



EXPO
2020
DUBAI
UAE



Bureau
International
des Expositions

PRE-EXPO HEALTH & WELLNESS WEEK

2 FEBRUARY 2021

Tuesday 2 February 2021

Please note that all timings are GMT + 4, and subject to final confirmation

10:30am

Introduction to Health & Wellness Week at Expo 2020 Dubai

Welcome Remarks

Her Excellency Reem Ebrahim Al Hashimy

UAE Minister of State for International Cooperation and Director General,
Expo 2020 Dubai

Key Note Remarks

Dr. Reem Al Gurg

Director, Strategy and Institutional Excellence;
Assistant Professor – Health Policy, Mohammed Bin Rashid University
for Medicine & Health Sciences

10:45am

Leave No One Behind

In Conversation with the Women's Pavilion: Women on the Frontlines of Health

Expo's Leave No One Behind series addresses how to create opportunity for all and achieve the Global Goals by 2030.

This panel highlights women's central role in the health sector and the importance of ensuring gender equality and women's empowerment in health and well-being. In light of the ongoing COVID-19 pandemic, the panel spotlights female frontline health workers who share their experiences, celebrate their contributions and achievements as well as explore opportunities to tackle gender discrimination, bias and inequalities within the health sector.

*Moderated by **Hind Alowais**, Vice President, Participant Management – Expo 2020*

Philomena Raftery

Technical Officer,
WHO Health Emergencies
Programme in Cambodia

Jennifer Schechter

Co-Founder and CEO, Integrate Health

11:15am

A Healthy Expo | Worker Wellness @ Expo 2020 Dubai

Expo 2020 Dubai harnesses disruptive technology in innovative Worker Wellness Programme

11:30am

Meditation & Mindfulness Session

Meditation Break with Dipa Parbhoo

Dipa Parbhoo

Pavilion Content Designer, Expo 2020 Dubai
Certified Mindfulness Mentor/Coach

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11:35am

Thrive Together Dubai's Telemedicine Industry

The Thrive Together series is Expo's response to the need to foster a more resilient and robust global economy, and enable economic growth and partnerships.

The recent roll out of a set of standardized regulations that govern Telemedicine in UAE has paved the way for a boom in the sector, particularly as the pandemic accelerated the shift towards consumer-centric care.

This presentation looks at key milestones in the development of Dubai's Telemedicine industry. It provides estimates of the domestic and regional market size, goes over the value proposition, and highlights Dubai's competitive landscape.

Hassan Al Hashemi

Vice President of International Relations, Dubai Chamber of Commerce & Industry

11:45am

Live in Balance In Conversation with Hungary

Our Live in Balance series spotlights our relationship with the natural world, and positions Expo as a critical catalyst to restore balance with our planet.

Being situated in the Carpathian basin, where the earth's crust is particularly thin, Hungary is blessed with an especially high number of thermal springs. This unique mineral water treasure is the basis of Hungary's health tourism industry, effective for both relaxation and medical physical rehabilitation focused treatments. Next to insights by Dr. Ákos Tatár MD on these unique treasures, the Deputy CG of the Hungarian Pavilion will explain how visitors can experience the origins of Hungary's thermal waters as well as its applications.

Dr. Ákos Tatár

Medical Practitioner – Health and Medical Project manager – Executive Medical Director Spirit Medic Hotel Sárovar

Ms. Andrea Toth

Deputy Commissioner General, Hungarian Pavilion, Expo 2020 Dubai



المجلس العالمي
WORLD MAJLIS

12:15pm

Build Bridges

World Majlis

The Pursuit of Happiness – Building healthier and happier communities in a post-COVID era

Expo's Build Bridges series is designed to facilitate meaningful human connections, dialogue and storytelling to help each of us know one another better.

This conversation explores the role of the physical environment and community in shaping one's mental health, and how to rethink the way we design healthier cities and happier communities in the new COVID-19 reality. It examines how companies, cities, and countries, having experienced the economic impacts of a health crisis, might prioritise physical and mental health and wellness and what this means for the way we live, work, and study.

