



EXPO 2020 DUBAI

HEALTHTECH MISSION 22-27 JANUARY 2022



×

.....

::



.....

EXPO 2020 DUBAI

4

of Luxembourg

Ministry of Health

for Hospitals

and Investment Promotion

Tatjana Konieczny - Counsel

OFFICIAL DELEGATION

Embassy of the Grand Duchy of Luxembourg in the United Arab Emirates H.E. Robert Lauer - Ambassador Loris Nicoletti - Counsellor

Ministry of the Economy of the Grand Duchy

Dr. Jean-Claude Schmit - Chief Medical Officer Jean-Paul Freichel - Government Commissioner

Dr. Thomas Dentzer - Chief Strategy Officer

Ministry of Higher Education and Research Romain Martin - Senior Government Advisor

Patrick Nickels - Director General for Foreign Trade

Carole Brückler - PhD, Head of Digital Health Technologies

Jean-Pau

PARD CIPANTS

INSTITUTIONS/ORGANIZATIONS

Chambre de Commerce	24
Carlo Thelen - CEO	
Edith Stein - Senior International Affairs Advisor	
Steven Koener - Senior International Affairs Advisor	
Luxembourg Institute of Health	26
Ulf Nehrbass - CEO	
Frank Glod - CSO	
Luxembourg Trade and Investment Office	
in Abu Dhabi	27
Loïc Bertoli - Executive Director	
Sabrina Amiar - Senior Commercial & Economic Advisor	
Nadia Benchouk - Senior Commercial & Economic Advis	or
United at Estimation for the second second second	~
Union des Entreprises Luxembourgeoises	28
Jean-Paul Olinger - Director	
Michèle Marques - Senior Advisor	

40

BUSINESS DELEGATION

AKT One
Karim Aknine - Director
Arendt & Medernach 32 Paul Mousel - Partner Emmanuelle Entringer - Counsel
B Medical Systems 33 Luc Provost - CEO Jesal Doshi - Deputy CEO
Centre Hospitalier Du Nord 34
Dr. Paul Wirtgen - Medical Director
Centre Hospitalier Emile Mayrisch35Daniel Cardao - Administrative & Financial Director
EBRC
Jerry Probst - International Business Development Manager
Hôpitaux Robert Schuman 37
Sandra Thein - Acting Director General
Prof. Dr. Claude Braun - Medical Director Dr. Gregor Baertz - Medical Director
Christian Kirwel - Chief Nursing Officer
Marc Glesener - Communication Director
Innobarn
Logan Schumacker - Head of Marketing and Product Management
ITTM 39
Andreas Kremer - Co-Founder and Managing Director

Safaa Moujahid - Director	
LMS Services Bishr Shiblaq - Senior Legal Counsel	41
MDI Zoukaina Merrouch - Marketing Manager	12
NAC Partners 4 Emmanuelle Castella -Partner Alexander Rhea - Partner	13
PWC John Parkhouse- CEO Guy Brandenbourger - Partner Tiphaine Gruny - Audit Director	14
Jacques-Félix Wirtz - Senior Manager Consultant Resultance Emmanuel Gay - Partner Nicolas Urbain - Partner	15
Santé Services Z Romain Labé - Head of MedLogistics.	¥6

KPMG

Patrick Wies - Partner

Romain Labé - Head of MedLogistics,
Responsible Pharmacist
Michel Schuetz - Director
Arnaud Hemricourt - Director of Business Development
& Head of Consulting
Prof. Dr. Claude Braun - Chairman of the Board
Marc Glesener - Member of the Board

Skylaunch S.A.	47
Alexander Fridhi - CEO	
Prof. Dr. Reinhard Meier - Advisor	
Markus Feuerecker - Advisor	

VoiceMed 48

Arianna Arienzo - CEO Cedric Tamavond - CPO

Zitha 49

Dr. Carine Federspiel - General Director

OPEN RELIABLE DYNAMIC

LUXEMBOURG LET'S MAKE IT HAPPEN

Luxembourg is a world-renowned international business location and a secure and reliable hub for cross-border activities in a number of fields, including the digital economy, finance, logistics, space technologies, smart mobility, health technologies and clean technologies. The country is situated at the heart of several major EU markets. Global players of all sizes use Luxembourg as a gateway to Europe and beyond, benefiting from its closeness to decision-making centres and its excellent access to worldwide markets.

Luxembourg is known for its economic and political stability as well as for its strong long-term growth prospects. One reason for its success is its ability to react quickly to new opportunities. It is the first country in the world to embrace Jeremy Rifkin's blueprint for a third industrial revolution designed to ensure a resilient and sustainable economy by 2050, thanks to a fully interconnected ecosystem encompassing intelligent transport, renewable energy and new communications technology. It is also at the forefront of integrating the

services.

X

m telet at

principles of the circular economy into public procurement procedures. Its financial services industry leads the world in the listing of green bonds and is first in establishing itself as a hub for climate finance.

Already a global leader in satellite communications and broadcasting, Luxembourg has taken an audacious step towards becoming a major player in the management and use of space resources for the benefit of humankind. Building on decade-long experience in mining, finance and space, the country has developed a suitable legal framework to allow this to happen and is today a European hub for commercial space activities.

This characteristic openness and willingness to test new innovative solutions, as well as the diversity of its population and physical environments, make Luxembourg an attractive "living lab" to develop new products and





EXPO 2020 DUBAI

A uniquely attractive business environment

Doing business in Luxembourg is simple. Successive governments willing to dialogue with companies have developed a favourable legal and regulatory environment State-of-the-art infrastructures, excellent connectivity to markets and a strong reputation for commercial and political neutrality make Luxembourg an ideal place for international business to grow.

