



Mecomed
Medical Technology Association
Middle East & North Africa

TOGETHER WE IMPROVE PEOPLE'S HEALTH

*Shaping the Industry,
Keeping the Patient First.*

Rami Rajab

www.mecomed.com

Bioclinic 3

Beirut 25 – 26 Oct 2017



**WHO
WE
ARE**

MECOMED is the medical devices, imaging and diagnostics trade association serving as the voice of international medical technology (MedTech) manufacturers for

21 countries across the Middle East and North Africa



WHO WE ARE

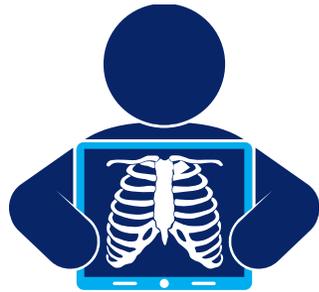
Mecomed aim to bring all healthcare stakeholders together to improve the quality of people's health through the timely introduction of MedTech innovations, which ultimately benefits the MENA region community.

We foster good citizenship and promote ethical business behavior, working proactively with governments, regional bodies and healthcare professionals to deliver quality solutions for better patient outcomes.

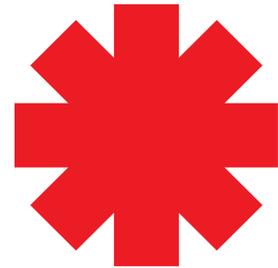
MENA MEDTECH MARKET

Key Facts about MedTech in the Middle East and North Africa

5 most common uses of medical devices in MENA



Imaging & Diagnostics



Patient Safety



Vascular



Disposables

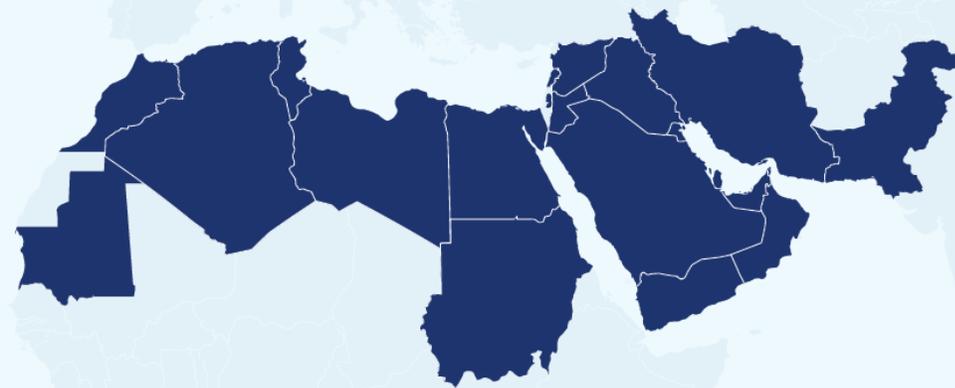


Orthopaedics

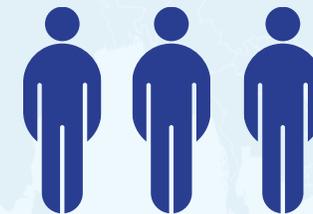
**MENA
MEDTECH
MARKET**

Key Facts about MedTech in the Middle East and North Africa

**Circa 140,000
Medtech employees
in MENA**



**650 Million
population**

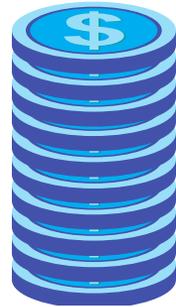


MENA MEDTECH MARKET

