



GREAT LAKES
ST. LAWRENCE
GOVERNORS
& PREMIERS

UNITED FOR GROWTH

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

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GSGP Trade Missions

PROVEN RESULTS



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





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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





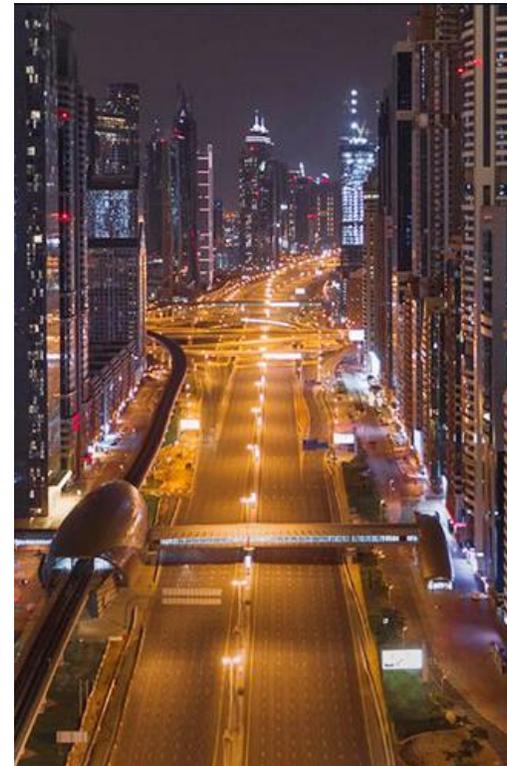
UAE at a glance

- 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



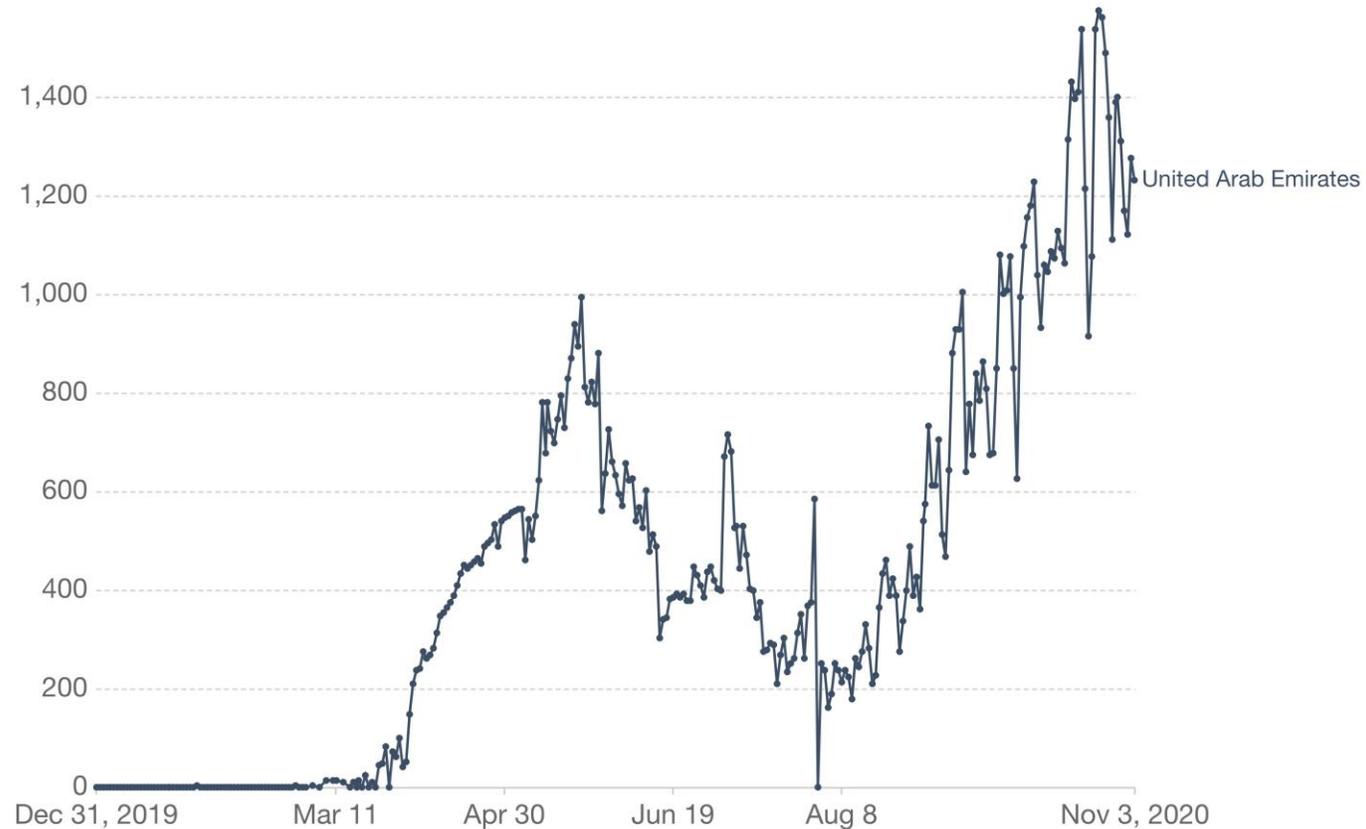
- First known cases in UAE Jan 28th
- When they say Lockdown, they mean Lockdown
- UAE hit earlier, unified identification (testing), mitigation (lockdown) and staged re-opening.
- Money for PPE, medical devices, equipment and economic protection and recovery programs



