

# NEWSLETTER



## COVID-19 “Wake Up Call” Virtual Forum



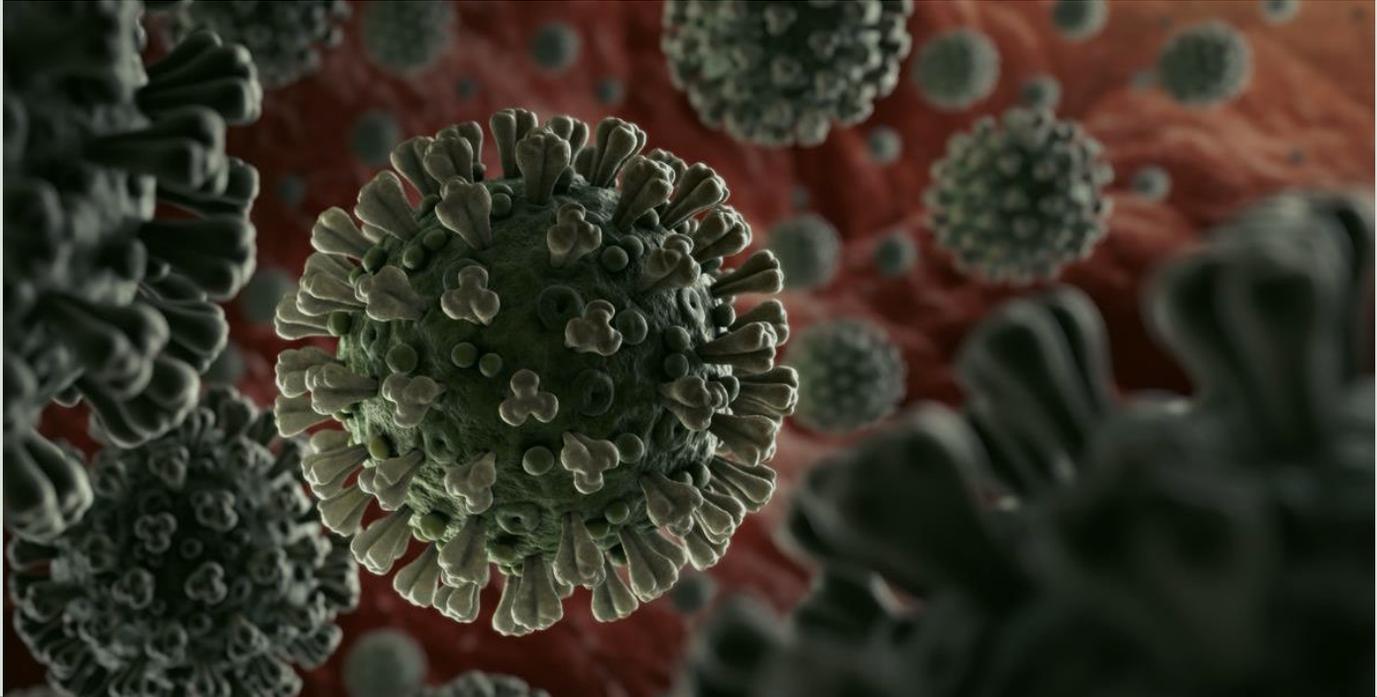
**Kamel Ghribi, GK Investment Holding Group Chairman**, was delighted to take part in an e-forum that was organised by Israeli Venture Capitalist and Philanthropist Dr. Erel Margalit, who is Founder and President of Jerusalem based international venture fund JVP.

The virtual emergency discussion was broadcast live to hundreds of audience members and was called in an attempt to allow specialists in the field to share and discuss an updated snapshot of the COVID-19 situation on the ground as well as to find ways of exploring together ways in which innovation in digital health can assist the preparedness and responsiveness of healthcare networks, and other resilience services, to the new situation created by the Covid-19.

Kamel Ghribi began his address by noting that the world is in a state of emergency and that we are having to confront a virus that no border or frontier can hold back and that respects neither rich nor poor, either young or old.

Furthermore, this calamity is attacking humanity as a whole, no nation has been spared. Therefore, humanity must unite and face the situation as one if we are defeat this invisible enemy. We have to set aside our historic enmities and political positions if we are to save lives. Open metaphorical borders even though our physical ones have been closed. Now is not a time for recrimination and resentment, but for unity and solidarity. All Doors must be opened and possibilities welcomed, all barriers torn down and opportunities explored, if we are to win this battle together.

# NEWSLETTER



Just as governments are trying to find ways to beat and contain this virus, so businesses are coming together to find ways of helping. GK investment Holding group Chairman Kamel Ghribi agrees with Dr. Margalit, that start-ups are arguably one of the best ways we can innovate and come together to find ways to help beat Covid-19.

In particular, medical, biotech and technology start-ups are of critical importance right now because by their very nature they are more innovative and better able to revisit business models.

Kamel Ghribi stated that “Start-ups are more flexible and more able to connect with partners, which allows them to contribute to the wider cause of dealing with the crisis with less constraints.” In this way, they can help us to find detection solutions that will allow us to manage and ultimately combat COVID-19.

However, the GK Investment Holding President stated that “Governments, Corporates, International donor programmes, healthcare and medical research platforms all need to join forces to tackle this crisis. Together they need to find ways of making funding available and help to develop new protocols for the identification and measurement of biomarkers that can detect the virus quickly; for the collection of bio samples and data analytics that can follow the progression and help find remedies.”

Significantly, much of the aid that is currently arriving in Italy, is coming not from her closest neighbours but from her brothers and sisters farther afield who have answered her cries. Today's e-forum proves that Covid-19 cannot stop technology, innovation and medical research and that united we conquer, united we are strong. This virus proves that it is only together we can make a difference, quite simply, because we are all in this together.

For it is in our darkest hour that we truly see the best of humanity.