

THE *Livewell* initiative
**GRAND HEALTH BAZAAR
(GHB 2012)**

BROCHURE



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LiveWell Initiative LWI (2002-2011)

LiveWell Initiative LWI, a public health NGO, is a registered health-promotion focused organisation which empowers the people through health literacy.

MISSION STATEMENT:

To improve the health status of the people through wellness promotion and health-empowerment and thereby positively influence their health-seeking behaviour.

VISION STATEMENT:

To halve health-illiteracy among the people by the year 2030; and to increase the life expectancy of the people to 70 by the year 2030.

Corporate Values: Transparency, Accountability and Ethics.

The goal of LWI is to increase the life expectancy of Nigerians to age 70 by the year 2030; through health empowerment. To achieve this, LWI has a programme for every Nigerian and every citizen of the world, rich or poor, young or old. This is as evidenced by its programmes which have taken it into the markets, taxi parks, schools, companies, conglomerates, elite forums, higher institutions, rural areas and urban areas. Indeed, LWI seeks to reach and touch every Nigerian; and thereafter, to reach and touch citizens of the world at large.

Since inception, LWI has reached over 1.4 million Nigerians and 3,000 Ghanaians directly and indirectly by proxy contact; inclusive of over 60 blind and disabled adults. LWI delivers free healthcare to the people in the markets, Taxi parks, schools mechanic workshops, conglomerates, banks, semi-rural and urban communities, and all people. The free healthcare package includes free basic health tests and free medicines. The LWI teams which go on outreaches and medical missions consist of public health practitioners, health educators, disease state managers, doctors, pharmacists, nurses, community health workers and other trained professionals.

COVERAGE:

The Organisation has participated as exhibitor in local, national and international conferences and meetings, among which are the 1st PMGMAN fair in Abuja, the west African health fair at Eko Hotels, Lagos, the 2nd GBC global health conference and exhibition at the Abuja international conference centre Abuja, and the NAAPSA forum in Atlanta, Georgia, USA. The organisation had a good outing through it exclusively busy exhibition stand, at the 10th Commonwealth Pharma Congress in Accra, Ghana (August 3rd – 9th, 2009), ECOWAS Public-Private Partnership International Congress in Lome Togo (Nov 2010), HIFA2015 Congress, London (UK) Jan 2011 and the GPE Pvt./PMGMAN International Expo (Oct 2011). LWI has affiliated with the University of Minnesota, Des Moines University Iowa, USA (2009) and Babcock University Ilesha, Nigeria (2009–date); and hosted Emeritus Professor Gary Smith, a multiple international award winner and faculty Lead, LWI Academy (AZ, USA) in a health-empowerment and immunization training programme for healthcare professionals. LWI served as implementation partners to Access Bank Plc in its Access Care Initiative (2009–2010), implementation partners for Stanbic IBTC Bank Family Health fair (Nov 2010), and implementation partners to GlaxoSmithKline GSK in its 'Orange Day' Project (Dec 2011). In the past 3 years, LWI has hosted over 80 internship students from various Universities namely Des Moines University, Iowa USA (Masters in Public Health Student 2009); Babcock University Ilesha, Nigeria (over 50 public health students 2009–2011), Bells University Ota Nigeria (2 Economics students 2010), Olabisi Onabanjo University, Nigeria (1 pharmacy student, 2010), Federal University Abuja (1 biochemistry student, 2011), Federal University of Technology, Yola (1 public affairs student, 2009–2011), Ogun State University Ago-Iwoye (1 industrial relations student, 2011), University of Lagos (1 microbiology student, 2011), University of Ibadan (2 pharmacy students

in 2011), University of Connecticut, USA (2 medical students expected in Q1 2012), a pharmacy postgraduate student from Portugal (expected Q1-Q2 2012) and it intends to extend this to the Drake University (USA) due to the institution's expressed interest in LWI Exchange programmes. The Covenant University Otta, recently admitted LWI into its Working Group on the UN Habitat Report Project.

SPECIAL PROJECTS, 2010 - 2012:

- 1. LBS Training 2010, 2011, 2012:** LWI trained 8 officers at the prestigious Lagos Business School LBS EDs at the 5-month SSM (Social Sector Management) Training under a Coca Cola Foundation / African American Institute Scholarship and partly-funded by LWI. The trainees popularly known at the LBS as the 'G8', graduated in December 2010. In 2011, two ED's and the CEO attended the LBS CSR Training Programme. Just last week, another 5 LWI Officers including the Regional Manager (North) LWI, attended the LBS CSR Training Programme. All trainees were LWI-sponsored.
- 2. DAUP (Disabled and Underserved Project) 2010:** LWI has recently procured health insurance for the informal private sector; Starting with Ogudu Zonal Mechanics and school for the Blind in Oshodi under its 'Aloe Vera' and 'Bon Sante' packages respectively. This is an affordable health insurance package for the informal sector; under a discounted CSR (corporate social responsibility) package.
- 3. Executive Health, Worklife Balance, and Workplace Wellness – a continuous Value Innovation of LWI:** This is a unique value innovation by LWI; one which is packaged in a personalised and customised way for each organisation. No two programmes are the same. The programme is delivered as a 'turnkey' project which leaves staffers highly motivated and organisations asking for more.
- 4. LWI Grand Health Bazaar GHB2011:** This award-winning first-ever cross-sectoral event, attended by a 5-man delegation from the US Consulate General which gave an open ENDORSEMENT to LWI; was a cross-cutting, multi-sectoral, carnival-like healthcare exposition which took place at 'The Incubator', in highbrow Oniru Extension, Victoria Island, Lagos. The GHB2011 was borne out of the need to build 'healthful' bridges of collaboration across the organised private sector since health is a common denominator in all sectors of the economy. The GHB2011 led to the recent emergence of a UN Millenia2015 laureate, in the person of the Country Director of Millenia 2015 in Nigeria, who won the 'Woman of the Year Global Award' due to the GHB2011 role, and the collaboration-building and powerful advocacy outcomes of the event in the area of Women's eHealth.

