

جنّاح الماءة WOMEN'S PAVILION



EXPO
2020
DUBAI
UAE

IN COLLABORATION

WITH *Cartier*



HEALTH AND WELLNESS WEEK | 27 JANUARY – 2 FEBRUARY

EXPO ENQUIRY: How can we create a healthy, happy world?

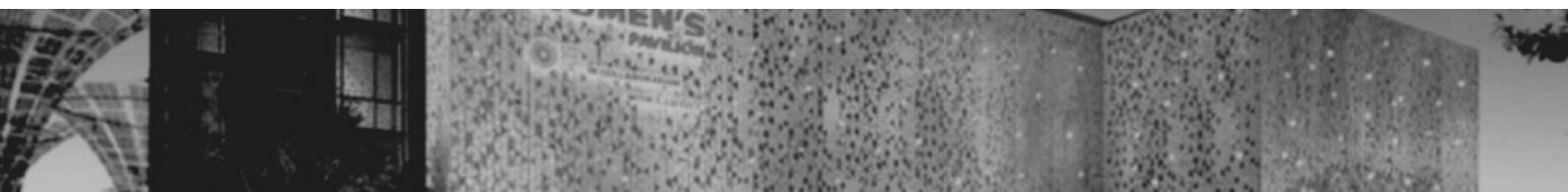
Charting the Course of Pioneer Arab and Muslim Women in Health, from the Past to the Present

EVENT DETAILS

- **Date:** Friday 28th January, 2022
- **Time:** Event time: 11:00-13:00 Dubai Time
- **Venue:** Women's Pavilion Majlis

CORE ISSUE

While too often left undocumented, female health care providers have been abundant throughout history, including Islamic history. Rufaidah Al-Aslamiah, living at the time of the Prophet, rose to prominence as she established the first clinic or hospital in the Islamic era, treating both men and women during peace and war times. Rufaidah Al-Aslamiah was the expert in her field, clearly displaying professional excellence exceeding that of many men in the Ummah and for which she and her female team received the Ummah's confidence and respect. Nowadays, women in the Arab region are once again breaking boundaries. Thanks to new technologies, a whole new industry is booming and blooming under the name of "FemTech". In the Arab world, the UAE finds itself at the forefront of these new developments.



WOMEN MEDICAL PIONEERS IN THE EARLY ISLAMIC HISTORY

Female health care providers have been abundant throughout history, including Islamic history. While too often left undocumented, historical evidence points to women being an indispensable part of health care systems from the early ages onward. In Islamic history, Rufaidah Al-Aslamiah, living at the time of the Prophet, rose to prominence as she established the first clinic or hospital in the Islamic era.

Her clinic, known as “the tent of Rufaidah”, was located inside the Mosque of the Messenger, where she used to treat both men and women during peace and war times. Rufaidah Al-Aslamiah was the expert in her field, clearly displaying professional excellence exceeding that of many men in the Ummah and for which she and her female team received the Ummah’s confidence and respect.

Many women followed in her footsteps. While these women remain largely absent from the officially written down medical historiography, we know about them from other sources, such as stories and historical drawings. It is well-known that Muslim doctors set up the concept of the so-called (bi)maristan, the ancestor of the modern-day hospital and that pharmacy as a profession can be counted as an Islamic innovation. But a lesser-known fact is that the daughter and granddaughter of the renowned physician and surgeon Ibn Zuhri (b. 1091 CE in Seville) pioneered in a tradition in the Muslim world of accepting women as doctors and lead nurses. This happened hundreds of years before the famous Johns Hopkins University graduated the first female physician in the United States.

WOMEN MEDICAL PIONEERS IN CONTEMPORARY ARABIA AND ISLAM

Thanks to innovative technologies and a few entrepreneurs understanding a large untapped market, a new industry is breaking boundaries once again. Largely run by women, the “FemTech” industry started with rather simple apps tracking periods and providing information about women health issues, but quickly grew into a booming and blooming industry. Often using strong predictive analytics and data forecasting models, this industry offers solutions for women's needs throughout reproductive life: from menstruation, to pregnancy, postpartum issues, and menopause, as well as prevention and management of related diseases.

The sheer take-off of these digital services is evidence of the significance of this market and how vastly underserved this area of health and wellness has remained for generations. The MENA region currently accounts for around 6% of the global FemTech industry and the UAE is home to one-third of the regional companies in this area. While many challenges remain, this seems a field in which technology will truly be able to not only advance medical science in general, but potentially also advance women empowerment.



Join us in the Women's Pavilion to explore how better we could amplify the role of women from Arabia and the Islamic region in the spheres of traditional and new media, by celebrating their positive contributions and tackling questions such as:

KEY QUESTIONS

- How can we give the long tradition of pioneering female medical professionals in the Arab and Islamic world the place in the narration of history that it deserves?
- In what ways have women in Arabia and Islam driven innovation in health care throughout history up until our contemporary times?
- How does technology once again enable women in the region to break boundaries and pioneer in the new field of FemTech?

