



LiveWell Initiative

**GRAND HEALTH  
BAZAAR  
( GHB2013 )  
Report**





## **REPORT ON LWI GRAND HEALTH BAZAAR GHB2013**

### **ABSTRACT:**

*The LiveWell Initiative LWI Grand Health Bazaar GHB2013 was a multisectoral, cross-cutting international annual healthcare exposition, plenary and health fair programme, which took place at the Havilah Centre, via Sheraton Four Points, Oniru Road, Victoria Island, Lagos from Wednesday April 17<sup>th</sup> – Friday April 19<sup>th</sup> 2013.*

*GHB2013, a '3-in-1' event made up of an Exposition, Plenaries and an adjoining Health Fair; was run on the heels of a very successful inaugural GHB2011 and 'an even more successful' GHB2012 which were both held also on Victoria Island, Lagos. GHB2013 was held out of the need to further foster collaboration between the health sector and the organised private sector with a view to attain mutual synergy between these groups; to bring about improvement of general health and health literacy in our society and enable commerce, corporate networking and synergistic collaborations.*

*To enhance participation and create a more interactive GHB2013 event, thematic plenary sessions were introduced as follows:*

**Day 1:** April 17th 2013: **Oil & Gas/ Power Day** – 'Power and Energy: a Boost to the Eco System and Robust Health'

**Day 2:** April 18th 2013: **Property / Real Estate Day** – 'Building in Safety and Safety in Buildings: a Learning Continuum'

**Day 3:** April 19th 2013: **Aviation Day** – 'Travellers' Medicines and 'in-flight' Healthcare

*The active Principal Partners of GHB2013 were:*

**Platinum Partners:** United States Consulate General, Lagos State Government, Skye Bank Plc, Oando Plc, Shell Petroleum Development Company of Nigeria Ltd. SPDC.

**Gold Partners:** United Airlines, International Energy Services Limited IESL, Airtel Nigeria.

**Silver Partners:** GlaxoSmithKline GSK, Frith Hill Company Limited, Adler Products Limited.

**Bronze Partners:** Mobitel Limited, May & Baker Nig. Plc, Total Health Trust THT Ltd. / Liberty Health Blue HMO, Nigeria-Britain Association NBA, MegaCare Ltd.

**Media Partners:** CTL Africa Trend TV, Silverbird TV, Africa Oil & Gas Report, BusinessDay, Oxford Business Group, M12 Photography.

**Pro Bono Partners:** Thgurb, Go2Gurl Ltd., Banwo & Ighodalo, Sola Oyetayo & Co., Nuvox Communications, Vitabiotics Nig. Ltd., Roche Diagnostics, Adler Products Ltd.

**Affiliate Partners:** Millenia2015, HIFA2015, International Alliance of Patients Organisation IAPO.

**Venue Partners:** Havilah Centre, Silverbird Group.

**Faculty Partners:** Nigeria Economic Summit Group NESG, Nigerian Electricity Regulatory Commission NERC, So Aviation (Sahara Group), Mozambique Ministry of Health, Department for International Development DFID, Pfizer Global Pharma (NEAR).

*GHB2013 was a carnival-like event with the presence of organisations from different sectors of the economy. It was officiated by over 250 officers from over 141 companies/organisations and about 3,000 participants (by daily cumulative contact) numbering just about 1,000 participants by day attended the event from all sectors of the economy. The turnout of invited dignitaries and exhibitors were as high as 90%. Participants' turnout also met a high expectation and the corporate sector representation was excellent. GHB2013 was by all ratings and feedback, a very successful and impactful 3in1 event.*

*Thank You.*

### **PREAMBLE:**

LiveWell Initiative LWI as a health empowerment organisation, has taken upon itself, the responsibility of improving 'health literacy' and 'wellness' for the goal of advancing healthcare, improving health outcomes and filling the gap in healthcare in Nigeria and on the African continent. Thus, our several programmes have branched into the markets, taxi parks, mechanic villages, schools, conglomerates, banks, rural, semi urban, and cosmopolitan areas of society. In spite of this concerted effort, a further social gap was identified, one in which the working-class, the professionals, the middle-class and the elites were identified as neglecting issues pertaining to their health.

To fill this void, the idea of a '*fun-but-formal*' event, which would attract 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 inaugural GHB2011 – with the theme '*Health and Wealth Partnerships on the move...*' which took 15 months to plan and implement; the GHB2012 – with theme '*Health and Wealth Partnerships at the next level...*' took place on the heels of a very successful GHB2011; and then GHB2013 was formulated with the theme '*Sustaining Wealth Creation through Health Solutions and Partnerships*', off the back of an even more successful GHB2012.