As a result, the world's largest steelmaker ArcelorMittal, satellite communication giant SES, automotive components maker Delphi, chocolatier Ferrero, tech firms Amazon, PayPal and eBay, as well as RTL Group, the leading European radio and TV broadcaster, and Cargolux, the world's leading all-cargo carrier, have chosen Luxembourg as a location for their global or European headquarters. Luxembourg is also home to a vibrant and international start-up community. Numerous support measures for start-ups, from incubation to success and acceleration, are available and incubators and co-working spaces offer premises both to newly created firms and to international companies looking for their first foothold in Luxembourg.

As one of the world's leading and most international financial centres, Luxembourg offers excellent access to private financing as well as specific financial vehicles to structure private equity investments. Companies can also benefit from attractive public funding programmes that help them expand their activities and strengthen their competitiveness.

111111

Luxembourg has an exceptionally skilled workforce and attracts both talented expats and cross-border commuters. It is one of the most international countries in the world with 47% of the population being non-Luxembourgish. Cross-border thinking, mobility and the cosmopolitan nature of its working population contribute to the country's high productivity. Due to the language skills of the workforce - fluency in three or more languages is the norm rather than the exception - companies speak their customers' language, a significant advantage. German, French and Luxembourgish are official languages and English is also widely spoken.

A magnet for talent

An innovation leader

Encouraging research, development and innovation is a national priority and the country invests heavily in both public and private research. Companies receive backing to help them develop innovative concepts, products and processes. Business-focused public research organizations collaborate with private businesses on R&D, product development and testing. Founded as recently as 2003, the University of Luxembourg today ranks among the world's top 250 universities.

Innovative activities such as biotechnology, fintech and the data-driven economy thrive in Luxembourg. The country has one of the best digital infrastructures in the world and plays a central role in the European network of high-performance computing currently being put in place. Its unique, business-oriented high-performance computer MeluXina became operational in spring 2021.

LUXEMBOURG TRADE & INVEST

600 km -

•••••

EXPO 2020 DUBAI

A cross-border specialist

Luxembourg's excellent air, road, rail and waterway infrastructure and its central location in Europe position the country as a competitive inter-continental logistics hub. Paris is two hours away by high-speed train, and regular flights to London, Barcelona, Zurich and Milan take about 90 minutes. Frankfurt, Brussels and Amsterdam are closer still. 60% of the EU's GDP can be reached by road in less than a day or by air in a couple of hours. With its first-rate infrastructure and well developed international distribution network, Luxembourg is an ideal platform for reaching the European market of 445 million consumers.

A great place to work and live

The national character of openness, dynamism and reliability is also reflected in Luxembourg's long tradition of welcoming foreign nationals and making them feel at home. With almost half of the national population and close to three quarters of the inhabitants of the capital coming from all over the world, a very international culture has developed. Well-respected international schools exist alongside public schools offering studies in Luxembourgish, German and French as well as programmes in English. The country's multinational makeup helps Luxembourg's politicians and entrepreneurs to understand their discussion and negotiation partners more easily and take on a mediation role whenever needed

When it comes to career prospects, there is a world of opportunities in Luxembourg. The country has been voted a top-ranking place to live and work in multiple international surveys thanks to a stable economy, safe jobs and a generous social security system. Located in the beautiful green heartland of Europe and being exceptionally safe, Luxembourg is also a great place to live, travel and raise a family.



LUXEMBOURG TRADE & INVEST

LUXEMBOURG AT A GLANCE









FRENCH, GERMAN, ENGLISH. LUXEMBOURGISH



CONSTITUTIONAL MONARCHY PARLIAMENTARY

International higher education atmosphere in Luxembourg

The University of Luxembourg founded in 2003 is one of the youngest and most international universities in the world. Since its creation, the University of Luxembourg puts a focus on its multilingual and as well as in excellence in relevant research in targeted fields. It is definitely a modern institution with a personal atmosphere. It englobes 3 faculties, 3 interdisciplinary research centres and it counts around 6,700 students and 1,100 scientific and research staff.

In the yearly ranking Times Higher Education of young universities in the world, the University of the Grand Duchy ranks 20th.

Innovative and state-of-the-art infrastructure characterizes public research in Luxembourg

Since the 1980s, substantial reforms in the organization and governance of the research and innovation system in the Grand Duchy have led to a strong expansion of public research. Today, Luxembourg's public research ecosystem is defined by its internationalism, multiculturalism, state-of-the-art infrastructure and the consolidation of excellence in key innovative areas regarding fundamental and applied research.

Open access and science are other important features of the country's public research and innovation system. The mobility of researchers in the EU area and abroad is an essential feature of the Luxembourg innovation system ensuring high quality and performance in public research. In addition, Luxembourg offers an attractive and international environment for highly specialized researchers.

The Ministry of Higher **Education and Research** acts as the lead ministry of the following public research and higher education institutions:

- University of Luxembourg (Uni.lu) *www.uni.lu*
- National Research Fund (FNR) www.fnr.lu
- Luxembourg Institute of Sciences and Technology (LIST) www.list.lu
- Luxembourg Institute of Health (LIH) www.lih.lu
- Luxembourg Institute of Socio-Economic Research (LISER) www.liser.lu

Luxembourg ranks among the "Strong Innovators", alongside countries like the Netherlands, Germany and Austria, in the 2021 European Innovation Scoreboard.



LUXEMBOURG PAVILION AT EXPO 2020 DUBAI

The Luxembourg Pavilion at EXPO 2020 DUBAI is a public private partnership between the Government of the Grand Duchy of Luxembourg, through the Ministry of the Economy and the Ministry of Mobility and Public Works, the Luxembourg Chamber of Commerce, POST and SES.

