

Swedish Healthcare Delegation

Morocco

May 7-10, 2024



Message from the Head of Delegation



Bonjour,

We are thrilled to coordinate this delegation to Morocco, encompassing visits to the cities of Rabat, Casablanca, and Marrakesh. The delegation consists of representatives of world leading and innovative Swedish companies and agencies. The aim of the visit is to strengthen the ties between our two kingdoms and explore the possibilities of further cooperation in the health field.

Healthcare systems around the world are under great strain due to ageing populations, an increase of chronic diseases and, as the world has experienced in the last few years, the threats of pandemics and antibiotic resistance. International cooperation is crucial. An exchange of knowledge and experience can help us address these challenges together.

Sweden is a pioneer when it comes to new technology and digitalization, known for excellent medical results and are at the forefront when it comes to sustainable care. We are proud of our healthcare sector and are happy to share our experiences, while remaining open to learn from others.

During our days in Morocco we look forward to exploring potential for collaboration and how we can work together towards better health for the people of both our countries.

Let's connect!



Maria Helling
CEO



Message from the Ambassador



Welcome to Morocco!

My name is Jörgen Karlsson and I am Sweden's Ambassador to Morocco. Sweden and Morocco enjoy very good relations, that date back to 1763 when a maritime treaty was concluded between the two countries.

Morocco is a lower middle-income country with high ambitions to promote inclusive growth and prosperity.

The country has launched several major reforms and made investments in recent years in areas such as infrastructure, health care, further improving business climate and gender equality. As an example, Morocco is now introducing a social security system for all citizens.

Morocco is the seventh largest economy in Africa, and third in Africa and the MENA region respectively in terms of business climate. In addition, Morocco will host the World Cup in men's football in 2030 together with, among others, Spain and Portugal – this will further boost the pace of reforms and investments in the country.

Against this backdrop, I hope that you will have a fruitful visit to Morocco, and I am very much looking forward to meeting you all!

Jörgen Karlsson, Ambassador of Sweden

Swedish Participants



Representative



Amr Thabet
Sales Manager North Africa
+2 (012) 06666425
amr.thabet@arjo.com

At Arjo, we believe quality care starts with empowering movement in healthcare. Our products and solutions promote safe and dignified care, as well as the prevention of pressure injuries and VTE.

With 65+ years of experience and a global team of 6,500, we drive healthier outcomes for mobility related challenges.

Arjo AB
Hans Michelsensgatan 10
Malmö, Sweden

www.arjo.com

Representative



Amine Sekhri
Country Director
amine.sekhri@astrazeneca.com

AstraZeneca is a global pharmaceutical business with a science-led and patient-focused value proposition, committed to excellence in the discovery, development, manufacturing and commercialisation of prescription medicines in Oncology, Rare Disease (Alexion), and BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, Respiratory & Immunology, and Vaccines & Immune Therapies.

Based in Cambridge, UK, AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide. AstraZeneca is one of Sweden's leading export companies and has in total 7 800 employees at three locations.

Gothenburg is home to one of AstraZeneca's strategic global research centers, Södertälje hosts the company's largest production facility and the new headquarters for the Nordic marketing company is situated in Stockholm at Life City.

AstraZeneca AB
Life City, Solnavägen 3H
Stockholm, Sweden

www.astrazeneca.se



Business Sweden

Representatives



Anthonia Adenaya Huard
Regional Director for North &
West Africa
anthonia.adenayahuard@business-sweden.se



Salah-Eddine Benkhalfa
Consultant
+212 639 90 87 40
salah.benkhalfa@business-sweden.se

Business Sweden (The Swedish Trade & Invest Council)'s aim is to strengthen and promote Sweden as an attractive, innovative and competitive business partner.

Business Sweden is jointly owned by the Swedish state and the Swedish business sector with a mandate and a mission to help international companies gain access to the Swedish market and help domestic ones utilise it as a platform for expansion. The shared ownership provides access to contacts and networks at all levels. Business Sweden offers professional services, strategic advice, practical support, market insights and an extensive business/governmental network.

We have a strong presence in every region in Sweden and in 40 countries worldwide to promote the expertise of Swedish companies seeking internationalization and the brand "Made in Sweden". Simultaneously, we promote the attractiveness of the area, which we are responsible for by attracting businesses and Swedish investors. Thus, Sweden Business North & West Africa strives to encourage and accompany Swedish companies to invest in the North & West African Region, thereby aiding in the region's development.

