



**The Medtech Canada Mission to Arab Health**  
**Dubai, United Arab Emirates**  
January 27-30, 2020

Medtech Canada received funding from Global Affairs Canada (via the Global Opportunities for Associations [GOA] Initiative) to provide an opportunity for Canadian Medtech companies to attend Arab Health from January 27<sup>th</sup> to 30<sup>th</sup>, 2020 at the Dubai World Trade Centre and the Conrad Dubai Hotel.

Medtech Canada has funding to support **5 (five)** Canadian Medtech companies to attend the conference. The financial support is **up-to 75% of eligible expenses**.

Arab Health brings together influencers from all major medical disciplines to facilitate the continuous advancements of healthcare in the region.

Which companies should apply for financial support?

- 1) Canadian companies from the medical device or medtech industries.
- 2) Conducted research into the medtech markets in the Middle East and North Africa
- 3) Companies that have not been to Arab Health.
- 4) Companies that are not receiving support from other funding sources (E.g., other government funding, basically, no double-dipping).

<u>What are Eligible Expense?</u>	<u>What Expenses are not Eligible?</u>
<p>75% of expenses (CAD) for one representative per company.</p> <ul style="list-style-type: none"><li>• Economy return airfare - max \$3000 (75% = \$2,250)</li><li>• Per diem (accommodation &amp; meals) – max \$400 per day 5 days or \$2000 (75% = \$1500)</li><li>• Taxi-bus-car-train – max \$300 (75% = \$225)</li></ul> <p>Total Max - \$5300 (Medtech Canada can provide up to 75% of these expenses - \$3975 in support).</p>	<ul style="list-style-type: none"><li>• Registrations</li><li>• Costs of hospitality or entertainment</li><li>• Telephone and data roaming charges</li><li>• Expenses without official receipts.</li></ul> <p>Note: Medtech Canada will be submitting an expense claim to GOA before February 25<sup>th</sup> 2020. Companies will need to submit their expenses into Medtech Canada by February 21<sup>st</sup> 2020 to receive reimbursement.</p>

NOTE: No fee to register as a visitor.

**How to apply?**

Complete the application form.

Send to: Katharine Ashford-Smith at Medtech Canada:

[KAshford-Smith@medtechcanada.org](mailto:KAshford-Smith@medtechcanada.org)

**Deadline for application:** November 1, 2019 at 12:00 PM ET (12 noon).

**Decision process:**

Funding decisions based on “Which companies should apply for financial support?”

Decisions will be communicated to all companies by November 8, 2019.

**Background:**

Arab Health is the largest gathering of healthcare and trade professionals in the Middle East and North Africa region. Arab Health will take place from 27 - 30 January 2020 at the Dubai International Convention and Exhibition Centre. Arab Health is the largest gathering of healthcare professionals in the MENA regions, welcoming over 106,500 attendees from 160+ countries.

Arab Health 2020 saw the launch of the Personal Healthcare Technology Zone, where companies displayed the latest in smart technologies from homecare devices, patient monitoring apps, and healthcare concierge services to telemedicine systems.

In this show include the latest techniques, materials and applications that can be put to use in actual practice. Arab Health has brought you the latest innovations in healthcare.

From state-of-the-art imaging equipment to the most cost-effective disposables; developments in surgery to advances in prosthetics, Arab Health continues to be at the heart of healthcare in the Middle East.

Arab Health 2020 will consist of 14 conferences and offer the latest education in healthcare to the region. The congress will feature carefully designed Continuing Medical Education (CME) conferences, providing the very latest updates and insights into cutting-edge procedures, techniques and skills.

<http://arabhealth2020.com>

**Why the MENA is important for Canadian medtech:**

Prospects for the medtech sector have generally been very positive in the Middle East & North Africa (MENA) region over the past decade. The market is estimated at US\$9.3 billion in 2018, compared with US\$3.7 billion in 2006. This represents an annual average rise of 8.5% over the period. Expenditure per person, while low by Western standards, has doubled to US\$23.

The markets of the region are at very different stages of development. The most advanced health sectors are found in Israel and the oil/gas rich Gulf States of Kuwait and the United Arab Emirates. The north African states generally have a lower level of spending, but have also

experienced rapid rises in medtech investment, despite ongoing political instability. MedTech Markets projects that the MENA market will reach US\$12.2 billion by 2023, equal to US\$28 per capita.

Most common uses of medical devices in MENA include:

Consumables	Cardiovascular	Dental
Diagnostic Imaging	Invitro Diagnostics	
Orthopaedics & Prosthetic Devices	Patient Aids	

Arab Health includes the following Conferences:

- 20<sup>th</sup> Total Radiology Conference
- 19<sup>th</sup> Surgery Conference
- 16<sup>th</sup> Orthopaedics Conference
- 12<sup>th</sup> Obs & Gyne Conference
- Midwifery Conference
- GI Endoscopy Conference
- 4<sup>th</sup> Emergency Medicine Conference
- Patient Experience Conference
- Primary Care Conference
- Anaesthesia & Pain Management Conference
- 6<sup>th</sup> Diabetes Conference
- Physical Medicine, Rehabilitation & Sports Medicine Conference
- 11<sup>th</sup> Quality Management Conference

**The Benefits:**

- Build international connections, foster business relationships and identify partnering opportunities
  - Connect with potential partners at Arab Health where 41% of the attendees are key figures from government entities & hospitals and 26% of attendees are dealers & distributors.
- Enhance your international profile
  - Arab Health is the largest healthcare business platform in the MENA region and a perfect avenue for you to highlight your latest products and services to an engaged audience that are looking for new business opportunities.
- Attract foreign investment
- Secure local distributors
- Stay up-to-date
  - Use the opportunity to stay abreast of the industry’s latest trends and advancements and keep ahead of your competition in one of the fastest growing medical destinations.

If you'd like to join us in Dubai and receive financial support, please complete the Medtech Canada Arab Health Funding Support Application (attached in this email).

If there are questions about the Arab Health Medtech Canada mission, please contact Katharine at [KAshford-Smith@medtechcanada.org](mailto:KAshford-Smith@medtechcanada.org).