Diamond sponsors ArcelorMittal, Cargolux and RAK Porcelain and Silver sponsors Guardian Glass, MCM Luxembourg, ULT and Schroeder Joailliers are supporting the pavilion presenting the Grand Duchy under the theme of "Resourceful Luxembourg", which is closely linked to the EXPO 2020 theme "Connecting Minds, Creating the Future".



The Luxembourg Pavilion

The architecture of the Luxembourg Pavilion located in the Opportunity District is based on the idea of a Möbius strip, an infinite form of a band with a single surface, which symbolizes the country's circular economy, its dynamism and openness. The ambulatory scenography of the pavilion showcases 5 key aspects of Luxembourg: diverse, connecting, sustainable, enterprising and beautiful.

The journey takes visitors through 5 thematic spaces: Luxembourg's diversity, its connectivity to the world, the country's entrepreneurial spirit, the far-reaching commitment to sustainability and the country's fondness of its traditions and beautiful nature. Every aspect is represented by a dedicated segment highlighting what drives the country, presenting the daily life of its inhabitants, as well as general information on the Grand Duchy and the various key sectors of its economy.

At the top of the pavilion, visitors enjoy a film on how Luxembourg has always succeeded in reinventing itself, going from an agricultural country to an industrial power and a global financial center with today a new change towards research, digital technologies and space industries.

16

A visit of the Luxembourg pavilion will appeal to all 5 senses. Sight will be appealed by the pavilion's architecture and scenography. During the exploration tour, visitors will listen to the sounds of the Luxembourg Philharmonic Orchestra and touch digital elements of the scenography. By the end of the tour, they will enjoy the smell of Luxembourg's lush woods thanks to the signature fragrance and the giant slide (a nod to the traditional Schueberfouer) will take them to the pavilion's restaurant where they can savour Luxembourg fusion cuisine prepared by the Michelin-starred chef Kim Kevin de Dood.



Key facts

Objectives

The objectives of Luxembourg's participation will be to:

Promote Luxembourg's values: openness, dynamism and reliability which make the country a strategic business location, an exceptional place to visit and to live in;



Introduce Luxembourg to a new public including potential visitors and expats;

- Present Luxembourg's resourcefulness as part of a shared solution to challenges in the imminent future:
- Intensify Luxembourg's long-standing relations with the UAE, which are the country's most important trade partner in the Arab world.





EXPECTED VISITORS PER DAY: 8,000

SITE AREA: 3,650 M²





GROSS BUILT AREA:

2,100 M²



RAMP: 140 M



WIDTH: 50 M

The Luxembourg Pavilion and "Connecting Minds, Creating the Future" theme

The Expo theme reflects the need of coming together as one to find global solutions to global challenges.

As a small but smart country, Luxembourg continuously knew how to reinvent itself to adapt to ever changing circumstances. This dynamism and versatility will be fundamental when it comes to face the pressing challenges in an imminent future. Luxembourg's participation at EXPO 2020 means therefore to actively contribute to the country's positioning as a strategic partner when it comes to creating solutions to pressing challenges.

Luxembourg's openness, dynamism and reliability as a country will be key assets when it comes to being part of a shared solution to a changed world.

Therefore, the pavilion's theme of "Resourceful Luxembourg" can be understood as a commitment to sustainably administer the country's resources in a way that they contribute to a better world for all of us.







HEIGHT: 21 M



THE ONLY COUNTRY PAVILION WITH A SLIDE

MICHELIN-STARRED



CHEF, KIM KEVIN DE DOOD











RESTAURANT: 80 PEOPLE, 50 INSIDE AND 30 ON THE TERRACE





6 THEMATIC TRADE MISSIONS



500 PEOPLE

LUXEMBOURG TRADE & INVEST



HEALTH TECHNOLOGIES

The Health Technologies sector is expanding in Luxembourg and attracting start-ups from across the globe. The sector vision leverages the investments and know-how developed through the rapid growth in the ICT sector.

The Health Technologies sector is expanding in Luxembourg and attracting start-ups from across the globe. The sector vision leverages the investments and know-how developed through the rapid growth in the ICT sector. Building on the significant investments in biomedical public research over the last 10 years, opportunities are now arising to convert our scientific leadership into technological innovations laying the foundations for a promising business sector for the Luxembourg economy. Luxembourg's central location in Europe has served many companies as the perfect platform to localize their business into Europe. Attracting global innovators in the health technology field is an ambition that is actively encouraged. We look to create an added value to the investors that come to Luxembourg, so links to public research, hospitals and local businesses are key. Recent investments have even seen the opening of dedicated facilities for soft-landing inbound healthtech businesses.

This relatively young sector has experienced strong development over the past few years,

- and is currently specialising in the following fields:
- Digital Health
- Diagnostics
- Health Data Analytics
- Health Wearables

The government's firm commitment to establishing Luxembourg as an attractive destination for health sciences research and innovation is backed by substantial public investment and a supportive business environment.



ORGANI ZATIONS

22





LUXEMBOURG **CHAMBER OF COMMERCE**

The main mission of the Luxembourg Chamber of Commerce is the protection of the interests of businesses and the Luxembourg economy. Today, it has 90,000 member companies, corresponding to 75% of total salaried employment and 80% of Luxembourg's GDP, making it the largest professional chamber representing the country's employers. Since membership of professional chambers is mandatory in Luxembourg, the Chamber of Commerce is highly representative. It represents all Luxembourg businesses except those in the craft and agriculture sectors. From this position, the Chamber of Commerce draws its legitimacy to operate as a spokesperson and legal representative for the collective interests of its members through its actions and initiatives.