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Nadine Bitar

Global Thought Leader-
Place-led 4.0 ©;
Executive Director,
PlacemakingME, UAE

Professor Nino Künzli

Dean, Swiss School of
Public Health; Senior
Environmental
Epidemiologist, Swiss
Tropical and Public Health
Institute, Basel, Switzerland

Noof Al Jenebi

Director, Emirates Center
for Happiness Research,
UAE

Dr. Sarah Rasmi

Psychologist; Founder,
Thrive Wellbeing
Centre, UAE

Professor Shekhar Saxena

Practice of Global Mental
Health, T. H. Chan School of
Public Health, USA

Helen Farmer

Senior Presenter, Arabian
Radio Network (ARN),
UAE

Moderator

With Contribution From:

Dr. Kerstyn Comley

Co-CEO, Meetwo Education, UK



PRE-EXPO HEALTH & WELLNESS SPEAKERS LIST

2 FEBRUARY 2021



Her Excellency Reem Ebrahim Al Hashimy
UAE Minister of State for International Cooperation and
Director General, Expo 2020 Dubai

In February 2016, Her Excellency Reem Al Hashimy was sworn in as Minister of State for International Cooperation, in the UAE's Ministry of Foreign Affairs and International Cooperation. Additionally, she holds responsibility within the Cabinet, for the UAE's bilateral relations with Sub Saharan African countries and the Small Island Developing States (SIDS). Since her first ministerial appointment in February 2008, Her Excellency has and continues to manage, the Vice President's Office for Political Affairs, His Highness Sheikh Mohammed Bin Rashid Al Maktoum.

In November 2013, as Managing Director of Dubai's World Expo 2020 bid, Reem oversaw a historic success at the Bureau International des Expositions. Dubai Expo 2020 will be the first held in the MEASA (Middle East, Africa and South Asia region). Her Excellency holds the position of Managing Director of the Dubai Expo 2020 Higher Committee as well as Director General of the Dubai Expo 2020 Bureau, in preparation for the upcoming national milestone. Since its launch in 2007 by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Her Excellency has served as Chairperson of Dubai Cares, a philanthropic organisation with the aim of improving access to quality education in developing countries.

Her Excellency was formerly Chairperson of the Federal Competitiveness and Statistics Authority, which drives the UAE's global competitiveness across many sectors.

Her Excellency completed her undergraduate degree at Tufts University, earning a BA in International Relations and French, followed by an MA from Harvard University. Prior to her current position as Minister of State, Her Excellency served as Commercial Attaché, and subsequently Deputy Chief, of the UAE Embassy to the United States of America, in Washington DC

Dr. Reem Al Gurg

**Director, Strategy and Institutional Excellence;
Assistant Professor – Health Policy, Mohammed
Bin Rashid University for Medicine & Health
Sciences**



Dr Al Gurg is the Director of Strategy and Institutional Excellence and a member of the Health Policy faculty at Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU). She graduated from the University of Sharjah, UAE with a BSc in Medical Lab Technology in 2004, before being awarded master's degrees from both King's College London, UK and the Royal College of Surgeons in Ireland, Dubai Campus, UAE. She subsequently undertook a PhD at the University of Bradford, UK, investigating 'The factors that influence nutrition intervention in the United Arab Emirates' healthcare system'.

Prior to her appointment at MBRU, Dr Al Gurg was Adjunct Faculty in the Health Science Department, Zayed University, Dubai and a Senior Executive of Medical Affairs at Dubai Health Care City, UAE.

Dr Al Gurg has been awarded several noteworthy accolades including the 'Best presentation at the E-health conference (HBMEU)' in 2009, the Sheikh Rashid award for 'Outstanding scientific research' (2016) and, this year, an 'Inspiring women in healthcare' award.