### **INTRODUCTION:**

The Grand Health Bazaar GHB2013 was a business-focused, collaboration-building and cross-relationship targeted healthcare exposition, designed for promoting health and health literacy, commerce, inter-activity and networking. It attracted different stakeholders from various sectors of the economy – the Oil & Gas Sector, Power and Energy Sector, Property / Real Estate Sector, Aviation Sector, Media Houses, Banking Sector, Telecom Companies, HMOs, Health Insurance Companies, Pharmaceutical and Medical Industry, Manufacturing Companies, Schools and Tertiary Educational Institutions, Government Organizations, Inter-government Organisations, Hospitals, Clinics, Pharmacies, Food and Beverages Industry, International Organisations, Foundations, Technocrats, Diplomats, Entrepreneurs, High Net-worth Individuals, Philanthropists, Healthcare Practitioners and the General Public.

### **PREVIOUS ENDORSEMENTS: A REASON FOR AN 'ENCORE'**

The LWI GHB2011 was the first grand health multisectoral bazaar in the nation that focused on women's eHealth, 'Heart' Health and Adult Immunization. The GHB2011 attracted endorsements and accolades from the following organisations among others:

- United States Consulate General USCG endorsed GHB2011 and hosted a press briefing for LWI prior to the event.
- UN Millenia 2015, 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 GHB2011 event
- GHB2011 and GHB2012 brought together all sectors of the economy to a congruent point of synergy for healthcare with several new inter-corporate affiliations
- GHB2012 was even more successful, with accolades from all quarters. The US Consul General Mr. Joseph Stafford attended in person and was the event Patron at GHB2012. Among other representatives were the DGWAHO and WR of WHO. Among partners were Central Bank of Nigeria CBN, Skye Bank Plc, UTC Nigeria Plc, Airtel Nigeria, Standard Organisation of Nigeria SON, Lagos State Government and the USCG

### **OBJECTIVES OF GHB2013:**

- 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-sectional 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

### **GHB2013 VENUE, THEME, SUB-THEMES AND THE PLENARIES:**

The GHB2013 event took place at the Havilah Centre, via Sheraton Four Points, Oniru Road, Victoria Island, Lagos from April 17<sup>th</sup> – 19<sup>th</sup> 2013, had highly placed technocrats and panelists of diverse backgrounds discussing various thematic topics in relation to the theme of the event, which was '***Sustaining Wealth Creation through Health Solutions and Partnerships***'. In line with the theme, the underlying thrusts of the GHB2013 were focused on three (3) daily key areas of thrust, at the GHB2013 namely; Oil & Gas / Power Day, Property / Real Estate Day, and the Aviation Day.

- i) ***Day 1: April 17<sup>th</sup> 2013: Oil & Gas / Power Day at GHB2013:*** with the sub-theme '***Power and Energy: a Boost to the Eco System and Robust Health***'. This sub-theme focused on the oil and gas / power sector. His Excellency Gov Babatunde Raji Fashola, SAN, declared the event open through the Honorable Commissioner Ministry of Energy and Mineral Resources MEMR Lagos State, Engr. Taofeek Tijani, who attended the event with a high-powered team of oil and gas experts including two Senior Special Advisers to His Excellency Gov Babatunde Raji Fashola (SAN) on MEMR. The Honorable Commissioner MEMR Engr. Taofeek Tijani chaired the first plenary session of the GHB2013 event in his own personal recognition as Honorable Commissioner of Minerals and Energy Resources, Lagos State. The Hon Commissioner of Health Lagos State Dr Jide Idris, ably represented by Hon PermSec Health Lagos State, Dr Femi Olugbile, in his opening remarks at GHB2013, which drew attention to the hazards that arise from oil and gas operations, which stressed the *importance of synergizing health, power and energy*. There were two plenary sessions. The Hon Commissioner - Lagos State Ministry of Energy & Mineral Resources MEMR - Engr. Taofeek Tijani led the first plenary session, of which the plenary speakers included NESG Chairman Mr. Folusho Phillips, NERC Chairman Dr Sam Amadi represented by Chief of Staff Dr Chikwerem Obi, Oando Energy Resources Community Relations Manager Chief Samuel C. Onyenwe, and Government Relations/Regulatory Compliance Ms. Isaac Abigail. IESL Chairman Dr Diran Fawibe represented by Business Strategy & Development Manager Mr. Tunde Tella led the second plenary session, where the plenary speakers included WAWA Country Focal Person/Regional Chair & WOCAN CEO/Founder Chief (Mrs.) Beatice O. Ubeku, IESL HR Manager Ms. Eseoghene Omadevuae and QAQC Manager Mr. Akeem Mustapha. The plenary sessions highlighted significant challenges of petroleum and energy production, which affects the eco-system and health of individuals. Attention to community engagement, job opportunities, education, and participation were noted as successful means of sustainability.



