

## Middle East Announced as Key Priority Market for UK MedTech Companies



Over half of the UK's MedTech companies anticipate exports to the Middle East to increase over the next five years, an ABHI survey can reveal.

The business survey, compiled by the UK's MedTech trade association, found that 51% of members anticipate improved turnover in the region.

Increased activity in the region will be supported by the ABHI's International Policy Group, who have also identified the Middle East as a key global region. The association's policy group is led by member companies and plays a critical role in supporting the wider industry access foreign markets, whilst helping trade development.

With an aging population and longer life expectancy, there is a big demand for innovative UK MedTech products in the Middle East. The region's governments have also indicated the desire to stimulate sectors outside of oil. Increased funding suggests the health sector will continue to grow, making it an attractive market for UK companies.

The announcement comes as 200 British companies prepare to travel to the UAE to exhibit at the UK Pavilion in Arab Health 2018; the largest healthcare exhibition in the region.

Held in Dubai from 29<sup>th</sup> January to 1<sup>st</sup> February, the exhibition offers a global platform for the world's leading manufacturers, wholesalers and distributors to meet with the scientific community in the Middle East and subcontinent to discuss business and develop new partnerships.

The UK is a key player in the drive to improve patient care around the world through the development and implementation of new technologies. Commenting on the country's role as a global leader, Paul Benton, Managing Director, International at ABHI, said: *"When we consider the substantial investment into public health from the government of the UAE, and wider Middle East, opportunities for UK companies providing value-based healthcare solutions are significant. With so many companies planning to increase their presence in the region, Arab Health is the ideal platform to drive this growth and the UK Pavilion promises to be a hub of activity."*

For more information, email [sarah.izon@abhi.org.uk](mailto:sarah.izon@abhi.org.uk) or speak to the ABHI team on the UK Pavilion in hall 7 at Arab Health.

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**About ABHI** The Association of British Healthcare Industries (ABHI) is the industry association for the medical technology sector in the UK. ABHI's mission is to champion the benefits and use of safe and effective medical technologies to deliver high quality patient outcomes. With over 260 members, ABHI leads the advocacy of the industry in order to advance access to medical technology. Our membership includes some of the leading multinational businesses in the sector in the UK right the way through to small and medium sized enterprises (SMEs). For further information, visit the ABHI website: [www.abhi.org.uk](http://www.abhi.org.uk)

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