The active Principal Partners of the GHB2011 were: US Consulate General, Stanbic IBTC Bank Plc, GlaxoSmithKline GSK Plc, Vitafoam Plc, Airtel Nigeria and Expatacare HMO. Barter and Pro Bono partners included Barwo & Ighodalo, Nestle, Go2Gurl, Thgbr, Vitabiotics, UAC Mr Biggs and Millenia 2015 of the UN Millennium Development Goal.

The GHB 2011 was attended by over 60 exhibitor companies from multiple sectors of the economy including the health sector, banking sector, telecoms, insurance, food and manufacturing sectors; government and non-governmental agencies, among others. There were over 2,500 individual participants from all corporate sectors of the economy including groups of delegates from the Stanbic IBTC Bank, Airtel, NIRA, GTB Plc, NLNG among others. The GHB2011 was a very successful and impactful healthcare exposition.

The LWI GHB is slated to be an annual event. Booking is ongoing by enthusiastic corporate organisations, for GHB2012 which promises to be a great event.

5. **LWI HEALTH FAIR LHF2011:** The Second Annual 'people-focused' LWI Health Fair themed 'Healthy Nation, Wealthy People' took place at the Rowe Park Sports Centre Yaba, Lagos from October 13th – 14th, 2011. The 1st edition in year 2010 attracted an unprecedented attendance of over 6500 people in two days, from Lagos, Kwara, Ogun and Osun States. Free medicines were given to attendees, while over 2000 children were dewormed and over 3,000 women were given haematinics and antimalarials for themselves and children. At least 30 disabled people attended the fair and they were courteously attended to. The Rowe Park health Fair attracted at least 8,000 people from all walks of life. It was endorsed by the Federal Ministry of Health FMOH Abuja, Family Health Division which had an Exhibition Stand at the fair. Led by its Director, Dr Philippah Momah, the Division encouraged LWI to do even more.
6. **MICHELLE OBAMA'S "LET'S MOVE", 2011 :** LWI launched its "Project Diabetes PD" on 10th March, 2011 at the GHB2011 in tune with the 'Let's Move' Initiative; for the prevention of obesity and diabetes especially in children. The project was launched with the students of Broadway International School, Surulere; and thereafter at a Children's holiday camp which held at Ladybird School, Gbagada. PD has reached several schools, encouraging children to eat healthier and exercise.
7. **PERSONAL HYGIENE, HANDWASHING AND ETIQUETTE:** A new product of LWI, this programme assists parents, families and governments in nurturing a better and healthier society through improved hygiene and etiquette, to reduce disease spread and improve societal norms, etiquette, and, general health and well-being especially among students, schools, women, mothers, food handlers, food manufacturers, children, and society at large. The children's programmes are taught in a very unique and engaging way with chymes and rhymes; and, adults are taught in a unique, captivating, pedagogic language.

ACCOUNTABILITY

With a reverse reporting benchmark period of one(1) week for all donations in cash or in kind, at LWI, we adhere strictly to our accounting procedure which embraces due diligence. LWI is therefore a credible and strategic marketing medium through which goods and services can reach the larger society.

LWI MEMBERSHIP AND ENDOWED CHAIRS.

The US Consulate General is an Honorary Gold Membership awardee of LWI; May and Baker Plc is a Corporate member of LWI in the Bronze Membership Category. Messrs Barwo & Ighodalo have endowed a 'Wellness Chair' at the LWI Academy while GSK Pharma West Africa have endowed an 'Immunisation Chair' at the Academy.

Company Secretary: The Organisation's lawyers are, Messrs Barwo and Ighodalo (www.barwo-ighodalo.com)

Company Auditors and Chartered Accountants: the Organisations accountants are Messer Sola Oyetayo & Co (www.solaoyetayo.com)

LWI Management Team:

- Chairman Mr A. Oluwale Edun (Chairman, Chapel Hill Denham Group, and formerly of the World Bank Washington DC)
- 1st Vice Chairman / CEO Mrs Bisi Bright (Executive Committee Africa / Middle East Representative, FIP PI) (Int'l Pharmaceutical Federation); former Secretary General, West African Post Graduate College of Pharmacists and 2 time international award winner, IATDM/CT)

- 2nd Vice Chairman / Director Dr Agathe Wehrli (Formerly of WHO, Honorary awardee (UK) and Global Co-ordinator, FIP Pharmabridge)
- 2 (two no) Executive Directors (A Nigerian, A Zimbabwean)
- Advisor Dr Jim Rice (Member, Cambridge University UK Health Leadership Forum and of the MSH).

LWI Officers: With over One hundred Members most of whom are active Volunteer-Officers of the organisation; 8 (eight no) LWI Programme officers recently won the LBS EBS / Coca Cola Foundation / African American Institute Entrepreneurship Scholarship Award (2010). An LWI officer won a double award, the American Pharmacy Academy Leadership Award (Pfizer Inc, USA) and the Pharmabridge International Exchange Programme Award; another officer won the Goldman Sachs award at the prestigious LBS and graduated in the programme. LWI boasts of 16 LBS Alumni, 4 first class degree holders and at least 15 Masters Degree holders.

LWI Programmes: The Organisation has outreached over 1.4 million Nigerians including over 300 disabled people and over 3,000 Ghanaians, with its unique health empowerment programmes and free health missions. LWI has several programmes which are code named as follows:

IPAP: Illness Poverty Alleviation Programme; In consonance with the MDG 1 (Millennium Development Goal One), NEEDS (National Economics Empowerment and Development Strategy) and 'Make Poverty History' Global Campaign

MEP: Malaria Eradication Programme; In consonance with the AU (African Union) rollback malaria Plan and MDG6.

