MEDICAL TECHNOLOGY ASSOCIATION
MIDDLE EAST & AFRICA
WHO WE ARE

Mecomed is the medical devices, imaging and diagnostics trade association serving as the voice of the Medical Technology industry across the Middle East & 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 meaningful Medical Technology innovations, which ultimately benefits the MEA region community.

We foster Good Citizenship and promote ethical business behavior, working proactively with governments, regional bodies and healthcare professionals to deliver high value solutions for better patient outcomes.

Mecomed is a member of Global Medical Technology Alliance, which includes other associations, like AdvaMed, ApacMed, MedTech Europe, Samed ed others.
OUR MEMBERS 2019
MEA MEDTECH MARKET

KEY FACTS ABOUT MEDTECH IN THE MIDDLE EAST & AFRICA

- **The annual value of MedTech Market in MENA:** $7,165bn
- **The expected MedTech market size in MENA by 2023:** $8,5bn
- **Circa 142,000 MedTech employees in MEA**
- **1.5 Billion population**
- **Country Healthcare Expenditure range:**
  - from under $50 to over $200 per capita
- **Country Healthcare Expenditure range in % of GDP in MENA:**
  - from 2.5% to 8.5%
MEA MEDTECH MARKET

KEY FACTS ABOUT MEDTECH IN THE MIDDLE EAST & AFRICA

MOST COMMON USES OF MEDICAL DEVICES IN MEA

- Consumables
- Diagnostic Imaging
- Orthopaedics Prosthetic Devices
- Cardio Vascular
- In-vitro Diagnostics
- Patient Aids
- Dental
MEA MEDTECH MARKET

KEY FACTS ABOUT MEDTECH IN THE MIDDLE EAST & AFRICA

OUR STAKEHOLDERS

Patients

Healthcare professionals

General public

Governments

Insurance companies

Medical Technology companies

Distributors and other partners

Regulators
Mecomed spearheads initiatives to work closely with healthcare officials in the MEA 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.

Enable faster access to the latest medical technology and innovation.

Partner with and bring together all the different stakeholders of Medical Technology industry.

Help shape an ethical and sustainable healthcare environment.

One voice in addressing issues facing the industry and healthcare in general.

Direct channel of communication with healthcare authorities across the region.
Mecomed has six Steering Groups that serve distinct purposes.

- Regulatory
- Compliance
- Market Access
- Talent and Human Capital
- Legal
- Government Affairs & Comms
MEMBERS BENEFIT FROM:

- Synergy of unified industry approach to ensure issues are escalated and discussed properly with authorities and awareness is created in alignment with international standards.
- Access to database information on the regulatory requirements per country.
- First-hand members updates on the regulatory changes in the region.
- Access to the regulators via group delegations and regulatory symposium, a platform for cooperation between regulators and the industry.
- Well established relationships with regional regulators.
Ongoing Regulatory Intelligence & updates

Industry Position paper around the importance of Post Market Surveillance for patient safety

Assessment of regional impact of UDI, MDR, Brexit etc. and working with peer associations and international bodies to align regional activities with global regulatory developments

Advertising and Promotional requirements in MEA

Engagement with Health regulators and other stakeholders (CAB, GS1, DHA, CCAD) for emerging trends like RoHS and UDI

Training for the Regulators around the basis of MD regulations and engaging in key regulatory events in the region, e.g. SFDA conference, AWHP meeting
MEMBERS BENEFIT FROM:

- The Conference Vetting System (www.ethicalmedtech.eu)
- Established escalation process and successful conflict resolution
- Instilling The Code of Ethics, based on principles of separation, transparency, equivalence and documentation
- Access to defined minimum requirements for distributors due diligence
Certified partners project (online training and certification of PCOs and HCOs)

Enhancing CVS for the third-party events, including booth, education grants etc.

