

UAE

Market report Medical Equipment

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January 2011

Macroeconomic country data

Population, million	2008: 5.6 2009: 4.6 (e)
Gross Domestic Product (GDP nom.), US\$ billion	2008: 245.5 2009: 230.6 (e) 2010: 252.7 (e)
GDP per capita, US\$	2008: 52068 2009: 49410 (e) 2010: 55946 (f) 2011: 58796 (f)
Real GDP growth, % change y-o-y	2008: 7.4 2009: -2.9 (e) 2010: 2.8 (f)
Consumption growth, %	2008: 10%
Unemployment, % of labor force	2008: 4% 2009: 4.5%
Inflation Rate	2008: 12,3% 2009: 1.56% 2010: 2.5% (f)
Prime rate, % (24.01.2011)	1,00%
Change AED/US\$ (24.01.2011)	3.6720
Change AED/EUR (24.01.2011)	4.9948
Salary, monthly average for Emiratis, EUR	2009: 7.775
Household income, monthly average, EUR	2009: 3.894
Goods Exports, US\$ billion	2008: 239.2 2009: 189.5 (e) 2010: 223.1 (f) 2011: 243.2 (f)
Exports, % change y-o-y	2008: 30.7 2009: -20.8 (e) 2010: 17.7 (f) 2011: 9.0 (f)
UAE Exports (non-oil) to Italy, in thousand AED. and kg	2008: 102,899,641 (Weight) 2008: 477,278,020 (Value)
Imports, US\$ billion	2008: 176.3 2009: 149.8 (e) 2010: 157.3 (f) 2011: 169.9 (f)
Imports, % change y-o-y	2008: 33.4 2009: -15.0 (e) 2010: 5.0 (f) 2011: 8.0 (f)
UAE Imports from Italy, in thousand AED and kg	2008: 845,357 (Weight) 2008: 21,759,907(Value)
Trade balance, US\$ billion	2008: 62.9 2009: 39.7 (e) 2010: 65.8 (f) 2011: 73.3 (f)
FDI, growth annually, %	2008: 29%

e: estimated **f: forecast**

Source: IMF, UAE Central Bank, Ministry of Economy

The United Arab Emirates (UAE) is made up of seven emirates and is part of the Cooperation Council for the Arab States of the Gulf (GCC). The fallout from the economic crisis is also felt in the business environment, although the impact should be largely positive in the long term. After a precipitous drop in economic growth from 7.4% in 2008 to an estimated -2.9% in 2009, real GDP growth is projected to climb to 2.8% in 2010 and 5.2% in 2011. In 2009 the UAE had a GDP of US\$ 245.5 billion, composed by the following sectors: Agriculture (1.1%), industry (48.6%) and services (50.2%). Main trade partners of the UAE are China, India, USA, Japan, Germany, Italy, UK, and Saudi Arabia.

Sector definition

This report provides a comprehensive overview of the medical equipment sector in the United Arab Emirates. The medical equipment industry consists of firms that produce a wide range of products used for diagnosis and treatment of ailments, and which include the following: medical, surgical and dental equipment (including electro medical equipment and related software), furniture, supplies and consumables, orthopedic appliances, prosthetics and diagnostic kits, reagents, and equipment.

This report focuses on the following sub sectors:

