



Healthcare Technology and eHealth Services

Trade Mission to Saudi Arabia and Kuwait

Mission Description

The United States Department of Commerce, International Trade Administration (ITA), with support from the U.S. Chamber of Commerce and organizers of the Saudi-American Healthcare Forum, is organizing a Healthcare Technology & Hospital Information Services Trade Mission to the cities of Riyadh and Jeddah in the Kingdom of Saudi Arabia and Kuwait City, Kuwait. This mission is designed to position U.S. companies in healthcare training, education, management and operations, and health information services to enter or expand their presence in these two countries and to pursue business opportunities in this sector.

Mission Program

The mission is timed to take place during the Saudi-American Healthcare Forum, an exclusive event dedicated to building new relationships, fostering existing partnerships, and exchanging best practices between the United States and the Middle East. Mission participants will have opportunities to:

- Learn first-hand about the healthcare markets and business opportunities in Saudi Arabia and Kuwait,
- Access and network with government decision makers and key private-sector industry contacts, especially potential partners, to foster long-term partnerships, and
- Participate in the Saudi-American Healthcare Forum as speakers and/or as attendees at conference seminars.

Why Saudi Arabia and Kuwait?

Fast-growing populations and increasing rates of chronic disease coupled with quality of care improvement policies in Saudi Arabia and Kuwait are driving demand for greater healthcare efficiencies and productivity that can be obtained, in part, through healthcare training, education, and health information services. As world leaders in this sector, U.S. companies are well suited to implement the next generation of healthcare delivery solutions needed in these markets.

Register Today At:

<http://1.usa.gov/1WRw9X2>

Details:

Dates: April 23-28, 2016

Mission Stops:

Riyadh & Jeddah- Saudi Arabia
Kuwait City-Kuwait

Cost:

\$3,740 for Small and Medium-Sized Enterprises (fewer than 500 employees)
\$4,470 for Large Firms
\$750 for each additional firm representative

Registration Deadline:

February 12, 2016

For more information, please contact:

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