

**"Investing in Private Healthcare in Emerging Markets" Conference
February 16-18, 2005 at its headquarters in Washington, DC**

Background:

Throughout the world, the environment for the private healthcare industry has never looked so good. Global spending on healthcare has risen to unprecedented levels, populations are demanding more and better services, and once-reticent governments are now openly embracing private sector participation.

Nowhere is this being felt more keenly than in the world's emerging markets. Increasing life expectancies and the sharp growth in the incidence of lifestyle related conditions, along with advances in medical technology and the rapid spread of information, are contributing to demands that state sectors alone cannot meet.

Opportunities are abundant:

- New private clinics and hospitals are springing up in major cities across the developing world from Accra to Ankara.
- Spurred by the need to inject greater quality and efficiency into their public systems, more and more governments are now looking to the private sector to manage and deliver state services and facilities.
- Moreover, as local financial sectors mature, long-standing out-of-pocket payments are being formalized through the emergence of healthcare insurance.

All of these factors have presented opportunities for local operators as well as multinationals. The opportunities are also flowing in other ways, including:

- companies from emerging markets are now aggressively seeking growth opportunities in industrialized countries.
- patients from the UK are now treated by firms from South Africa and India; and
- advances in telemedicine mean that an X-ray of a laboratory specimen taken in the United States can be diagnosed by a company in Asia or in Latin America.

The conference will address all these issues relating to trends in the healthcare market.