Business Sweden
Klarabergsviadukten 70
Stockholm, Sweden

www.business-sweden.com

Representatives



Iryna Mildt
Senior Underwriter
+46 76 797 04 41
iryna.mildt@ekn.se



Andreas Jarl
Senior Underwriter
+46 70 497 00 73
andreas.jarl@ekn.se

EKN, the Swedish Export Credit Agency, is an authority with the government's mission to promote Swedish exports and the internationalization of Swedish companies, by insuring companies and banks against the risk of not getting paid.

Our activities encompass export transactions in 140 different countries, and the companies we help range from small companies to large groups.

EKN has existed since 1933, and has a broad network which includes banks, EKN's counterparts in other countries and other export-promoting organisations.

EKN's guarantees make difficult markets accessible and export business possible.

Exportkreditnämnden (EKN)
Kungsgatan 36
Stockholm, Sweden

www.ekn.se

Representatives



Therese Lindé
VP & Head of Global Policy &
Patient Access
+46 70 291 38 30
therese.linde@elekta.com



Shivani Tyagi
Public Affairs and Market
Development Manager, RTIMEA
+91 196 11987748
shivani.tyagi@elekta.com



Oussama Benmessaoud
Country Channel Manager, West Africa
+212 (661) 964804
oussama.benmessaoud@elekta.com

Elekta was jointly founded in 1972 by the late Lars Leksell, Professor of Neurosurgery at the Karolinska Institute in Stockholm, Sweden, and his son Laurent (Larry) Leksell, to commercialize the development of the Leksell Stereotactic System, and Gamma Knife, which he had been researching since the late 1940s.

As a leader in precision radiation therapy, Elekta is committed to ensuring every patient has access to the best cancer care possible. We openly collaborate with customers to advance sustainable, outcome-driven, and cost-efficient solutions to meet evolving patient needs, improve lives and bring hope to everyone dealing with cancer. To us, it's personal, and our global team of 4,500 employees combine passion, science, and imagination to profoundly change cancer care.

In Morocco, Elekta has a strong presence in both the public and private sector, with our radiotherapy, brachytherapy and neurosurgery solutions serving patients in regionally known cancer care centers. One of the centers is also an important reference site for Elekta for the Africa region. Elekta is looking to further build on this presence, as we align with the country's national cancer plan in achieving its health outcomes through innovative cancer treatments.

Elekta is headquartered in Stockholm, Sweden, with offices in more than 40 countries and listed on Nasdaq Stockholm.

Elekta AB (publ)
Kungstensgatan 18
Stockholm, Sweden

www.elekta.com

Representative



Jonas Heiman
Sales and Project Manager
+46 76 543 08 25
jonas.heiman@elofhansson.com

Elof Hansson International are experts in sales and project execution all around the world. We focus on sustainable projects in areas like healthcare, clean water, renewable energy, infrastructure and education.

Elof Hansson International, is a leading facilitator in Swedish content aggregation and project financing. With a focus on export credit financing from the Swedish Export Credit Agency (EKN+SEK), we act as a crucial link in supplying equipment and services to meet buyer/borrower requirements.

Our expertise lies in coordinating financing and the complete content requirement within the projects.

Elof Hansson International AB
Första Långgatan 17
Göteborg, Sweden

www.elofhansson.com

Representative



Sebastien Blanche
Global Head of Getinge Financial Services
sebastien.blanche@getinge.com

Getinge is a global provider of innovative solutions for operating rooms, intensive-care units, sterilization departments and for life science companies and institutions.

Based on our first-hand experience and close partnerships with clinical experts, healthcare professionals and medtech specialists, we are improving the everyday life for people, today and tomorrow.

Getinge AB
Lindholmospiren 7A
Göteborg, Sweden

www.getinge.com



Embassy of Sweden
Rabat

Swedish Embassy Rabat

Organizers



Julia Pogorzelska Eriksson
Deputy Head of Mission
+212 6 07 18 04 08
julia.eriksson.pogorzelska@gov.se



Sami Harrati
Communication & Promotion Officer
+212 7 01 01 60 66
sami.harrati@gov.se

The Embassy of Sweden in Rabat is the official link between Sweden and Morocco. The Embassy has 15 staff, including sent out staff from the Ministry for Foreign Affairs, the Migration Agency and the Swedish Police Authority. In addition to the Embassy, Sweden is also represented by Consuls in Agadir, Casablanca, Marrakesh and Tangier, and the Business Sweden office in Casablanca. Around 30 Swedish companies are present in Morocco, several of which operate in the health sector.

An important part of the Embassy's mission is to promote Sweden and Swedish business interests through daily promotion work, communication and outreach, and by organising visits and events.