EHES: Executive Health Enlightenment Scheme; In consonance with primary and promoting healthcare initiatives of 'Healthy People 2010'

HAEP & DAUDES: HIV/ AIDS Enlightenment Programme and Drug Use, Abuse and Dis-Use Enlightenment Scheme; in consonance with MDG6; an in-depth empowerment forum which is targeted at strongly influencing the pleasure seeking of youth and vulnerable adults. The programmes promote national behavioural change. Condom social marketing is being utilised to promote sexual health among the poor and vulnerable groups.

MIS: Medicines Information Services Centre; In consonance with the food, drug and poison information centre initiative of governments; and, the information vacuum created by lack of MIS's (Medicines Information Services) in the nation; the LWI DIC (Drug Information 'walk-in' Centres) seek to serve as an authenticated resource of drug and health information with a view to enlightening and further empowering healthcare professionals and the lay public on drug and health matters.

ADR Reporting / Pharmaco-vigilance; In consonance with the Health Ministry's initiative to improve its database on the monitoring and reporting of adverse drug reactions and its pharmaco-vigilance surveys through NAFDAC; with a view to sensitizing the public and the healthcare community on iatrogenicity (drug induced injury) and its prevention.

With officers in 4 (four) of the six geopolitical zones, and with the ability to function effectively anywhere within the country or in Africa, Europe and the USA, LWI intends to expand its coverage activities next year to other regions of Nigeria, West Africa and Africa as a whole.

The LWI ACADEMY LWIA (the official training department of LWI):

With over 1,000 Alumni, LWI Academy LWIA is a credible, qualitative, affordable training institution with integrity. The Head of the LWI Faculty and International Visiting Consultant is, Prof Gary Smith (Az,USA). LWIA Training Programmes are run at the Protca Hotel, Ikeja GRA, Elson House Hotel Ikoyi,

The Marco Polo in Victoria Island, Protea Hotel Brands nationwide, Novotel in Cotonou and Lome, and Fiesta Royale in Accra Ghana.

Top-of-the-notch Faculty : With a rich Faculty of International and Nationally recognised Facilitators from the University of Arizona (USA), University of Minnesota (USA), Business School of the Netherlands, Commonwealth Business Council, Nigerian Universities, Various reputable Consulting Consortiums and experienced Medics; and, with our unique, patented course materials and 'sumptuous teas and lunches' in 'clean-air' venues; LWI Training programmes are, 'home away from home', qualitative and 'top-of-the-notch' trainings for the upwardly mobile young executive and, for the experienced key decision makers.

Healthcare courses offered by LWIA include among others:

- International Certification Training Program in Immunization APHA (USA)
- International Certification Training in **First Aid and CPR**
- Patient Hospitality
- Adherence, Concordance and Clinical Governance
- Medication Therapy Management and Disease State Management: Diabetes Education
- Project Management in Healthcare
- Pain Management

General Courses offered by LWIA include among others include:

- Responsibility, Authority and Accountability
- Goal Setting and Project Management skills
- Self Branding & Superior Communication Skills
- Etiquette, Body Language and Simple Courtesies
- American Red Cross Training in First Aid & CPR with International certification (open to all participants)
- Logistics Chain Management
- Project Performance Management
- Training in Lifestyle, Exercise, Nutrition and 'Wellness Champions' Training Programme

OUR CORPORATE CLIENTS / OUR ALUMNI



Others Corporate Clients/Alumni: Chapelhill/Denham Group, VT Leasing, UTC Group, Medplus Pharmacy, SWIPHA, LUTH, FMAC Owerri, Healthcare International HMO, Megacare Ltd, VT Leasing Co, Nigerian Insurance Brokers Association, Nigerian Ports Authority, HealthCare International HMO, ACPN, Elton House Hotels, SWIPHA, Karrington Group, Nibky Taurus Ltd.

PRO BONO DONORS



COLLABORATORS /AFFILIATES



ENDOWED CHAIRS AT LWI ACADEMY

Wellness Chair - Barrow & Ighodalo

Immunisation Chair - GlaxoSmithKline GSK Pharma West Africa

LWI ENDORSEMENTS /AWARDS / RECOGNITION

-  Lagos (Nigeria) February 2011 – US Consulate General USCG Endorsement and USCG Press Briefing for LWI held on February 24th 2011 at USCG Auditorium, 2 Broad Street, Lagos.
-  Manchester (UK) June 2011 – LWI wins Joint Award with Seroptimists International of Ikeja on Maternal and Child Health in regard to World AIDS Day 2009 Joint Programme
-  Geneva (Switzerland) December 2011 – Commendation to LWI for key role played by LWI and LWI GHB2011 in 'Woman of the Year Award', Millenia 2015 Global Laureate Award Dr(Mrs) Jo Alumanah, Nigerian Country Director Millenia 2015.
-  Capetown, South Africa March 2012 – LWI invitation as key faculty at the prestigious First Global Healthcare Conference in Africa, by 'The Economist' Conferences, Capetown South Africa alongside 3 African Health Ministers, Director of Global Fund and Senior Vice President of Pepsi Cola Worldwide.

led
LWI Management

GHB2012 CORPORATE PARTICIPANTS' LISTING

Pro-Bono Principal Partners:	Thgirb www.thgirb.com Go2Gurl Ltd www.go2gurl.com Banwo & Ighodalo www.banwo-ighodalo.com Sola Oyetayo & Co www.solaoyetayo.com Nuvox Communications www.dstvnuvox.com Vitabiotics www.vitabiotics.com
Platinum Partners :	US Consulate General www.state.gov Skye Bank Plc www.skyebanking.com Pfizer Global Pharma (NEAR) www.pfizer.com UTC Group www.utcnig.com Lagos State Government www.lagosstate.gov.ng/
Gold Partners :	Symbion Power www.symbion-power.com Stanbic IBTC Bank www.stanbic.com Airtel Nigeria www.airtel.com
Media Partners:	Silverbird Group www.silverbirdgroup.com Verdant Zeal Communications www.verdantzeal.com M12 Photography
Affiliate Partners:	Millenia 2015 www.millenia2015.org HIFA 2015 www.hifa2015.org IAPO www.patientsorganisations.org First Lady's Save Our Youth Campaign FLSOYC
Silver Partners:	Vitafoam Plc www.vitafoampk.com GlaxoSmithKline www.gsk.com
Bronze Partners	Sandtex Plc www.portlandpaintsng.com/ MOBITEL www.mobitel.com.ng May & Baker Nig Plc www.may-baker.com Vitabiotics / Adler www.vitabiotics.com

