

Promoting Healthcare Partnerships

Opportunities and Challenges for UK Product and Service Providers

Delegation to Tripoli

14 - 17 February 2010

Venue: The Tripoli Medical Centre

Mission Leader: Rt. Hon. Lord Trefgarne PC, Chairman LBBC

Deputy Leaders: Stuart Smalley, International Advisor, Department of Health,
Robin Lamb, Director General LBBC



Keynote Speakers will include:

- + Libyan Secretary for Health and the Environment
- + Director of the Libyan National Food & Drug Control Centre
- + Head of the Technical Co-operation Office at the Secretariat of Health
- + Head of Primary Healthcare Department at the Secretariat of Health
- + Representatives from leading public and private sector hospitals

Delegates will be present from the following sectors:

- + Design and Construction of Hospitals
- + Medical Equipment Supplies
- + Pharmaceutical Supplies
- + Medical Consumables
- + Training and Education
- + Healthcare Management & Consultancy

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“Building Business Bridges With Libya”



Libyan British Business Council

Promoting Healthcare Partnerships
Opportunities and Challenges for UK Product and Service Providers

Sun 14th – Wed 17th February 2010

The Tripoli Medical Centre

The Libyan British Business Council (LBBC) is proud to announce that, for the first time, it is taking a delegation of UK business leaders to Tripoli to explore the bilateral trade and investment opportunities in Libya’s developing healthcare sector. This is a unique chance for British companies to meet & network with high-level representatives from Libya’s healthcare industry.

As the Libyan authorities seek to develop the country’s healthcare system, the window of opportunity is open to international firms from all areas of the industry. This event is being designed to cater to the needs of a wide range of businesses – architects and construction firms, management consultancies, suppliers of medical equipment and consumables and education and training providers will all be represented in the LBBC delegation. As well as keynote addresses and Q&As, delegates will benefit from site visits and opportunities to arrange one-to-one meetings with industry representatives from Libya’s healthcare sector.

The LBBC is now registering for this important event. If you are interested in joining the delegation or in discussing event sponsorship and speaking opportunities, please get in touch with the LBBC Events Team as soon as possible – places are limited and the level of interest in this event is high.

For further information contact John Parr or Pauline Graham:
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The Mission will cover topics & issues including:

- * How to negotiate the red tape
- * Local Agents and Distributors - how to get someone in ‘on the ground’ in Libya
- * Advice for new market entrants
- * How to pitch for healthcare contracts
- * Credit issues, legal issues, tax issues
- * Selling to the private sector
- * Selling to the public sector
- * Identifying new growth markets

Leading industry representatives who have confirmed they will address the delegation include:

- * Libyan Secretary for Health & the Environment
- * HM Ambassador
- * Director of the Libyan National Food & Drug Control Centre
- * Head of the Technical Co-operation Office at the Secretariat of Health
- * Head of Trade & Investment at the British Embassy
- * Special Advisors to the Health Secretariat
- * Executive Chairman of the Libyan Investment Authority
- * Head of Primary Healthcare Department at the Secretariat of Health
- * Representatives from leading public & private sector Healthcare Institutions
- * Dean of Al Fateh Medical University
- * Local Agents/Distributors

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