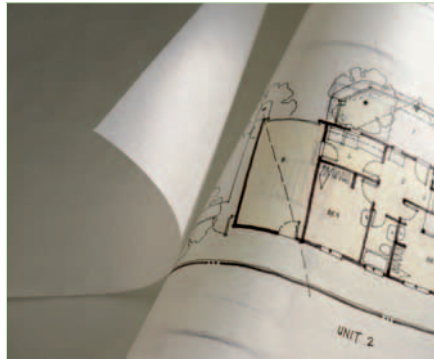




# HOSPITAL BUILD EUROPE 2011

EXHIBITION & CONGRESS



## Book your ticket for the following conferences:

- Design, Build & Upgrade of Healthcare Facilities
- Process-Optimization in Hospitals
- Leaders in Healthcare – Innovative Cases and Best Practice
- Patient Hotels, Rehab, Medical Spa and Co.
- Surgery Management
- Imaging & Radiology Management

**The first congress on Hospital  
Management and Healthcare Facilities**

**MEET OVER 50 SPEAKERS AND 500 DELEGATES!**



## Ladies and Gentlemen,

Following the successes in Dubai and Singapore with over 150 exhibitors and 6500 visitors, the HOSPITAL BUILD EXHIBITION is coming to Nuremberg. I feel privileged that the organisers decided to opt for my Frankonian hometown of all the numerous applicants, the health metropolis Nuremberg. Here, we find a dense network of several renowned companies reaching worldwide success in the health sector with their services and products of medical engineering. Nuremberg is therefore the ideal location for Hospital Build Europe 2011. Nuremberg is home to a total of three health divisions with the leading cluster "Medical Valley":

Having originated in the health region of Nuremberg, the cooperation network utilises medical and technical progress to solve care deficiencies and thereby grant various people in need safe access to innovative offers. The cardio division takes a leading role in the European healthcare sector. Being top-rated amongst all submissions, it represents a major driving force in European healthcare. The euro division, situated in the District of Central Franconia, is characterised by a high concentration of research and care institutions of and from leading companies in medical technology. Here, a long-term model locality is emerging for the best possible health care. As a supplier, seize the opportunity of presenting your products and services to interested trade fair visitors. The trade fair and congress are an excellent occasion to exchange and gain new customers. As a visitor you can obtain information on all aspects of planning, construction and operation of hospitals and health care facilities.



I would like to thank the organisers and exhibitors for their efforts and wish the exhibition a good and successful progression.



Dr. Markus Söder MdL, Bavarian State Ministry of the Environment and Public Health

### You will meet experts at Hospital Build Europe with the following occupation:

- Hospital directors and heads of departments
- Healthcare Real Estate developers
- Architects
- Medical professionals
- Key Government & private healthcare decision makers
- International investors from the private and public sectors
- Leading market analysts
- Market experts on healthcare technologies & infrastructure development
- Experts on market regulations, accreditation & quality
- Finance institutions and agencies
- Technology and service providers



### For further questions please contact:

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## Hospital Build Europe offers a dense and compact variety of conferences

Meet the leading people of the European hospital world and inform yourself about the most important topics!

### ■ CONFERENCE 1 | Design, Build & Upgrade of Healthcare Facilities

The new-development of a bedding station, the equipment of a surgery, the carpeting of the paediatrics department, or an infrastructural overhaul within healthcare facilities are part of an overall planning process to streamline procedures and processes in order to maximise efficiency and reduce costs. The congress invites senior leadership of healthcare facilities, service provider and industry to discuss these developments.

4 April, 2011 | 10.30am – 5pm  
5 April, 2011 | 9am – 4pm

### ■ CONFERENCE 2 | Process-Optimization in Hospitals

Hospitals and healthcare facilities need to reduce costs by optimizing their workflows. Clinical Pathways, Lean-IT-Networks and Patient-Centric-Care optimizes processing within the environment of healthcare facilities in order to maximize efficiency.

4 April, 2011 | 10.30am – 5pm  
5 April, 2011 | 10am – 3pm

### ■ CONFERENCE 3 | Leaders in Healthcare

How can healthcare managers cope with the economic, financial and regulatory changes affecting their traditional business model? Discuss the current challenges of the market with healthcare managers, politicians and regulatory managers.

