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**Press release**

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**PwC Azerbaijan presented the outcomes of the Healthcare Market Research report undertaken by UK Embassy in Azerbaijan**

PwC Azerbaijan was a key participant in the launch of a Healthcare Market Research organised by the Department for International Trade of the British Embassy Baku in the JW Marriott hotel.



PwC Azerbaijan had been selected as the advisory partner of the project and has conducted research in Azerbaijan's health sector and opportunities there. The research was led by Ilaha Amirkayova, in PwC Azerbaijan's Consulting team and Monish Arora, PwC Russia's Director of Healthcare Industry & Practice Advisory. Monish spoke about the key findings of the report and highlighted the current demand for healthcare services in the country and potential cooperation opportunities between



the UK and Azerbaijan for clinical services & infrastructure, health education and digital transformation.

The event was attended by a number of high profile participants, including acting Health Minister, Teymur Musayev as well as UK DIT Minister for Exports, Graham Stuart, the Ambassador of the UK High Commission, James Sharp and CEO of State Agency on Mandatory Health Insurance, Zaur Aliyev.

PwC has one of the largest healthcare networks advising clients — including policy makers, healthcare providers, payers and health sciences — to meet the challenges of addressing value, new entrants and new global markets.

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