Medical Equipment and their HS Codes	
841920	Medical, surgical or laboratory sterilizers
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof
	9001 optical fibers & bund etc; pol sheets; unmount opt elem 9002 optical elements, mounted; parts & accessories 9003 frames & mountings for spectacles, goggles etc, 9004 spectacles, goggles etc, correct, protect etc 9005 optical telescopes & mount; astro inst & mount, pt 9006 photographic still cameras, flash apparatus etc 9007 cinematographic cameras & projectors, parts etc 9008 image projectors, still; enlargers etc, still; pts 9009 photocopy apparatus & thermocopy apparatus; pts 9010 apparatus etc for photo labs etc nesoi; parts etc 9011 compound optical microscopes; parts & accessories 9012 microscopes, except optical; diffract appar; parts 9013 liquid crystal devices nesoi; lasers; opt appl; pt 9014 direction finding compasses & navig inst etc, pts 9015 survey, hydrogr, meteoro etc inst; rangef etc, pts 9016 balances, sensitivity > =5 cg, w or w/o wgt, & pts 9017 drawing, math, measuring inst etc nesoi, parts 9018 medical, surgical, dental or vet inst, no elec, pt 9019 mech-ther, massage, psych test, ozone app etc, pts 9020 breathing appliances & gas masks nesoi; parts etc 9021 orthopedic appl; artif body pts; hear aid; pts etc 9022 x-ray etc apparatus; tubes, panels, screen etc, pt 9023 inst, appts & models, for demonstrational use & parts 9024 machines etc for testing mech prop of material, pt 9025 hydrometers, thermometers, pyrometers etc; pts etc 9026 inst etc measure or check flow, level etc, pts etc 9027 inst etc for physical etc anal etc; microtome; pts 9028 gas, liquid or electric supply etc meters, parts 9029 revolution & production count, taximeters etc, pts 9030 oscilloscopes, spectrum analyzers etc, parts etc 9031 machines, nesoi in Chapter 90; profile project, pt 9032 automatic regulating or control instruments; parts 9033 parts, nesoi for machines, appln, inst/appts of
9018	Medical/surgical/dental/veterinary instruments & appliances; electro-medical apparatus & sight-testing instruments; parts & accessories scintigraphic apparatus
	901811 Electro-cardiographs 901812 Ultrasonic scanning apparatus 901813 Magnetic resonance imaging system (MRI) 901814 Scintigraphic apparatus

	<p>901819 Other electro-diagnostic apparatus 901820 Ultra-violet or infra-red ray apparatus 901831 Syringes, with or without needles 901832 Tubular metal needles & needles for sutures 901839 Other needles, catheters, cannulae & the like 901841 Dental drill engines, whether or not combined on a single base with other dental equipment 901849 Other instrument & appliances, used in dental sciences 901850 Other ophthalmic instruments & appliances 901890 Other instruments & appliances used in medical, surgical or veterinary sciences</p>
9021	Orthopedic appliances; artificial body parts; hearing aids; parts & accessories crutches, surgical, belts, trusses, splints, bone plates/screws/nails, artificial teeth, pacemakers
902110	Orthopaedic or fracture appliances
902121	Artificial teeth
902129	Dental fittings
902131	Artificial joints
902139	Other artificial parts of the body
902140	Hearing aids, excl. parts & accessories
902150	Pacemakers for stimulating heart muscles, excl. parts & accessories
902190	Other appliances which are worn or carried, or implanted in the body, to compensate for a defect or disability
9022	X-ray, alpha, beta, gamma radiation apparatus x-ray tubes, x-ray generators; control panels, desks, screens, chairs
902211	Apparatus based on the use of X-rays For medical, surgical, dental or veterinary uses
902212	Computed tomography scanners (CT)
902213	X-ray apparatus for dental use
902214	Other X-ray apparatus, for medical, surgical or veterinary uses
902219	X-ray apparatus for other uses
902221	Alpha/ beta/ gamma radiation apparatus for medical, surgical, dental or veterinary use
902229	Alpha/ beta/ gamma radiation apparatus for other uses
902230	X-ray tubes
902290	Other apparatus based on the use of X-rays or of alpha, beta or gamma radiations, incl. Parts & accessories
900630	Cameras specially designed for underwater use, for aerial survey or for medical or surgical examination of internal organs; comparison cameras for forensic or criminological purposes
9402	Medical, surgical, dental or veterinary furniture etc
940210	Dentists' chairs and parts thereof
940290	Other Medical, Surgical, Dental or Veterinary Furniture and parts thereof
9911	Medical equipment rental
9928	Offices & clinics of medical doctors

Market size

Local Production

The local production of medical equipment in the UAE is limited and accounts for only 7.5% of the market for medical equipment and supplies. In 2008, only 4% of imports and locally produced medical supplies were re-exported.

One of the biggest local manufacturers is MEDECO, a manufacturer of auto disable syringes. MEDECO is a major supplier to the UAE Ministry of Health.

In the UAE, only 700 firms have a presence in the market. These firms specialize in the pharmaceuticals, trading and manufacturing for health, hospitals and medical devices market.

Import/Export Data

The UAE imports of medical equipment account for an estimated 96.6% of the market in value terms. Due to a strong demand and the country's limited domestic production capability, growth is expected to remain strong over the next years. The medical equipment market, estimated at US\$600 million in 2009, is projected to grow at an average 6.4%, reaching US\$819 million in 2014.