LIST OF EXHIBITORS

- US Consulate General
- Skye Bank Plc
- Pfizer Global Pharma (NEAR)
- UTC Group
- Lagos State Government
- Nuvox Communications
- Thgib
- Go2Gurl Ltd
- SYMBION Power
- Stanbic IBTC Bank
- Millenia 2015
- Airtel Nigeria
- Mr Nigeria
- Vitafoam Plc
- Sandtex Plc
- MOBTEL Nigeria
- Central Bank of Nigeria CBN
- General Electric GE Africa
- May & Baker Nig Plc
- Verdant Zeal Ltd
- M12 Photography
- Airtel Nigeria
- Banwo & Ighodalo
- Vitabiotics
- CAVIA Initiative
- HIFA 2015
- International Alliance of Patients' Organisations IAPO
- CHI Pharma
- Nigerian German Cemics NGC Plc
- PMGMAN
- May & Baker Plc
- SKG Pharma
- Biostadt Swiss Company
- FBA Suites
- Kakawa Asset Management Ltd
- Motherhood in Style
- St Nicholas Hospital, Lagos
- Nathan Kidney Foundation
- Bond Pharmaceuticals
- Tara Makeovers
- The Mix: Oil & Water
- Lagos Oil Club
- GlaxoSmithKline GSK
- Neimeth International Pharmaceuticals Plc
- Fidson Pharma
- Wealth Island Properties Ltd
- Kakaki Chemists
- Osworth Nig Ltd
- Elbe Pharma
- ADLER
- Firmcare Consulting
- The Biostadt Company
- Femme Lounge
- Nestle
- SAM Pharmaceuticals
- USAID PEPFAR
- USAID SPSRS/FP
- Liberty Blue HMO
- Expacare HMO
- LAWMA
- I Want Airplay
- Pharmacy Plus
- Plug Media
- Osworth Nig Ltd
- Avro Pharma
- Evans Plc
- Sewell Pharma
- Lagos Oil Club
- BMJ West Africa
- LiveWell Initiative (LWI)
- WAHO
- Biofem Pharmaceuticals
- Crystallife Assurance
- GTB Assurance Plc
- REALS Pharmaceuticals
- LWI Academy
- Jawa Nig Ltd
- Strides Vital Pharma
- Crystal Food and Drugs
- Knowledge for Life K4LHealth (UK)
- Riders for Health
- BENJAMIN MICHAELS LTD
- SAM Pharmaceuticals
- Alpha Pharmacy
- Provident Veterinary Services
- Medreich Pharma
- Kensington Pharma
- Zoomota
- Mopson Pharma
- Motherhood in style Magazine
- Yvent Kouture Ltd
- Martins Kouture Ushers
- Mobile Screens Nigeria Ltd.
- House of Tara

The GHB2012 Story:

At LiveWell Initiative LWI, we make new discoveries all the time....we discovered a while ago that people generally indulge in unhealthy habits and they do 'nothing much' about their health until there is an exigency or emergency. The situation is further worsened by the fact that the health sector separates itself from other sectors of the economy without truly realising it....thus the widwifing of a new idea at LWI...a multi-sectoral, multi-disciplinary, cross-cutting exposition which would bring the health sector and the organised private sector together in a mutually synergistic atmosphere of commerce and networking; for the benefit of the health of the people. Thus, the advent of GHB2011, the first ever multisectoral healthcare exposition which features ALL Sectors of the Nigerian economy. Government and the people will benefit immensely from the 'social gap' being filled by GHB2012 and, the event will improve the health and economy of the nation, and the world at large.

GHB2012 is a multisectoral, multilateral, multidisciplinary, cross-cutting international healthcare exposition, plenaries and health fair; a triple event in one. The GHB2012 is being run on the heels of a very successful GHB2011 which held last year in Victoria Island, Lagos.

Endorsements:

The LWI GHB2011 was the first ever grand health multisectoral bazaar in the nation; with focus on women's eHealth, 'bear' health, and adult immunization. The GHB2011 attracted endorsements and accolades from the following organizations, among others:

- United States Consulate General USCG endorsed GHB2011 and hosted a press briefing for LWI prior to the event
- UN Millennium2015, the Women's eHealth, awarded the 'Woman of the Year Laureate' award to its Country Director in Nigeria, with accolades to the LWI GHB2011
- Millennium 2015 Zimbabwe poured encomiums at the success of the GHB2011
- GHB2011 brought together all sectors of the economy to a congruent point of synergy for healthcare with several new inter-corporate affiliations

Theme of the GHB2012:

The GHB2012 which is a cross-cutting event designed to promote commerce and industry within different segments of the health sector, is bringing together to a congruence point various sectors of the economy – the Banking sector, Telecoms sector, the Manufacturing Sector, Insurance sector, Healthcare practitioners and Specialists and the Health Maintenance Organizations, Health Insurance Companies, Pharmaceutical Industries, Food and Confectionery Industries, Government Organizations, Foundations and Intergovernmental Organisations. The theme of the GHB is *"Health & Wealth partnerships at the next level..."*

The Event:

Up to 80 prominent companies and conglomerates are attending among which are Skye Bank Plc, Lagos State Government, West African Health Organisation WAHO, USAID, Pfizer, UTC Group, Symbion Power, Stanbic IHTC, May & Baker, Airtel, Cavia Initiative, Nestle, CBN, The US Consulate and the Diplomatic Community as well as international collaborators and affiliates; with a total population of over 2,500 Technocrats expected to attend the 3-day programme. We anticipate that at least half of the attendees will be professionals from all walks of life.

