



## **Frost & Sullivan's GIL 2014: Europe - A New Healthcare, Sustainable and Affordable**



A new concept of 'frugal innovation' will be crucial to address the market challenges of the next few years

Frost & Sullivan's annual congress 'GIL 2014: Europe', will examine new emerging trends in the Healthcare industry with a specific focus on the decisive market drivers over the coming years, both in Europe and beyond. Held in London for the sixth time, the Royal Garden Hotel in Kensington will welcome delegates on May 14th.

Dorman Followwill, Frost & Sullivan Partner and Director of Healthcare EIA, explained that delivering quality healthcare to every patient in a worldwide, sustainably affordable way remains one of humanity's greatest challenges, and identifying new opportunities and innovative ways towards reaching this goal is crucial. Followwill added new types of innovation required to face these global challenges will be discussed at GIL Europe 2014. "We will look at a key case study and explore emerging business models based on frugal innovation as a new means of translating the global healthcare innovation mandate into significant economic opportunity over time."

The Bank of England projects the UK to be the fastest growing western economy by the end of 2014. Aiming to shed some light over the coming years, the congress will try to provide answers to questions such as 'How can Healthcare industry leaders leverage this growth and make their businesses successful?'

A welcome address by the Head of UK Operations, Partner Gary Jeffery will be followed by an inspiring keynote delivered by Mr. Followwill in order to start off the congress at 9 am.

Highlights will include:

- The New Mega Trends - Macro to Micro Opportunities for Future Business, Cultures, and Personal Lives by Partner Sarwant Singh
- Global Smart City Market - a \$1.5 Trillion Market Opportunity by 2020
- Industry Convergence Trends and Workshop
- Exploring the Vortex of Innovation Driving New Concepts, Products and Services
- The 2014 Frost & Sullivan Growth Excellence Awards Banquet

This annual one-day congress is part of Frost & Sullivan's exclusive GIL community that represents a worldwide network of over 5,000 senior executives.

Frost & Sullivan's Global GIL Community continues to be the industry's only resource that supports CEOs and

their management teams in critical decision-making, offering tools that help industry leaders in achieving the three essential objectives of Growth, Innovation and Leadership.

GIL 2014: Europe will provide CEOs and their growth teams an opportunity not just to attend GIL, but to actually experience it.

Schedule:

GIL 2014: Europe

Royal Garden, Kensington, in London

The Global Community of Growth, Innovation and Leadership

14 May 2014

Source: [Frost & Sullivan](#)

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