Key Facts about MedTech in the Middle East and North Africa

\$7bn

The annual
value of
MedTech
Market
in MENA



\$11bn

The expected
MedTech
market size by

2021

MENA MedTech Value Share for Emerging Markets

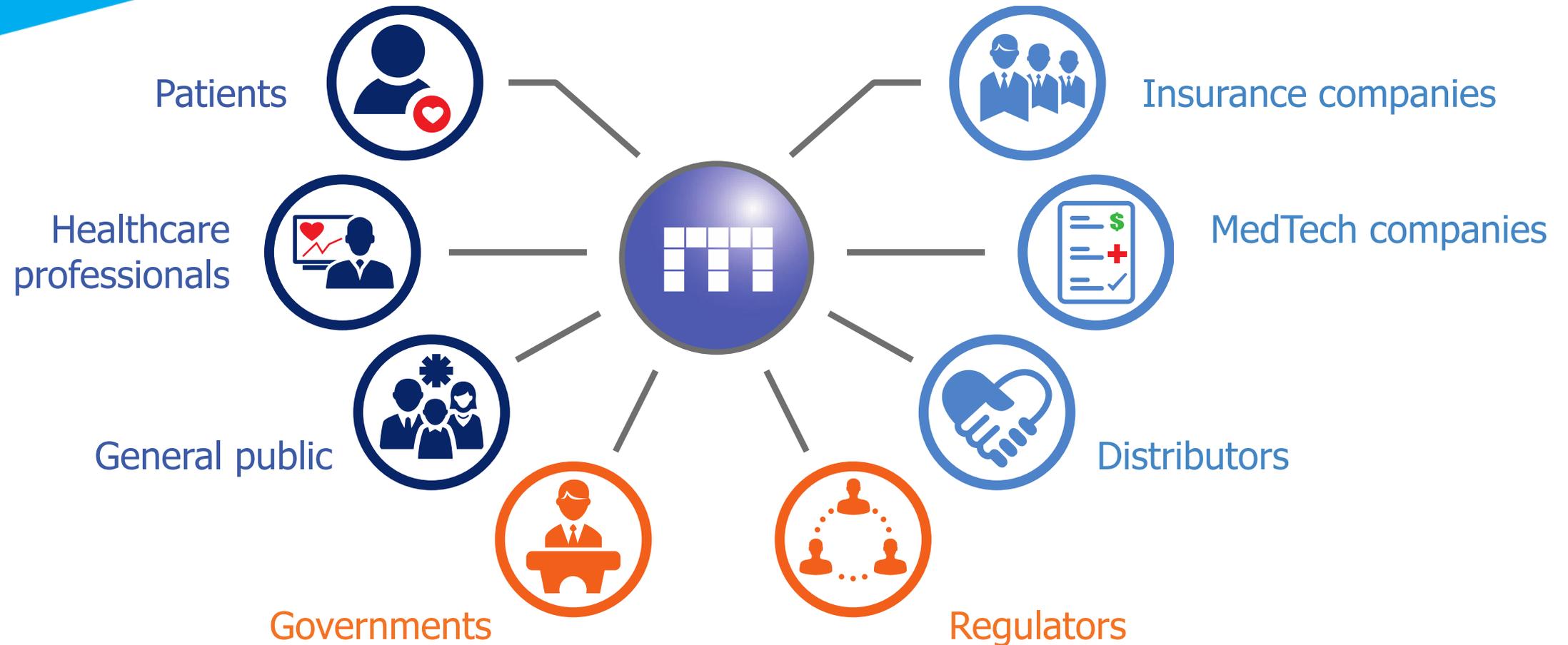
18%



MENA MEDTECH MARKET

Key Facts about MedTech in the Middle East and North Africa

Our Stakeholders

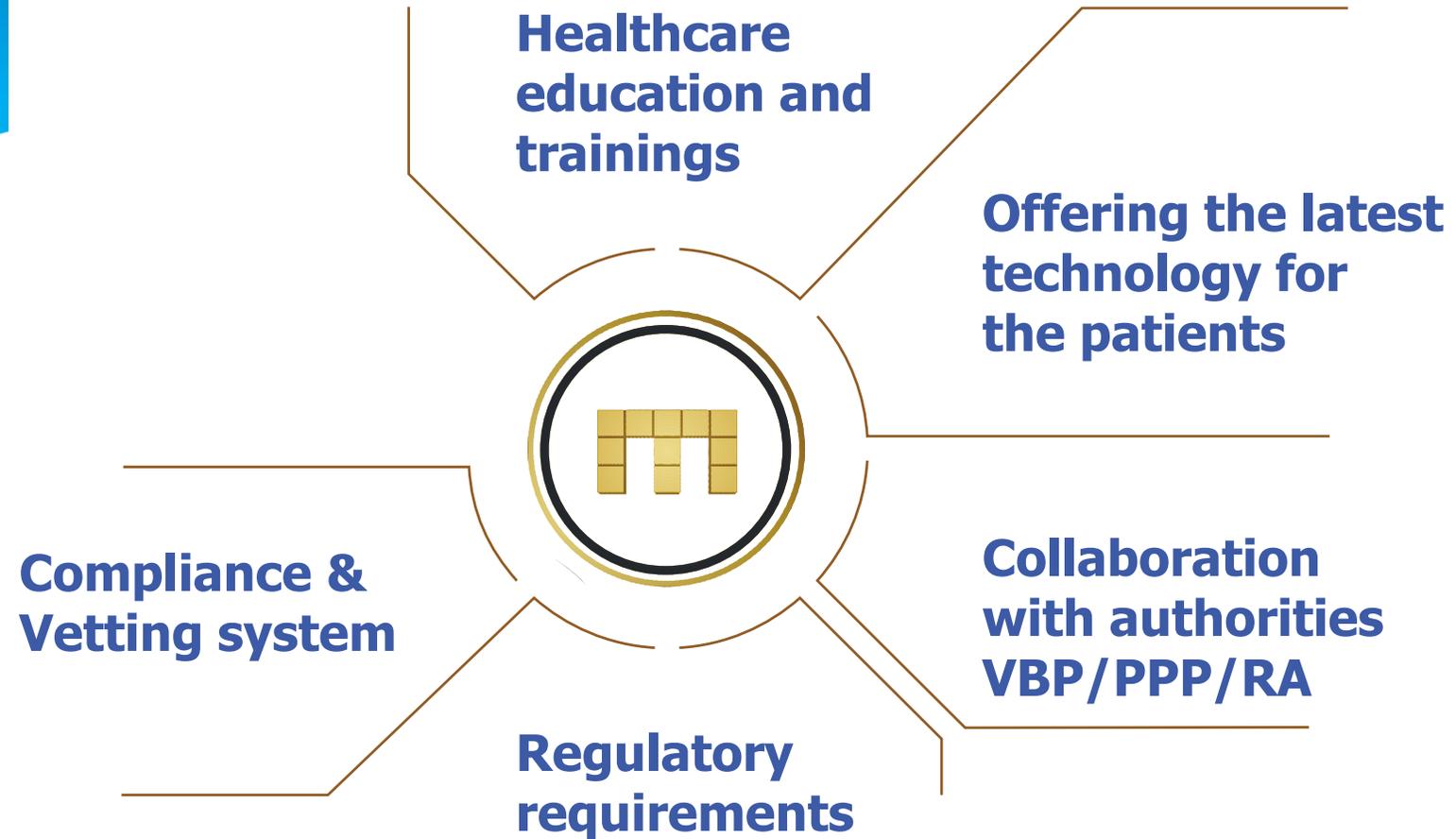


THE VALUE WE ADD

Mecomed spearheads initiatives to work closely with healthcare officials in the MENA countries. Mecomed coordinates efforts helping set credible healthcare standards for the region. In addition to that, Mecomed puts the core competencies of its constituent members to formulate, evolve and sustain ethical business practices.