The 3-day event, slated for 18th-20th April, 2012 at The Incubator, Victoria Island Lagos, shall have highly placed technocrats and panelists of diverse backgrounds discussing various exciting thematic topics. The daily sub-themes for the three days are as follows:

Day 1; April 18th 2012: Bankers' Day – Robust Health vs Robust Finance; Face-Off.

Day 2: April 19th 2012: Manufacturers' Day – Lean Manufacturing / Cost Cutting without Lean Products

Day 3: April 20th 2012: Telecoms/ICT Day – The role of mobile health (mhealth), eHealth and ICT in enhancing access to healthcare.

The health sector shall feature technocrats on each of the three days, and, the panelists shall be a cross-cutting and multisectoral combination of technocrats from all walks of life; to view healthcare from all realistic angles.

Here at GHB2012, at least 50 LWI Officers are on hand to attend to your health needs. Please visit the wellness stands, family health stands, men's health and women's health stands, and enjoy the beauty of the free basic health screening, free medicines, counselling and advisory services in a 'classy', calm and friendly ambience of the GHB2012. Apart from the free and full healthservices available here at GHB2012; we have a lot of freebies for you... please collect them at the various stands!

We hope that you will also find time to 'stroll' through the 80 or more exhibition stands after having attended the Plenaries. We are issuing Certificates of Attendance to all registered participants at the daily plenaries.

We seize this opportunity to thank the US Consulate General, Skye Bank Plc, Lagos State Government, Director General West African Health Organisation WAHO, USAID, Pfizer NEAR, Thgbr, Go2Gurl Ltd, UTC Group, Symbion Power, Stanbic IBTC, May & Baker, Airtel, Mobitel, Vitafoam Plc, Vitabiotics, Sandtex Paints, Casia Initiative, Nestle, CBN, Silverbird Group, Banwo & Ighodalo, Sola Oyeyayo & Co, Verdant Zeal Ltd, M12 Photography and our other partners, exhibitors, and all participants (corporate and individual participants) for making the GHB2012 experience a unique and successful one.

The GHB2012 is a 'carnival-like' atmosphere in which health and wealth abound!...Enjoy it!!!
Thank you for being at GHB2012. God Bless you.



PHOTOS FROM GHB2011

sgf
LWI Management





FIME 2012 (The World's Medical Marketplace)

August 8-10, 2012, Miami Beach,

Florida, USA

The U.S. Commercial Service of the U.S. Mission to Nigeria intends to lead an official Nigerian delegation to FIME 2012 scheduled to be held from August 8 to 10, 2012 at the Miami Beach Convention Center, Miami, Florida. FIME is the largest international medical trade fair and congress in the United States.

FIME offers over 3,600 healthcare equipment suppliers covering hospital, disposable medical surgical products, emergency systems, laboratory, dental, rehabilitation, orthopedic, imaging, biomedical and pharmaceutical products. FIME 2012 will benefit Nigerian healthcare professionals and stakeholders including top federal government officials, State Governors, Commissioners of Health, directors of healthcare agencies, medical doctors, pharmacists, laboratory technologists, members of hospital management boards, investors, CEO's of health management organizations, and chief executives of NGOs supporting the healthcare industry. Other stakeholders who will benefit from FIME 2012 include hospital suppliers, disposable products suppliers, surgical suppliers, diagnostic suppliers, emergency medical suppliers, laboratory suppliers, suppliers of long term care products, dental suppliers, rehabilitation product suppliers, orthopedic product suppliers, imaging suppliers, medical services providers, biomedical product suppliers, pharmaceutical suppliers and trade facilitators.

As one of Nigeria's leaders in the healthcare sector, we encourage you or your organization's authorized representatives to join a select group of Nigerian professionals attending this trade event at the Miami Beach Convention Center in Miami, Florida, August 8 - 10, 2012.

Event Description

FIME 2012 is the 22nd edition of the world's number one medical suppliers marketplace. Healthcare professionals from across the United States and around the world are expected to attend. This international trade exhibition is a one-stop marketplace to meet with and learn from global leaders and experts who define the direction of global healthcare services. Each year, total registration count of FIME attendees show that distributors and resellers account for over 30 percent of the attendees, while professionals such as medical doctors, pharmacists, consultants and laboratory technologists account for about 20 percent of attendees. Other important attendees who make up the remaining 50 percent include exhibitors, end-users of healthcare products, trade facilitators, and procurement agents. FIME 2011 was attended by 44,357 professionals from around the world.

This trade show, with conferences and fee-based seminars, gives you the opportunity to see high-quality, low cost medical products from all over the world in just three days. For additional information, visit www.fimeshow.com

Matchmaking

The greatest benefit of this annual expo to both exhibitors and attendees is face-to-face communications. By recruiting overseas delegations to attend FIME 2012, the U.S. Commercial Service facilitates matchmaking business opportunities between U.S. exhibitors and international buyers and end-users. Benefits available to delegates include:

1. Executive-level leadership by the Commercial Counselor to enhance U.S. exporters confidence
2. Free matchmaking and admission to exhibits
3. Free assistance arranging and scheduling appointments with U.S. exhibitors and companies before and during the show
4. Access to International Business Center, including separate registration area to pick up badges and meeting rooms to meet with exhibitors
5. Complimentary invitations to welcome receptions

Attendee Profile

The Nigerian delegation will strictly comprise of decision makers such as commissioners of health, director generals of healthcare agencies, chief executives of health organizations, business and hospital owners, pharmacists, doctors, healthcare consultants, investors and top government officials.