- ii) **Day 2:** April 18th 2013: **Property / Real Estate Day at GHB2013:** with the sub-theme **'Building in Safety and Safety in Buildings: a Learning Continuum'**. This sub-theme focused on the property / real estate sector, with a view of highlighting the problematic occupational safety and health issues arising in the construction industry. Jaykay Pharmacy Group CEO, Pharm (Hon) Jimi Agbaje led the first plenary session, where the plenary speakers included Delano Architects Principal Architect Mr. Roti Delano, and Nehemiah Resources Investments Ltd Chief Resource Officer Mr. Adeniyi Aromolaran. The second plenary session was chaired by UPDC CEO Dr Hakeem Ogunniran was represented by the Director of Technical Operations Mr. Brian Greenaway. The second plenary speakers included DFID Regional Director Dr Sina Fagbenro-Bryon, and Osun State Ministry of Lands & Housing Special Advisor and Physical Planning & Urban Development Dr Isaac Owoade, ably represented by Permanent Secretary Lands & Housing Osun State, Architect Mr. Wale Ojo. Both plenary sessions were very stimulating and shed light upon the dangers of not delivering sound and safe systems in the Nigerian building sector. The discussion in suitable design, quality control, assessing environment impact, personal protective equipment PPE, emergency procedures, as well as continued implementation of management services are paramount in sustaining safety and preventing health issues encountered during building/construction and operations.
- iii) **Day 3:** April 19th 2013: **Aviation Day at GHB2013:** with the sub-theme **'Travellers' Medicines and 'in-flight' Healthcare.** This sub-theme focused on the aviation sector, with a view to examining the challenges of air travel with regards to individuals' health. The Mozambique Ministry of Health National Director for Planning & Cooperation Dr Celia Gonçalves chaired the plenary session. The plenary speakers included United Airlines Country Director Mr. Gary Bidmead represented by Business Manager Mr. Oladele Taiwo, So Aviation (Sahara Group) CEO Mr. Alistair Morrison represented by General Manager Commercial Antonella Saldo, Pfizer NEAR Director Regulatory Affairs Mrs. Bunmi Femi-Oyekan, MD Skylogistics / Representative Delta Airlines Nigeria Mr. Olufemi Adefope, and UNILAG College of Medicine Provost Prof. F.T. Ogunsola. The plenary session was very insightful. Emphasis on the importance of health status of customers, employees and products through continued training, maintenance etc. are key in achieving sustainable developments in the aviation industry.

#### **THE EVENT:**

Over 141 prominent companies and conglomerates attended and exhibited at GHB2013; and among the daily groups of delegates and attendees were from Skye Bank Plc, Lagos and Osun State Government, Oando Plc, Nigeria Economic Summit Group (NESG), United Airlines, Standards Organisation of Nigeria (SON), Ekulo Group of Companies, UACN Property Development Company Plc (UPDC), Nigeria Electricity Regulatory Commission (NERC), So Aviation (Sahara Group), BusinessDay, CTL Africa Trend TV, International Energy Services Ltd. (IESL), Airtel Nigeria, Energy Group, GlaxoSmithKline GSK, Vitabiotics/Adler, Oxford Business Group, Forever Living Products (FLP), Mobitel Ltd., Nestlé Nigeria, THT/Liberty Health Blue HMO, May & Baker Nig. Plc, M12 Photography, Nigeria Britain Association (NBA), MegaCare Ltd./Tarok Healthcare Ltd., Delta Airlines, UTC Nigeria Plc, USAID APIN/HUFFPED, Silverbird Group, West African Women Association WAWA, Women's Care Association WOCAN, Women's Consortium WOCON, Association of Lady Pharmacists ALPS, MTN Nigeria, and Nuvox Communications with a total population of over 3,000 Technocrats attending the daily event.

Participants also included Academic institutional staffers and students from Corona Secondary School, Grace Schools, Kings College, Babcock University, Caleb Int'l College, Kwara State Polytechnic Ilorin, Obafemi Awolowo University, Lagos Business School LBS School of Media and Communications, Broadway Int'l School, CBA Business Academy, College of Medicine UNILAG, Covenant University and a Nursery School. Prominent brands, which were distributed freely at the event, included Maggi Cubes, Nestle Water, Sensodyne Toothpaste, Lucozade Boost, Don Simon Juices, Ekulo Group Sparkling Wines, Exotic Cocktails, UTC Snacks, Golden Morn Cereal and LWI Free Health Checks and Free Medicine packs.

#### **EVENT STATISTICS:**

**Exhibitors:** In all 80 exhibitors covered the 3-day event, which was set in a classy and professional ambience. There was a cross-sectoral presence of companies that cut across from the Oil Energy & Gas, Aviation, Property and Real Estate Sectors, Healthcare Organisations/Clinics to the Pharmaceutical Companies, Banks, Manufacturers, Non-profit Organisations NGOs and Foundations, Telecommunications, Food & Nutrition Industry, Beverage Companies, Conglomerates and Commercial Entities.

