

## **REPORT ON LWI GRAND HEALTH BAZAAR GHB2012**

### **Abstract:**

The LiveWell Initiative LWI Grand Health Bazaar GHB2012 was held at The Incubator, Victoria Island Lagos, from Wednesday April 18<sup>th</sup> –Friday April 20<sup>th</sup> 2012. The multisectoral, cross-cutting event which was held at The Incubator, Victoria Island Lagos; was very successful. *The LWI Grand Health Bazaar GHB2012 which was run on the heels of a successful GHB2011, was a cross-cutting, multisectoral, carnival-like healthcare exposition which took place at The Incubator, in highbrow Oniru Extension, Victoria Island, Lagos. GHB2012 was borne out of the need to build bridges of collaboration across the health sector and the organised private sector with a view to attaining a mutual synergy with resultant improved general health of the people on the one hand, and, improved commerce, corporate networking and synergistic collaborations on the other hand. To enhance participation and to make it more participatory, Thematic Plenary Sessions were introduced at GHB2012 as follows:*

**Day 1;** April 18<sup>th</sup> 2012: **Bankers' Day** – Robust Health vs Robust Finances; Face-Off.

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

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

*The active Principal Partners of the GHB2012 were:*

**Platinum Partners:** *The US Consulate General, Lagos State Government, Skye Bank Plc, UTC Group, Central Bank of Nigeria CBN, West African Health Organisation WAHO and Pfizer Specialties.*

**Gold Partners:** *Stanbic IBTC Bank Plc, Symbion Power, and Airtel Nigeria*

**Silver Partners:** *Vitafoam Plc, GlaxoSmithKline GSK Plc*

**Bronze Partners:** *May & Baker Plc, Sandtex Paints*

**Affiliate and Pro Bono Partners :** *Thgirb, Go2Gurl Ltd, Banwo & Ighodalo, Nestle, Vitabiotics, Millenia 2015, Silverbird Group and HIFA2015.*

*The GHB2012 was a carnival-like event with the cross-sectoral presence of organisations from different sectors of the economy. It was officiated by almost 200 officers from over 80 companies and it was attended by over 2,500 participants from all sectors of the economy. The turn out of invited dignitaries was as high as 95% and Exhibitor-turn out was over 100%. Participants' turnout also met expectation, at over 100% turnout. Corporate sector representation was excellent as no sector of the economy was left out.*

*GHB2012 was by all ratings and feedbacks, a very successful event.*

*Thank you.*

**Preamble:** LiveWell Initiative LWI as a health empowerment organisation, has taken upon itself, the responsibility of 'filling' the identified social gap in Health literacy which is very low in society and it has nothing to do with educational literacy or societal status. Thus, our several programmes which have taken us into the markets, taxi parks, mechanic villages, schools, conglomerates, banks, rural areas, semi urban, and cosmopolitan areas of society. In spite of this concerted effort, another social gap was identified; one in which the working class, the professionals, the middle class and the elites were identified as 'shying away' from issues pertaining to their health... 'They just don't want to know'...

Thus, the idea of a '*fun-but-formal*' event which would attract the corporate people, devoid of too much formality but formal enough to drive home a few key points about their health, was formulated. This led to the idea-generation, programme synthesis, marketing strategy and event actualisation of the GHB2011 – with theme 'Health and Wealth Partnerships on the move...'. On the heels of a successful GHB2011, the GHB2012 was formulated, with the theme '**Health and Wealth Partnerships at the Next Level**'....

The programme which took 9 months to plan and implement, was targeted at utilizing multisectoral networking and cross-cutting collaborations to improve healthcare, with a resultant mutually synergistic equilibrium.

### **Introduction:**

The Grand Health Bazaar GHB2012 was a Business-focused, Collaboration-building and Cross-relationship targeted health exposition; designed for promoting commerce, interactivity, and networking. It attracted different stakeholders from the Telecomms, Banking, Finance and Insurance Sectors, Health Insurance Companies, the Power and Energy Sector, Insurance Brokers, Pharmaceutical Industry, Medical Industry, Consulate Offices, Oil & Gas Sector, Schools and Tertiary Educational Institutions, Intergovernmental Organizations, Hospitals, Clinics, Pharmacies, Medical laboratories, Food and Confectionery Industry, the Manufacturing Sector, Government and Quasi-governmental organizations, Foundations, Intergovernmental organisations, and International Organisations, Technocrats, High Networth Individuals, Philanthropists, Other specialists in various aspects of Food and Healthcare and the General Public.