Philomena Raftery

**Technical Officer,
WHO Health Emergencies
Programme in Cambodia**



An experienced Global health professional with twenty years of work experience at both national and international levels, Philomena Raftery has, since 2015, been supporting developing countries in Africa and Asia to respond to outbreaks and to build laboratory systems for outbreak preparedness and response. In her current role as WHO Technical Officer in the WHE team in Cambodia, she coordinates the National laboratory response to the COVID-19 pandemic, and is playing a leading role in expansion of laboratory testing capacity for COVID-19 and facilitating the development of testing strategies and laboratory guidance to strengthen the response. In addition, she also coordinate laboratory partners and facilitates trainings to build diagnostic capacity, while frequently deputising as WHE Team lead and leading a team of >10 technical staff on the response to COVID-19 clusters and routine technical work. She also acts as Gender, Equity and Rights focal person in WHO Cambodia and Health Sector Lead within the Humanitarian Response Forum. In October, she led the health sector response to the National flooding disaster and coordinated and facilitated an in-house training on Gender, Equity and Rights for WHO staff.

Concurrent to her work at WHO, Philomena is pursuing a Doctorate of Public Health, at LSHTM. Through her studies, she has gained expertise on operational research and evidence based public health policy. Her research has included an analysis of the UK Public Health Rapid Support Team, an innovative team whose mandate combines operational research and outbreak response, giving her a deep appreciation of the need to integrate research in order to improve epidemic response. Through her thesis research, she is exploring GBV coordination mechanisms in humanitarian response in Lebanon, expected to be completed in 2021. Passionate about the global fight against gender-based violence (GBV), in 2019 she was selected to participate in the Managing GBV in Emergencies (MGBViE) training programme which gave her a strong understanding of implementing GBV prevention and response in emergency settings.

In her previous roles as WHO Laboratory Coordinator in Sierra Leone and Liberia, she provided technical guidance on diagnostics for infectious diseases and laboratory system strengthening, guiding policy and strategic planning. She also contributed to building national preparedness and response capacity for viral haemorrhagic fevers and AMR, and worked with multi-sectorial Ministries and international partners across the one health platform, coordinating and facilitating several laboratory trainings. In Sierra Leone, she frequently deputised as WHE Cluster Coordinator and was responsible for project management ensuring optimal use of donor funding. In Liberia, she led a dynamic team to coordinate laboratory outbreak preparedness and response during the Ebola epidemic.

Jennifer Schechter

Co-Founder and CEO,
Integrate Health



Jennifer Schechter has been building innovative healthcare solutions since 2005, when she opened Integrate Health's first rural HIV treatment center while serving as a US Peace Corps Volunteer in Togo. Since taking on the role of CEO in 2012, Ms. Schechter has helped to expand Integrate Health's impact in the fight to end preventable deaths of women and children. Working in the marginalized nation of Togo, Integrate Health collaborates with the Togolese Ministry of Health to implement and test proactive, integrated, community health delivery innovations.

Since January 2020, Integrate Health has worked alongside the Ministry of Health to mount a proactive response to the COVID-19 pandemic. In addition to raising nearly 1M USD to procure supplies and improve infrastructure, Integrate Health facilitated Togo's participation in the COVID-19 Action Fund for Africa, resulting in the delivery of over 1.3 million units of personal protective equipment (PPE) designated for Community Health Workers. Integrate Health has also demonstrated the importance of continuity of care, continuing all program delivery and even expanding to new geographies during the pandemic. [Click here to read more about Integrate Health's work to combat COVID-19.](#)

The innovations developed by Integrate Health and the Togolese Ministry of Health are contributing to the global movement to bring about systems-level change in the way primary healthcare is delivered. Under Ms. Schechter's leadership, Integrate Health has been recognized by the Clinton Global Initiative and supported by a number of social impact investors. Ms. Schechter is a Rainer Arnhold Fellow with the Mulago Foundation, a recipient of the Sargent Shriver Award for Distinguished Humanitarian Service and a recipient of the Cordes Fellowship. She is also a member of the Advisory Board for the Community Health Impact Coalition. Ms. Schechter received a Bachelor of Science in International Politics from Georgetown University and Master's degrees of Social Work and Public Health from the University of Washington.