- 1 Enable faster access to the latest medical technology and innovation
- 2 Partner with and bring together all the different stakeholders of MedTech industry
- 3 Help shape an ethical and sustainable healthcare environment
- 4 One voice in addressing issues facing the industry and healthcare in general
- 5 Direct channel of communication with healthcare authorities across the region on various topics (RA/PPP/Compliance)

SETTING THE STANDARDS



OUR MEMBERS 2017



CHAIRMAN'S UPDATE

KEY ACHIEVEMENTS 2017

- Collaborated with authorities and regulators, including WHO, SFDA, JFDA, Oman MOH and Egypt MOH on advancing Medical Device and IVD regulations in MENA
- All Mecomed's comments on the draft guidelines have been adopted by SFDA
- Adopted the revised Code of Ethics to be effective from 1st Jan 2018, **phasing out** direct sponsorship of healthcare professionals to third part conferences
- Collaborated with MOH UAE and SFDA on revision of their Codes of Ethics
- Confirmed initiatives with US and KSA Chambers of Commerce
- Facilitated SAGIA's meeting with MedTech Manufacturers in USA in cooperation with US Chamber of Commerce and AdvaMed
- Introduced Value-Based Procurement concept to members and key hospitals
- Initiated a RAC working group on Sub-Saharan Africa

SOME INTERNAL PROJECTS

- Successfully organized the 3rd MENA MedTech Forum on 8-9th March 2017, where engaged in improving gender diversity in the industry
- Created an internal database of Regulatory requirements in the MENA region
- Conducted legal trainings for members on the new commercial and labor laws in the region
- Conducted a special training for members and HCPs on Value-Based procurement MEAT model
- Launched healthcare maps of key markets
- Initiated PPP discussions Internally & with Authorities

2017 Q4 PRIORITIES

- Number of training workshops for PCOs on the revised Code of Ethics
- Communication and outreach program on new Code to authorities and HCPs
- Continue differentiating MDDI from Pharma with key stakeholders
- Active engagement with GS1 and engaging with the MOHs to monitor implementation
- Establish contact with MOH and ANPP Algeria, in an effort to work together to address the industry's concerns on importation program and product registration
- Engaging key procurers to evaluate MEAT- Value based procurement model
- Launch of pilot project for regional data collection (orthopedics)
- Finalize MedTech Forum 2018 Agenda

ROLE

Role of Mecomed in Partnering with Healthcare Ecosystem

- **Encourage** regional and local presence
- We encourage **local** development and expansion
- Moving education and training to be **in-situ** located
- Local **Talent** training and hiring
- **Partner** with Local Authorities to ensure highest levels of **Compliance** and **Ethical** behavior
- Transfer of **knowledge** and **technology**

Role of Local Authorities

- Develop local Ecosystem to be on the receiving mode
 - Develop high level universities and Hospitals (Basic Science)
 - Long term skills development programs (Biomedical Engineering, specialties)
 - Encourage JVs and Foreign investments, modify laws
- Financial Support and Partnership
 - Funding / Loans
 - Preferential pricing
 - Volume commitment
- Regulatory
 - Special Economic Zones
 - Regulatory incentives

