Healthcare Sector Opportunities in the United Arab Emirates Webinar

November 5, 2020
Zoë Munro, Program Director
Great Lakes St. Lawrence Governors & Premiers

- More than 30 years of collaboration among the region’s chief executives:

- Growing the region’s economy and protecting the world’s greatest freshwater system

  - Chair: Wisconsin Governor Tony Evers
  - Vice Chair: Ohio Governor Mike DeWine
Great Lakes St. Lawrence Governors & Premiers

Award-Winning Project Portfolio

Economy
- Promoting SME Exports
- Growing Strong Clusters
  - Maritime Transportation
  - Tourism
  - Cruising
- Attracting Foreign Investment

Environment
- Managing Sustainable Water Use
- Restoring and Protecting the Great Lakes St. Lawrence
GSGP Trade Missions

**PROVEN RESULTS**

1,000+ companies assisted per year

$777 million in 2015-2019 export sales

26+ trade missions

Abu Dhabi, Argentina, Australia, Brazil, Chile, Czech Republic, Colombia, Dubai, Germany, India, Indonesia, Mexico, New Zealand, Peru, Poland, Romania, South Africa, Qatar, Québec, Tanzania, Thailand, Turkey, Vietnam, UAE and the United Kingdom
Recipient of 2020 President’s “E” Award for Export Service

The President’s “E” Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.
UAE Healthcare Opportunities

The Emirates

الإمارات
UAE at a glance

- 9.68 million population
- **10%** UAE National / **90%** Expats
- Government is a Constitutional Monarchy
- Country only 49 years old
- Global placement in GDP per capita: 5th
- US Exports to UAE in 2019: USD 24.4 billion
- Longtime ally of US
- Strategic Location as trade hub between East and West
- Recognized as regional benchmark
COVID arrived

• First known cases in UAE Jan 28th
• When they say Lockdown, they mean Lockdown
• UAE hit earlier, unified identification (testing), mitigation (lockdown) and staged re-opening.
• Money for PPE, medical devices, equipment and economic protection and recovery programs
Daily new confirmed COVID-19 cases
The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.

Source: European CDC – Situation Update Worldwide – Last updated 3 November, 10:36 (London time)
What will recovery look like?

What we don’t know

• Will it be a V, maybe a U or a W? or a K?

What we do know

• Cultural impact on recovery
• strong national asset positions - capacity to respond and use their reserves to absorb some of the shock
• UAE leading data, AI and 4th Industrial Revolution – more prepared integrated data and technology

What’s been done in the meantime

• Stimulus for businesses
• Flexibility for businesses
• Relief for the people
• UAE Recovery Committee
• Mission to Mars
• Abraham Accord
UAE Health Expenditure

- 2018 UAE overall healthcare spending was USD 15 billion
- 66% spending by UAE government
- 2019 onwards the private sector growth increased: Government fosters new model – PPP
- From 2018 to 2022, the private sector healthcare spend is set to grow at a CAGR of 9.5% compared to the government contribution of 4.4%
- Seeing privatization of hospitals and more integrated health system

Source: KPMG
UAE’s Successful PPP Model

• Budgetary constraints to achieve healthcare excellence in infrastructure and patient care

• Mergers, acquisition and strategic tie-ups between healthcare stakeholders, public and private entities

• Examples
  • Malaffi, the Abu Dhabi’s unified health information exchange platform is a joint venture between the Department of Health and INJAZAT Data Systems
  • “Unison”, PPP between GE Healthcare, UAE MoHP & Abu Dhabi International Medical Services – creating 11 radiology departments with the best healthcare technology, hospital management, and patient care
Greatest Healthcare Challenges and Opportunity Gaps

• Long-term care
• Preventative Care
• Mental Health Services
• Domestic pharma production
• Medical Tourism
• Infrastructure

Cancer
Diabetes
Cardiovascular Disease
Genetic diseases
Obesity
UAE Medical Device Market