Attendee Registration

To secure your place as a member of the official Nigerian delegation, you must first register with the U.S. Commercial Service and complete your FIME 2012 documentation including payment for your roundtrip ticket, hotel accommodation in Miami, event brochure and ground support before Thursday, May 31, 2012. For more information or clarification, please contact:

Anayo Ago
Senior Commercial Specialist,
U.S. Consulate General
2, Walter Carrington Crescent, Victoria Island
Lagos, Nigeria
Email: Anayo.Ago@trade.gov
Tel: 234-1-460-3400

August 8-10, 2012, Miami Beach, Florida, USA



LAGOS STATE GOVERNMENT

Eko O Ni Bajẹ O!!!

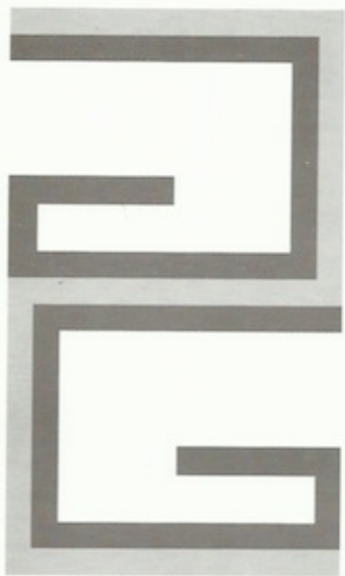
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Building Capacity Through Partnership and Training



For more information, please contact Zaida Weitz +27 21 801 01 09 zaida.weitz@symbion-power.com

SYMBION
SYMBION POWER CO.



Go2Gurl

info@go2gurl.com

www.go2gurl.com

DAY 1 PROGRAMME, Subtheme: 'Robust Finance vs Robust Health: Face-Off!'

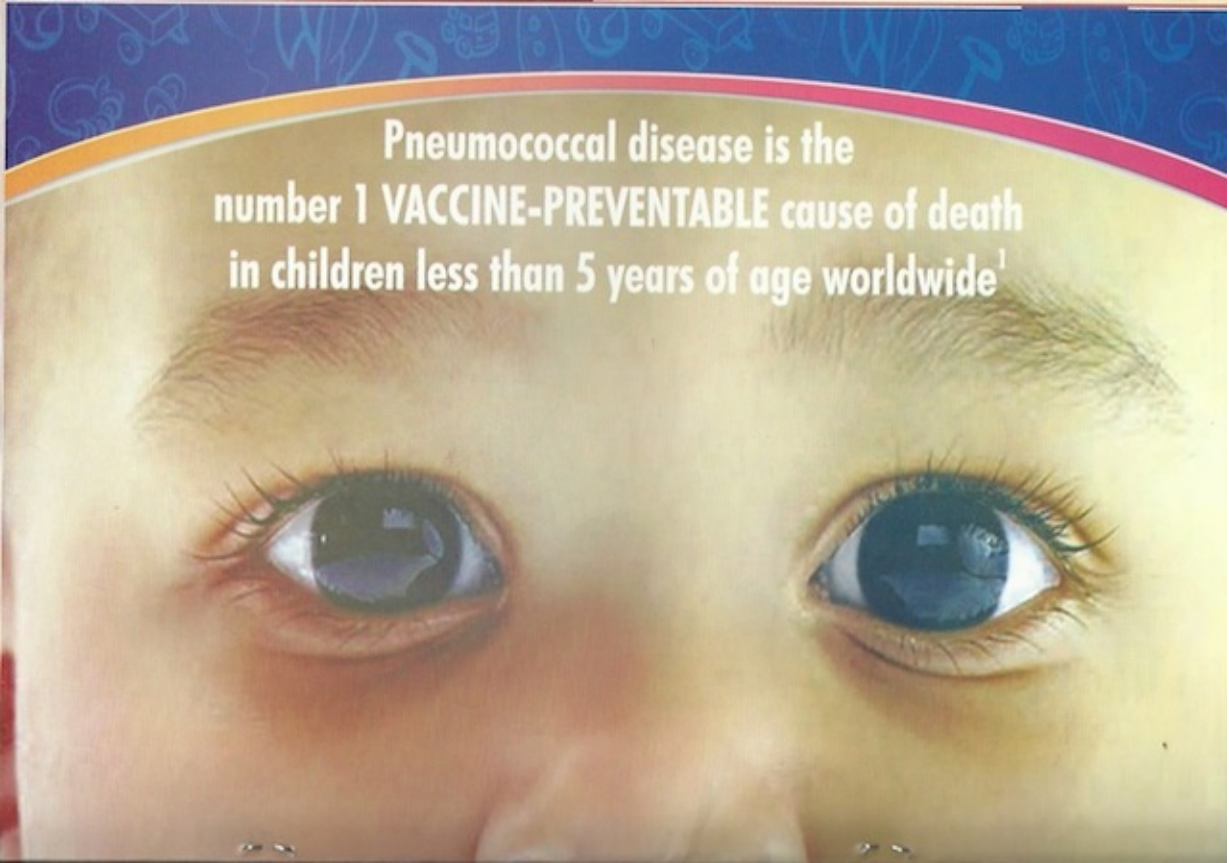
9.30am – 10.00am	Guests and Delegates Seated
10.00am – 10.10am	Introduction of Dignitaries and Plenary Groups 1 & 2 / Opening Prayer
10.10am – 10.12am	National Anthem
10.12am – 10.17am	Welcome Speech by CEO LWI, Bisi Bright
10.17am – 10.20am	LWI Anthem (rendition by LWI Officers)
10.20am – 10.30am	Chief Partner of the Day Hon Commissioner of Health, Lagos State Dr Jide Idris, Speaks
10.30am – 11.00am	Plenary Session 1 – Speaker I, Speaker II, Speaker III Led by Plenary Chairman, CBN Governor Mallam Sanusi Lamido Sanusi and Co-Chairman, Skye Bank MD/CEO Mr Kehinde Durosinmi-Etti
11.00am – 11.10am	Q & A Session
11.10am – 11.20am	US Consulate General Speaks, Event Patron.
11.20am – 11.30a	D.G. WIAHO Speaks
11.30am – 11.40am	PfizerCardiovascular Health
11.40am – 11.50am	President SHYMBION Power, Mr Paul Hinka Speaks
11.50am – 12noon	DM Squared Performs
12 noon – 12.30am	Plenary Session 2 - Speaker IV, Speaker V, Speaker VI Led by Plenary Chairman, CBN Governor Mallam Sanusi Lamido Sanusi and Co-Chairman, Skye Bank MD/CEO Mr Kehinde Durosinmi-Etti
12.30am- 12.40am	Q & A Session
12.40am – 12.45am	Airtel Speaks
12.45am-12.50am	Stanbic IBTC Speaks
12.50am – 12.55am	Chief Host, His Excellency Gov Babatunde Raji Fashola, SAN, Executive Governor of Lagos, Declares GHB2012 Open
12.55am – 1.00pm	Closure / Closing Prayer
1.00pm	Tour of Exhibition Stands and LWI Health Fair Stands, by Chief Host, Chief Partner of the Day, Event Patron, Chairman of the Day, Chief and Special Guests of Honor, and Special Guests Refreshments by UTC Group
2.00pm – 2.30pm	FDI Forum (Investors' Forum) at GHB2012