Aside from Italy, the UAE imports medical equipment from France, Germany, US, UK, Sweden, Japan and China.

Key factors driving the growth include:

- Increasing public and private wealth fuelled by the oil boom
- Strong and strengthening healthcare infrastructure
- Approvals of more medicines
- Internationally recognized medical education institutions
- A friendly regulatory environment
- The absence of significant local competitors

In the first 9 months 2010, Italy generally exported goods and services worth EUR 2,7 Billion to the UAE. During the same time frame, Italy imported products worth EUR 356 Million from the UAE. The balance in first 9 months of 2010 was EUR 2.4 Billion.

Local Consumption

As a percentage of GDP, healthcare expenditure is low, but in per capita terms, spending is among the top 20 highest in the world. The overall health expenditure is estimated at US\$5.4 billion in 2009, equal to 2.6% of GDP; per capita spending is US\$926. The growth rate of health expenditure in the UAE is expected with 6.7% annually.

In 2009, the GCC market for medical equipment and supplies is estimated at US\$1.7 billion or US\$45 per capita; this represents an average of 6.1% of total health expenditure. With US\$600 billion (35%), the UAE is after Saudi Arabia (US\$804 billion) the largest medical devices market. The medical device expenditure per capita in the UAE is US\$128.

The following sectors are the most promising sub-sectors within the healthcare sector in the UAE:

- Diagnostic equipment
- Therapy and rehabilitation equipment
- Disposables
- Monitoring Equipment
- Medical Aids
- Surgical

Experts predict that the demand for healthcare in the MENA region will rise by 240% in the next 20 years and that the Middle East's medical sector's GDP contribution will increase from 10% to 25% in the future.

The UAE's approx. population is 4.6 million, 80% of the population are non-Emiratis. Life expectancy is 75.6 years. In 2009, those between the ages of 15-50 years constituted almost 87% of the population representing the high number of working expatriates from which arises the need for specialties in orthopedics, cardiology, obstetrics and gynecology. Within this age group, males represent a higher percentage; almost three times that of females in the working population. While the youth group, namely those below the age of 15 years amounted to 24%, the elderly group of those above the age of 50 years fell in the remaining 6% of the population. While the UAE nationals make up only 13.3% of the population, the Asian community, mainly people from South Asia (i.e. India & Pakistan) and the Far East (China, the Philippines), form 60% of the population. The Western expatriates account for 15% and the non-local Arabs also account for 15% of the total population.

The UAE nationals tend to have a very high buying power hence they are included in the elite and upper income group. While expatriates from Western countries tend to have high incomes, Asian expatriates tend to have lower incomes. Although medical care is free for UAE nationals, medical expenses are not an issue for them since they fall in the upper level group.

By 2025, diabetes is expected to affect one quarter of the population. One third of Emiratis are overweight. Of those 36% are obese. 17% of UAE nationals have high blood pressure. In the UAE, there are 260 known genetic diseases. Genetic diseases range from blood disorders to cancers.

The UAE has a comprehensive, Government-funded health service and a developing private health sector. The public healthcare services are run by different authorities: The Health Authority Abu Dhabi (HADD), the Dubai Health Authority (DHA), the Ministry of Health (MOH) and the Armed Forces and Police Medical Services. Each entity has its separate autonomous operation authority and runs independent of each other.

In 2010, the budget share allocated to the Ministry of Health is AED 2.8 billion; an increase of about AED 140 million over last years budget. Approx. 5% of the MOH budget is spent on medical machines, tools, and supplies.

Until recently, the UAE has been a major consumer rather than provider of healthcare services. Now, there are first indications to reverse this trend. The rising interest in the healthcare sector is largely due to the UAE Government initiatives to modernize the healthcare systems. Progress is being made by focusing on improving and building healthcare infrastructure, including the privatization of publicly-owned healthcare facilities and the introduction of compulsory private health insurance.

There are now approx. 68 hospitals in the UAE. Dubai Healthcare City alone comprises of 9 hospitals and 1,100 beds and is due to be fully operational in 2017. By 2015 the need for hospital beds will more than double to about 165,000 and treatment demand will rise by 240%. This will push up health care costs five-fold to \$60 billion.