The Chamber of Commerce and Luxinnovation, Luxembourg's innovation agency, work closely together with the Ministry of the Economy to stimulate innovation, internationalisation of Luxembourg businesses, and to attract foreign direct investment. More specifically, the Chamber of Commerce offers advice and support to Luxembourg businesses in their initial steps or further expansion into foreign markets through its International Affairs team. This support is implemented by an international network now working both digitally and in the field to organise activities such as economic missions, guided visits, collective stands at trade fairs abroad, information sessions on international trade, or hosting foreign delegations in Luxembourg.

The Chamber of Commerce also works with the Office du Ducroire (ODL) to support Luxembourg businesses with export procedures by offering partial reimbursement of the costs associated with promotion, training, and participation in trade fairs, as well as insurance options for risks related to international transactions and investments abroad.

At Expo 2020 Dubai, the Luxembourg Pavilion will be a public-private partnership between the Government of the Grand Duchy of Luxembourg, the Ministry of the Economy and the Ministry of Mobility and Public Works, the Luxembourg Chamber of Commerce, POST and SES (Société Européenne des Satellites).



Carlo Thelen CEO direction@cc.lu



Edith Stein Senior International Affairs Advisor edith.stein@cc.lu



Senior International Affairs Advisor steven.koener@cc.lu



Steven Koener



In addition to its sponsorship of the Luxembourg Pavilion, the Chamber of Commerce has set up an extensive economic program for Luxembourg companies to take part in Expo 2020 Dubai, including trade missions to showcase participating companies and key sectors of the Luxembourg economy.



Luxembourg **Chamber of Commerce**

7, rue Alcide de Gasperi L-1615 Luxembourg +352 42 39 39 - 1 www.cc.lu

LIH - LUXEMBOURG **INSTITUTE OF HEALTH**

About the Luxembourg Institute of Health

The Luxembourg Institute of Health (LIH) is a public biomedical research organization focused on precision health and invested in becoming a leading reference in Europe for the translation of scientific excellence into meaningful benefits for patients.

LIH places the patient at the heart of all its activities, driven by a collective obligation towards society to use

knowledge and technology arising from research on patient derived data to have a direct impact on people's health. Its dedicated teams of multidisciplinary researchers strive for excellence, generating relevant knowledge linked to immune related diseases and cancer.

The institute embraces collaborations, disruptive technology and process innovation as unique opportunities to improve the application of diagnostics and therapeutics with the long-term goal of preventing disease.

LUXEMBOURG TRADE AND **INVESTMENT OFFICE IN ABU DHABI**

Based in Abu Dhabi, the Trade and Investment Office is

fully committed to facilitate trade between Luxembourg and the Gulf region and support Luxembourg-based businesses in the establishment and development of their activities in the Gulf region. We are also committed to assist regional companies with the expansion of their business to Luxembourg and their entrance into the European market.

Our executive team offers personalised services and provides companies that are interested in setting up in the Gulf region with the following assistance:



Loic Bertoli

Executive Director



Nadia Benchouk Senior Commercial & Economic Advisor Nadia.Benchouk@mae.etat.lu



Sabrina Amiar

Senior Commercial & Economic Advisor Sabrina.Amiar@mae.etat.lu

Ulf Nehrbass CEO Assistant: florence.henry@lih.lu



Frank Glod CSO frank.glod@lih.lu



LIH - Luxembourg Institute of Health 1A-B, rue Thomas Edison L-1445 Strassen +352 26 97 08 80 www.lih.lu



 Advice on the local business environment Information on market entry conditions Contact with local authorities which oversee company establishment Introduction to business networks Contact facilitation with possible business partners Services offered to companies that are interested in setting up in Luxembourg: • Information on the general and sector-specific business environments and related government policies • Tailor-made visiting programmes and practical help with the establishment of a company in Luxembourg Access to high-ranking government officials and key network contacts including the House of Entrepreneurship

(One-Stop-Shop), the agencies Luxinnovation and Luxembourg for Finance, the Luxembourg University, research centers, business accelerators etc..

 Contact facilitation with possible business partners Information on immigration and visa questions

LEMD DUCHY OF LUXEN BOURD

Luxembourg Trade and investment in Abu Dhabi

Appt 6201, Floor 62, Nation Towers Residence Corniche Road. PO Box 44909 Abu Dhabi +971 2 207 9999 www.investinluxembourg.ae



UNION DES ENTREPRISES LUXEMBOURGEOISES

UEL, the Union of Luxembourg Employers' Associations, represents the Luxembourg private-sector businesses except for the primary sector and includes the Grand Duchy's professional chambers and employer federations. As its members provide 80% of the jobs and produce 85% of the GDP, the UEL wants to place business and its issues at the heart of Luxembourg society. The UEL strives for a sustainable and prosperous economy for the country, its inhabitants and those who work there. It is committed to an attractive economy for investors and talents.



Jean-Paul Olinger Director jpo@uel.lu



Michèle Marques Senior Advisor michele.marques@uel.lu



LUXEMBOURGEOISES

Luxembourgeoises 7, rue Alcide de Gasperi B.P. 3024 L-1030 Luxembourg-Kirchberg +352 260 091 www.uel.lu

Union des Entreprises



BUSINESS DEEGA

AKT ONE

AKT ONE is a Luxembourg company open to the world whose products and services are innovative. It provides tailor-made solutions to meet all the requests of its customers that it supports throughout the process of collaboration and offers a service adapted according to their needs.

AKT ONE provides audits and advice in the implementation of projects related to the production of energy from renewable sources such as solar or photovoltaic energy.

AKT ONE has recycling and recovery solutions adapted to the recycling of discarded single-use PVC medical devices



Director info@aktone.eu

LUXEMBOURG TRADE & INVEST

In addition to transparency and competence in project development, AKT ONE also places great importance on partnerships with national and international economic operators.