### **Previous Endorsements: *A reason for an 'encore'***

The LWI GHB2011 held last March 9<sup>th</sup>-11<sup>th</sup> in Lagos Nigeria, was the first ever grand health multisectoral bazaar in the nation; with focus on women's eHealth, 'heart' 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 Millenia2015, the Women's eHealth, awarded the 'Woman of the Year Laureate' award to its Country Director in Nigeria, with accolades to the LWI GHB2011
- Millenia 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

### **Objectives of GHB2012:**

The objectives were, i) To Generate Cross-Cutting solutions to the efficiency challenge in the health system through the initiation of cross-cutting collaborations;

- ii) To institute Cross-Sectoral Networking, Affiliations and Mutual Synergism
- iii) To Bring the health sector face-to-face with its consumers in an informal setting with a view to promoting direct-to-consumer interaction and, consumer-to-health system communication
- iv) To promote Commerce and Cross-Relationships in a *'fun-but-formal'* environment

### **GHB2012 Theme, Subthemes and the Plenaries:**

The GHB2012 which was a cross-cutting event designed to promote commerce and industry within different segments of the health sector, brought 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, Intergovernmental Organisations and the Diplomatic Sector.

The theme of GHB2012 was *'Health and Wealth Partnerships at the next level...'* In line with the theme, the underlying thrusts of the GHB2012 were focused on three (3) key points bearing in mind the theme and the objectives in relation to the diverse healthcare needs of society with a view to promoting the three key areas of thrust, at the GHB2012 namely: The Bankers' Day, The Manufacturers' Day and, the Telecomms/ICT Day.

**i) Bankers' Day at GHB2012:** With the subtheme *'Robust Finance vs Robust Health: Face-Off!'*; the subtheme focused on the banking and finance sector, with a view to examining issues affecting the health of the people in relation to their finances. The session was chaired by the CBN Governor Mallam Sanusi Lamido Sanusi ably represented by the Medical Director CBN, and, was Co-Chaired by the Group MD/CEO of Skye Bank Plc Mr Kehinde Durosinmi-Etti. The Plenary Speakers included Pharm (Hon) Jimi Agbaje, The Group Head Human Resources GTB Plc, Head Personal & Business Banking Stanbic IBTC Obinna Abajue and CEO Colximate Assurance Mrs Funke Adenusi. It was a very interesting debate and neither argument held sway; however robust health seemed to attract more attention from the participating audience. The subtheme of the day, leaves food for thought for the teeming millions of corporate people all over the world; who need to make out more time for health as they do for wealth.

**ii) Manufacturers' Day at GHB2012:** With the subtheme *'Lean Manufacturing / Cost Cutting without Lean Products'*; the subtheme focused on the manufacturing sector, with a view to highlighting a realistic, 'hands-on' approach to tackling the current global economic downturn without compromising the quality of manufactured goods. On manufacturers' Day at GHB2012, there was a lot of learning to do; led by the Plenary Chairmen, DG WAHO Dr Placido M. Cardoso, ably represented by Prof P Tarpowah Kear Jnr (all the way from WAHO Headquarters in Bobo-Diaoulasso, Burkina Faso), and the Past President IOD/Past President ICAN/Chairman Agriculture Commission NESG and Chairman of Best Foods Mr Emmanuel Ijewere; and with the DG Standards Organization of Nigeria SON Dr J I Odumodu, Group MD/CEO UTC Group Mrs Folusho Olaniyan, Executive Secretary PMGMAN Mr Kunle Okelola, President Neimeth International Pharmaceuticals Plc Mr Emma Ekunno, Medical Director Pfizer Dr Kodjo Soroh and Managing Director GSK Manufacturing Mr Chinedu Okereke, as Plenary Speakers. There was a lot of learning on sigma six, and efficient cost-cutting without product quality compromise. The trustee of CAVIA Initiative Scott Wallace made a presentation on local content and cassava backward integration as a cost-cutting initiative in the food

manufacturing sector and the case of the UTC Group Cassava local content was introduced to the audience. The UTC Group later organised tasting sessions for their products. The wealth of experience of CoChairman Mr Ijewere as a Technocrat of repute, was brought to bare throughout the plenaries. All the manufacturers were able to convince the audience of the value addition of lean manufacturing to the economy and to the people.