List of Private Hospitals in Dubai

Private Hospitals	No. of Beds	Specialty
American Hospital	121	General
Al Raffa Hospital	10	Maternity & Surgery
Belhoul European Hospital	10	General
Belhoul Specialist Hospital	70	General
Canadian Specialist Hospital	240	General
Emirates Hospital	24	General
Gulf Plastic Surgery Hospital	6	Plastic & Surgery
International Modern Hospital	47	General
Iranian Hospital	160	General
Jebel Ali Hospital	16	General
Jebel Ali International Hospital (Cedars)	18	General
MED Care Hospital	60	General
Neuro Spinal Hospital	42	Neurosurgery
New Canadian Hospital	160	General
NMC Hospital	13	General
NMC Specialist Hospital	70	General
Welcare Hospital	100	General
Zuleikha Hospital	75	General

Outpatients Healthcare Facilities & Specialized Centers in Private Sector

OUTPATIENT FACILITIES	TOTAL	ALLIED HEALTHCARE FACILITIES	TOTAL
POLY CLINICS	368	DENTAL LABORATORY	19
SPECIALTY CLINICS	157	OPTICAL SHOPS	278
DENTAL CLINICS	46	DRUG STORES	63
GENERAL CLINICS	403	PHARMACIES	457
DAY SURGERY	9	DAIGNOSTIC CENTERS	42
REHABILITATION CENTERS	92		

A wide range of public health facilities are run by the Ministry of Health, including hospitals, Primary Healthcare Centers, School Health and Maternity & Child Health Units. In addition, there are facilities run by other public sector bodies, including the police and the armed forces.

A few hospitals specialize in one field. Mafraq, for example, is known for being a cardiac center. Corniche Hospital is a maternity hospital. Tamwam Hospital specializes in radiotherapy and cancer treatment being the first hospital in the UAE to install radiotherapy systems.

Major Equipment in Dubai’s Hospitals – 2008

Type of Facility	MOH	DHA	Private	DHCC	Total
Clinical Laboratories	NA	4	14	2	20
Radio-Diagnostic Centers	NA	3	4	1	8
Lab-Radio Diagnostic Center	NA	NA	15	2	17
Major Equipments	MOH	DHA	Private	DHCC	Total
MRI	0	1	9	3	13
CT	0	3	14	2	19
Gama camera	0	3	2	0	5
Gama knife	0	0	0	0	0
Mammogram	0	1	15	3	19
Cath lab	0	2	5	1	8
Lithotripsy	0	1	5	0	6
Dialysis unities	0	46	12	12	70
Bone density	0	1	8	4	13

Source: DHA & MOH, 2008 Statistics

The private sector is far more active in the provision of primary care than hospital services. A major problem faced by UAE’s healthcare industry is its lack of locally-trained personnel.

The consumption of medical treatment goes along with medical tourism. In 2009, Arabian Gulf citizens spend an estimated AED 91.8 billion for medical treatment abroad. Asian countries as India, Thailand and Singapore offer medical care for a fraction of the UAE price. The UAE’s main challenge in the field of medical tourism is that its competitors have already established a good reputation. The average cost of a by-pass surgery in the UAE is US\$44,000 compared to US\$18,500 in Singapore, US\$11,000 in Thailand, US\$10,000 in India and US\$9,000 in Malaysia.

