

— PLAN ON IT! —

May 17, 2018 | 7a.m. – 11a.m | Irvine Marriott

# Orange County World Trade Week

## Breakfast & Forum



**Keynote Speaker:**

**Joe Kiani**

Masimo

Founder, Chairman, and CEO

*"Impacting the world with your mission,  
guiding principles and products."*

As the founder, Chairman, and CEO of Masimo, a global medical technology innovator, Joe Kiani has been a beacon for patient safety and innovation in healthcare for more than 25 years. He founded Masimo in 1989 to improve patient outcome and reduce the cost of care by taking noninvasive monitoring to new sites and applications. Under his leadership, Masimo has grown from a "garage start up" into a successful publicly traded company (NASDAQ: MASI) employing more than 4,500 people. Masimo has helped to solve the "unsolvable" problems plaguing patient monitoring through significant inventions with more than 600 issued and pending patents worldwide. Committed to patient safety, Mr. Kiani founded the Patient Safety Movement Foundation in 2012 and the World Patient Safety, Science & Technology Summit. The Patient Safety Movement Foundation (PSMF) has the goal of eliminating preventable deaths by 2020 in the US, and to significantly reduce preventable deaths in hospitals worldwide.

**Program:**

- **Orange County Trade Overview**
- **Export Success Stories Panel** featuring small, medium and large company export experiences:
  - Taher Sheybani**, *Managing Director, TS Pharm, Inc.*
  - Sohella Mirhashemi**, *President & CEO, NeoMedix Corp.*
  - R. Steven Tungate**, *Toshlba, Electronic Imaging Division*
- **Trade EXPO: Network and connect with International consuls, chambers and trade organizations to explore and expand your exporting capacity**

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