4 April, 2011 | 10am – 6pm  
5 April, 2011 | 9am – 1.30am

### ■ CONFERENCE 4 | Patient hotels, Rehab, Medical Spa and Co.

Beside the traditional realm of the healthcare world leadership are given excellent opportunities to generate further revenues through self-paying patients. Many interesting services can be provided out of traditional healthcare facilities which are not reimbursed by health insurances. The congress discusses which challenges for the infrastructure arise from these efforts.

5 April, 2011 | 12am – 4.45pm  
6 April, 2011 | 10am – 1.30pm

### ■ CONFERENCE 5 | Surgery Management

The face of the operating theatre is changing! With rapid growth in both new medical technology and state-of-the-art computer technology, operating rooms (OR) of the future will need to surgical management professionals who will use these advances to continue to improve outcomes, patient flow, scheduling conflicts; increase patient safety; and shorten recovery times. Hospital Build Europe's Surgery Management Conference will focus on the most up-to-date technological advances that assist surgery management professionals navigate through the complexities of efficiently and effectively managing of their facilities' operating rooms. This will be accomplished through open discussion, excellent networking opportunities and a chance to leverage knowledge from key case studies and experts in this field.  
(Programme follows soon)

5 April, 2011 | 9am – 5pm  
6 April, 2011 | 9am – 12am

### ■ CONFERENCE 6 | Imaging & Radiology Management

The current economic crisis has forced Imaging and Radiology Departments to focus on operational excellence. Because diagnostic imaging services generate considerable revenue, they must be designed and managed properly to operate to their fullest potential. Productivity plays a critical role in the financial viability of an imaging department. This conference has been designed to assist Medical Imaging Department and Outpatient Imaging Centre managers develop and implement strategies and techniques that result in improved profitability, increased efficiency and continued market growth.  
(Programme follows soon)

5 April, 2011 | 9am – 5pm  
6 April, 2011 | 9am – 12am

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## CONFERENCE 1

# Design, Build & Upgrade of Healthcare Facilities

4 APRIL, 2011

**Chairman:** Prof. Christine Nickl-Weller, Institute Director at TU Berlin and CEO, Nickl & Partner (Berlin/Munich)

## ■ Design for the Future

### 10.30 | Facing new challenges – Hospitals in 2020

Prof. Christine Nickl-Weller

### 11.00 | Perspectives of healing infrastructure

Dr. Roland Mörmel, HOCHTIEF Construction AG (Essen)

### 11.30 | The therapeutic benefits of salutogenic design

- Design criteria that stimulate health
- How architecture can be functionally efficient and also highly psychosocially supportive

Prof. Alan Dilani, PhD, Architect, General Director, International Academy for Design and Health (IADH) (Stockholm)

### 12.00 | Will we continue building hospitals? – The Post Hospital Era

- Historical overview – Pre Hospital, Hospital & Post Hospital Era
- New trends – Eight reasons for change
- Facing the change – The need for a proper approach to hospital concept change
- Plan of action

Awn Jalal Sharif, B sc Architecture, MA Healthcare Facility Planning, AC Project Management, Manager Healthcare, Facility Planning, The Supreme Council for Health (Doha – Qatar)

12.30 | Lunch Break

## ■ Design for Sustainability

### 1.30 | The never ending life cycle of the hospital campus

- Fast changing requirements for healthcare facilities
- Critical criteria for a hospital site
- Sustainable planning of the hospital campus
- Social sustainability

Hans Eggen, Director of UIA – Work Programme Public Health c/o Itten+Brechbühl AG (Bern)

### 2.00 | Green Healthcare Design – It's easy being green

- How green design and evidence based design math
- How to create a healing environment using green guides for healthcare
- Be motivated: A view on lifecycle of a healthcare building
- Building upgrade for existing healthcare facilities to a sustainable future

Dipl.-Ing.-Architect Jürgen Zimmermann, Sector Leader Healthcare, ARCADIS Germany (Frankfurt)

### 2.30 | The Hochtaunus Hospital – A lighthouse example for a hospital re-building project

- What role can the private sector play to meet the urgent need for investment in the German public hospital sector?
- Is the Hochtaunus Hospital Blueprint for similar projects?
- What have been the main obstacles for PPP projects in the German hospital sector so far?

Dr. Olav Wagner, Partner, Noerr LLP (Berlin)

3.00 | Coffee Break

### 3.40 | Green Hospital – a philosophy based on sustained growth

Sustainable healthcare, energy and water saving, zero-emission transportation, green food, quality of patient care and improvement of corporate image – Are the Hanseatic more than just green?

