

## Q4 | Medical & Health Sector Committee Discussion

### AHK Sri Lanka in Collaboration with the German Health Alliance presents; Entering Sri Lanka's Healthcare Market: Regulatory Framework, Market Access and Business Opportunities

10<sup>th</sup> November | 2.00 p.m. – 3.00 p.m. [IST]

Webinar | MS-Teams

| Time                  | Item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| 2.00 p.m. – 2.05 p.m. | <b>Opening Remarks</b><br>By Armin Smajilovic<br>Director Marketing & Business Development<br>Vice President – Kimetec USA Inc.<br>Member of the GHA Board<br><br>By Petra Hoheisel<br>Director, Head Political Affairs International (OUS)<br>Global Market Access, Health Economics & Political Affairs, Care Enablement,<br>Fresenius Medical Care<br>Co-Chair der GHA / OAV Working Group “Health Asia”<br><br>By Martin Klose<br>Chief Delegate<br>Delegation of German Industry & Commerce in Sri Lanka |
| 2.05 p.m. – 2.15 p.m. | <b>Overview of Sri Lanka's Medical &amp; Healthcare Market</b><br>By Gehan Seneviratne<br>President<br>Sri Lanka Chamber of Medical Devices Industry                                                                                                                                                                                                                                                                                                                                                          |
| 2.15 p.m. – 2.25 p.m. | <b>Regulatory Framework of the Sri Lankan Healthcare Market</b><br>By Arjuna Pathmaperuma<br>Director Regulatory<br>National Medicines Regulatory Authority – Sri Lanka                                                                                                                                                                                                                                                                                                                                       |
| 2.25 p.m. – 2.35 p.m. | <b>Market Entry Strategies for Sri Lanka</b><br>By Wijith Pushpawela<br>Executive Director<br>Diesel and Motor Engineering PLC                                                                                                                                                                                                                                                                                                                                                                                |
| 2.35 p.m. – 2.45 p.m. | <b>Business Opportunities for German Companies</b><br><b>‘Success Story of a German Healthcare Company in Sri Lanka’</b><br>By Muhammad Ali Jaleel<br>Managing Director<br>B. Braun Lanka (Pvt) Ltd                                                                                                                                                                                                                                                                                                           |
| 2.45 p.m. – 3.00 p.m. | <b>Q &amp; A Session</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 3.00 p.m. – 3.05 p.m. | <b>Closing Remarks</b><br>By Andrea Moore<br>Project Manager<br>Delegation of German Industry & Commerce in Sri Lanka                                                                                                                                                                                                                                                                                                                                                                                         |

**Moderation: Petra Hoheisel, Co-Chair der GHA / OAV Working Group “Health Asia”**