

Hello, I am Richard di Benedetto, GE Healthcare's President and CEO for the Eastern & Africa Growth Markets (EAGM) region. I am excited to be at the first ever GE Healthcare media summit in Turkey where we are sharing our global healthymagination strategy and its expected impact on this region.

Joining me here today are several Turkish healthcare experts including: Prof. Dr. Sabahattin Aydın - Deputy Undersecretary, Ministry of Health; Prof. Dr. Muzaffer Degertekin, Chairman of Cardiology at Yeditepe University and Cardiology Society member; Dr. Hulya Onay, Neoson Clinic; Prof. Dr. Mustafa Ozmen, Deputy General Director at Hacettepe University and President of Turkish Medical Informatics Association; Prof. Dr. Ugur Dilmen, Head of Neonatal Department, Zekai Tahir Burak Maternal Hospital.

This is a fantastic group of leaders to address some of the major local trends we are seeing in cardiology, women's healthcare, IT as well as maternal infant care.

Over 25 journalists from Turkey, Georgia and Azerbaijan are here with us to learn about our healthymagination initiative and the major healthcare trends that face our region. This is a great turnout to help educate the community and local healthcare providers about the importance of the best technologies that exist and also what GE Healthcare plans to do "in Turkey for Turkey" as well as for the rest of the world with regards to product innovation.

Its been just one year since we've established our EAGM HQ here in Istanbul and over that time, in speaking with reporters, employees, government officials and local healthcare providers in the region, I'm proud to say we all share a common goal to improve access to low cost, high quality healthcare solutions and ultimately live healthier lives. This is a very exciting day for our employees in this region and I am very proud to say GE Healthcare is positioned very well to work with these various groups to facilitate change and assist in improving the overall healthcare in this region.

--Richard