Dr. Mathias Goyen, CEO, UKE Consult und Management GmbH (Hamburg)

### 4.15 | Health Flow Engineering – A new design methodology

- Truly open relationship between the health and design professionals by mobilizing everybody's creative abilities and intuition – The open source community
- Fresh rules to cope the current complex healthcare challenges
- Establishing a multi-disciplinary design environment available in a structured fashion

Drs. René Rodrigues de Miranda, Consultant, Deerns consulting engineers (Rijswijk)

5.00 | End of the conference day

5 APRIL, 2011 | full day session

## ■ Design for Efficiency

### 9.00 | Energy Savings to the Max – University Hospital of Cologne goes all-out green

Stefan Meyer, Deputy Head of the Development Department, medfacilities GmbH (Cologne)

### 9.30 | A Russian Private Hospital-Planning – Perspectives of a feasibility-study in Sibiria

- Regional aspects of this special health care market
- The demand of in- and outpatient
- The price- and cost-calculation of private hospital in Russia
- Client-/Consultant relationship

Prof. Bernd H. Mühlbauer, Professor of Business Economics, main focus Management Health Care, University of Applied Sciences Gelsenkirchen (Gelsenkirchen/Lünen)

### 10.00 | Modern Hospital Design Concepts: The German Experience

Britta Kemper, Management Consultant, ICME Healthcare GmbH (Berlin/Abu Dhabi)

10.30 | Coffee Break

**11.15 | Re-thinking the OR – How smart OR design can improve workflow efficiency and quality of care**

**Dr. Björn M. Werner**, Director International Business and Projects, MAQUET Surgical Workplaces (Rastatt)

**11.45 | Sustainability in Facilities Management**

**Wayne Tantrum**, Director at New World Sustainable Solutions (Redhill)

**12.15 | Nanotechnologies – Advantages and Limitations of a Key Technology for the 21st Century**

**Sylvia Leydecker**, Interior Architect BDIA, 100% interior (Cologne)

12.45 | Lunch Break

■ **Design for Health, Safety and Welfare**

**2.00 | Sustainable Hospital Planning – approach, limitations and tools**

**Thomas Burger**, Director and Area Manager, Faust Consult GmbH (Munich)

**2.30 | The way to successfully differentiate a hospital through architecture and enjoy medical and economic success**

- Architecture has the strongest impact to build successful hospital brands
- How to use exterior and interior architecture to build a distinct profile
- How to differentiate from competitors
- How to generate or increase quality, cost savings, patients' satisfaction and loyalty from employees and partners by architecture

**Petra Wörner**, Managing Partner and Director, woernerundpartner (Frankfurt) and **Karin M. Klossek**, Founding Partner, Building Brands (Frankfurt/London)

**3.00 | Germans 1<sup>st</sup> “Kulturkrankenhaus” in Gera: The synthesis of hospital and arts**

- Culture vs. Sterility – There is an impact of art on the wellbeing and healing of patients
- How art suits hospitals

**Prof. Klaus Hekking**, CEO, SRH Holding (Heidelberg)

■ **Where do we go from here?**

3.30 | Outlook-Discussion: Hospital Facilities in 2030

4.00 | End of conference

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**CONFERENCE 2**

**Process-Optimization in Hospitals**

4 APRIL, 2011

**Chairman: Dr. Marco Emmermann**, CEO, Visality Consulting GmbH

**10.30 | The EU health market – Scenarios for the hospital of the future**

**Günter Danner**, MA; PhD, Deputy Director of the European Representation of German Social Security (Brussels)

11.00 | Coffee Break

**11.45 | Future hospital structures – bases and procedure for creating a masterplan**

- What are the key principles?
- Reliable operation times
- Capacity management
- Interdisciplinary activities

**Peter Lang**, Senior Vice President Construction and Engineering, Sana Kliniken AG (Ismaning) (from 1.4.2011)

**12.15 | Development of a clinical pathway – fundamentals and organizational aspects of its implementation**

**Prof. Dr. Walter Sermeus**, RN, PhD, FEANS, Healthcare Management, Catholic University Leuven (Leuven)

12.45 | Lunch Break

**1.45 | The Joint Business Case – the hospital as an economical overall concept**

“With the coming monistic financing of hospitals (compensation of all medical services and reinstatement of building structures and investment through one DRG compensation lump sum) hospitals will face a significant need for change regarding their economic approach.”