The Embassy and Business Sweden have identified three main areas in trade promotion where Swedish solutions are in demand in Morocco: green transition, health/life Science and digitalisation.

Ambassade de Suède
159, Avenue Mohamed VI
Rabat – Souissi

www.swedenabroad.se/en/embassies/morocco-rabat



Swecare Foundation

Organizers



Maria Helling
CEO
+46 8 406 75 53
maria.helling@swecare.se



Mikaela Annerling Swahn
Regional Director
+46 8 406 75 55
mikaela.annerling@swecare.se

Swecare is a unique non-profit platform where academia, public and private sector join forces toward enhanced export and internationalization of Swedish health care and life science.

Swecare was founded in 1978 by the Swedish government and the health care industry together as a semi-governmental non-profit organization. Today, Swecare has more than 115 Swedish companies and organizations in its network.

Swecare's work is based on the triple helix model where academia, public sector, and private sector jointly address health care challenges. Joining forces and addressing problems from multiple angles in turn increase collaboration and international competitiveness of Swedish health care.

Swecare Foundation
Sveavägen 63
Stockholm, Sweden

info@swecare.se
www.swecare.se

Explore Swedish Excellence and our members at our platform:



Swedish Excellence in Healthcare

Sweden has done well in combining high levels of economic growth with increasing equality. From being one of the poorest countries in Europe, the 100-year period from 1870 to 1970 turned Sweden into the fourth richest country in the world. Today, Sweden's generous systems for health and long-term care for the elderly are regarded among the best in the world.



Explore more of Swedish Excellence.
Scan the QR-code to enter our platform
HealthbySweden.com

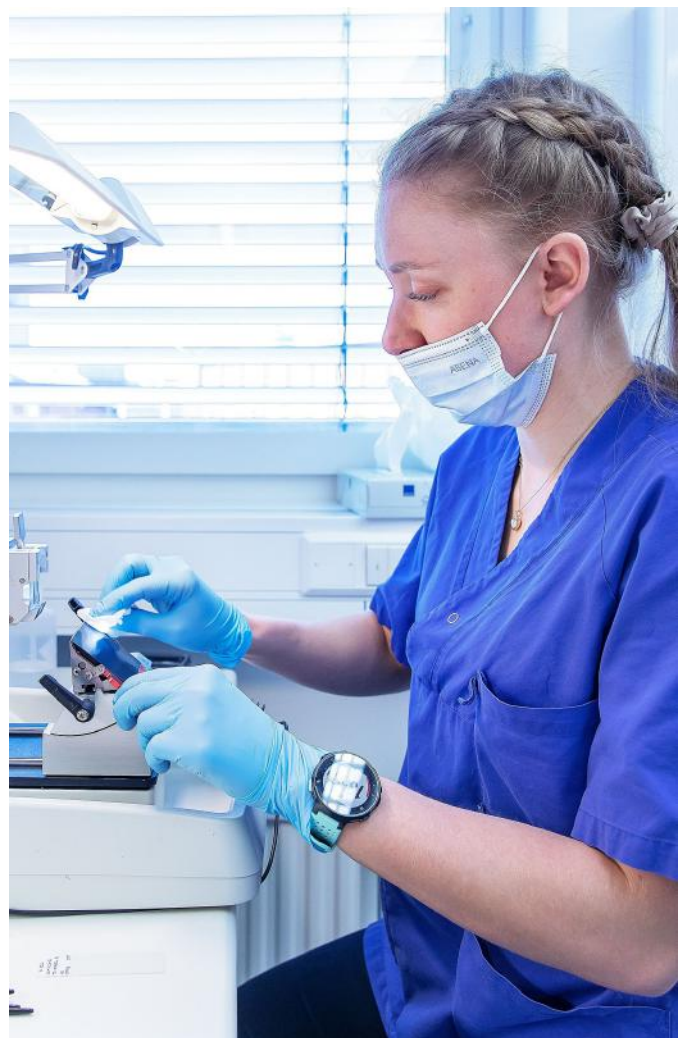


Cancer Control



Swedish cancer care does well in international comparisons with good outcomes like lower mortality and longer survival. Initiatives for a more equitable and accessible high-quality cancer care in Sweden include the introduction of a national system of standardized care pathways, without unnecessary lead times and a good interaction between patient and care provider, based on reliable information and open and trusting communication. Sweden is a pioneer in cancer control and has excellent prerequisites for implementing precision health and medicine. The Swedish government has since 2009 a strategy for cancer.