**iii) Telecommunications' Day at GHB2012:** The telecomms' day with subtheme *'The role of Telecomms/ICT in improving access to healthcare'* was chaired by the WHO Country Representative Dr David Okello, ably represented by Dr Mejebi Phillips and co-Chaired by the Past President of ATCON (Association of Telecommunications of Nigeria) Dr Emmanuel Ekuwem. The plenary Speakers included Vice President and Head of Enterprise Business Solutions AIRTEL Nigeria Mr Rajiv Seghal, Country Director Millenia2015 Dr (Mrs) Josephine Alumanah, Chief Commercial Officer MOBITEL, Mr Tunde Adebayo, Clinical Director St Nicholas' Hospital Dr Ebun Bamgboye, Team Leader Health Care Sector, PostPaid department GLO, Lagos and West Region Mr Ephraim Iroh and MD/CEO May & Baker Plc Mr Nnamdi Okafor. The different angles of the use of telecommunications as a healthcare enhancing tool, were highlighted; from the use of the rural telephony to the use of telemedicine and teleconferencing activities. It was a stimulating session which opened up a new dimension to the world of telecommunications and its close interface with the people's health. The Country Director WHO led the way by prescribing the guidelines and expectations from the industry and, by recommending the ideals. ATCON Past President threw more insight by emphasising the importance of telecommunications in determining healthcare outcomes. The speakers were very vast and the intersectoral service provision in different areas of healthcare were highlighted; especially through the Airtel Vice President and the GloWorld Healthcare Manager. Much emphasis was placed on women and ehealth platforms, by the Millenia2015 Country Representative Dr Jo Alumanah.

#### **The Event:**

Over 80 prominent companies and conglomerates attended and exhibited at GHB2012 among which were Skye Bank Plc, Specialities, UTC Group, CBN, SON, Nestle, Stanbic IBTC, Airtel Nigeria, Mobitel, Sandtex Paints, May & Baker Plc, USAID PEPFAR, LAWMA, GTB Assurance, Fidson, Pharmacy Plus, Bistadt Swiss Company, Colximate Assurance and Vitafoam Plc with a total population of over 2,500 Technocrats attending the 3-day programme.

Among the daily groups of delegates at GHB2012 were corporate groups of attendees namely NIIA (Nigerian Institute of International Affairs), Starcomms, Mutual Benefits Assurance Plc, Skye Bank Staffers, Covenant University Staffers Lecturers and Students, Silverbird Group Staffers, University of Lagos Students, LAWMA Officials and Staffers, Lagos State Government Officers, Browadway International School and Corona Schools delegates, and several other organisational staffers who came in official buses and in groups.

The 3-day event, which took place at The Incubator, Victoria Island Lagos from April 18<sup>th</sup> – 20<sup>th</sup> 2012, had highly placed technocrats and panelists of diverse backgrounds discussing various exciting thematic topics. The daily sub-themes for the three days were as follows:

**Day 1; April 18<sup>th</sup> 2012: Bankers' Day** – Robust Health vs Robust Finances; Face-Off.

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

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

The health sector featured technocrats on each of the three days, and, the Highly Dignified Panelists were a cross-cutting and multisectoral combination of technocrats from all walks of life among which were, the DG WAHO, the WHO Country Representative, The CBN Governor, Group MD/CEO Skye Bank Plc, Hon Commissioner for Health Lagos State, DG Standards organisation of Nigeria SON, DG Manufacturers' Association of Nigeria MAN/PMG MAN, Past President Institute of Directors IOD/Past President Institute of Chartered Accountants of Nigeria ICAN, Past President Association of Telecommunications of Nigeria ATCON, Group MD/CEO UTC Group, MD/CEO Neimeth International Pharmaceuticals Plc, Clinical Director St Nicholas' Hospital, Chairman American Association of Clinical Endocrinologists West Africa, Group CEO Jaykay Pharmacy, Medical Director Pfizer NEAR, Group Head HR GTBank Plc, Head Personal and Business Banking Stanbic IBTC, IFDC Director Nigeria / Trustee CAVIA Initiative, Group MD/CEO May & Baker Plc, Group CEO Manufacturing GSK Plc, Vice President Airtel Nigeria, Chief Commercial Officer MOBITEL, Team Lead Healthcare Sector GLO, and Vitafoam Therapeutics.

#### **Event Statistics:**

**Exhibitors:** In all, 193 Exhibitors and 82 companies covered the 3-day event which was set in a classy and professional ambience. There was a cross-sectoral presence of companies which cut across from the health

organisations / clinics to pharmaceutical companies, banks, the diplomatic community, manufacturers, non-profit organisations and foundations, oil energy & gas, telecommunications companies, property, insurance, food and nutrition industry, hardware industry, conglomerates and commercial entities.

