



# The New Zealand Health IT Cluster

## ASIAN MARKET FORUM

### 29 November 2006

**This Forum will be held in the morning followed by the Sector Engagement Forum and AGM activities in the afternoon on the 29<sup>th</sup> November. Each Forum is registrable separately.**

#### Forum Outline:

This Forum will overview the health IT market in Asia, and focus on opportunities and challenges. Following this Forum we will invite those interested members to join an Export Network to attend the Inaugural HIMSS AsiaPac Conference to be held in Singapore on 15-18 May 2007.

After lunch, stay for the Sector Engagement Forum which includes an impressive line-up of speakers. This will then be followed by the AGM and networking over a glass of wine!

### Forum Programme

Confirmed presentations are:

- *“Overview of the Health IT market in Asia”* – Paul Gestro (NZ Trade & Enterprise)
- *“Opportunities and challenges in Asia”* – Gabe Rijpma (Healthcare Industry Director Microsoft Asia Pacific)
- *“Market differences in Asia”* James Webster (Sysmex NZ Ltd)
- *“Building business in Vietnam & South East Asia”* – Mitchell Pham (Augen (NZ) Ltd)
- *“Opportunities in Thailand”* – Tony Blomfield (Precept Health Ltd)

See over page for information on each presenter.

### Forum Details

**Date:** Wednesday 29 November 2006

**Venue:** Heritage Hotel  
(Robert Laidlaw Room 2)  
35 Hobson Street  
Auckland

**Agenda:**

9.00am	Welcome
9.00am- 12.00pm	Presentations
12.00pm	Lunch
1.00 – 4.30pm	Sector Engagement Forum (see separate flyer)
4.30pm	Drinks & nibbles

To attend the forum simply fill in the portion below and send it back to the Cluster office at Fax (04) 472-4736 or email to [c.oldham@healthit.org.nz](mailto:c.oldham@healthit.org.nz). Alternatively, telephone the Cluster office at (04) 472-4691.

#### NZ HEALTH IT CLUSTER ASIAN MARKET FORUM 29 NOVEMBER 2006

		Cost
Cluster Company/Name of attendee 1		\$ nil
Name of attendee 2		\$ nil
Name of attendee 3		\$ nil
Non-Cluster Company/Name of attendee		\$ 80.00
Total		\$
Please send this portion (with your cheque if applicable) to:		
The New Zealand Health IT Cluster Inc		
P O Box 25233, Panama Street, Wellington		Telephone: (64) (4) 472 4691

## ABOUT THE PRESENTERS

### Paul Gestro

Paul Gestro is the Regional Manager of Information & Communication Technology (ICT) for NZ Trade & Enterprise based in Singapore. He has lengthy experience in the ICT sector with responsibilities in business consulting, systems analysis, project management, market and sales.



Paul joined the public sector in 2001 as ICT Investment Manager for the NZ government's foreign direct investment agency Investment New Zealand. While at Investment NZ, Paul contributed to introducing foreign investors and strategic partners to NZ companies leading to the attraction of foreign direct investment, increased foreign exchange earnings and the creation of new jobs in New Zealand. He has also assisted the NZ offices and subsidiaries of large multi-nationals to develop strategies to increase their investment in New Zealand, leading to the creation of new jobs and intellectual property.

NZ Trade & Enterprise (NZTE) is the NZ government's national economic development agency. Through our network of offices worldwide, NZTE aims to grow NZ's economy by boosting the capability of businesses and regions and facilitating their sustainable and profitable participation in overseas markets.

### Gabe Rijpma



Gabe Rijpma is the Healthcare Industry Director for Microsoft Asia Pacific, working from Singapore. Gabe's responsibilities include

- Leading and defining the solution offerings and strategy for meeting the needs of health and human services customers.
- Collaborating with governments and industry partners to deliver solutions that help health and human services organisations transform the way they do business
- Work with governments to build and foster a local software economy by building out the capabilities of independent software vendors and systems implementers that focus on the healthcare business.

Prior to his current role at Microsoft he spent two years at Microsoft headquarters in Redmond, WA, United States as an Enterprise solutions Architect focussed on working with customers around the world on designing and building systems to meet their needs utilising services oriented architecture.

### James Webster

James Webster began his career in software development 28 years ago. He was first employed as an analyst programmer at Diagnostic Laboratory to develop their Laboratory Information System. This system has now evolved into the Delphic Laboratory Information System. James qualified with a BSc in Computer Science and Pure & Applied Maths in 1977 at Auckland University. James has been involved in system installations in many countries and project manager for major implementations in Holland, Canada and Australia.



In 1986 the sales, service, support and software development activities of Diagnostic Laboratory were spun off as Delphic Medical Systems. James became a shareholder and company director. Delphic Medical Systems grew from 6-7 people to around 70 staff today. In 2001 Sysmex Corporation of Japan purchased a shareholding in the company and in the 2003 the company was renamed Sysmex New Zealand.

In more recent years James has focussed on research and development holding the post of the Director of Research and Development at Sysmex New Zealand since 1995. James became CEO at Sysmex New Zealand in 2003. He also continues as Director of Research and Development.

### Mitchell Pham



Mitchell Pham founded Augen in 1993 with three other final year commerce students from the University of Auckland. In 2005, after seeing the company through numerous stages of its evolution, he was responsible for establishing Augen in Vietnam – the first New Zealand IT company to enter that market. Augen is now growing its operations in both countries. Mitchell continues to drive Augen's expansion in New Zealand and the ASEAN region, and a number of other technology innovation joint ventures.

### Tony Blomfield

Tony Blomfield is a Director of Precept Health Ltd who develop clinical and administration IT solutions. Precept have recently installed an IT solution into a test site in a hospital in Thailand.