• Very VERY little local production/manufacturing of medical devices
  • BUT the Pharma and Medical Equipment sectors are targeted by Dubai Industrial Strategy 2030

• UAE Medical device market forecasted to grow USD 1.3 billion (AED 4.9 billion) by 2021

• 18 major multinational medical device companies & 10 global pharmaceutical giants use Dubai as regional distribution hub

• UAE domestic and re-export market by greatest $ size: Consumables, Diagnostic Imaging, Dental, Ortho, Aids, Other Devices (Ophthalmic, Hospital Furniture, Other Instruments, Medical/Surgical Sterilizers, Ultra-Violet/Infra-Red Apparatus
Home Healthcare

• Cultural attitude towards elderly family members
• New UAE retirement visas
• Medical home healthcare is growing
  • Medical professional home visits
  • General elder care
  • Speech therapy
  • Post-surgical nursing care & rehabilitation from injuries
  • Telemedicine for ongoing medical advice and services
UAE Government Healthcare Structure

- Ministry of Health & Prevention
  - SEHA
  - Abu Dhabi Department of Health
  - Dubai Health Authority/Dubai Health Corp.
  - Dubai Healthcare City
- 45 government hospitals
- 98 private hospitals
- Malafi Abu Dhabi
  - 1st in region platform up and running
- Mandatory Health Insurance
UAE Medical Device Import Regulations

• Medical devices must be approved and registered by MoHAP Drug Registration and Control Department, 5 year validity

• If no local office, manufacture/exporter needs written contract appointing a local representative

• Make sure the local representative is licensed to import your specific type of medical devices by the MoHAP

• Must maintain objective evidence on the safety and effectiveness of the medical device – that’s why your company or your rep needs to be licensed to do business in UAE.

• MoHP’s Registration and Drug Control Department accepts accreditation of conformity assessment bodies from the European Union, Australia, Canada, the United States, Japan, and Singapore
THANK YOU & BE WELL.

Anne Z. Jafery
CHANNELS MEA
anne@channelsmea.com
www.channelsmea.com
Healthcare Sector Virtual Trade Mission to the U.A.E.

February 1-11, 2020

KEY OPPORTUNITIES INCLUDE:

• Medical Equipment & Devices • Disposables & Consumer Goods
• Imaging & Diagnostics • Wellness & Prevention
• Healthcare & General Services • Healthcare Infrastructure & Assets
• IT Systems & Solutions • Orthopedics & Physiotherapy/Rehabilitation
• Healthcare Innovation & Digital Health

Virtual Mission Costs:
Participation Fee: US $1,000 per company*
Brief Market Research & Customized Appointment Setting Fee*: US $3,000

* Grant funding is available in many States to offset from 50-75% of mission costs. In Ohio and Michigan, the market research and appointment setting is complimentary.

Registration Deadline: December 15, 2020

http://www.gsgp.org/projects/international-trade/trade-missions/
GSGP Virtual Trade Missions 2021

Multi-Sector Virtual Trade Mission to the United Kingdom

March 8-19, 2021

Similar to an in-person trade mission, each mission participant will receive a customized schedule of B2B meetings to meet with prospective customers and business partners.

Benefits to Virtual Meetings:
• Wider footprint--target meetings in all of the United Kingdom rather than one/two cities/regions in person.
• Flexible 2-week time frame. Meetings held between 2-4 p.m. UK time.
• Reduced costs – no travel costs or time away from the office.

Virtual Mission Costs:
Participation Fee: US $1,000 per company*
Brief Market Research & Customized Appointment Setting Fee*: US $4,000

* Grant funding is available in many States to offset from 50-75% of mission costs. In Ohio and Michigan, the market research and appointment setting is complimentary.

Registration Deadline: December 17, 2020

http://www.gsgp.org/projects/international-trade/trade-missions/
Grant funding is available in many States to offset travel costs and mission fees.

http://www.gsgp.org/projects/international-trade/trade-missions/
Questions?
Zoë Munro
Program Director

P  614.507.3989
E  zmunro@gsgp.org
www.gsgp.org