**LWI Team:** The 35-man LWI Team Members who gave full healthcare cover to all visitors to the GHB2012, operated from 'wellness stands' which offered free healthcare to the GHB2012 visitors in a classy and friendly atmosphere devoid of the typical 'hospital-feeling'. The LWI free health stands which were up to 10 in number, offered free basic health checks including the Stress Test, BMI, Blood Pressure, Sugar, Cholesterol and Malaria Screening Tests, as well as free medicines to all GHB2011 visitors. In addition to the above services which were offered free with courtesy and accompanied by the 'LWI Smile', there were personalised health counselling services on Men's Health, Women's Health, Family Health and Reproductive Health. The LWI Team was made up of medical doctors, pharmacists, nurses, public health officers, and other trained counsellors and skilled professionals, among whom were Masters degrees holders, the LBS graduates of the organisation and the LWI PhD Doctoral Candidate of the University of Helsinki.

**Visitors to GHB2012:** At least 2,500 visitors attended the 3-day exposition; in a mixed attendance composed of healthcare professionals, bankers, and various high levelled professionals from all walks of life. Some attendees later sent relatives to the GHB2012 including children and elderly parents. All population groups were represented at the GHB2012.

### **Special Guests and Dignitaries at GHB2012:**

Apart from the Plenary Session Panelists who were ALL Special Guests at GHB2012; the following Dignitaries and Special Guests were welcomed at the GHB2012:

The event Patron, Mr Joseph Stafford, Honorary Consul General United States of America in Nigeria ; Dr Jemilade Longe , Director of Family Health & Nutrition Lagos State Ministry of Health who stood in for the Honorable Commissioner of Health Lagos State, Dr Jide Idris; Dr Mrs F A O Bello, Medical Directro CBN who represented the CBN Governor Mallam Sanusi Lamido Sanusi; Mr Paul Hinks President Symbion Power; Alhaji Ahmed Yakkassai CEO PharmPlus; Regulatory Affairs Director Pfizer Specialities Mrs Bunmi Femi-Oyekan; Mr Anayo Agu, Senior Commercial Specialist US Consulate General; Dr Mrs Maureen Chukwurah of CBN; Mr Musa Jimoh, Deputy Director, Banking and Payment System CBN; Dr Steve Ogbonmowan Consultant Physician UK, Worldwide President of Edo People represented by Mr Felix Omusi, Managing Director SOCON Consulting and Leader of Edo People of Nigeria and West Africa; Dr Joseph Ana, Editor and Mentor British Medical Journal (BMJ) West African Edition, Mrs Arit Ana, Nutrition Editor BMJ West African Edition, Mr FunsoTooki, Group Head Training Gauranty Trust Bank Plc representing the Group Head HR GTB Plc, Mrs Kafilat Araoye; Chief (Mrs) Beatrice Ubeku CEO, West African Women's Association (WAWA); Dr Mrs M M Adeleke representing the Director of Family Health and Nutrition Lagos State Ministry of Health, , Mrs Omoni Oboli, Beauty Queen and Superstar, CEO of Omoni Oboli Foundation; Dr Akan Williams, Dean of Student Affairs (DSA) Covenant University; Dr Chidi Uhuegbu, Director of Academic Planning Covenant university, Chief (Mrs) Agnes Ojehomon, Member of the Board WAWA among several technocrats and dignitaries at GHB2012.

### **Event Successes:**

- Great entry impression; the layout was impressive and the venue was clean and condusive
- Unique and Classy Overview
- Great branding from exhibitors; the venue was competitively branded externally and internally
- Great 'Mix' of Organisations – the 'cross-cutting' effect was obvious as the organisations were multi-sectoral
- The Lagos State Government was Chief Event Partner and Lagos State Government was prominently represented by its top officials at the Ministry of Health and through delegates who turned up in large numbers
- The US Consulate General was Platinum Partner at GHB2012; with the Honorary Consul General, Mr Joseph Stafford, as Event Patron. Again as with last year, an Official Endorsement of the GHB2012 was given by the US Government. The Honorary Consul General while addressing special guests and delegates at GHB2012, observed that 'we are proud to partner with LiveWell Initiative in this laudable project, GHB2012 and we congratulate Bisi Bright and her team'.
- Every delegate at GHB2012 was issued a Certificate of Attendance by LiveWell Initiative LWI
- Many interested organisations have emerged – preparatory to GHB2013. In fact, the Millenia2015 website carries an announcement preparatory to GHB2013

