



Press Release

The future of the hospital must be reshaped

“Hospital Build Europe” trade fair and congress, 4th–6th April 2011, Nuremberg, Germany

- Exhibition, congress and meeting point for all aspects of the new hospital
- Already a success for two years running in Dubai and Singapore – now in Germany for the first time
- Söder: Nuremberg ideal location for Hospital Build Europe 2011

Dusseldorf/Nuremberg, 26.11.2010 – Hospitals in their present form are no longer viable for the future. As demographics, social norms and disease patterns change, the healthcare sector and medical facilities must also adapt to ensure that they can continue to fulfil their duty to provide care and remain sustainable. Pressure is mounting and can be seen in statutory regulations as well as in technology requirements. Patients are increasingly becoming customers who expect not only medical services but also comfort. At the same time, the amount of time they can stay in clinics is limited due to the fact that an increasing number of medical procedures are being performed on an outpatient basis with post-operative treatment taking place in the home. “The activities of hospitals are going to be transformed and this will have an impact on their conception, organisation and architecture,” says Awn Jalal Sharif from the Supreme Council of Health in Qatar. At the “Hospital Build Europe 2011” trade fair and congress, taking place from 4th–6th April 2011 in Nuremberg (www.hospitalbuildeurope.com), he will discuss eight trends and reasons that demonstrate how hospitals in their present form have not kept pace with the times.

Numerous international experts at “Hospital Build Europe 2011” will address topics such as economic factors and business models, facility management, the role of sustainability as well as the influence of structural design on efficiency and healing. Dr. Markus Söder, Bavarian State Minister of the Environment and Public Health, will open the event. Prof. Christine Nickl-Weller from Nickl & Partner will highlight the challenges facing the hospital in 2020. The architect is the head of the “Hospital plus” research project at the Technische Universität Berlin, which aims to improve the energy efficiency of hospitals. “Hospitals not only have high energy consumption, but also enormous potential for energy savings, which we seek to achieve through our research,” explains Nickl-Weller. Other speakers include Dr. Mathias Goyen from UKE Consult und Management, Dr. Roland Mörmel from Hochtief Construction, Prof. Bernd H. Mühlbauer from bh.m Hospital Consulting and Prof. Dr. Alan Dilani from the International Academy of Design and Health. In addition to discussions on the design, building and refurbishment of hospitals, a parallel series of talks will focus on the topics of healthcare management, process optimisation, non-medical services and patient hotels.

"Hospital Build Europe", already a success for two years running in Dubai and Singapore, will be held in the European market for the first time in 2011. The specialised trade fair with accompanying congress offers exhibitors and visitors from across Europe a new and engaging platform. Investors, commissioners, backers and managers of major healthcare building projects will meet suppliers of the best services in planning, design, building, operations, management and refurbishment.

Press contact

Claudia Büttner
Press/Internet Director
EUROFORUM Deutschland SE
Prinzenalle 3
40549 Dusseldorf
Tel.: +49 (0) 211/96 86- 3380
Fax: +49 (0) 211/96 86- 4380
E-mail: presse@euroforum.com
www.ibc-informa.com
<http://twitter.com/ClaudiaBuettner>
https://www.xing.com/profile/Claudia_Buettner