### **LiveWell Initiative LWI – The ‘Event Host’ Team**

The 31-man LWI team members gave full healthcare cover to all GHB2013 participants. They operated an adjoining ‘Free Health Fair at GHB2013’, from the ‘wellness stands’, which offered free healthcare checks in a classy and friendly atmosphere devoid of the typical ‘hospital-feeling’. The LWI free health stands offered free basic health checks to all willing attendees at GHB2013 including Stress Testing, Body Model Index BMI, Blood Pressure, Blood Sugar, Cholesterol, Malaria and Hepatitis B Screening Tests as well as Free Medicines to all. 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, Women’s, Family and Reproductive Health. The LWI team was made up of medical doctors, pharmacists, nurses, public health officers, trained counsellors and skilled professionals, among whom were Masters degree holders and LBS (Lagos Business School) graduates of the organisation.

### **GHB2013 PARTICIPANTS:**

Cumulatively, at least 3,000 participants attended the 3-day exposition; with a mixed attendance composed of oil & gas professionals, real estate and aviation professionals, healthcare professionals, bankers, students and various high-leveled professionals from all walks of life. Some attendees even sent their relatives to GHB2013 including children and elderly parents. All populations were represented at the GHB2013; however, the majority of attendees at the 3-day busy GHB2013 were Professionals and Technocrats, as well as a significant number of Students from higher institutions and colleges.

### **SPECIAL GUESTS AND DIGNITARIES AT GHB2013:**

Apart from the plenary session panelists who were ALL Special Guests at GHB2013, the following Dignitaries and Special Guests were welcomed at the GHB2013.

- His Excellency Gov Babatunde Raji Fashola, SAN (rep)
- Hon Commissioner of Energy & Mineral Resources Lagos State Engr. Taofeek Tijani
- Hon Commissioner of Health Osun State, Dr (Mrs.) Temitope Illori
- Hon Commissioner of Health Lagos State Dr Jide Idris (rep)
- Hon Minister of Health, Mozambique Dr Alexandre Manguele (rep)
- Special Adviser to H E Gov Rauf Aregbesola on Lands & Housing Osun State, Dr Isaac Owoade (rep)
- Special Adviser to H E Gov Babatunde Raji Fashola on Health, Dr (Mrs.) Yewande Adesina (rep)
- Director Policy, Ministry of Health Mozambique Dr Celia Gonçalves
- Hon PermSec Health, Lagos Dr Olufemi Olugbile
- Hon PermSec Lands & Housing Osun State, Arc Wale Ojo
- Hon PermSec Energy & Mineral Resources Lagos State, Mrs. Iyabo Obasa (rep)
- Group Managing Director / CEO, Skye Bank Plc Mr. Kehinde Durosinmi-Etti (rep)
- Chairman / CEO, IESL Dr Diran Fawibe (rep)
- Chairman, NESG, Mr. Folusho Phillips
- Chairman NERC, Dr Sam Amadi (rep)
- Chairman Energy Group, Barr. (Dr) Jimoh Ibrahim (rep)
- Business Strategy & Development Manager IESL, Mr. Tunde Tella
- Chief of Staff, NERC Dr Chikwerem Obi
- MD/CEO, UPDC Plc Mr. Hakeem Ogunniran
- CEO, So Aviation (Sahara Group) Mr. Alistair Morrison
- Group CEO, Jaykay Pharm (Hon) Jimi Agbaje
- CEO, Energy Group, Mrs. Bridget Henry-Iyasere
- CEO, Airtel Mr. Segun Ogunsanya (rep)
- Regional Director DFID Dr Sina Fagbenro-Byron
- Country Director United Airlines Mr. Gary Bidmead
- MD Skylogistics / Rep Delta Airlines Nigeria, Mr. Olufemi Adefope
- Technical Director, UPDC Plc, Mr. Brian Greenaway
- Regulatory Director Pfizer, Mrs. Bunmi Femi-Oyekan
- Vice President Airtel, Mr. Rajiv Seghal
- General Manager Commercial So Aviation (Sahara Group), Antonella Saldo
- Head, Community Relations Oando Energy Resources, Mr. Samuel Chidi Onyenwe
- Provost LUTH, Prof. F.T. Ogunsola