- Quite a number of high-level professionals attended ; including bus-loads of attendees from different sectors of the economy including academic institutions.
- The GHB2012 atmosphere was generally boisterous, happy, fulfilling and rewarding;...it conveyed 'good health' in unwritten terms
- The GHB2012 has been rated as the 'best' program LWI has held so far in terms of partnerships, growth and spread
- At least 200 new collaborations were initiated at the GHB2012 among which were: Airtel/Millenia 2015 Talks(next level talks), Mobitel/Millenia 2015 Talks(next level talks), Gloworld/Millenia2015 talks, ATCON – Health Sector collaborations initiated etc among several others.
- Health and its Financing, Quality Assurance as it relates to health, and, the impact of ICT on Healthcare; all these were brought to the fore and were fruitfully discussed at the GHB2012 Plenaries with great success by the key stakeholders and organisations, with a strong medical voice on each panel.
- The WeTeled Project of the Millenia2015 was jointly launched at the GHB2012 in Lagos Nigeria and Panama City on April 19<sup>th</sup> 2012. This project, which is to secure an eplatform for improving healthcare access to women through telecommunications and ICT, witnessed the graduation and induction of the first set of 14 WeHealth Champions at GHB2012 on April 19<sup>th</sup> 2012.
- The Silverbird Group has adopted LWI and the GHB for official sponsorship last year; thus publicity for GHB2012 was provided by the Silverbird Group which transmitted the programme on television everyday for the 3-day duration of GHB2012.

#### **Learnings / Limitations:**

- Target audience attendance was quite great. More corporates would be implored to release their staffers for attendance next year, to attain even higher attendance goals.
- 'Stay' Attraction was included in GHB2012 to retain visitors longer at the exposition and to make it even more carnival-like. This was a successful strategy, courtesy to Go2Gurl, the Event Managers.
- A two-day event would be less capital intensive and more cost-saving than the 3-day event
- Protocol and Concierging Formalities for International Engagements including Translators, may need to be built into GHB2013 and future GHB Events.

#### **Benefits to Participating Organisations:**

In line with the objectives of GHB2012, participating organisations benefited tremendously from the unique event which recorded great success and impactful outcomes. Deliverables attained include but are not limited to the following:

- The cross-cutting, multisectoral nature of the event enabled companies to seek out new clients in the non-traditional sectors
- A Second-Time Endorsement of the GHB2012 by the US Consulate General came with an endorsement to all participating organisations; thus participation at GHB2012 was a worthwhile Social Entrepreneurship Venture with long-term capitalistic dividends for all participating partners and exhibitors.
- Ample Opportunity to mingle with the, Banks, Manufacturers, Corporates, Manufacturers, Telecommunications, Government (including the Lagos State and CBN Teams) and Diplomatic sectors (including the USCG Team) prevailed, in a synergistic atmosphere;
- Opportunity to meet new faces, new ways of attaining positive educational outcomes and new engagements was made possible with the participation of schools and academic institutions including the Covenant University and University of Lagos Teams
- GHB2012 participation has conferred on Partners and Exhibitors, an Enhanced Corporate Social Responsibility (CSR) profile in the eyes of the public.
- There was ample opportunity to build collaborations and partnerships. At least 200 new corporate 'collaboration-lines' were initiated; with an average of 4 – 6 new contact strategies initiated by every participating organisation. It is hoped that these will be taken to the 'next level' in line with the GHB2012 themeon '*....partnerships at the next level*'.....
- Ample Opportunity to take a "peep" into what competition is doing; this presented itself to all participants and exhibitors alike

#### **LIST OF DIGNITARIES AND SPEAKERS AT LIVEWELL INITIATIVE GRAND HEALTH BAZAAR 2012**

Event Patron: **Mr Joseph Stafford**, Honorary Consul General United States of America in Nigeria

Chief Host: **His Excellency Governor Babatunde Raji Fashola**, SAN Executive Governor of Lagos State

Chief Event Partner: **Dr Jide Idris**, Honorable Commissioner for Health, Lagos State,

