

SSA Public Relations NEWS RELEASE

Real Medicine Foundation CEO Dr. Martina Fuchs To Address The First Edition of the HealthCare Expansion Congress Africa in Cape Town in July 2008

FOR IMMEDIATE RELEASE:

Cape Town, April 22nd, 2008 – Dr. Martina Fuchs, CEO of **Real Medicine Foundation**, will address the first edition of the **HealthCare Expansion Congress Africa**, organized by **naseba**, a leading international business information company listed on the Paris Stock Exchange. The event will take place at the Westin Grand Hotel Arabella Quays in Cape Town, on July 17th-18th, 2008. Working in strategic partnership with African Journals Online, Bizcommunity, Health24 and International Medical Travel Journal, the **HealthCare Expansion Congress Africa** gathers up to 100 buyers in charge of sourcing medical equipment and solutions with leading solution providers.

In a one-on-one case study session, Dr. Fuchs will share her recent work conducted in Mozambique, where she organized a mobile clinic under the Real Medicine Foundation banner.

Dr. Fuchs joins a prestigious gathering of notable speakers that includes Ambassador Olukorede Willoughby, *Deputy Chief, NEPAD*; Prof. Mohammad Yunus, *Managing Director, Grameen Bank*; Michael Baxter, *Country Director, Angola, World Bank*; Scott Featherston, *Head of Healthcare Fund for Africa, International Finance Corporation*; [Sulaiman Shahabuddin](#), *CEO, Aga Khan Hospital*; Dr Monwabisi Gantsho, *Head Private Practice and Private Sector, South African Medical Association*; Dr Martins Ovberedjo, *Human Resources Advisor, WHO*; Thansango Nseleku, *Director General, South African Department of Health*; Marriam Mangochi, *Program Manager, Elizabeth Glazer Foundation*; Dr Martins Ovberedjo, *Human Resources Advisor, WHO*; Dr Louis Gomes Sambo, *Regional Director, WHO/AFRO*; and Frans van den Boom, *Vice President, International AIDS Vaccine Initiative*.

Besides those educational sessions, participants will have the opportunity to meet solution providers such as Alcatel Lucent, Ethniks Systems, Genzyme, ICT Works, Sanofi-Aventis, Goldenfalls Medical, The iLex Group, Momentum Africa, Netnocare Practice Management, Newsteth Diagnostics Solutions, Industrial Development Corporation of South Africa and Sanbonani Holdings during **one-to-one business meetings** to find customized solutions for their projects

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The United Nations statistics show that African economies grew by 6.2% last year, meaning that Africa is booming economically. However, it is considerably lacking an adequate healthcare workforce as well as sufficient facilities. Access to medical services is increasingly depending on an individual's ability to pay. Most African countries cannot indeed provide any healthcare access to their citizens. Furthermore, the sudden increases in medicine prices, the stagnating financial investments in public health institutions and the increasingly unregulated privatization of the healthcare sector are leading to the collapse of the industry.

The **HealthCare Expansion Congress Africa** aims at bridging the gaps that exist in the African healthcare industry by educating and keeping up to date its participants on the latest developments and issues in the industry, while comparing and sourcing products and services from industry suppliers.

About Real Medicine Foundation:

The Real Medicine Foundation was founded in May 2005 by Dr. Fuchs following 2004's catastrophic tsunami in Sri Lanka. Deeply affected by the disaster's tragic aftermath, she flew herself over uninvited and began treating as many patients as she could, on the fly. Dr. Fuchs met other physicians like her and soon realized that through the power of personal involvement, a handful of people could change the world. Today, *Real Medicine* has built a strong network of like-minded doctors and others who are dedicated to help ease suffering throughout the world.

About Naseba:

Established in 2002, naseba produces business platforms focused on re-education, networking and most importantly increasing deal-making opportunities for executive clients. With offices strategically located in 5 cities around the world, naseba employs over 250 executives from more than 30 nationalities. naseba group went public on the Paris Stock Exchange on October 5th, 2006.

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