Foreign Direct Investments

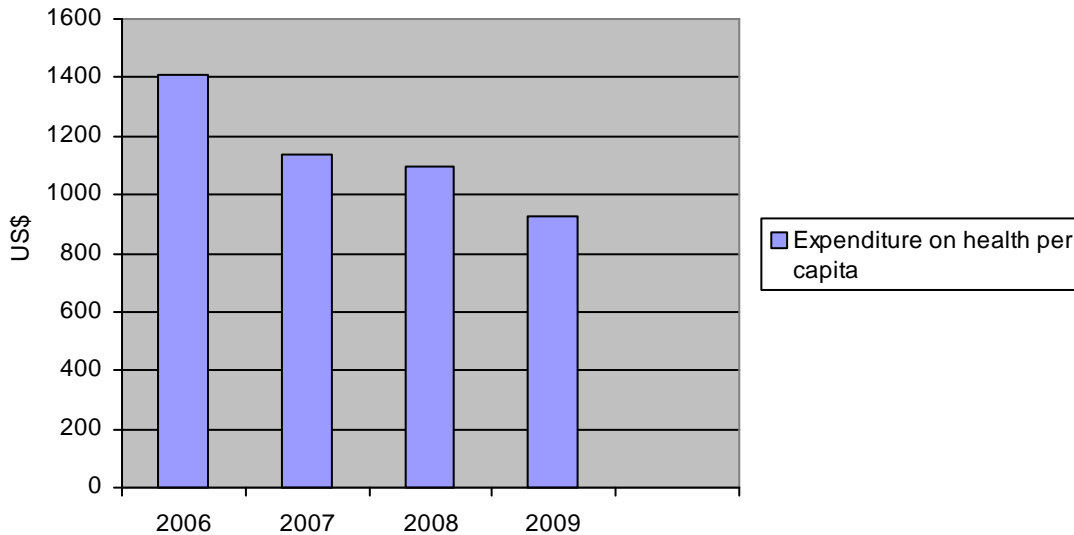
The UAE is after Saudi Arabia the main recipient of foreign direct investment in the Gulf region. The UAE received \$66.2 billion of FDI from 1998 to 2008, representing 19% of total foreign investment in the region. In 2008, the UAE accounted for around 14.2% of the total FDI of about US\$96.48 billion pumped into the Arab World. Gulf countries have remained the main source of inter-Arab investments. In 2009 and 2010 the FDI flow is expected to decline due to several factors, including the slowdown or contraction in the economies of industrial nations, which have been a major source of FDI for Arab states over the past few years.

In the six year period from 2003 to 2008, the UAE experienced the largest rise in 2008 in terms of both FDI project numbers and capital investment, with a 70% rise on project figures compared to 2007. In 2008, the UAE attracted 480 FDI projects consisting of \$4.8 billion of capital investment and the creation of over 87,000 jobs. This accounted for a third of all project numbers, capital investment and job creation in the UAE between Jan 2003 and Jan 2009.

Some of the biggest opportunities are likely to be found in healthcare projects, which have already attracted companies such as General Electric or Siemens, both of which have large infrastructure businesses as well as being major suppliers of healthcare IT and diagnostic imaging technologies. Initiatives such as the creation of free zones for foreign companies, including 100% ownership and tax benefits, are

expected to attract more companies to the region, increasing FDI in general and investment in healthcare research in particular. More opportunities will arise in health insurance, which until now has been a relatively underdeveloped sector in the region. In addition to the market for healthcare products, there will be a growing market for regulatory consultancy services as the region's Governments struggle to adapt international best practices to local organizational, legislative and legal frameworks.

Graphic local expenditure on health per capita in the UAE



Competition and Italy's Market Standing

The UAE is a highly competitive and price-conscious market. Equally important are technological standards, on which the US ranks highest, followed by Europe and Japan. Service contractors are factored into the cost of the overall equipment. With a life cycle of seven years for some of the equipment, upgrade is an important factor.

The UAE imports medical equipment from Italy, France, Germany, US, UK, Sweden, Japan and China. The leading importers of diagnostic imaging equipment are Germany, the Netherlands, and the United States. Also Japanese companies are represented in this category. Major market leaders are General Electric (GE), Philips Medical Systems, and Siemens which all compete vigorously in similar product lines. GE has the biggest market share in diagnostic equipment. Toshiba and Varian (Swiss/American) are other major players. In radiotherapy, Electra/Philips is the number one player. In radiology, GE is dominant. In litho tripsy, Dornier (German) and Siemens are major players.

With regard to patient monitoring equipment, GE/Marguette (US) dominates the market. Other players in the market are Space Labs (US), Siemens, and HP. American companies lead the market for intensive care units (ICU) and cardiac intensive care units (CICU). Some of the equipment used in ICUs such as blood gas analyzers is European. As for rehabilitation equipment, American companies dominate the market for non-electrical physiotherapy equipment and related consumables. Dutch and British companies lead the electro therapy equipment market. Laser equipment used in different fields of surgery, dermatology, and physiotherapy are controlled by US companies. France is a main supplier of medical x-ray films, both flat and rolled. In endoscopy, US companies lead the market for rigid endoscopes used in invasive surgery. In diagnostic Ear, Nose & Thorax (ENT) endoscopy, German companies dominate the market. The Netherlands are the second EU supplier after Germany, providing needles, catheters and cannulae.

Both European and US companies compete in the market for laboratory equipment. As for dentist equipment, European companies dominate 70% of the market. They are followed by the US and Japanese companies. The UK is a leading supplier of sutures, sterile surgical supplies, and blood grouping reagents. China led the market in non-adhesive medical dressings. Oman is a leading supplier of surgical gloves.