**Day 1 PLENARIES: BANKER'S DAY, April 18<sup>th</sup> 2012**

**Chairman:** CBN Governor Mallam Sanusi Lamido Sanusi

Ably represented by: Dr (Mrs) F. A.O. Bello; Director of Medical Services CBN

**Co-Chairman:** Mr Kehinde Durosinmi-Etti, Group MD/CEO, Skye Bank Plc

**Chief Guest of Honor:** His Excellency Gov Babatunde Raji Fashola, Executive Governor of Lagos State ably represented by Dr Jide Idris, Honorable Commissioner of Health, Lagos State

**Special Guests of Honor:**

- Prof P. .Tarpowah Kear, Jnr, Director WAHO
- Dr Femi Olugbile, Honorable PermSec Health, Lagos State
- Dr Jemilade Longe, (Honorable Director of Family Health and Nutrition Lagos State)
- Dr J. I. Odumodu (Director General Standards Organisation of Nigeria)
- Alhaji Yakasai Ahmed (Managing Director / CEO, Pharma Plus, Kano)
- Director of Academic Affairs, Covenant University, Dr Chidi Uhuegbu

**Speakers/Special Guests:**

- Director General, West African Health Organisation: the Honorary Dr Placido Monteiro Cardoso; Represented by Prof P. Tarpowah Kear, *Jnr*
- Mr Paul Hinks; President Symbion Power (USA)
- Pharm (Hon) Jimi Agbaje (Group MD/CEO, Jaykay Pharmacy)
- Obinna Abajue, Head, Personal and Business Banking, Stanbic IBTC Plc.
- Dr Olufemi Fasanmade, Senior Consultant Endocrinologist, Chairman American Association of Clinical Endocrinologists
- Mrs Funke Adenusi, CEO Colximate Assurance
- Mr Funso Tooki, Group Head Training Gauranty Trust Bank Plc.

**Day 2 PLENARIES: MANUFACTURERS' DAY, April 19<sup>th</sup> 2012**

**Chairman:** Director General, West African Health Organisation, the Honorary Dr Placido Monteiro Cardoso; Represented by Prof P. Tarpowah Kear, *Jnr*

**Co-Chairman:** Past President ICAN, Chairman Agriculture Commission NESG, and Chairman Best Foods Ltd, Mr Emmanuel Ijewere

**Chief Guests of Honor:**

- Event Patron, The Honorable US Consul General to Nigeria, Mr Joseph Stafford
- CBN Governor Mallam Sanusi Lamido Sanusi ably represented by: Dr (Mrs) F. A.O. Bello; Director of Medical Services CBN
- Chief Event Partner, Dr Femi Olugbile, Honorable Permsec Health, Lagos State

**Special Guests of Honor:**

- Dr Jemilade Longe, Director of Family Health and Nutrition Lagos State
- Dr J. I. Odumodu (Director General Standards Organisation of Nigeria)
- Dr (Mrs) Jo Alumanah, Country Director Millenia 2015
- Chief (Mrs) Beatrice Ubeku CEO, West African Women's Association (WAWA)
- Dr Steve Ogbonmowan Consultant Physician UK, Worldwide President of Edo People represented by Mr Felix Omusi, Managing Director SOCON Consulting and Leader of Edo People of Nigeria and West Africa
- Mr Anayo Agu, Senior Commercial Specialist, U.S. Consulate General
- Dr Joseph Ana, Editor and Mentor British Medical Journal (BMJ) West African Edition.
- Mrs Arit Ana, Author / Nutrition Editor BMJ West Africa
- Mrs Omoni Oboli, Beauty Queen, SuperStar and CEO of Omoni Oboli Foundation
- Special Adviser to His Excellency Gov. Rauf Aregbesola of Osun State, on Women Affairs, Mrs Funmilayo Esho-Williams ably represented by Mrs Yetunde Adefope

**Plenary Speakers/ Special Guests:**

- Mrs Folusho Olaniyan, Group MD/CEO, UTC Group
- Mr Scott Wallace, IFDC Director Nigeria/ Trustee CAVIA Initiative
- Mr Emma Ekunno, President Neimeth International Pharmaceuticals
- Dr Kojo Soroh, Medical Director *Pfizer NEAR*

- Pharm Kunle Okelola, Executive Secretary PMGMAN and Public Health Specialist
- Mr Chinedum Okereke, Managing Director GlaxoSmithKline (Manufacturing) ably represented by Mr Peter Obani

### **Day 3 PLENARIES: TELECOMMS' / ICT DAY, April 19<sup>th</sup> 2012**

**Chairman:** World Health Organisation Country Representative Dr David Okello, , ably Represented Dr (Mrs) Mejebi Phillips, Acting State Co-ordinator Liason Officer, WHO Lagos