## EVENT SUCCESSES:

- Great branding from the exhibitors; the venue was competitively branded externally and internally
- Great entry impression; the layout was impressive and the venue was a beehive of activities throughout the 3-day duration; with great attendance and enthusiastic participation
- A **Pre-Event 'Wine and Cheese' Cocktail** was hosted by LWI at the Silverbird Galleria, Victoria Island on Friday April 12<sup>th</sup> 2013 from 4pm – 7pm. The pre-event was very successful, as it was well attended by HNIs (High Net-Worth Individuals) from various sectors of the economy; about 16 partner organisations and at least 9 speakers attended
- Very Busy Activity Profile; Product Mini-launches, Several Product Activations and Multiple Product Samplings
- GHB2013 atmosphere was generally boisterous, happy, fulfilling and rewarding. It conveyed 'good health' in unwritten terms
- A number of high-level professionals attended, various individuals from different sectors of the economy, including the academic institutions
- Every participant at the GHB2013 was issued a Certificate of Attendance by LiveWell Initiative LWI
- Great 'mix' of organisations – the 'cross-cutting' effect was evident as the organisations were multi-sectoral
- The Lagos State Government was Event Parton and Chief Event Partner, which was prominently represented by its top officials at the MOH and the MEMR including the delegates who turned up in large numbers
- Many interested organisations have emerged – preparatory to the GHB2014 programme
- GHB2013 has been rated the 'best' programme, LWI has held so far in terms of partnerships, growth and spread
- Hundreds of new collaborations were initiated at the GHB2013 among which were: Mobitel–Trend TV, CTL Africa–FLP, CTL Africa–IESL, Oxford Business Group–Babcock University etc.
- The official media partner, CTL Africa Trend TV transmitted GHB2013 TV advert all over Africa, relaying up to 10 times daily until the GHB2013 programme concluded. This hype can be viewed at this YouTube link: <http://youtu.be/JeyWycip-FU> In addition, CTL Africa Trend TV covered the daily programme of GHB2013.
- The Silverbird Group had adopted LWI and the GHB for official sponsorship from GHB2011; thus Silverbird TV covered the 3-day duration of GHB2013 programme and broadcasted News highlights, which can be viewed at this YouTube channel link: <http://youtube.com/channel/UCa6JjT2Za5adcErafvf4sxA>
- Participants and Participant companies felt mutually rewarded
- Raffle draw prizes were very rewarding, including 2 return tickets (Lagos-Houston; 1 business-class and 1 economy-class) won by a lady and a man respectively; as well as 6 O-Gas Cylinders, 1 Mobitel Dongle (free one-month subscription), 1 Nuvox GoTV Decoder (free 3-month subscription) and a lot of other freebies
- Free daily breakfast, Free daily water, Free daily servings of Juices, exotic drinks and sparkling wines spiced up the event profile and promoted the GHB2013 event profile
- High Profile Dignitaries, Schools, Women Groups and Institutions in attendance broadened the event scope and coverage, thus heightening and enriching the GHB2013 event profile and adding great value

## LEARNINGS / LIMITATIONS:

- The Target audience attendance was quite great. More corporates would be implored to release their staffers to attend next year's GHB2014, to attain even higher attendance goals.
- 'Stay' attraction was included in GHB2013 to retain visitors longer at the exposition, to make it even more carnival-like. This was a successful strategy, courtesy of Go2Gurl Ltd, GHB2013 Event Managers
- A two-day event would be less capital intensive and more cost-effective than a 3-day event
- Protocol and concierge formalities for international engagements including translators, may need to be built into future GHB events.

## BENEFITS TO PARTICIPATING ORGANISATIONS:

In line with the objectives of GHB2013, 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 the opportunity to build new collaborations and partnerships by seeking out clients in the non-traditional sectors



- Many corporate seized the opportunity to consolidate in the Nigerian market through a unique corporate exposition – business to business and direct-to-customer; commerce and networking
- GHB2013 provided ample opportunity to mingle with other sectors of the economy at large, with great prospects of a mutually benefitting synergism – *to this end, no corporate entity interviewed at GHB2013 made less than 30 new corporate friends!*
- Opportunity to obtain new ways of attaining positive educational outcomes and engaging with participants of schools and academic institutions
- GHB2013 participation has conferred on partners and exhibitors, an enhanced Corporate Social Responsibility (CSR) and Sustainability Profile in the eyes of the Public by positively impacting the lives of communities as well as the health sector
- Ample opportunity to take a ‘peep’ into competition; this presented itself to all participants and exhibitors in similar industries and the beneficiaries were the clients who had to be ‘wooed’ by competition

### **LIST OF DIGNITARIES AND SPEAKERS AT LWI GHB2013**

**Chief Event Partner:** Lagos State Government; representation by the Hon Commissioner Lagos State Ministry of Energy & Mineral Resources MEMR Engr. Taofeek Tijani, and the Hon Commissioner of Health Dr Jide Idris

**Chief Host:** Dr Femi Olugbile, The Permanent Secretary Ministry of Health MOH Lagos State

### **Day 1 PLENARIES: OIL & GAS / POWER DAY, APRIL 17<sup>th</sup> 2013**

**Chairman:** Engr. Taofeek Tijani, Hon Commissioner Lagos State MEMR

**Co-Chairman:** Dr Diran Fawibe, International Energy Services Limited IESL Chairman represented by Mr. Tunde Tella, Business Strategy & Development Manager

**Chief Guest of Honor:** His Excellency Gov Babatunde Raji Fashola SAN, Executive Governor of Lagos State ably represented by Dr Femi Olugbile, the Permanent Secretary MOH Lagos State