MENA
MEDTECH
FORUM
2018

SAVE THE DATES

25-26 APRIL 2018

MOHAMMED BIN RASHID ACADEMIC MEDICAL CENTER,
DUBAI HEALTHCARE CITY

MENA MEDTECH FORUM 2017

KEY FACTS

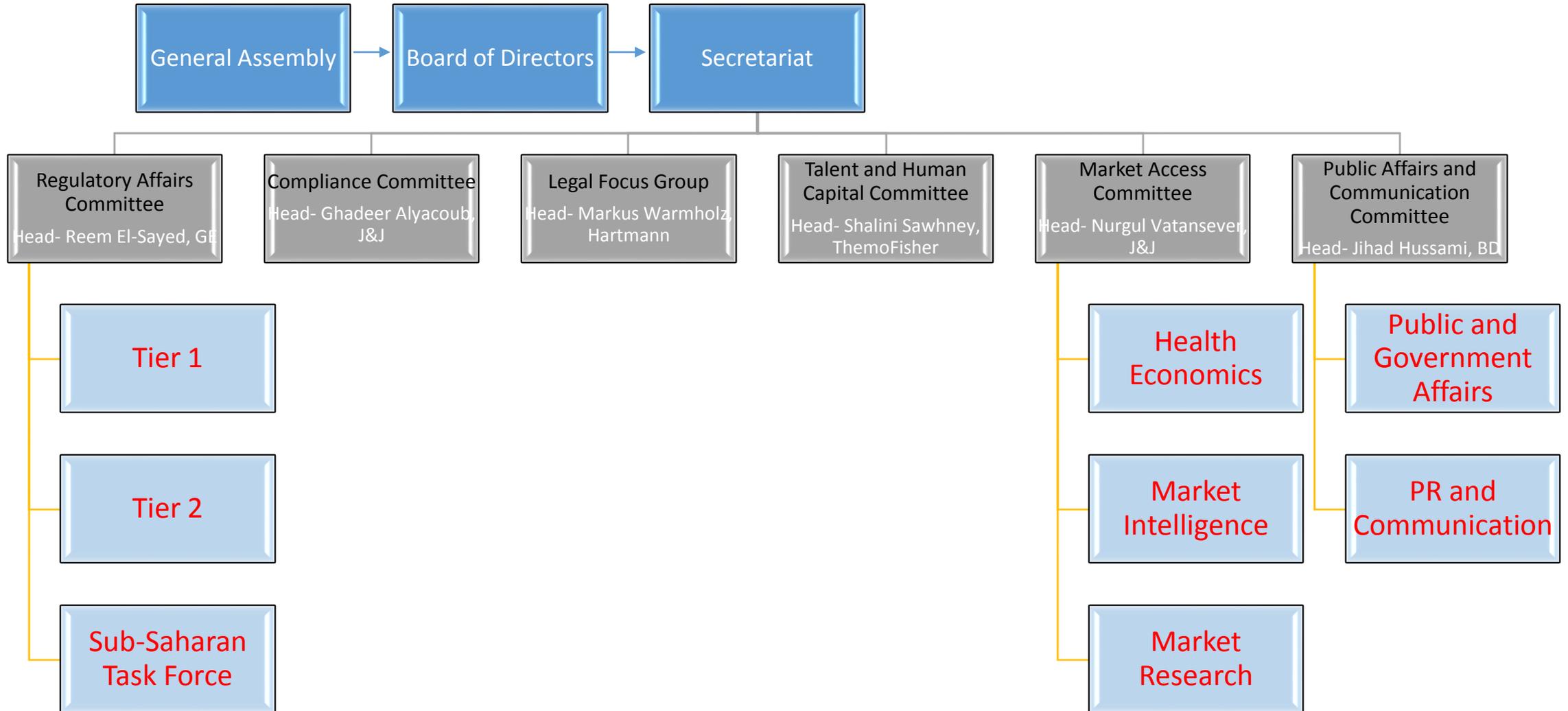
- Over 400 attendees from over 15 countries
- 48 international and regional speakers and panelists
- 10 plenary sessions and 6 workshops
- Conducted a special training for members and HCPs on Value-Based procurement MEAT model
- Extensively covered by media and social media
- Special Sessions with Regulators from 6 countries

STEERING GROUPS



Mecomed has six Steering Groups that serve distinct purposes, all towards the collective Mecomed goal of facilitating the ideal atmosphere for mutual growth among its members, compliance with regulations, upholding ethical practices, encouraging clinical excellence and maintaining the ideal economic balance between cost to patients and sound return on investment to those providing for the various aspects of the healthcare issues of the MENA region.

MECOMED ORG. STRUCTURE 2017





www.mecomed.com

**Mecomed Medical Technology
Association Middle East
& North Africa**

Executive Office No. 01 | Floor 2
Block C | Building No. 27 | Dubai
Healthcare City | United Arab Emirates

+971 50 70 80 375
info@mecomed.com



@mecomed_me



Mecomed



Mecomed

For **Conference Vetting System**
Please contact:

Arwa Asiri
Compliance Officer

+971 55 56 37 973
arwa.asiri@ethicalmedtech.com
www.ethicalmedtech.com

THANK YOU!

See u @ the MENA MTF!

25-26 APRIL 2018