DAY 2 PROGRAMME: Subtheme: Lean Manufacturing / Cost-Cutting without Lean Products

- 9.30am – 10.00am Guests and Delegates Seated
- 10.00am – 10.10am Introduction of Dignitaries and Plenary Groups 1 & 2 / Opening Prayer
- 10.10am – 10.12am National Anthem
- 10.12am – 10.17am Welcome Speech by CEO LWI, Bisi Bright
- 10.17am – 10.20am LWI Anthem (rendition by LWI Officers)
- 10.20am – 10.30am Chief Partner of the Day Hon Commissioner of Health, Lagos State Dr Jide Idris, Speaks through PermSec Health, Lagos State Dr Femi Olugbile
- 10.30am – 11.00am **Plenary Session 1 – Speaker I, Speaker II, Speaker III**
Led by Plenary Chairman, DG WAHO, Dr Plácido .M. Cardoso, and Co-Chairman Mr Emmanuel Jewere, Chairman/CEO Best Foods and Past President ICAN
- 11.00am – 11.10am Q & A Session
- 11.10am – 11.20am US Consulate General, Event Patron, Speaks.
- 11.20am – 11.30am UTC Group MD/CEO Speaks
- 11.30am – 11.50am CAVIA-UTC Cassava Educational Forum by IFDC Country Representative, Scott Wallace
- 11.40am – 11.50am Skye Bank Speaks
- 11.50am – 12noon DM Squared / Soloist
- 12 noon – 12.30am **Plenary Session 2 - Speaker IV, Speaker V, Speaker VI**
Led by Plenary Chairman, DG WAHO, Dr Plácido .M. Cardoso, and Co-Chairman Mr Emmanuel Jewere, Chairman/CEO Best Foods and Past President ICAN
- 12.30am – 12.40am Q & A Session
- 12.40am – 12.45am Pfizer Speaks
- 12.45am – 12.50am Stanbic IBTC Speaks
- 12.50am – 12.55am SYMBION Power Speaks
- 12.55am – 1.00pm Closure / Closing Prayer
- 1.00pm Tour of **Exhibition Stands and LWI Health Fair Stands**, by Chief Partner of the Day, Event Patron, Chairman of the Day, Chief and Special Guests of Honor, and Special Guests
- Refreshments by UTC Group
- 2.00pm – 3.00pm Global We Telemed Launch (Women's e-Health Platform)

DAY 3 PROGRAMME: Subtheme: 'The role of Telecomms/ICT in improving access to healthcare'

9.30am – 10.00am	Guests and Delegates Seated
10.00am – 10.10am	Introduction of Dignitaries and Plenary Groups 1 & 2 / Opening Prayer
10.10am – 10.12am	National Anthem
10.12am – 10.17am	Welcome Speech by CEO LWI, Bisi Bright
10.17am – 10.20am	LWI Anthem (rendition by LWI Officers)
10.20am – 10.30am	Chief Partner of the Day Hon Commissioner of Health, Lagos State Dr Jide Idris, Speaks through Director, Family Health & Nutrition, Lagos State Dr Jemilade A.R. Longe
10.30am – 11.00am	Plenary Session 1 – Speaker I, Speaker II, Speaker III Led by Plenary Chairman, Dr David Okello, WHO Country Representative and Co-Chairman, Past President ATCON Dr Emmanuel Ekuwem
11.00am – 11.10am	Q & A Session
11.10am – 11.20am	US Consulate General, Event Patron, Speaks.
11.20am – 11.20am	Skyye Bank Plc Speaks
11.20am – 11.30am	UTC Group MD/CEO Speaks
11.30am – 11.40am	Pfizer Cardiovascular Health
11.40am – 11.50am	SYMBION Power Speaks
11.50am – 12noon	Korede Performs
12 noon – 12.30am	Plenary Session 2 - Speaker IV, Speaker V, Speaker VI Led by Plenary Chairman, Dr David Okello, WHO Country Representative and Co-Chairman, Past President ATCON Dr Emmanuel Ekuwem
12.30am- 12.40am	Q & A Session
12.40am – 12.45am	K&L Health Speaks
12.45am-12.50am	Stanbic IBTC Speaks
12.50am – 12.55am	Airtel Speaks
12.55am – 1.00pm	Closure / Closing Prayer
1.00pm	Tour of Exhibition Stands and LWI Health Fair Stands, by Chief Partner of the Day, Event Patron, Chairman of the Day, Chief and Special Guests of Honor, and Special Guests
	Refreshments by UTC Group

A close-up photograph of a young child's face, focusing on the eyes. The child has light-colored eyes and is looking directly at the camera. The background is a blue patterned border. Overlaid on the upper part of the face is white text.

Pneumococcal disease is the
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in children less than 5 years of age worldwide¹



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Reference: 1. Centers for Disease Control and Prevention. Vaccine preventable deaths and the global immunization vision and strategy, 2006-2015. MMWR. 2006;55:511-515.



