**Workshop organizer**

*Title:* Dr.

*Name:* Soha

*Surname:* Maad

*Post held:* Founder and Manager

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**Speaker Profile**

Soha Maad obtained her PhD from The University of Warwick in UK in 2002. She has a wide research experience in the application of Information and Communication Technologies (ICT) in various application domains. Her research experience gained during her PhD study at the University of Warwick in UK, her ERCIM fellowship at Fraunhofer Institute of Media Communication in Germany, her Post-doc at INRIA in France, her research fellowship at Trinity College Dublin, and her associate membership at Royal College of Surgeons in Ireland, aimed at developing enabling frameworks, tools and technologies to drive innovation across domain verticals including sustainable growth (water, energy, environment, eco life style), healthcare, e-government and governance, and other various business and social domains. Soha Maad was involved in various projects funded by the European Union, Science Foundation Ireland, the National Center for Scientific Research in France (CNRS), and the Federal Ministry of Education and Research (BMBF) in Germany. Various thematic fields were covered in these projects including innovation, governance, and enabling tools and technologies to drive innovation. These tools and technologies include e-infrastructures, universal accessibility, interactive television, augmented reality and digital image processing, distributed grid technology and high performance computing and the application of these tools and technologies to drive innovation across domain verticals. Soha Maad was also the coordinator/principal investigator of European Union and Science Foundation Ireland SFI proposals at Trinity College Dublin, the Royal College of Surgeons in Ireland, and University College Cork.

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**Brief Summary of the presentation**

*Title of the presentation:* ICT for preventive healthcare and active and eco-life style

*Keywords:* healthcare, preventive, primary care, eco-life style, technology

*Workshop Session:* Session 5: ICT for the promotion of eco active and healthy life style

*Brief summary of the presentation:*

The presentation will give a brief overview of a Global Platform for Primary Care GP4PC that deploys various enabling tools and technologies. The platform is based on a concept for a long-term scalable bioengineering model of primary care. GP4PC serves the promotion of preventive healthcare and active and eco-life style.