**Prof. Dr. Tom Guthknecht**, CMS GmbH Lausanne Health and Hospitality Group (Murten)

**2.15 | Process Optimization: How to proceed?**

**Steffen Silbermann**, Project Manager, TU Dresden (Dresden)

**2.45 | Pre-operative processes**

**Dr. Christian Bamberg**, CEO, ZeQ AG (Munich)

3.15 | Coffee Break

**4.00 | Implementation of a tele-medical Information-system**

**Gabriele Beurlen**, Head of Healthcare Competence Center, SVA GmbH (Düsseldorf)

**4.30 | Potential savings in the OR workflow management**

**Prof. Dr. med. Heinz-Jochen Gassel**, Chief Medical Surgical Clinic, Evangelical Hospital (Mühlheim)

5.00 | End of the conference day



5 APRIL, 2011

10.00 | **Integrated process and change management**  
Dr. Marco Emmermann, CEO, Visality Consulting GmbH (Berlin)

10.30 | **Lowering risks by improving patient safety using modern logistic solutions**

- Chasing “zero-errors” in drug dispensing by implementing state-of-the-art drug distribution systems based on barcoded unit doses
- How to integrate packaging, storing and dispensing systems into transport solutions to achieve the highest level of logistic excellence

Stefan Grosch, MBA, MSc, Business Development Manager,  
Swisslog Healthcare Solutions (Buchs)

11.00 | Coffee Break

11.45 | **Process Optimization in the OR**

- Processes, Logistics, Exampels

Prof. Dipl. Ing. Lueder F. Clausdorff, FH Gießen-Friedberg (Gießen)

12.15 | **Solutions for unique identification in a hospital – trend for pharmaceutical and medical products**

Heinrich Oehlmann, EURODATA Council (Naumburg)

12.45 | Lunch Break

1.45 | **Requirements for an OR-IT-Solution**

Dr. Erko Böhm, OP Manager, University Hospital of Würzburg (Würzburg)

2.15 | **Hybrid operation in modular construction**

- Off-the-shelf technology and standard requirements in OTs
- Additional requirements in Hybrid-OTs
- Solutions with modular construction method

Thomas Fritsch, Director Sales and Development,  
HT Labor + Hospitaltechnik AG (Heideck)

3.00 | End of conference

Following the second day of the congress, our **Gold Sponsor**  
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CONFERENCE 3

## Leaders in healthcare – Innovative cases and best practise

4 APRIL, 2011

10.00 | **Opening by: Dr. Willy Oggier** (Küssnacht)

### ■ The hospital market in Europe – trends and perspectives

10.15 | **Welcome address by Dr. Markus Söder**

State Minister Dr. Markus Söder, Bavarian State Ministry of the Environment and Public Health (Munich)

10.30 | **Challenges and opportunities within the hospital market**

Dr. Uwe K. Preusker, Chairman, Preusker Health Care OY (Vantaa)

11.00 | **The hospital market in Europe and Germany – Growth perspectives within a highly competed and regulated environment**

Dr. Krzysztof Kazmierczak, Managing Director, Kliniken an der Paar (Friedberg)

11.30 | Discussion Round

11.45 | Coffee Break

12.30 | **Private or public? – Ownership trends within the German and European hospital market**

Dr. Christoph Straub, Member of the Board, Rhön-Klinikum (Bad Neustadt)

1.00 | **Restructuring and turnaround-management trends within the French hospital market**

Frédéric Dubois, President, Médi-Partenaires (Paris)

1.30 | Discussion Round

1.45 | Lunch Break

2.45 | **Risk Management and Process Optimization**

Prof. Dr. Alexander Redlein, Head of Center for Information and Facility Management, TU Vienna (Vienna)

3.15 | **Dutch hospital market: “What market??”**

Eke Zijlstra, Chairman of the board of directors, MC Atrium (Heerlen)

3.45 | **Efficient Facility Management at Charité – University Hospital Berlin through Private Public Partnership**

Frank-Michael Frede, General Manager, VAMED Germany (Berlin)

4.15 | Discussion Round

4.30 | Coffee Break

5.15 | **University Hospital Aachen – How to manage a growing European perspective**

Prof. Dr. Thomas Ittel, designated CEO, University Hospital Aachen (Aachen)

5.45 | Discussion Round

6.00 | End of the conference day

5 APRIL, 2011

9.00 | Opening by: Dr. Willy Oggier (Küssnacht)

## ■ Hospital marketing for leaders in healthcare

9.15 | **Patient Safety and Quality as a marketing and leadership topic**  
Irmtraut Gürkan, Finance Director, University Hospital Heidelberg (Heidelberg)