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SPECIAL PROGRAMMES AT GHB2012:

DAY 1 AFTERNOON, Wednesday April 18th at 2.00PM – 2.30PM: EDI FORUM AT GHB2012:

Investors' Forum

- *Special Guest of Honor Dr. Placido .M. Cardoso, Director General West African Health Organisation WAHO*
- *Banking and Finance Experts 'Jaw-Jaw' with investors, new corporates and attendees*

DAY 2 AFTERNOON , 2.00PM – 3.00pm: INTERNATIONAL DUAL -LAUNCH WETELEMED PROGRAMME:

WeTelemed Launch:

- *Millenia2015 WeTelemed Launch for West African Subregion.*
- *Graduation / Induction of Millenia2015 WeHealth Champions*

SPEAKERS AT GHB2012

	Speakers I, II, III	Speakers IV, V, VI
Day 1	Group Head of HR GT Bank Plc Mrs Kafilat Anayo Pharm (Hon) Jimi Agbeje CEO Kallawa Asset Management Limited Mrs Modupe Mujibi	Obinna Abajye, Head, Personal & Business Banking, Stanbic IBTC Plc Senior Consultant Endocrinologist Dr Femi Fasanmade CEO COLEMATE Assurance Mrs Funke Ademusi
Day 2	Group MD/CEO LITEC Plc Mrs Folusho Olaniyen CRISA Initiative /FDC Director, Scott Wallace DG MAN/ PMG MAN Pharm Kunle Okelola Medical Director Pfizer Dr Kadija Sarah	Managing Director GlaxoSmithKline (Manufacturing) Mr Chinedum Okereke DG NAFOAC / DG SON Dr Jo Odumodu Vindswan Therapeutics
Day 3	GLOWORLD / Abiya Phone Pharm Opatunire Country Director Millenia 2015 Dr Jo Alamanah Mobile Operations Mr Devos Okorie	May & Baker Plc CEO Mr Namadi Okojor USAID Clinical Director St Nicholas Hosp Dr Ehun Bamgbaye

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LACONIC NARRATIVES FOR GHB2012 PLENARIES, EXPOSITION AND HEALTH FAIR:

UTC Group:

Lean Manufacturing Without Lean products

The value chain analysis of an organisation classifies the organisation's activities into 5 primary clusters namely;

- inbound logistics,
- operations,
- outbound logistics,
- marketing and
- sales, service.

The 5 clusters are underpinned by 4 support activities namely

- Procurement,
- HR development,
- Technological development and
- Infrastructure

The presentation will highlight key performance indicators at every stage of the value chain, and strategies for getting there. ... Mrs Folusho Olaniyan, Group MD/CEO, UTC Group

SYMBION POWER:

"Symbion Power is a Washington, D.C. based power engineering firm and an independent power producer. The company currently has extensive electrification contracts in Tanzania that are funded by the U.S. Government. Symbion also acquired a 120-megawatt gas turbine-fired power plant in Dar es Salaam and has been generating power in to the grid there, in addition to building two other power plants in the country. Symbion is serious about expanding the company's investment to Nigeria, and is focused on forming strong and viable partnerships such as our current agreements with Transcorp, as well as ProGlobal International, two Nigerian companies that we will participate with in the bidding process for different power assets in the country. If successful, Symbion plans to open a Symbion Power Center training school in Nigeria, which will provide training and create jobs as well as entrepreneurial opportunities for Nigerians."

CAVIA INITIATIVE:

The Federal Government of Nigeria, through the Federal Ministry of Agriculture, is promoting local content in the food sector. One of such initiatives is, the Cassava Initiative. Represented at GHB2012 by CAVIA.

CAVIA is a not for profit organisation, whose primary objectives are

- to generate awareness of cassava as a good source of fibre;
- to stimulate demand for cassava based products, and
- to enable increased consumption, health enhancement, and wealth creation as a national initiative, for the benefits of Nigerian cassava farmers and their dependants in the rural terrain of Nigeria.

...Suzanne Hladveik, Trustee, Cavia

PMGMAN:

This is a unique programme and we are proud to participate actively in it. We shall look at sigma 6 and lean manufacturing principles, while maintaining GMP standards...Pharm Kunle Okelola, Executive Secretary PMGMAN and Public Health Specialist

STANBIC IBTC PLC:

STANBIC IBTC will discuss the topic 'Robust Finance vs Robust Health: Face-Off' from the context

AACE:

ROBUST FINANCE VERSUS ROBUST HEALTH

God's desire is for everybody to be in health and to prosper materially (financially) also. Thus many are constrained into which of the 2 to follow. It is better to actually focus on healthy living so that thereafter you can enjoy your wealth in health, rather than spend your wealth on health care. So your health is your responsibility, take good care of it. *Dr Olufemi Fasanmade, Associate Professor of Endocrinology and Chairman, American Association of Clinical Endocrinologists AACE*

MOBITEL:

Broadband & Healthcare

Mobitel 4G Broadband internet service offers the customer a high-speed, 'always-on' connection which is typically at least ten times faster than regular internet connections. The adoption of superfast broadband internet services in our healthcare sector will help update knowledge and improve collaboration with the best talents across the globe. These days, tests carried out in a remote African village can easily be transmitted with the help of Broadband service to the best of European clinics for a joint solution to the patient's best advantage. In addition, patients and their consultants no longer have to be co-located in the same city as there is more opportunity for virtual consultations over the internet.

All these result in improved quality of healthcare delivery to the patients and profitability to the providers.

GE Africa:

This is a laudable project. I will prefer to speak on Manufacturing... Although we do other things, we fit more into the manufacturing sector here.....*Dr Lazarus Anjibazo, CEO GE Africa*

PFIZER (NEAR):

'It's a great honor to be invited to speak in your highly esteemed forum...' *Dr Kodjo Soroh, Medical Director Pfizer NEAR*

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