Sweden has a well-established tradition of close collaboration between universities, healthcare providers and the life science industry. This has been a path to success for new advances in cancer care and treatment. Swedish companies contribute to medical breakthroughs in e.g. more precise pharmaceutical and radiation treatments; advanced, often digital, diagnostic technologies, innovative monitoring and follow-up methods.





The Digital Transformation of Healthcare



Sweden is a country of early adopters and a pioneer in the digital transformation of healthcare. Prescriptions and medical record systems are electronic. Appointments and consultation are increasingly online. The Swedish Vision 2025 for eHealth states that Sweden will be best in the world at using the opportunities offered by digitisation and eHealth to make it easier for people to achieve good and equal health and welfare, and to develop and strengthen their own resources for increased independence and participation in the life of society. Digital solutions to help streamline healthcare and empower patients and healthcare staff are being rolled out continuously. The COVID-19 pandemic has certainly propelled this development that was already well underway.

Sweden is a force in health tech. Swedish companies offer electronic medical records combined with AI decision support. Digital health providers and platform developers for both primary and specialist care are making great advances in export markets. Other examples include apps for prevention, risk assessment, diagnostics to rehab and chronic disease management and systems for individual care planning. For healthcare staff, systems for decision support, administration, care planning contribute to more efficiency and higher quality.

Infection Prevention and Control



Sweden as a model - a One Health approach

As a pioneer in infection prevention and control, Sweden offering solutions that prevent and reduce infections and improve patient safety in healthcare settings.

Sweden has paid significant attention to antibiotic resistance and has taken measures for many years to prevent the spread of resistant bacteria and to limit the unnecessary use of antibiotics. The Swedish government has adopted a strategy to combat antibiotic resistance.

The Swedish healthcare system is of high quality and well organized, a prerequisite for healthcare hygiene solutions to be implemented throughout the care chain. Swedish companies offer solutions that help prevent and reduce infections and improve patient safety in healthcare settings, such as innovative consumables, sterilization devices, optimization of workflows, infection diagnostics, infrastructure solutions and treatments.





Smart, Safe and Sustainable Hospitals



A holistic and patient-centered perspective

Swedish hospitals take a holistic view with sustainable buildings and focus on a healing environment with a patient-centered perspective.

Unnecessary hospitalizations can be avoided through out-patient care and remote follow-up and monitoring. Digitalization supports innovative and smart ways of planning and working, also improving patient flows. Most hospitals have innovation departments and collaboration with academia and industry.

Swedish solutions help hospitals to be more resilient and sustainable. Sweden is home to world-class healthcare architects and planners. Their work, combined with green infrastructure solutions and innovative digital technologies, lays the foundation for sustainable, smart, and safe care.

For many years Sweden has been a leading country of innovative medical technology solutions contributing to efficient, qualitative, and patient-safe advanced healthcare.

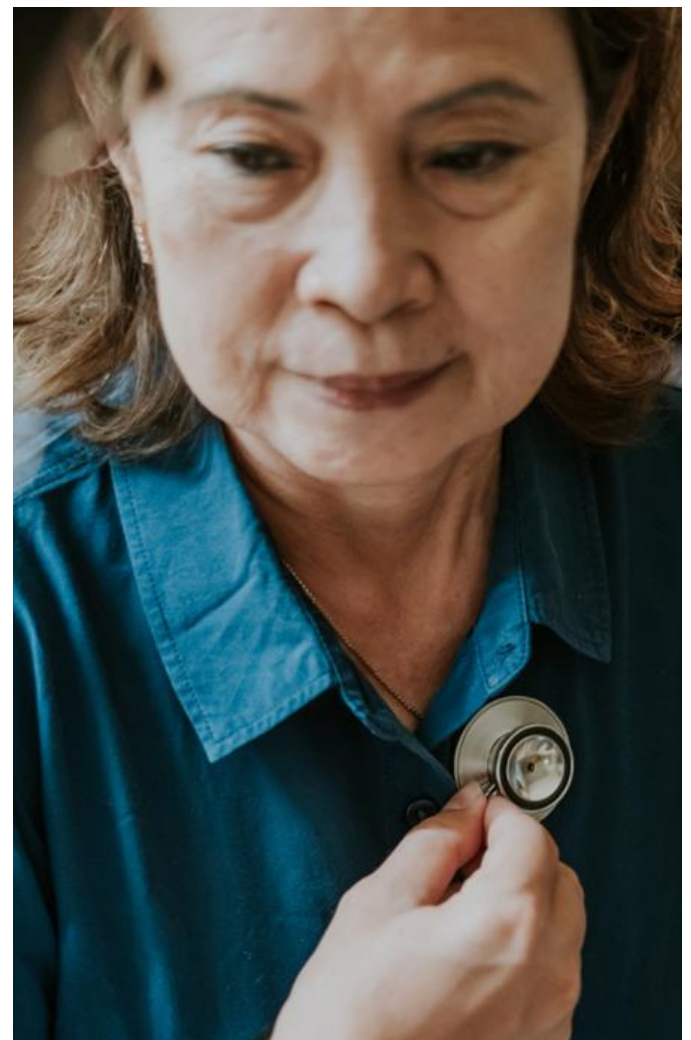
Healthy Aging and Chronic Disease Management



