 4:
## SPECIAL SHOWCASE: HUNGARY – A EUROPEAN LEADER IN MEDICAL TOURISM SERVICES
- An unbeatable offer for state-of-the-art medical fitness, rehabilitation, modern dental care, aesthetics surgery, special diseases treatment, etc.
- Meeting the growing demand – new business opportunities and attracting further investment in spa resorts, wellness hotel industry, etc.
- Sustainable and future development of health tourism sector means also delivery of further types of sophisticated medical services
- EU Directive on cross-border healthcare and the development of medical tourism in Hungary

**Speakers:**
- **A Senior Representative**
  Hungarian Investment and Trade Agency (HITA)
- **Yunus GURKAN**
  Secretary General, Global Health Travel Council, Turkey
- **A Senior Representative from the Private Sector**
  (available for sponsors)

**Speakers from the Private Sector:**
- **Agnes FENYO**
  Chief Senior Counsellor, Department for Industry and Construction Economy, Ministry for National Economy
- **A SPEAKER FROM THE PRIVATE SECTOR**
  (available for sponsors)