AKT ONE is looking for companies that have solid experience in renewable energy and the medical industry for a commercial and distribution agreement

and cooperation in research and development and technology and knowledge transfer.

AKT ONE would like to establish solid cooperation

with companies in the United Arab Emirates that have

a win-win communication mode and are ready

for challenges and a huge success.



AKT ONE

1a, rue de la Fenderie L-3734 Rumelange +352 26 21 78 47 78 www.aktone.eu

ARENDT & MEDERNACH

Arendt & Medernach is the leading independent business law firm in Luxembourg. The firm's international team of 380 legal professionals represents clients in all areas of Luxembourg business law. Our service to clients is differentiated by the end-to-end specialist advice we offer, covering all legal, regulatory, taxation and advisory aspects of doing business in Luxembourg.

Our coverage of the Middle East, North Africa and India

Our dedicated team enables us to cover all key jurisdictions and markets in the MENA region and India. It advises on Luxembourg legal, tax and regulatory aspects regarding the structuring of investment funds; international corporate and tax structures: transactions: international finance.

Luxembourg is also a prime location for setting up Shari'ahcompliant investment structures. The authorities' support, a reliable legal investment environment and a tax-efficient

system all encourage Islamic companies and financial institutions to perform Shari'ah-compliant investments through Luxembourg vehicles.

Our presence in the region allows us to offer face-to-face advice during local business hours on Luxembourg aspects that impact our clients' businesses, whether inbound or outbound-driven

Your contact in the region

Emmanuelle Entringer is a Counsel in the Investment Management practice of Arendt & Medernach. She provides advice on the structuring of Luxembourg funds to asset managers on a worldwide scale, with a regional focus on the MENA and India. She has over twenty years' experience in the field of investment funds in Luxemboura. and over a decade in Dubai

B MEDICAL SYSTEMS

About B Medical Systems

B Medical Systems is a global manufacturer and distributor of medical cold chain solutions. Based in Hosingen, Luxembourg, the company was founded in 1979, when WHO approached Electrolux, to provide a solution to safely store and transport vaccines around the world. Across the 3 major business portfolios of Vaccine Cold Chain, Medical Refrigeration, and Blood Management Solutions, the company offers 100+ products. The major products include Vaccine Refrigerators (Ice-Lined and Solar Direct Drive Refrigerators (SDD)), Laboratory Refrigerators, Laboratory Freezers, Pharmacy Refrigerators, Ultra-Low

Paul Mousel Partner paul.mousel@arendt.com



Emmanuelle Entringer Counsel emmanuelle.entringer@arendt.com



Arendt & Medernach 41A, avenue JF Kennedy L-2082 Luxembourg +352 40 78 78 1 www.arendt.com



Luc Provost CEO Luc.provost @bmedicalsystems.com



Jesal Doshi Deputy CEO Jesal.doshi @bmedicalsystems.com



Freezers, and Transport boxes. All products have integrated 24/7 real time monitoring capabilities that further ensure that these devices offer the highest levels of safety and reliability. B Medical Systems' products are used across 140+ countries and have an installed base of more than 500,000 products across the world. B Medical Systems has been a long-trusted partner of global humanitarian organizations like UNICEF, the WHO, the Red Cross and more, and has extensive experience of working with Ministries of Health, hospitals, research organizations, universities, and blood transfusion organizations across the world. B Medical Systems has subsidiaries in the USA and India.



medical systems **B Medical Systems** 17, op der Hei L-9809 Parc Hosingen +352 920 731 408 www.bmedicalsystems.com



CENTRE HOSPITALIER DU NORD

CHdN is a group of 2 hospitals in the North of the Grand Duchy of Luxembourg, totalizing 350 beds, 9 operating rooms and specialized facilities for ambulatory treatments.

Our mission is to deliver acute care and rehabilitation to about 150.000 citizens.

We have specialized teams of physicians and other professionals in all major medical fields and we are responsible for the national unit of Nephrology.

CENTRE HOSPITALIER EMILE MAYRISCH

With 37 medical specialties. CHEM offers a technical platform equipped with state-of-the-art diagnostic and treatment equipment, as well as a competent team that provides interdisciplinary care 24 hours a day, every day of the year. 1,861 employees and 261 doctors are involved in the three sites in Esch-sur-Alzette. Niederkorn and Dudelange to treat more than 144,000 patients per year.

As one of the top 20 employers in Luxembourg, CHEM offers its employees a stable workplace, focussing on human relations and dialogue. As such, it offers young students a particularly rewarding training environment.

of the Südspidol.



Dr. Paul Wirtgen Medical Director paul.wirtgen@chdn.lu



Centre Hospitalier Du Nord

120, avenue Lucien Salentiny L-9080 Ettelbruck +352 81 66 1 www.chdn.lu



Daniel Cardao Administrative & Financial Director daniel.cardao@chem.lu



One of CHEM's current major projects is the construction of the "Südspidol", an innovative and forward-looking hospital integrating a concept of global medicine for the population of the southern region. Designed by the Austrian architects Albert Wimmer ZT GmbH, the pioneering project was awarded the 2015 Design & Health International Award, a prestigious award of world renown. On 12 July 2018, the Chamber of Deputies unanimously adopted the draft law authorizing the State to participate in the financing of the construction



Centre Hospitalier Emile Mayrisch

Rue Emile Mayrisch 1-4240 Esch-sur-Alzette Tel: +352 57 11 1 www.chem.lu



EBRC

Launched in 2000, EBRC aims at being a European Centre of Excellence in the management and protection of sensitive information thanks to its unique one-stop-shop Trusted Services:

Trusted Resilience Services

Design, implementation & management of Business **Continuity Solutions**

Trusted Data Centre Services Data Centre Services based on redundant Tier IV infrastructures (security & availability)

Trusted Managed Services ICT infrastructure Management

Trusted Cloud Europe

Infrastructure and Platform as a Service solutions: Back-up & Restore Services



Jerry Probst International Business Development jerry.probst@ebrc.com

Trusted Security Europe

Managed Security Services & Cyber-Resilience Services to counter IT threats

Trusted Advisory Services

Advisory in ICT risk management & outsourcing

EBRC clients need clear warranties in terms of Risk Management, Service Level and Quality. Norms like ISO 20000 (IT Service Management), ISO 27001 (Information Security), ISO 22301 (Business Continuity Management Systems), PCI-DSS (Payment Card Industry-Data Security Standard), structure the whole offers and services of EBRC. International recognitions are the proof this strategy is successful.