**Co-Chairman:** Immediate Past National President of the Association of Telecoms Company of Nigeria (ATCON)/ GMD/CEO Telecom Group, Dr Emmanuel Ekuwem

#### **Chief Guests of Honor:**

- Director General, West African Health Organisation WAHO, the Honorary Dr Placido Monteiro Cardoso; Represented by Prof P. Tarpowah Kear, *Jnr*
- CBN Governor Mallam Sanusi Lamido Sanusi ably represented by: Dr (Mrs) F. A.O. Bello; Director of Medical Services CBN

#### **Special Guests of Honor:**

- Dr Femi Olugbile, The Permanent Secretary Health, Lagos State Ably represented by Dr (Mrs) M. M. Adeleke.
- Dr Jemilade Longe, Director of Family Health and Nutrition Lagos State
- CEO, West African Women's Association (WAWA), Chief (Mrs) Beatrice Ubeku
- Mrs Omoni Oboli, Beauty Queen, SuperStar and CEO of Omoni Oboli Foundation
- Dr Akan Williams, Dean of Student Affairs (DSA) Covenant University.
- Chief (Mrs) Agnes Ojehomon, Member of the Board WAWA

#### **Plenary Speakers**

- Mr Rajiv Sehgal, Vice President and Head of Enterprise Business, Airtel, Nigeria
- Dr (Mrs) Jo Alumanah, Country Director Millenia 2015
- Mr Nnamdi Okafor, CEO May and Baker Plc. Ably represented by Mr UcheNdubuisi National Sales Manager
- Mr Tunde Adebayo, Chief Commercial Officer, Mobitel
- Dr Ebum Bamgboye, Consultant Physician and Clinical Director, St. Nicolas Hospital.
- Mr Ephraim Iroh, Team Leader Health Care Sector, PostPaid Department GLO, Lagos and West Region

#### **Conclusion:**

- GHB2012 exceeded overall targets for the programme, with a score of 115% overall success
- GHB2013 is off to a good 'jumpstart' as there at least 18 companies which have made bookings ahead of the event; and a global digital platform plan is being proposed for Launching at GHB2013
- Post-GHB2012 'participant evaluation' shows a general feeling of satisfaction by exhibitors as well as visitors to the GHB2012.
- Morale is also very high among LWI Officers and the Event Managers Go2Gurl have rated the GHB2012 event very highly.

#### **Recommendations:**

- Let us do it again....
- We invite you to please join the GHB2013 Train.

#### **Comments from Participants at GHB2012**

Dr Joseph Ana, Mentor & Editor British Medical Journal West Africa - *Special Guest at GHB2012* - 'I am glad that my wife and I attended event from Calabar -.The attendance was excellent, and we met many colleagues that we had lost contact with for years. The exhibition stand was full. The neatly dressed LWI staff were most helpful and generous with their reception. They sang the LWI anthem. The most fulfilling aspect for both of us was the message (The Theme): 'Lean Manufacturing (of Health products) whilst maintaining Quality' . The array of captains of pharmaceutical companies that spoke gave many examples of what their companies are doing in line with the above theme to promote health in Nigeria. The Nigerian Standard Organisation, the Central Bank

Governor, Commissioner for Health Lagos State, President of WAHO (West African Health Organisation) and the Consul General of the USA embassy, and many many others were in attendance, and they all spoke glowingly of the leading role of LWI under Pharmacist Bisi Bright's headship. In today's world, with the longest and deepest economic crunch that the world has ever faced, with health budgets stagnating rather than rising to meet WHO / UN recommendation of 15% of Country GDP, the theme of the 2012 LWI's GHB is apt and instructive. We must all learn to cut cost but hold on to and sustain quality health outcomes at the same time. I surely will attend next year, and I urge as many of us as possible to do so too. It is surely worth the effort and time. Congratulations to LWI under Bisi Bright.'

Mr Emma Ekunno, CEO Neimeth International Pharma Plc and Past President NAIP - *Speaker at GHB2012* - 'Good Programme,...Good Thinking'. 'My respects'.