There are many factors that create competition for Italian companies. One of the factors is that some of the German, Dutch or US companies are well established in the UAE market, some since the 1970s like Philips and Siemens.

Distribution Channel and Equipment Registration

The UAE's seven semi-autonomous Emirates enjoy a free trade market system. Medical equipment carries a 5% import duty.

The key regulatory authority in the UAE is the Ministry of Health. All products must be registered with the Ministry. The Pharmaceutical & Medical Control Department is the main pharmaceutical regulatory division within the health industry. The Ministry of Health regulates the supply of all drugs to public-sector hospitals. Companies exporting medical equipment to the UAE are required to have a local UAE representative or distributor who holds a medical store licensed from the Ministry of Health. A local agent can be assigned for one Emirate or more. All information about registration of medical equipment in the UAE can be found in the *UAE Medical Device Registration Guideline* by the Ministry of Health (http://www.moh.gov.ae/en/Page_1336.aspx)

Also, at page 14 you can find the scheme of Medical Device Manufactures and Products Registration-

Local distributors play a key role when it comes to the distribution channel and are the only way to buy medical equipment in the UAE. The UAE market for medical equipment is a monopoly market; there is always one distributor who sells a special product and a special brand.

The UAE Government is in the process of privatizing most of its public services or operating in a public/private partnership. Prospective buyers therefore are the different Government medical departments, private local entities and international investors in the sector.

Government buyers are either federal or Emirate Governments. Federal purchasers are administrated through the respective local authority in Abu Dhabi or Dubai. For most purchasers, especially for medical consumables and disposables, Government entities will usually only deal with firms registered in the UAE, or the particular Emirate, and will favor local products over imports. Only when goods or services of acceptable quality are not available locally will the procurement authority seek outside sources, especially for services that include high technology. It is common for bids not to go out on a public tender, but to be sent to select firms that were pre-qualified with the organization in question.

In Abu Dhabi, healthcare is regulated by the Abu Dhabi Health Authority. The Dubai Health Authority governs healthcare in Dubai and the MOH controls the medical systems in the remaining emirates.

Currently, the regulation of the healthcare sector in Dubai is fragmented. Different facilities are subject to different legislation and different processes. This has led to inconsistent standards and duplication as well as a high regulatory burden on health service providers. It has been announced that the Dubai Health Authority will be responsible for strategy and setting, health regulation, health funding and public health. The Dubai Health Authority's regulation team will help streamline the current process and will ensure implementation of the DHA's policy and standards across the healthcare sector including the free zones. From this point onwards one newly created Government regulatory body will be responsible for all health service professionals and services in Dubai. Implementing this new regulatory body will occur in phases. It is

anticipated that the plan will be completed by 2012, with the DHA health funding process fully implemented by 2015. There will be no distinction between public or private health services providers in Dubai.

The establishment of health-related free zones has increased the interest of global healthcare players. This has encouraged such players to set up regional centres in the UAE, so as to expand their presence in the MENA region. The Dubai Health Care City (DHCC) is one of these free zones. This zone is being developed by corporate giant Dubai Holding's subsidiary, Tatweer. Tatweer is part of the Government efforts to develop medical facilities that will attract patients to Dubai from other regions.

Sector related media and trade fairs

A) Media

Title Middle East Health
Frequency Bi-monthly
Circulation 15,000 copies
Target groups Senior healthcare professionals, administrators and decision-makers in the healthcare industry.
Topics New medical equipment and new products
Website www.middleeasthealthmag.com/

Title MENA Health World
Frequency Bi-monthly
Circulation 14,377 digital copies and 7,253 hard copies
Target groups All healthcare professionals
Topics Latest updates in the healthcare industry
Website www.mhwmag.net/

Title The Arab Hospital Magazine
Frequency Monthly
Circulation 56,500 copies
Target groups Ministries of health, hospitals, private clinics, universities, health care related industries (pharmaceutical, equipment suppliers, IT, insurance), doctors, and health conscious readers
Topics New medical technologies
Website www.tahmag.com/index.html

Title Arab Health Magazine
Frequency Bi-monthly
Circulation 29,000 copies
Target groups All healthcare professionals
Topics Regional and global healthcare news, interviews with leading players in the field, profiles of leading healthcare institutions, clinical case studies and review papers
Website <http://www.lifesciencesmagazines.com/AH-Magazine/Index.html>