Hassan Al Hashemi

Vice President of International Relations, Dubai Chamber of Commerce & Industry



Hassan Al Hashemi joined Dubai Chamber of Commerce & Industry in 2006 and is currently the Vice President of International Relations. As the principal liaison between governmental authorities and the private sector, Mr Al Hashemi's department represents Dubai Chamber on the international arena and in turn is one of the organization's most active departments. The Department's main duties include negotiating cooperative agreements with foreign partners, organizing major events as well as high level business networking programs, representing the Chamber at local and international events, and organizing inbound and outbound delegations and trade missions. Since 2012, Mr Al Hashemi has led the implementation of Dubai Chamber's ProDubai initiative, which involves setting up a number of International Representative Offices in targeted locations around the world. He is also responsible for the promotion of Dubai Association Center, a first in the region that aims at attracting international business and professional bodies to Dubai. Mr Al Hashemi holds a BA degree in Management and Marketing from the University of Dubai and is currently pursuing his Masters in Project Management at the British University in Dubai. He is also a graduate of the "Mohammed Bin Rashid Program for Leadership Development", a selective and highly regarded program initiated by the Executive Office of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai. Mr Al Hashemi is a board member of ICC UAE along with other local and international business organizations. He is married and has three daughters.

Dr. Ákos Tatár

Medical Practitioner – Health and Medical Project manager – Executive Medical Director Spirit Medic Hotel Sárvár



Dr. Ákos Tatár is a medical practitioner, health and medical project manager, and Executive Medical Director of the Spirit Medic Hotel in Sárvár, Hungary. A graduate of Ludwig Maximilian University, Faculty of Medical Sciences, and SAMRA University Los Angeles, Faculty of Traditional Chinese Medicine, Dr. Tatar is a licensed practitioner and specialist, and has experience managing and developing health and medical projects/clinics in Germany, Jamaica, and Norway, and serving as Chief Medical Officer at health institutions and clinics in Trinidad & Tobago and the Bahamas.

Ms. Andrea Toth

Deputy Commissioner General,
Hungarian Pavilion, Expo 2020 Dubai



Andrea Tóth is the Deputy Commissioner General and CEO for the Hungary Pavilion at Expo 2020. Previously, she was Project Director of the National House of Hungary during the XXXI Olympic Games in Rio de Janeiro, responsible for concept development and showcasing Hungary's culture and sporting achievements. More than 20,000 people visited the National House of Hungary and Hungary was among the 54 countries awarded the "Best and most innovative" prize of International Olympic Committee.

She was also Head of Corporate Affairs and Communications at Provident until 2015, where she oversaw the development and implementation of a successful reputation building strategy, and led the improvement of the company culture and employee engagement leading to Provident being awarded the "Best Workplace Award" in 2012 and 2014.

Nadine Bitar

Global Thought Leader - Place-led 4.0 ©,
Executive Director; PlacemakingME,
UAE



Nadine Bitar is a global thought leader advocating 'Place-led 4.0 © and founder of the Place-led 2030 network ®. She is a Regional expert that consults on place-led approach for the future of urban districts and cities. Mrs Bitar advises local authorities on urban policies and strategies in GCC bringing a unique multi-disciplinary perspective adding value through a combination of technical skills in strategic urban planning/development planning. She contributes to the regional and city planning of major cities in the Middle East and been involved to -date in the development of 40 large scale districts and urban extensions with major development actors in the Middle East, Africa and South-East Asia Region.

Mrs Bitar is a recognized global Place Thinker on Urban Regions, Cities and Districts. She is a keynote speaker and advocates on Place in global and regional forums held by international and regional organizations such as the Arab League, World Bank, IFLA, UN-Habitat and GCC. She serves on the Middle East Board of the International Federation of Landscape Architects. She trained on Innovation at Insead business school, Smart Cities at Harvard GSD program, Urban Design at the American University of Beirut and public policy for sustainable development at the Mohammed Bin Rashid School of Government in Dubai.

Professor Nino Künzli
Dean, Swiss School of Public Health; Senior Environmental Epidemiologist, Swiss Tropical and Public Health Institute, Basel, Switzerland



With an MD from the University of Basel and both an MPH and a PhD from University of California Berkeley (USA), Nino Künzli has a 30 year record of research in environmental epidemiology. Appointed as Associate Professor to the University of Southern California (2002–2005) and as ICREA Professor Barcelona (2006–2009) his research focus remained ambient air pollution and its cardiorespiratory health effects. His air pollution research includes exposure science, epidemiologic research and the integration of both into health impact assessment to serve policy makers. Künzli regularly serves on policy-relevant committees such as WHO or as President of the Swiss Federal Commission on Air Hygiene – the advisory board of the Swiss Government. He is currently a member of the international Guideline Development Group of WHO to update the WHO Air Quality Guidelines – a global point of reference for clean air policy making.