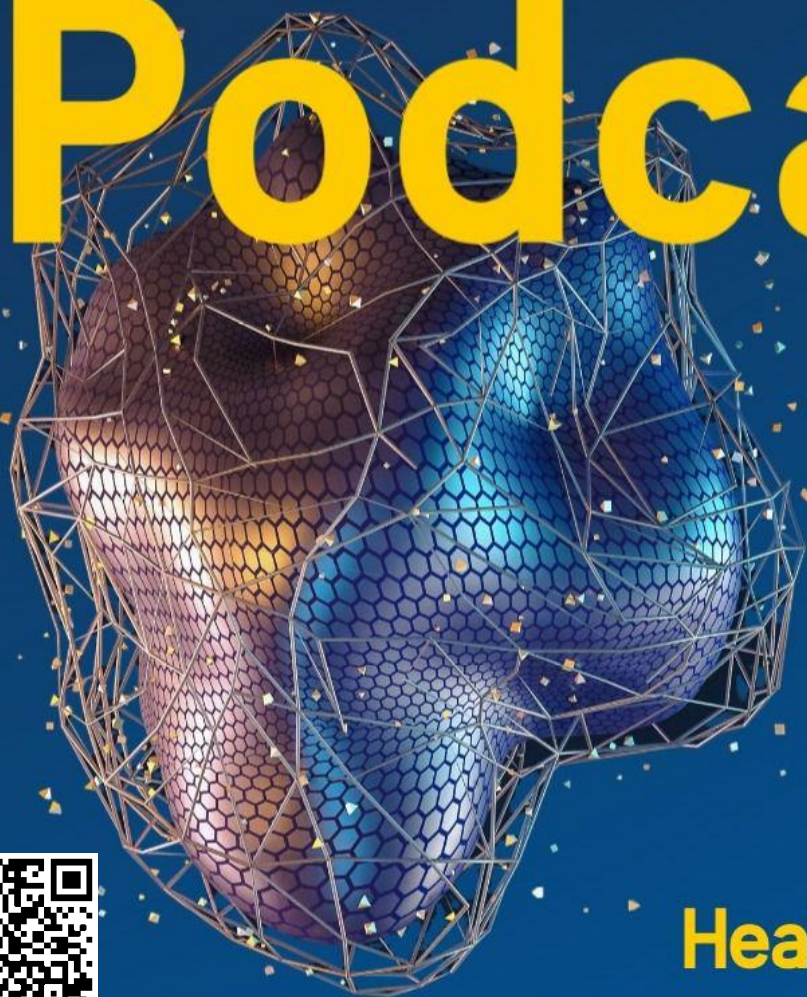
Sweden has a well-developed, and cost-efficient system for elderly care and among the highest life expectancy in the world. Emphasis is put on prevention, active ageing and ageing in place, so as to help people live longer, healthier and dignified lives. Swedish companies are an important source of innovative solutions such as assistive devices, incontinence and wound care. Smart digital solutions support people of age, their families and staff in everyday life.

Sweden's transformation into an ageing society started early, intensifying from the 60's and onwards. The result is that Sweden has a well-developed, and cost-efficient system for elderly care and among the highest life expectancy in the world. Emphasis is put on prevention and active ageing and ageing in place, so as to help people live longer, healthier and dignified lives. The Swedish government has since 2018 a strategy for dementia care.

Swedish companies are also an important source of innovative solutions and constant improvement. We find them in assistive devices, training and education, fall prevention, ulcer treatment, safety alarms, quality register systems, e-Health and IT solutions, InContinence care and many more.



Swecare Podcast



Health by Sweden

In this podcast we gather world-leading experts in healthcare and life science. You will get to meet politicians, researchers, clinicians and entrepreneurs, all of them committed to improve health and disrupt healthcare systems.

Swecare believes in international collaboration and joining forces to address healthcare challenges worldwide. Join Sweden in Pioneering the Possible!

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Explore more at: www.HealthbySweden.com