#### **Special Guests of Honor / Plenary & Keynote Speakers:**

- Mr. Folusho Phillips, Chairman Nigeria Economic Summit Group NESG
- Dr Sam Amadi, Chairman Nigerian Electricity Regulatory Commission NERC represented by Dr. Chikweram Obi, Chief of Staff
- Barr. (Dr) Jimoh Ibrahim, OFR LLM (Harvard), Chairman Energy Group represented by Mrs. Bridget Henry-Iyasere, CEO Global Fleet Oil & Gas
- Mr. Samuel Chidi Onyenwe, Community Relations Manager Oando Energy Resources
- Chief (Mrs.) Beatice O. Ubeku, WAWA Country Focal Person/Regional Chair and WOCAN CEO/Founder
- Mr. Akeem Mustapha, QAQC Manager IESL
- Ms. Isaac Abigail, Government Relations/Regulatory Compliance Oando Energy Resources
- Ms. Eseoghene Omadevuae, HR Manager IESL
- Mr. Anthony Osae-Brown, Editor BusinessDay Research and Intelligence Unit (BRIU)

### **Day 2 PLENARIES: PROPERTY / REAL ESTATE DAY, APRIL 18<sup>th</sup> 2013**

**Chairman:** Pharm (Hon) Jimi Agbaje, Group CEO Jaykay Pharmacy

**Co-Chairman:** Mr. Hakeem D. Ogunniran, MD UPDC Plc represented by Mr. Brian Greenaway, Director of Technical Operations

**Chief Guest of Honor:** Dr Femi Olugbile, the Permanent Secretary Ministry of Health Lagos State represented by Dr Jemilade Longe, Director of Family Health and Nutrition Lagos State

#### **Special Guests of Honor / Plenary Speakers:**

- Architect Mr. Roti Delano, Principal Delano Architects
- Dr J I Odumodu, Director General/Chief Executive SON, ably represented by Principal Standards Engr. Olagoroye OkeIgbalaye
- Mr. Segun Ogunsanya, CEO Airtel, ably represented by Mr. Rajiv Sehgal, VP - Corporate Postpaid Acquisition & SME
- Mr. Adeniyi Aromolaran, Chief Resource Officer, Nehemiah Resources Investments Ltd
- Dr Adesina Fagbenro-Bryon, Regional Coordinator South West Nigeria DFID
- Dr Isaac Owoade, Special Advisor and Physical Planning & Urban Development Osun State Ministry of Lands & Housing, ably represented by Architect Mr. Wale Ojo
- Mr. Chinedu Anabema, Sales and Director Executive, THT / Liberty Health Blue HMO





- Fitness Consultant GSK Plc
- Mrs. Oma Attah, Professional Mathematician and Independent Distributor, Forever Living Products (FLP)
- Mr. Sobande Adeoye, Product Manager Health Care, May & Baker Plc
- Prof. Kemi Odukoya, Head Department of Pharmacognosy LUTH UNILAG

### **Day 3 PLENARIES: AVIATION DAY, APRIL 19<sup>th</sup> 2013**

**Chairman:** Dr Celia Gonçalves, National Director for Planning & Cooperation Mozambique MOH

**Chief Guest of Honor:** Dr Ilori Temitope, Hon Commissioner of Health Osun State

#### **Special Guests of Honor / Plenary Speakers:**

- Dr Yewande Adeshina, Special Advisor on Public Health Lagos State represented by Dr (Mrs.) Olufunmilayo Shokunbi, Director Lagos State, Coordinator Blindness Prevention Programme Unit
- Mr. Nicholas Kume, Managing Director Nature's Gift for Life NG4L
- Mr. Alistair Morrison, CEO So Aviation (Sahara Group)
- Mr. Gary Bidmead, Country Director United Airlines represented by Business Manager Mr. Oladele Taiwo
- Antonella Saldo, General Manager Commercial So Aviation (Sahara Group)
- Mrs. Bunmi Femi-Oyekan, Director Regulatory Affairs Pfizer NEAR
- Mr. Shola Jesuseitan, Chief Responsibility Officer, Petdavella Nigeria Limited
- Mr. Femi Adefope, MD Skylogistics / Representative Delta Airlines Nigeria
- Prof. F.T. Ogunsola, Provost College of Medicine UNILAG

#### **CONCLUSION:**

- GHB2013 exceeded overall targets for the programme, with a score of 100% overall success
- GHB2014 is off to a good 'jump-start' as there are at least 15 companies, which have made bookings ahead of the event and a global digital platform plan is being proposed for Launching at GHB2014
- Post-GHB2013 'participant evaluation' shows a general feeling of satisfaction by exhibitors and attendees
- Morale is also very high among LWI officers and the Event Managers Go2Gurl Ltd (G2G Group) [www.go2gurl.com](http://www.go2gurl.com) have rated the GHB2013 event very highly.

