***Press release***

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***PwC Luxembourg hosts discussion on “A new era for health” in Dubai***

**Press Release, Luxembourg, 25 January 2022**

In light of the "Healthtech mission" of the Luxembourg Chamber of Commerce in Dubai, PwC Luxembourg organised a strategic discussion around the theme "A new era for health", bringing together 30 Luxembourg and UAE officials.

Luxembourg and the UAE wish to intensify their collaboration in the health sector, as H.E. Robert Lauer, Ambassador of Luxembourg to the United Arab Emirates, reminded the participants. [John Parkhouse](https://www.linkedin.com/in/john-parkhouse-45481918/?originalSubdomain=lu), CEO, PwC Luxembourg, confirmed the close link between the PwC teams, particularly in the healthcare sector.

The health crisis has highlighted the transformation of the healthcare sector, which has been accelerated for several years by research including the rapid adoption of technology and the use of innovation, as Sarah Butler, PwC Global Health Services Leader, explained.

Another challenge of the healthcare sector for pharmaceutical companies are issues related to ESG (environmental, social and governance). The company B Medical Systems, which was present at the conference and played a major role in ensuring that the cold chain was respected in the distribution of vaccines during the pandemic, shared its expertise in decarbonised medical transportation that is both efficient and environmentally friendly.

Dr. Carole Brückler, Head of Digital Health Technologies at the French Ministry of Economy, presented the concept of the Digital Health App (DiHA), offering a personalised and innovative follow-up, as well as a better quality of care for both the patient and the doctor. The healthcare of tomorrow aims to include new technologies and private innovation, through initiatives to reimburse such tools.

On the subject of prevention, [Guy Brandenbourger, Health Industries Leader, PwC Luxembourg](https://www.linkedin.com/in/guy-brandenbourger-5b586228/), highlighted the work of Prof. Eric Boulanger, Professor of Biology and Medicine at the University of Lille (France), indicating the difference between life expectancy and life expectancy in good health (for Luxembourg: 80.3 years versus 63.2 years for men; 84.7 years versus 61.19 years for women) Professor Eric Boulanger reminds us in his work of the importance of aging well and in good health while reducing exposure to chronic diseases beyond the age of 60.

Finally, the conference ended with the intervention of Mr. Jo Robrechts, President and CEO of Triamant Group, who conceptualised the notion of the modern "Blue Zone", residential and living environments where residents actively work to increase their quality of life and longevity, but also those of their neighbours. People of all ages - healthy or in need of care - get to know each other, help each other and inspire each other..

John Parkhouse and Guy Brandenbourger underlined the dynamics of the health sector in which the two regions have converging interests for the benefit of their respective populations. “This event was a unique opportunity to have this compelling discussion in Dubai. There is nothing more important than quality of health and healthcare and we look forward to furthering the conversation.”

PwC Luxembourg would like to thank once again H.E. Robert Lauer, Ambassador of Luxembourg to the United Arab Emirates, the Ministry of Economy, the Luxembourg Trade and Investment Office in Abu Dhabi, the Chamber of Commerce Luxembourg, as well as all the participants for these fruitful exchanges in Dubai.

**Notes to editors**

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2. At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 156 countries with over 295,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com and [www.pwc.lu](http://www.pwc.lu).