As Head of the Bachelor-Master-Doctorate unit at Swiss TPH, member of the Medical Faculty and Dean of the Swiss School of Public Health, he is engaged in teaching and training on the graduate, PhD, and postgraduate level. He leads initiatives to strengthen inter-disciplinary, inter-faculty and inter-university PhD tracks such as the SSPH+ Inter-university Graduate Campus and the University Basel Graduate School Health Sciences to foster the public health sciences careers of the youngest generation of research talents. Under his SSPH+ leadership, the Foundation has become the national inter-university multidisciplinary faculty of public health sciences all across twelve Swiss universities.

Publications on Google Scholar:

https://scholar.google.com/citations?user=QkK_KnUAAAAJ&hl=en&oi=ao

Noof Al Jenebi
Director, Emirates Center for Happiness Research, UAE



Ms. Noof worked as the head of the research unit at the Emirates Center for Happiness Research (ECHR). She was also appointed as the chief of happiness and wellbeing officer at United Arab Emirates University. Noof has previous experience as an academic advisor when she first joined United Arab Emirates University (UAEU). Later, she worked as an office manager in the division of student affairs. She received her Master's degree from the University of Pennsylvania majoring in Applied Positive Psychology. She endorses a strong sense of devotion in promoting a positive environment by initiating various projects and activities for both students and colleagues. Her recent representation for her institution with various national and international forums as CEO for happiness and Well-being made her value the importance of well-being not only within the organization borders, her vision is to continue contributing to educating the community on the importance of mental health and well-being.

Dr. Sarah Rasmi

Psychologist; Founder, Thrive Wellbeing Centre, UAE



Dr. Sarah Rasmi is a licensed psychologist, the managing director of Thrive Wellbeing Centre. She leads a team of eleven mental health professionals.

Dr. Sarah holds a Ph.D. from the University of Guelph in Canada. She is a former Professor of Psychology at the American University of Sharjah, United Arab Emirates University, and the American University in Dubai. Her academic work has appeared in numerous scientific journals and has been presented at many international conferences.

Dr. Sarah Rasmi is a regular contributor to local and international publications on issues relating to mental health and well-being. She was also one of three UAE academics that was invited to participate in Nissan's 'Brightest Minds of the Middle East' campaign.

Dr. Sarah has worked closely with a number of UAE government entities, including the Emirates Centre for Happiness Research on projects for the UAE Prime Minister's Office, and the Knowledge and Human Development Authority (KHDA).

Professor Shekhar Saxena

**Practice of Global Mental Health,
T. H. Chan School
of Public Health, USA**



Shekhar Saxena is Professor of the Practice of Global Mental Health at the Department of Global Health and Population at the Harvard T. H. Chan School of Public Health. A psychiatrist by training, he served in World Health Organization (WHO) from 1998 to 2018, being the Director of the Department of Mental Health and Substance Abuse from 2010 to 2018. In 2017, he received the prestigious Leon Eisenberg Award from Harvard Medical School. Author of more than 350 academic papers, he functioned as an editor of the Lancet Series on Global Mental Health 2007 and 2011, and the Lancet Commission on Global Mental Health and Sustainable Development 2018. His expertise includes providing advice and technical assistance to policy makers on prevention and management of mental, developmental, neurological and substance use disorders and suicide prevention. He is contributing actively to Global Mental Health at Harvard initiative.

Helen Farmer

**Senior Presenter, Arabian
Radio Network (ARN), UAE
Moderator**



A BBC-trained broadcast journalist and mum of two young daughters, Helen Farmer juggles a career in broadcasting and blogging with cleaning cereal off the ceiling. She has worked in publishing and radio in Dubai for more than a decade, and is an award-winning journalist, known for her honest take on living, working and parenting, through her blog The Mothership, and is the host of Afternoons With Helen Farmer on Dubai Eye 103.8fm



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