Communicating revised Code of Ethics and training sessions for members, their business partners, HCPs and PCOs

Continue reaching out to authorities for the Code’s endorsement
MEMBERS BENEFIT FROM:

Healthcare systems mapping for the countries of interest

Promoting value-based healthcare solutions to key stakeholders in the region

Ongoing education on key health economics and market access topics
CURRENT GROUP PRIORITIES

- Updating and creating healthcare maps for key markets in the region
- Addressing regional Market Access challenges (e.g. DRGs and Price Regulations)
- Promoting Value-Based Healthcare and engaging into a MEAT Value-Based Procurement strategy
- Members education on key health economics and market access topics
MEMBERS BENEFIT FROM:

- Ongoing support in the C&B benchmarking process and legal/employment landscape updates
- Continuous updates on talent development and localization programs
- Sharing best employment/payroll/talent retention/diversity practices
CURRENT GROUP PRIORITIES

- Localization programs opportunities and challenges
- Reducing the gender gap in Medical Technology industry in the region
- Effectiveness of staff retention programs
MEMBERS BENEFIT FROM:

- Monitoring of legislation changes and enforcement in MEA countries
- Sharing best practice, in line with applicable laws
- Attending and participating in presentations / trainings from external lawyers and / or subject experts around topics proposed by members and decided by the Legal Working Group
CURRENT GROUP PRIORITIES

- Providing on-going legal support to the association on publications, contracts, positions/statements, as well as guidelines and internal policies
- Legal updates of the Board and Leadership group
- Conducting a GDPR impact analysis with subsequent policy development, if needed
- Raising awareness on communication and conducting training to members and committees
MEMBERS BENEFIT FROM:

- Building strong relations with key regional stakeholders
- Continuous communication and opportunities of promotion for members via Mecomed social media channels and newsletters
- Helping members identify solutions to key regional challenges
- Association quarterly newsletters and blogs
- Daily medical technology news flash on Mecomed website
Communication:
- Brand strengthening within various stakeholder groups
- Communication partner for other committees
- Using association communication channels for members’ support
- Social media engagement reinforcement

Government Affairs:
- Value of Medical Technology innovation and generation of local data
- Privacy laws monitoring
- Reforms in Healthcare Funding monitoring and advocacy (DRGs, payer groups)
- Parallel Trade
LEADERSHIP

MEMBERS BENEFIT FROM:

- High-level and exclusive access to local and international subject matter experts, government authorities and policy makers.

- Continuous collaborative exchange on healthcare ecosystem and dynamics. Getting regular insights internally and externally and sharing best practice, in line with applicable laws.

- Being part of an ethical, highly-reputable and self-regulated business community.

- Joining the international Medical Technology community through collaboration with other associations/ international bodies (GMTA, GDA, MedTech Europe, AdvaMed, ApacMed, SAMED, WHO, AHWP).
CONFERENCE VETTING SYSTEM (CVS)

CVS is an independently managed system which reviews the compliance of Third-Party Educational Events with Mecomed Code of Ethical Business Practice to determine the appropriateness for companies which are members of Mecomed to provide financial support to such events in the form of Educational Grants or commercial activities (e.g. booths, advertising, satellite symposia etc.).

Members of Mecomed and their Third Party Intermediaries (TPIs), cannot provide support to any Third Party Educational Event, unless it is assessed compliant by CVS in advance. Furthermore, the decisions rendered by the CVS Compliance Officer are binding on Mecomed members and their TPIs. In practice, this means that no support can be provided to a Third Party Educational Event which is assessed “non-compliant” by CVS.

ASSESSMENT CRITERIA:
The review process is based on a set of 7 criteria of equal weight in the assessment process, as follows:

- The scientific programme
- The geographic location
- The conference venue
- Hospitality
- Registration fees
- Sponsorship packages
- Communication support
CONFERENCE VETTING SYSTEM (CVS)

WHAT YOU NEED TO KNOW ABOUT CVS:

• Submissions must be made online via the EthicalMedTechConference Vetting System website: www.ethicalmedtech.eu

• Submission must be done 75 days prior to the Event starting date

• Needed documents and information to finalize the assessment:
  – Communication support (Website, Brochure or flyer)
  – Name of the venue
  – Detailed agenda of the program
  – Registration fees and Sponsorship packages

• No charges apply when submitting an Event in CVS

• Different stakeholders can do submissions in CVS:
  – Professional Conference Organizers (PCOs)
  – MedTech / Mecomed Members and their TPIs
  – Medical Societies and Healthcare Organizations (HCOs)

• Submissions are done by accessing
  www.ethicalmedtech.eu/medtech-apps/cvs/home and following the steps outlined on the website

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