Active in the financial market at first (Bank & Finance. FinTechs, RegTechs), EBRC developed over the last 20 vears a unique know-how in the design, implementation and operation of critical e-business and e-commerce infrastructures and now works with worldwide players from international institutions, health & biotechs, space...



EBRC 5, rue Eugène Ruppert L-2453 Luxembourg +352 26 06 1 www.ebrc.com

HÔPITAUX ROBERT SCHUMAN

• Hôpitaux Robert Schuman is the largest hospital group in Luxembourg, formed in 2014 by the merger of four hospitals. The Group's mission is to care for patients at all stages of their treatment - preventive, curative or palliative, but also to raise awareness and transfer knowledge through patient education and training for hospital professionals.

HRS-Group core business is to coordinate and provide complex, high-tech and high-cost medical care. Together with its partners, it transforms hospital care into shorter, safe stays with high added value for patients



Sandra Thein

Prof. Dr. Claude Braun

Dr. Gregor Baertz Acting Director General Medical Director Medical Director sandra.thein@hopitauxschuman.lu claude.braun@hopitauxschuman.lu gregor.baertz@hopitauxschuman.lu



Christian Kirwel Chief Nursing Officer christian.kirwel@hopitauxschuman.lu



Communication Director mglesener@magsolutions.lu

and employees. This transformation is based on : efficient work organisation, digitalisation, research and capitalising on human experience.

The Group's activities are structured around six competence centers (Woman - Mother - Child, Internal Medicine, Locomotor System, Psychiatry, Visceral Oncology and Geriatrics) and the transversal Department. The Group has a modern structure to meet the expectations of health professionals. An academic and research mission completes the clinical missions.





Hôpitaux Robert Schuman

9, rue Edward Steichen L-2540 Luxembourg +352 24 68 1 www.hopitauxschuman.lu



INNOBARN

▶ Inno Barn SARL is a joint venture established by G-Core Labs, international cloud & edge solutions provider, and CMD Solutions (Wagner Group), Luxembourg-based supplier of ICT services: information and communications technologies, building infrastructure and real estate projects. The company develops remote consulting services using artificial intelligence, cloud and other state -of-the-art technologies.

ITTM

• ITTM (Information Technology for Translational Medicine) S.A. is a spin-off company of the Luxembourg Centre for Systems Biomedicine which is specialised in data management, integration, and knowledge management.

ITTM started by providing services for data management of pre-clinical and clinical data and has increasingly moved into digital healthcare projects and services. ITTM offers solutions for improved data quality, data models (e.g., OMOP CDM), system integration & process optimization (incl. hosting of knowledge platforms like tranSMART, Atlas, Arachne, or similar). ITTM is actively working with pharma

and biotech companies as well as prestigious medical associations and numerous grant consortia.



Logan Schumacker Head of Marketing and Product Management

logan.schumacker@innobarn.com

Š, INNOVATIVE SOLUTIONS

Innobarn 43, rue du Père Raphaël L-2413 Luxembourg +352 28 33 65 00 www.innobarn.com







In summary: ITTM offers interwoven services in two areas: (I) Data curation and harmonization for improved data usability, system integration & process optimization, implementation, and development of data analysis pipelines. (II) Secure data hosting, archiving, and knowledge platform setup with a focus on Digital Health and mHealth (focus on interoperability) to facilitate better digital healthcare services.



Information Technology for Translational Medicine

ITTM S.A. 27. rue Henri Koch I -4354 Esch-sur-Alzette +352 288 376 272 www.ittm-solutions.com



KPMG

As a member of KPMG International, a network of independent firms operating in 146 countries. KPMG in Luxembourg provides a full range of audit, tax and advisory services to major national and international clients active in the financial, insurance, commercial and industrial sectors.

With more than 1.800 people, KPMG in Luxembourg is one of the country's leading audit, tax and advisory firms. Our approach to relationships and service delivery is designed to help clients exploit new opportunities, improve performance and manage risk.

Healthcare systems around the world are facing unprecedented challenges due to the COVID-19 pandemic that require policy makers, payers, providers and suppliers to rethink how they work. With deep industry experience, KPMG is uniquely positioned to provide guidance and support to clients, helping them successfully navigate this rapidly changing environment and transform the way that healthcare is provided.

KPMG Luxembourg has a strong team of dedicated professionals with skills in strategy development, cost optimization, financial management, digital innovation and transformation, tax planning, mergers and acquisitions... making it one of the largest, best equipped and most experienced healthcare advisory teams at the national level.

LMS SERVICES

LMS Services S.à r.l. is a Luxembourg corporate services provider and part of the consultancy association Ludwig Consult in Luxembourg and Germany. We are your competent partner for all structuring and administrative matters relating to your engagement in Luxembourg and Germany. Within this framework, we offer a full range of services with respect to your investment projects. We provide corporate and tax structuring advice, assist you in the management of your assets and take care of the administrative duties in Luxembourg.