Title Medlab Magazine
Frequency Quarterly
Circulation 12,500 copies
Target groups Laboratory professionals
Topics Latest products, medical findings, latest techniques for treatment and diagnosis
Website <http://www.lifesciencesmagazines.com/Medlab-Magazine/Index.html>

Title Arab Health Imaging and Diagnosis Magazine
Frequency Quarterly
Circulation 7,500 copies
Target groups Clinicians, medical technicians and managers
Topics Latest trends, clinical papers, case studies, equipment reviews
Website <http://www.lifesciencesmagazines.com/ID-Magazine/Index.html>

Title Hospital Build Magazine
Frequency Quarterly
Circulation 10,000 copies
Target groups Healthcare facility professionals
Topics Investment in healthcare, finance, construction, design and planning, building and renovation, quality control, IT infrastructure and technologies, systems management
Website www.lifesciencesmagazines.com/HB-Magazine/Index.html

B) Trade Fairs

Title Arab Health
Place Dubai
Frequency and next edition Yearly fair, 24.-27.01.2011
Short description The Arab Health Exhibition & Congress is the largest healthcare exhibition in the Middle East, and the second largest in the world. Established 35 years ago, it provides a platform for the world’s leading manufacturers, wholesalers and distributors to meet the medical and scientific community in the Middle East and beyond.
Website www.arabhealthonline.com/

Title UAE International Dental Conference & Arab Dental Exhibition
Place Dubai
Frequency and next edition Yearly Fair, 01-03.02.2011
Short description AEEDC® Dubai exhibition is the leading dental event in the Middle East. The exhibition provides a platform to all leading manufacturers and new comers worldwide for launching their latest innovations and technologies. In 2009, this trade fair has attracted 700 major companies from more than 65 countries, with over 6000 dentists attending the conference and a record number of 20,000 professional visitors from 113 countries.
Website www.aeedc.com/

Title Dubai Derma
Place Dubai
Frequency and next edition Yearly fair, 19-21.04.2011
Short description Dubai Derma is dedicated to practitioners, specialists, manufacturers and distributors in the field of dermatology, skin care and skin lasers.
Website www.dubaiderma.com/

Title	Hospital Build Middle East
Place	Dubai
Frequency and next edition	Yearly fair, 13-15.06.2011
Short description	Hospital Build Middle East Exhibition & Congress is an event aimed only at those directly involved in the investment, planning, design, build, operations and management of healthcare facilities
Website	www.hospitalbuild-me.com/

Hospital Build Middle East is a targeted event aimed only at those directly involved in the investment, planning, design, build, operations and management of healthcare facilities.

Title	Abu Dhabi Medical Congress
Place	Abu Dhabi
Frequency and next edition	Yearly fair, 23-25.10.2011
Short description	The Abu Dhabi Medical Congress is the fastest growing event of its kind. The event brings together leading international healthcare companies to showcase the latest products and services within the emergency, primary healthcare, patient safety, rehabilitation and sports medicine sectors as well as being a platform for scientific exchange via the accompanying multi-track conference programme dedicated to these healthcare areas.
Website	www.abudhabimed.com/

Market Forecast

Despite the economic downturn, the UAE has retained its status as an attractive market for medical equipment in search of near-term returns with a high potential. The UAE healthcare market is very dynamic and expected to grow from US\$3.2 billion in 2005 to US\$11.9 billion in 2015.

Further, the UAE has US\$2.9 billion worth of healthcare-related projects currently underway and an additional 100 hospitals in the planning stage. Key drivers for growth in the coming years are growing health insurance penetration, rising per capita income, and increased health awareness, coupled with an increased incidence of lifestyle diseases and a favorable demographic profile.

The UAE is an attractive market for foreign investments in the medical technology sector given that it is only at the 'grass roots stage' of its potential capacity, and many companies are willing to become early adopters of new technology. There are plentiful business opportunities for Italian equipment suppliers. One of the more lucrative investment opportunities in the sector are in specialized healthcare delivery and supporting services.

Consumer Trend

Aesthetic surgery and cosmetic medicine is growing worldwide. In an increasingly materialistic society, the importance of looking good is high on people's agendas. It has been reported that in the UAE, male cosmetic surgery is a trend that has only emerged in recent years at over 18% and growing at approximately 2% per year.