#### **RECOMMENDATIONS:**

- Lets do it again...
- We invite you to please join the GHB2014 Train

#### **GOING FORWARD... A 'Sneak Preview' into GHB2014**

The GHB2014 Train shall visit the following sectors:

**i) Local Content Industry (ii) Food and Beverage Industry (iii) Agriculture Sector**

*Please watch out for further details...*

#### **GOODWILL MESSAGES for GHB2013:**

Head of LWI Academy Faculty and International Award Winner **Prof. Gary Smith** (Az, USA) of Midwestern University, Glendale Arizona USA sent his greetings from USA. He wished all who attended the GHB2013 good health, improved knowledge, and future opportunities to improve healthcare in Nigeria. He Congratulated LWI and Mrs. Bisi Bright on developing a great program to introduce all who attend GHB2013 the opportunity to learn about many health issues, recalling that his two-time visits to the wonderful people at LWI and other healthcare professionals in Nigeria brought fond memories. Prof. Smith looks forward to other opportunities to assist LWI in future educational programs and hopes LWI is able to continue to make a positive impact on the healthcare reform in Nigeria.

Other Goodwill Messages were received from Mrs. Cheri Blair of Cheri Blair Foundation, Lord Crisp of the British Parliament, the African APPC of the British Parliament, Director General WAHO, Deputy Director General WHO (NCDs), Director WHO Africa Regional Office, ExxonMobil, Abtassoc Associates Inc., RAND Corporation USA, University of San Francisco USC, WHO CC (Ghana), University of Helsinki Finland, University of Arizona, USAID SHOPS, British Medical Journal West Africa BMJ, HIFA2015, Millenia2015, Department of Petroleum Resources DPR, Stanbic IBTC Bank Plc among several others.





#### **GHB2013 COMMENTS:**

**Engr. Taofeek Tijani**, Hon Commissioner of Energy & Mineral Resources, Lagos State – Speaker at GHB2013 – *‘Congratulations, Very Well Done... This is a brilliant initiative’. Wish you more success in this and future initiatives. God bless.*

**Dr (Mrs.) Temitope Ilori**, Hon Commissioner of Health Osun State – Speaker at GHB2013 – *‘I Congratulate you for the Successful Outing. It was a beautiful event!’ It has been my greatest pleasure attending this event on behalf of the Osun State Government...we narrowly missed attending last year. I am truly impressed and I Congratulate LWI on a job well done. Osun State will like to work with LWI in its Community Health Projects...*

**Dr Femi Olugbile**, Hon PermSec Health, Lagos State – Speaker at GHB2013 – *‘It was a well-designed and highly significant event’*

**Dr Celia Gonçalves**, Director of Policy, Mozambique MOH – Speaker at GHB2013 – *‘I feel highly honored to be at GHB2013; it has been worth my while; well organized, good theme, great turnout... keep up the good work’.*

**Dr Diran Fawibe**, Chairman/CEO IESL – *‘I acknowledge with thanks, your Thank You message, Congratulations on a successful outing’. Warm regards.*

**Mr. Tonye Cole**, Group CEO Sahara Group – *‘I am glad GHB2013 was a success. I hope to be in the country when you have the next one’.*

**Mr. Oladele Taiwo**, Business Manager United Airlines – Speaker at GHB2013 – *United was glad to be a partner at the just concluded LWI GHB2013, we use this medium to introduce our Boeing 787 aircraft service on the Houston – Lagos route beginning from the second quarter of this year. Some features of the 787 are as follows: it is configured with 36 seat in United BusinessFirst®, 72 seats in United Economy Plus® and 111 seats in United Economy®, the Boeing 787 Dreamliner delivers unprecedented customer comfort and operating efficiency. Customers will experience improved lighting, bigger windows, larger overhead bins, lower cabin pressurization and enhanced ventilation systems, among other passenger-friendly features. For the most updated United schedules and information, visit [www.united.com](http://www.united.com) United looks forward to welcoming customers onboard the Dreamliner again soon. We thank LiveWell Initiative for giving United Airlines the opportunity to partner with them.*

**Ogochukwu Olaitan** – Participant at GHB2013 – *This has been a very fulfilling exposition for me; I met a lot of new faces and made friends with many companies... I was able to target a few CEO’s and I have on my list more than 30 new prospects for business.*

**Mr. Femi Adefope**, MD Skylogistics / Rep Delta Airlines Nigeria – Speaker at GHB2013 – *‘This event has been excellent! I have sent word to my overseas partners...we would like to participate more actively next year’*

**Antonella Saldo**, General Manager So Aviation (Sahara Group) – Speaker at GHB2013 – *‘I had a lot of fun, Dancing and Speaking... It was our pleasure participating at GHB2013... I cannot believe LWI made me dance’.*

**Mr. Samuel Chidi Onyenwe**, Community Relations Manager Oando Energy Resources – Speaker at GHB2013 – *‘The 2013 LiveWell Initiative (LWI) Grand Health Bazaar was a bumper harvest. It was worth the time and resources spent on it. We look forward to future partnership with LWI to replicate this initiative in our operational areas especially our host communities – in line with our community relation’s strategy. Well done for a good job!’*

**Dr Sina Fagbenro-Byron**, DFID Regional Director SW – Speaker at GHB2013 – *‘It was a great pleasure attending and contributing. Looking forward to more collaboration with LWI in the future’*