Patrick Wies Partner patrick.wies@kpmg.lu



Safaa Mouiahid Director safaa.moujahid@kpmg.lu



KPMG 39. avenue John F. Kennedv L-1855 Luxembourg +352 22 51 51 1 +352 621 875 389 www.kpmg.lu





Senior Legal Counsel b.shiblag@nomi-lux.com



Our regional presence for your investment structures

Our regional representation in the United Arab Emirates allows us to offer our long standing and tested Luxembourg structuring expertise to clients based in the MENA region. Our experienced team is able to meet with you and guide you on the most suitable corporate, finance and investment structure in Luxembourg.

Our Dubai representation also allows us to advise and guide our Luxembourg clients with regards to their corporate and investment strategies in the UAE.

LMS Services

31. op der Heckmill I -6783 Grevenmacher +352 26 58 91 www.ludwig-consult.com

MOTOR DEVELOPMENT INTERNATIONAL

With the vision to make sustainability accessible to all, Motor Development International (MDI) developed a disruptive clean technology with engines that run on compressed air ideally produced from renewable sources such as solar, wind, or hydro collectors. This technology offers a wide array of applications operable and adaptable to Sustainable Mobility and Energy Storage Solutions. MDI's applications that run on compressed air are ready to be industrialized through a net of micro-factories, including:

- AirPod 2.0: A urban quadricycle 2 seats, 100 km range.
- Green'Air: An off-road compressed air buggy

In partnership with manufacturers:

- Industrial train : Wagons with air tractor
- Air'Volution: The garbage-collector truck developed with VEOLIA
- **AirWall**: a fixed energy storage solution for buildings ICAESS: Industrial Compressed air Energy Storage Solution

MDI's evolved business model focuses on three facets: Custom manufacturing and marketing of MDI's products based on compressed air engine technology, commercialization of MDI's manufacturing licenses, and creation of joint ventures.

NAC PARTNERS

Since 2015, New Angle Capital (NAC) Partners is an economic advisor to investors willing to invest in private equity and other types of alternative assets. NAC caters solely to institutional clients (Private Banks, Fund-of-Funds, Family Offices and Corporates) looking to invest via a"value-add" non-discretionary general partner.

Recently NAC has focused on secondary repurchases and co-investment opportunities for LPs of third-party PE funds. Industry sectors covered in the past : Software (B2B and B2C), Security Software and Hardware, fintech (crypto currency, blockchain technology), manufacturing



Soukaina Merrouch Marketing Manager soukaina.merrouch@mdigroup.eu



Motor Development International 72. rue du Cimetière L-1338 Luxemboura +352 26 26 23 25

www.mdilu



Partner ec@newanglecapital.com





Partner ar@newanglecapital.com and tooling, innovative materials, MedTech and health products, telecom (operators and services), renewable energy, AgriTech, marketing & advertising (ebrands, social networks, influencers), EduTech (moocs, video training), etc. NAC Partners has also been active in real estate and infrastructure projects (solar plants, hospitals, arena,...)

NAC allows its clients to be a "value add" investor as it usually holds an active role in all phases of the investment process including the follow up and the proper realization of these investments.

NAC Partners

70, route d'Esch L-1470 Luxembourg +352 26 25 88 17 www.newanglecapital.com



PWC

PwC Luxembourg is the largest professional services firm in Luxembourg with a diverse team of over 2,900 people. In addition to audit and tax, PwC Lu provides advisory services to a broad range of clients in Luxembourg and beyond. The PwC Lu healthcare team has built a strong portfolio of expertise within the health, social security, pharmaceuticals and life sciences sectors – all of which reacted dynamically and innovatively in the face of the COVID-19 pandemic. Notably, the PwC Lu healthcare team has supported transformative opportunities, including in digitalisation, and continues to play key roles in the EU health data space. The team's abilities are further strengthened by the support of a worldwide network of unparalleled experience and knowledge, which can be utilised in pursuit of reimagining the possible.

PwC Luxembourg is looking forward to engaging with delegates on challenges in the sector, and on the role that we can play to help ensure it continues to deliver better health outcomes.

RESULTANCE

Resultance is an international mid-size advisory firm, created in 2002 in Luxembourg, specialized in operational excellence, digital transformation, and change management with a strong dedication to create value for its clients.

Resultance has reached a successful development over the last years and is currently present in 3 European countries through 5 offices. This success has been achieved thanks to its innovative "commitment to results" business model (fees based on results delivered).



John Parkhouse CEO john.parkhouse@pwc.com



Tiphaine Gruny Audit Director tiphaine.gruny@pwc.com



Guy Brandenbourger Partner guy.brandenbourger@pwc.com



Jacques-Félix Wirtz Senior Manager Consultant Jacques-Felix.wirtz@pwc.com



PWC 2, rue Gerhard Mercator L-2182 Luxembourg +352 494 848 1 www.pwc.com







Resultance

155, rue du Kiem L-8030 Strassen +352 26 00 87 01 www.resultance.eu



SANTÉ SERVICES

Founded in 2001, Santé Services S.A. has the primary mission of coordinating the welfare activities of the Hôpitaux Robert Schuman group. Cope with the urgent needs of health professionals for protective equipment since the beginning of the crisis covid-19, Santé Services S.A. diversified its activities, in particular to ensure the supply of essential items for the Robert Schuman Hospitals group and for health professionals.

These new activities have been a great success and are today new regular activities for Santé Services S.A.:



Romain Labé

Head of MedLogistics, Responsible Pharmacist romain.labe@santeservices.lu



Prof. Dr. Claude Braun Chairman of the Board claude.braun@hopitauxschuman.lu

46



Michel Schuetz Director michel.schuetz@santeservices.lu



Marc Glesener Member of the Board mglesener@magsolutions.lu

- Production & Distribution of surgical masks & FFP2 Masks Made in Luxembourg
- Consultancy services to transform and optimize the healthcare activities
- Distribution of medical devices
- Production, distribution of catering services
- Facility management
- Other activities include project management and the implementation of advanced logistics solutions

These activities and services being aimed at the hospital sector, other health sector or personal care players.