9.45 | **Opportunity for cooperation between maximum care providers**  
Dr. Wolfram von Pannwitz, Head of Corporate Development, Charité (Berlin)

10.15 | **Innovative capacity utilisation concepts in Switzerland, Austria and Germany**  
Dr. Axel Paeger, CEO, Ameos (Zurich)

10.45 | **Patient-oriented HR-Management**  
Dr. Nicolai Kranz, Head of HR, University Hospital Cologne (Cologne)

11.15 | Discussion Round

11.30 | Coffee Break

## ■ Best practise Cases

12.15 | **Real working partnerships in hospital building**  
Dennis A.E. Christmas, Partner Healthcare, Twynstra Gudde

12.45 | **Quality or cost? What is hospital management about?**  
Dr. Gyde Jungjohann, Medical Director, Evangelisches Krankenhaus Oldenburg (Oldenburg)

1.15 | **Capio: A pan-european Hospital chain with Scandinavian origins**  
Olaf Tkotsch, Main Unit Manager, Capio Klinik im Park (Hilden)

1.45 | Discussion Round and

2.00 | End of conference

### CONFERENCE 4

## Patient Hotels, Rehab, Medical Spa and Co.

5 APRIL, 2011 | afternoon session

Chairman: Dr. Uwe K. Preusker, Chairman, Preusker Health Care OY. (Vantaa)

## ■ Service Principles in the Medicine Sector

12.00 | **From the scandinavian patient hotel to the German "Patientenhaus"**  
Dr. Uwe K. Preusker

12.40 | **Consumer trends in the 2nd Health Care Market**  
Corinna Langwieser, Trend Analyst, TRENDCOACH (Munich)

## ■ Patient Needs and Guest Desires

1.20 | **Insides from Scandinavia's biggest patient hotel operator**

Ole Ursin Smith, COO Pateinhotel, Norlandiacare (Oslo)

1.50 | Coffee Break

2.30 | **Graded concepts for medical care, nursing and service**  
Dr. Hartwig Jaeger, CEO, Ostseeklinik Damp, ABG Gesundheitsimmobilien (Hamburg)

3.10 | **Meeting special needs of becoming mothers and fathers**  
Prof. Dr. Volker Ragosch, Chief Physician, Asklepios Klinik Altona (Hamburg)

3.40 | **How service provider can be partners for patient hotels and their guests**  
Marc Graebner, Key Account Manager, Klüh Service Management (Düsseldorf)

4.10 | **"The patient & care rooms of the future" – When anti-bacterial and comfort is no antagonism**  
Sylvia Leydecker, Interior Architect BDIA, 100% interior (Cologne)

4. 50 | End of the conference day

6 APRIL, 2011

## ■ Profiling for Hospitals

10.00 | **"A concept without looser" – The Health-Park as a role model for cooperation?**

Marc Rehle and Henning Lensch, CEOs, RRP architekten + ingenieure (Munich)

10.30 | **Medical Wellness – A complementary trend?**  
Lutz Lungwitz, Chairman, Medical Wellness Association (DMWV) (Berlin)

11.00 | **Health and Web 2.0**  
Peter Klingenburg, T-Systems Multimedia Solutions GmbH (Berlin), (invited)

11.30 | **Men's Health – Male Media and Male Health**  
(TBA)

## ■ Where do we go from here?

12.00 | **Discussion: What do the customers want? How can new sales channels be entered?**

Discuss the lectures of both days with the speakers and the congress delegates.

12.30 | End of conference

[Ticket Code]



# HOSPITAL BUILD EUROPE 2011

EXHIBITION & CONGRESS

Date and Location:

**4-6 April 2011, NürnbergMesse GmbH**

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- Design, Build & Upgrade of Healthcare Facilities, 4-5 April 2011
- Process Optimization in Hospitals, 4-5 April 2011
- Leaders in Healthcare, 4-5 April 2011
- Patient hotels, Rehab, Medical Spa and Co., 5-6 April 2011
- Surgery Management, 5-6 April 2011
- Imaging & Radiology Management, 5-6 April 2011

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The attendance fee (plus VAT) per person, which includes lunches and tea/coffee, is payable on receipt of charge up to 14 days before the event. When a cancellation is made within 14 days of the conference date, half the participation fee will be reimbursed. In the event of cancellation on the day of the conference, or failure to attend, the full fee will be payable. The registered delegate may of course send a substitute at no additional cost. The organisers reserve the right to amend the programme of events if necessary.

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