**Mrs. Mojisola Oyetola Johnson**, Educationist Corona Secondary School – Participant at GHB2013 – *‘The programme was expository and convincing that the health of the future is bright... It was well packaged but I suggest the involvement of more students from all walks of life including the physically challenged for the extension of the information and benefit from exhibitors’*

**Mr. Tolu Ladipo**, Marketing Manager THT / Liberty Health Blue – *‘It was indeed an impressive event and a real pleasure to be part of it’.*

**Mrs. Fathia Plange**, Executive Director CTL Africa Trend TV – *Congratulations on a well-attended and very successful event. This was good for every attendee and for us, we made a lot of new corporate friends, recovered our costs, and we are building several new collaborations post-GHB2013. Well done, LWI.*

**Mr. Hakeem Ogunniran**, MD/CEO UPDC Plc – *‘Thank you for inviting us... I am delighted and highly impressed’.*

**Mr. Guy Kellaway**, Category Business Manager Culinary, Nestlé – *‘I have seen the report from the Maggi Team, and by all accounts it was a well patronized activity’*

**Mr. Pawan Moudgil**, Group Head, Sales and Marketing Ekulo Group of Companies – *‘Congratulations on a very successful event... We look forward to working with you next year’.*

**Prof. F.T. Ogunsola**, UNILAG College of Medicine Provost – Speaker at GHB2013 – *‘It was a well-put together event and I loved the passion of he LWI team. LWI had good speakers, the atmosphere was relaxed, the topics were interesting and well delivered. I had a really great time and learnt a few new things!’ Warm regards.*

#### **ANCILLARY EVENTS AT GHB2013:**

1. **BOOK LAUNCH by LWI/BusinessDay:** Hon Minister of Health Mozambique Dr Alexandre Manguela, ably represented Director of Policy Dr Celia Gonçalves launched the **LWI/BusinessDay Health Report** titled '**Connecting Health to the Work Environment**'. The research project measured disease proneness and patterns among various formal and informal groups across the multi-sector. LWI offers basic tests and counselling to different organisations across the economy in Nigeria, where data is generated and analysed. This data is reported to BusinessDay, which was accumulated into a very interesting report on the health status of Nigerians in various sectors of the economy. This health report is a useful reference book in governing corporate health policy and formulation. It is strongly recommended that every organisation should acquire a copy of the book. For more information on the health report, please visit this link: [www.businessdaynigeria.com/your-work-killing-you-softly](http://www.businessdaynigeria.com/your-work-killing-you-softly)
2. **SPECIAL ATTENDANCE:** 'Women's Health & Nutrition' Day, April 18th at GHB2013: West African Women's Association WAWA, Women Care Association of Nigeria WOCAN, Women's Consortium of Nigeria WOCON, ALPS, American Women's Club AWC were in attendance. Maggi Kitchen prepared cooked meals for the women's groups, schools and other participants at GHB2013.
3. **FREEBIES:** Exhibitors distributed a lot of freebies to the attendees at GHB2013. However, prominent among these were the free goodie bags consisting of pens, calendars, note pads, key holders, torch lights, t-shirts, hats, anti-oxidants, condiments etc., which were given to most attendees of GHB2013, courtesy of Skye Bank Plc (platinum partner and the official event Bank), United Airlines (gold partners), THT / Liberty Health Blue HMO (bronze), Delta Airlines and Nestlé Nigeria. In addition, UTC Nigeria Plc was quite generous by supplying delicious snacks to the Special Guest and some Delegates on a daily basis, while Nestlé Nigeria team were hands on serving breakfast to interested attendees, with Golden Morn Breakfast Cereal and Lunch prepared by Maggi Kitchen on a daily basis. Most of the listed exhibiting pharmaceutical companies donated drugs at GHB2013. GlaxoSmithKline GSK (silver) supplied Lucozade Boost cans to participants, and Sensodyne conducted oral health and hygiene by conducting a dental check up using ice cream to test participants' teeth sensitivity. Ekulo Group of Companies provided wine tasting and refreshments for enjoyment whilst Exotic Smooth provided their ever-memorable mock-tails. It was truly a '**fun but formal**' occasion at GHB2013...
4. **RAFFLE DRAW:** Some exhibitors donated FREE products for the LWI GHB2013 raffle draw, which took place on Wednesday April 17<sup>th</sup> and Friday April 19<sup>th</sup> 2013. Several winners emerged and gifts given included 2 Return Airline Tickets, from Lagos to Houston, Texas USA (1 business and 1 economy class) – courtesy of United Airlines (official event airline), Dongles with one-month Internet Subscription by Mobitel Limited, O-Gas cylinders by Oando Plc, and GoTV decoder with a 3-month satellite subscription by Nuvox Communications.

#### **EPILOGUE:**

On behalf of the management, officers and volunteers of LiveWell Initiative LWI, we thank you for your kind and active participation in GHB2013 and we look forward to your active participation in GHB2014, details of which shall be officially announced soon.

We appreciate you.

*May you 'live well' and enjoy long life and good health.*

Thank you.

*Sgd*

LWI Management

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