Arnaud Hemricourt Director of Business Development & Head of Consulting arnaud.hemricourt@santeservices.lu



Santé Services

9, rue Edward Steichen L-2540 Luxembourg +352 24 68 21 78 www.santeservices.lu

SKYLAUNCH

SKYLAUNCH, headquartered in Luxembourg, with offices in Germany and the United Arab Emirates is specialized in the distribution, fundraising and transaction of technology-driven innovations with a main focus on artificial intelligence.

As an experienced matchmaker in the field of AI, Skylaunch combines both worlds to create not only tremendous business value, but also disruptive innovations.



Alexander Fridhi CEO alexander.fridhi@skylaunch.ai



Advisor

markus@yzr.vc



Prof. Dr. Reinhard Meier Advisor reinhard@yzr.vc



Skylaunch

21. rue Glesener L-1631 Luxembourg www.skylaunch.ai



VOICEMED

• VoiceMed identifies respiratory conditions and monitors health remotely by combining Artificial Intelligence with sound samples.

VoiceMed has built a patent-filled technology that collects cough, breath, and speech from patients' mobile phones, analyzes digital biomarkers in the collected sound samples, and gives results over the respiratory condition, enabling convenient remote health screening and monitoring. It is a digital test available from the phone on the web application, therefore highly accessible, convenient, scalable. The technology is API first, meaning it can be integrated into any existing service (healthcare services, telemedicine services) to give instantly smart data and results to both patients and their doctors.

The first application has been certified in Italy (CE mark approved) as a medical device software for COVID19 screening from cough in 2 minutes. It is fast, non-intrusive, anonymized, and scalable way and gives instant results on the presence of COVID19.

VoiceMed's mission is to simplify healthcare access with rapid and accurate digital health applications that shift the current healthcare to a proactive paradigm dimension!

ZITHA

Extra-hospital health care

Since its incorporation in December 2006, "ZithaSenior" has grown considerably in recent years in order to best advice, guide and support people at the different stages of life. The emphasis is on health prevention based on individualized assessments with professional diagnostic and therapeutic approaches. Specific care and supervision are personalized and defined according to the needs of elderly patients and residents.

"ZithaAktiv" offers activating and preventive programs to improve physical condition and strengthen cognitive capacities. "ZithaMobil" provides patients of all ages with healthcare services according to an innovative concept of home help and care. In welcoming and warm premises the day care centers offer high quality socio-therapeutical supervision. Since 2020 "ZithaUnit" has further developed its activities by adding the specialized care of patients with chronic psychiatric pathologies.

Part of a holistic care concept, Zitha focusses on high-end nursing homes called "Seniories" caring for disoriented



Dr. Carine Federspiel General Director carine.federspiel@zitha.lu

ZithaSenior key figures:

Ariana Arienzo CEO arianna.arienzo@voicemed.io



CPO cedric.tamavond@voicemed.io

Cédric Tamavond



VoiceMed 98. route d'Arlon 1-8008 Strassen contact@voicemed.io www.voicemed.io

48

people including dementia, who need regular supervision and support. The Seniories represent a secure home, where elderlies are taken care of with all respect and dedication.

The ZithaSenior "Seniories" represent a secure environment for more independent people. Located in close proximity to the nursing homes, they enable autonomous elderlies to find a new home and may benefit from support functions and skills of the Seniorie at any time.

- 780 employees: including 80% health care professionals:
- nurses, nursing assistants, family and social workers,
- occupational therapists, physiotherapists, specialists
- inpsychomotricity and psychologists
- 4 locations with nursing homes, residences, care antennas for home care interventions and day care centres
- 486 long-term care beds
- 60 apartments in residences
- 48 patients in day care
- 250 patients in home care



30. rue Ste Zithe L-2763 Luxembourg +352 40144 2054 www.zithasenior.lu



EXPO 2020 DUBAI



Useful addresses

LUXEMBOURG CHAMBER OF COMMERCE

7, Rue Alcide de Gasperi L-1615 Luxembourg international@cc.lu (+352) 42 39 39 310 www.cc.lu www.cc2020.lu www.tradeandinvest.lu

LUXEMBOURG @ EXPO 2020 DUBAI

19-21, Boulevard Royal L-2449 Luxembourg connect@luxembourgexpo2020dubai.lu presse@luxembourgexpo2020dubai.lu www.luxembourgexpo2020dubai.lu

EMBASSY OF THE GRAND DUCHY OF LUXEMBOURG IN THE UAE & LUXEMBOURG TRADE AND INVESTMENT OFFICE IN ABU DHABI

Appt 6201, Floor 62, Nation Towers Residence, Corniche Road P.O. Box 44909 Abu Dhabi (+971) (0) 2 491 24 46 www.abudhabi.mae.lu www.investinluxembourg.ae

50

MINISTRY OF THE ECONOMY

19-21, Boulevard Royal L-2449 Luxembourg (+352) 24 78 41 37 www.meco.gouvernement.lu

MINISTRY OF HEALTH

Villa Louvigny Allée Marconi L-2120 Luxembourg Tél : (+352) 247 - 85500 www.ms.public.lu

LUXINNOVATION

5, avenue des Hauts Fourneaux L-4362 Esch-sur-Alzette (+352) 43 62 63 1 www.luxinnovation.lu www.tradeandinvest.lu

LUXEMBOURG TRADE & INVEST



HEALTHTECH MISSION 22-27 JANUARY 2022





LUXEMBOURG PAVILION EXPO 2020 DUBAI