UAE COVID Cases

Daily new confirmed COVID-19 cases

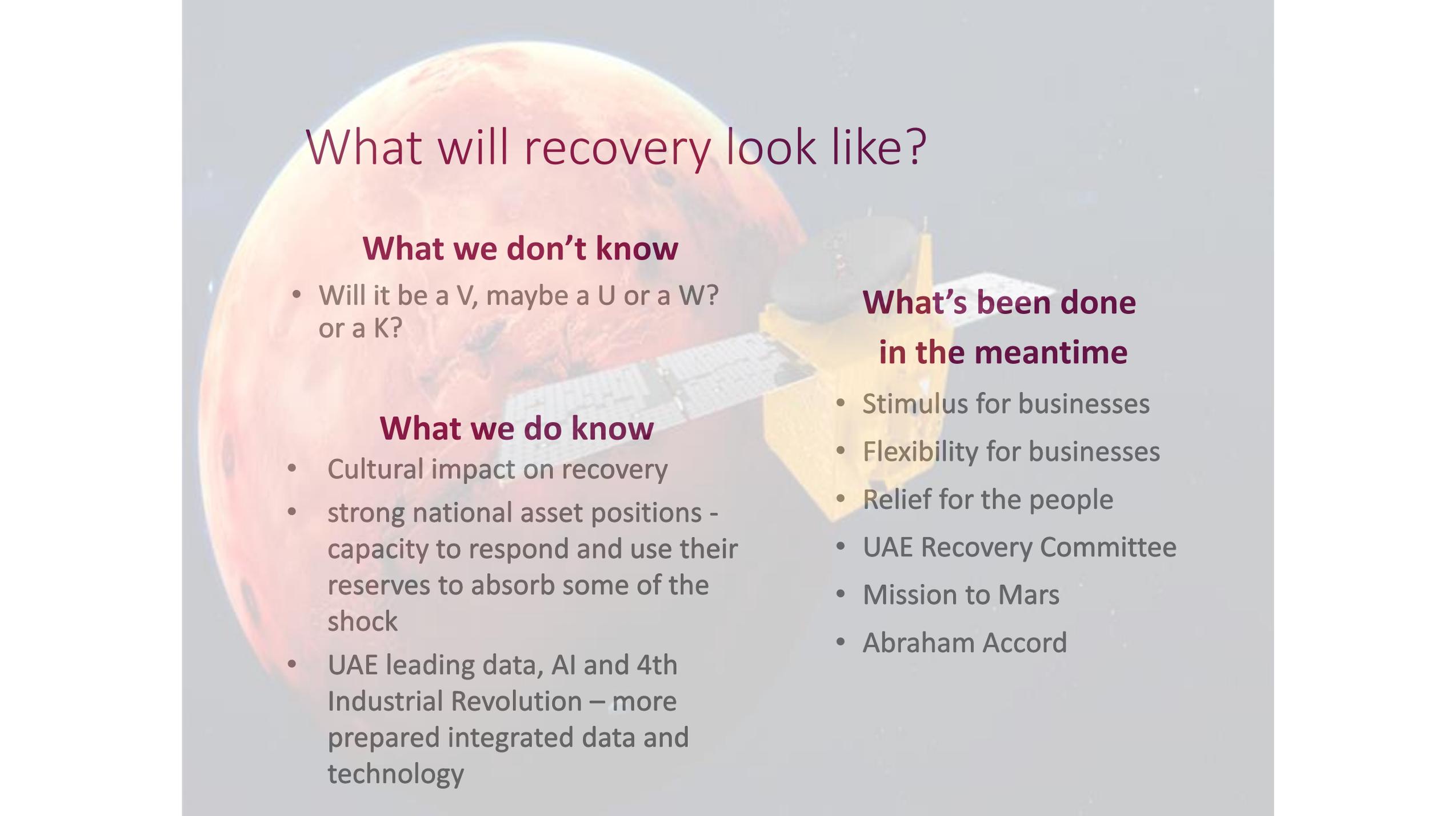
The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.



Source: European CDC – Situation Update Worldwide – Last updated 3 November, 10:36 (London time)

CC BY

What will recovery look like?

The background of the slide features a large, reddish-orange planet, likely Mars, in the upper left. In the center, a Mars rover is shown on the surface, with its solar panels extended. The overall scene is set against a dark, starry space background.

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

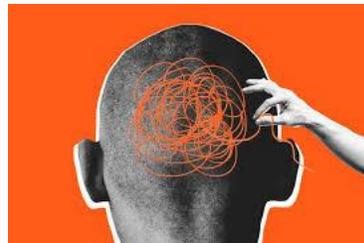
- 2018 UAE overall healthcare spending was USD 15 billion
- 66% spending by UAE government
- 2019 onwards the private sector growth increased : Government fosters new model – PPP
- From 2018 to 2022, the private sector healthcare spend is set to grow at a CAGR of 9.5% compared the government contribution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

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



وزارة الصحة ووقاية المجتمع
MINISTRY OF HEALTH & PREVENTION

SEHA  صحة
شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services Co. P.J.S.C



دائرة الصحة
DEPARTMENT OF HEALTH

 هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY



مدينة دبي الطبية
Dubai Healthcare City

UAE Medical Device Import Regulations



وزارة الصحة ووقاية المجتمع
MINISTRY OF HEALTH & PREVENTION

- 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 .

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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/>



GSGP Virtual/In Person Trade Missions 2021

South Korea & Japan Trade Mission
April 18-24, 2021

Brazil & Colombia Trade Mission
May 16-22, 2021

Mexico Trade Mission
June, 2021



Grant funding is available in many States to offset travel costs and mission fees.

<http://www.gsgp.org/projects/international-trade/trade-missions/>





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Questions?

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