Dr Steve Ogbonmwan, UK Physician and President of EdoPeople Worldwide - *Special Guest, Proxy Attendee at GHB2012* - 'Congratulations. You must have recovered from the activities and the hangover effect of the Grand Health Bazaar 2012 which I was told was very successful. I was not surprised to hear of the huge success of the activities of GHB2012 because one could easily discern your personal infectious charisma and powerful conversational ability. My friend Mr Omusi attended the three days activities and spoke highly of the huge attendance, interaction and opportunities that it provided for growth especially in the health sector. I am sorry to have missed out on it. I am sure there will be opportunities for attendance in the future'

#### **Millenia2015 Togo**

Wande Apanisile - *Visitor at GHB2012* - 'GHB2012 was a unique experience for me...I learnt so much in such a short time. My wife joined me the next day and she learnt so much too. It was very fulfilling, educating and rewarding. I wish to enrol in LWI, to learn more about how to organise a great event of this nature. Very well done, LWI. I congratulate you All.'

Pharm Solomon Idowu - *LWI Regional Officer (North)* - This has been a very successful programme and I feel very proud and privileged to have been part of it. My colleagues in other companies viewed me with envy, for being a part of the LWI Team. Congratulations, LWI. I feel highly rewarded to be part of this.

Raoul Atti, Coordinator Millenia2015 Benin Republic - 'We took knowledge of the information concerning GHB by Millenia2015 at the moment of the Conference taking place in PANAMA. We desire to collaborate with GHB and with Livewell Initiative.

#### **Endorsements:**

**US Consulate General Delegation:** The US Consul General, Mt Joseph Stafford, led a 3-man delegation to GHB2012 on behalf of the United States Government. He addressed the GHB2012 from the podium and openly endorsed the programme. He commended the LWI Team and the CEO, Bisi Bright. He pledged the continued support of the USCG for the organisation.

**Folusho Olaniyan, Group MD/CEO UTC Group:** "This is a very good programme, Congratulations! UTC Group is proud to have been the first organisation to partner with GHB2012".

#### **ANCILLARY EVENTS AT GHB2012:**

1. **INVESTORS' FORUM AT GHB2012:** This took place on Wednesday April 18<sup>th</sup> 2012 after the Bankers' Day Plenaries. It was a 30-minute interactive session between the bankers, financiers and their clients
2. **WE TELEMED LAUNCH AND GRADUATION OF WEHEALTH CHAMPIONS:** In collaboration with the Millenia2015, the WeTelemed Project, a Product of Millenia2015, was launched dually in Panama City and Lagos Nigeria at GHB2012. The event was symbolised by the graduation and induction ceremony of the newly trained Millenia2015 WeHealth Champions, trained for the purpose of enhancing healthcare access for women through eHealth and ICT. The graduands were 14 in number. Congratulations, WeHealth Champions!
3. **FREEBIES AT GHB2012:** Exhibitors had a lot of freebies for attendees at GHB2012; however, prominent among these were the free bags, pens and calendars given to most attendees at the Plenaries, courtesy Skye Bank Plc, a platinum partner; thus many delegates and special guests left the venue carrying 'Skye Bank Bags'. There were a lot of free pens given to attendees and delegates at GHB2012, by Stanbic IBTC Bank Plc, a gold partner. In addition, the UTC Group, a platinum partner, was quite generous by



supplying delicious snacks to the Special Guests and some delegates on a daily basis; while the Nestle Team was on hand to serve breakfast to interested attendees, with Golden Morn Breakfast Cereal and MILO drinks which were also served throughout the GHB2012. Most of the listed exhibiting pharmaceutical companies donated drugs to the GHB2012 and other corporate organisations gave out freebies including TShirts, pens and jotters to attendees at GHB2012. GlaxoSmithKline donated some cartons of Ribena and Macleans toothpaste while Airtel gave a few freebies including TShirts, jotters, mugs and caps to the Special Guests and some LWI officers. It was truly a **'fun but formal'** occasion, at GHB2012.....

4. **RAFFLE DRAW:** The LWI GHB2012 Raffle draw took place on Friday April 20<sup>th</sup> 2012 and several winners emerged, and gifts given out included Nokia handsets, Blood Pressure self-monitoring kits, Blood Sugar self monitoring kits, and the Blackberry Bold 5. Several winners emerged, among which were Mr Bayo, a Reporter with Pharmanews who won a BP Self-Measuring kit, and Kemi Adekolurejo, an Accounts Staff with Eko Hotels, who won a Blackberry Bold 5.

#### **EPILOGUE:**

On behalf of the management, officers, and volunteers of LiveWell Initiative LWI, we thank you for your kind and active participation in GHB2012; and, we look forward to your active participation in GHB2013, details of which shall be officially announced soon.

We appreciate you.

Please accept the assurances of our highest esteem and regards,  
Thank you.

***sgd***

LiveWell Initiative LWI