EVENT AGENDA

- Introduction to the event by moderator 11:00 – 11:05
- Keynote Speech by H.E. Dr. Hawaa Saeed Al Dahhak Al Mansouri 11:05 – 11:20
- Keynote History Lecture by Dr. Hanan Kholoussy 11:20 – 11:35
- Panel on Technology and Women's Health 11:35 – 12:20
- Q&A session 12:20 – 12:30



KEYNOTE SPEAKERS



H.E. Dr. Hawaa Al Thahak Al Mansoori is a Member of the UAE Federal National Council, consultant endocrinologist, healthcare executive, inventor and entrepreneur. She is Chairman of SonoStik LLC, a venture stage MedTech company founded to commercialise her patented and FDA approved invention. She is executive director of the Intramural Research Division at the Abu Dhabi Stem Cell Center and Deputy Medical Director of Imperial College London Diabetes Centre in Abu Dhabi. She was the first Emirati to be awarded a Presidential Scholarship to study Medicine in the United States. She went on to become the first non-American woman to graduate from George Washington University School of Medicine. In 2014 she received “The UAE Pioneers Award” from H.H. Sheikh Mohammed bin Rashid Al Maktoum, and was presented at the UAE Government Summit by H.H. Sheikh Mansour bin Zayed Al Nahyan as an example of success in education and innovation. Dr. Hawaa is involved in UAE initiatives to promote STEM education, empower Emirati women and encourage enterprise by Emirati youth.



Hanan 'Honey' Kholoussy is an author and Associate Professor at the American University in Cairo where she teaches histories of wellness and gender in the Middle East. She earned her PhD from New York University and MA and BS from Georgetown University. Her publications have focused on modern Egyptian history. She recently became certified by Deepak Chopra to teach holistic health, meditation, and breathwork. Before that, she completed a 200-hour registered yoga teacher training to deepen her practice. She started researching and teaching wellness when she experienced how holistic practices helped her. Her goal is to share the history and how-to of these practices to help her students (and her sons) live their best lives. She blogs about her students on @honeywellness and writes about gender, race, identity, and wellness on @honeybehealing and on honeywellness.org.

PANELISTS



Lina Shadid is Health Industries Lead Partner at PwC, Middle East. Prior to that, she was the Vice President for IBM Global Healthcare and life science Centre of Competence. Throughout her professional career, Lina has focused on developing transformation strategies, operational improvement projects and large public and healthcare transformation and digitisation programs. Her prime focus is on digital health strategies, digital hospital implementations, HIE and Patient experience all underlying innovation, data and AI. As an Industry Academy Member, Lina's focus is on health transformation, patient engagement and AI enabled health and social care coordination. Lina has a special interest in promoting innovation culture, better healthcare for everyone and women empowerment in the region.



Nisreen Qatamish was appointed in 2016 as Director General of the King Hussein Cancer Foundation (KHCF), the largest community-based organization in Jordan dedicated to combating cancer. Ms. Qatamish currently serves as a board member in Jordan Breast Cancer Program (JBCP) Board of Directors, and National Medical Tourism Board of Trustees, among other national platforms. Between 2010 and 2018, Nisreen served as the director of Jordan Breast Cancer Program, where she orchestrated the program's successful interventions in fighting against breast cancer on the national level in Jordan, through intensive service provision, training and capacity building, local advocacy efforts, and most distinguished awareness campaigns and community outreach programs. Qatamish is further known as a leading promoter and advocate for gender equality, and cancer prevention and early detection.



Dr. Sara Saeed Khurram is the Co-Founder and CEO of Sehat Kahani, an all-female health provider network that provides quality healthcare in Pakistan to those in need, using telemedicine. Before this role, Dr. Sara Saeed Khurram was a clinician, training for a career in Radiology and worked in micro health insurance and community health care initiatives with USAID. Among the notable awards she received, are the Rolex Awards 2019 as Associate Laureate, Ashoka Changemakers, Unilever Sustainable Living Young Entrepreneurs Award, and UNICEF Global Goal Campaigner Award. She is Rainer Arnhold Fellow at Mulago Foundation and was Cartier Fellow in 2018, Acumen fellow in 2016, and is an alumnus of the Cherie Blair Foundation. She was the first Frontier Innovator from Pakistan in 2017.

Introduction of the Women's Pavilion at Expo 2020 Dubai, Women in Arabia and Islam series.

EXPO 2020 DUBAI

Since the first Great Exhibition held in London in 1851, Expos have connected people and provided special spaces to spark dialogue amongst those who are curious about the future. Running from 1 October 2021 to 31 March 2022, Expo 2020 Dubai will bring the world together to imagine, design, and build a more sustainable, dignified, and prosperous world. One that is cleaner, safer, and healthier. One inspired by collective action around shared challenges, and in which future generations will flourish. Under the theme of "Connecting Minds, Creating the Future" and our three sub-themes of Sustainability, Mobility, and Opportunity, Expo will be a platform for positive, collaborative change.

WOMEN IN ARABIA AND ISLAM

Women in Arabia and Islam is a series of ten cultural talks celebrating the rich Muslim heritage. Taking a historical and cultural perspective, the events focus on sharing and recognizing the positive role women from Arab and Islamic backgrounds have played in the course of history until today.



THE WOMEN'S PAVILION AT EXPO 2020 DUBAI

Our Women's Pavilion, under the exhibition title 'New Perspectives', is a critical component of this vision and will be curated by Expo 2020 Dubai in collaboration with Cartier. In highlighting the positive contributions of women, we will demonstrate that when women thrive, so too does all of humanity. The UAE has dedicated itself to ensuring that issues related to gender equality and women's empowerment (GEWE) are centrally addressed in everything we do at Expo 2020 Dubai. By shining a light on women past and present, known and unknown, the Women's Pavilion challenges the misconceptions that women still frequently face, seeks out new perspectives on the impact women bring to our world, explores new approaches to creating a more equal world, and identifies ways in which we, together, can create new perspectives, change deep-rooted perceptions, and adjust mindsets. Through different modes of convening, our goal is to highlight that the only way to peace, prosperity and sustainability is through the full and equal participation of women.