mecomed

Medical Technology Association

Middle East & Africa

mecomed

WHO WE ARE

Mecomed is the trade association representing the medical devices, imaging, and diagnostics industries in the Middle East and Africa.

ABOUT US

Our Mission

Bring together all stakeholders in healthcare to improve people's health through the timely introduction of meaningful medical technology innovations that benefit the MEA region.

Foster Good Citizenship

Collaborate with governments, regional organizations, & healthcare providers to deliver high-value solutions that improve patient outcomes.

Our Association

Mecomed is a member of Global Medical Technology Alliance, which includes other associations, like AdvaMed, MedTech Europe, Samed, APACMed and others.

OUR INDUSTRY MEMBERS 2026

OUR ASSOCIATE MEMBERS 2026

AFMS

aki الخياط للاستثمار Al Khayyat Investments

AMICO

ASTE PHARMACEUTICAL, MEDICAL & LABORATORY SUPPLIES

BASIC MEDICAL EQUIPMENTS بيسيك ميديكال إكويبمنتز

GISS Gulf Integrated Security Solutions Co. شركة الخليج المتكاملة للأنظمة الأمنية

GS1 US

GULFDRUG MAKING LIFE BETTER

i-GENTIC

IntelMed Consulting

IQVIA

شركة خالد العلمية ذ.م.م KHALID SCIENTIFIC CO. W.L.L

Mazaya Medical Trading W.L.L

MEDI TRADING

MEDICALS INTERNATIONAL

MOSAIC منتج الدولية شريم

الحديثة mpc

MSS MED SURG SOLUTIONS

NBK

Pharmatrade

PIMEX MEDICAL

PIMEX MEDICAL

ترويج المشاريع PROJECTS PROMOTION

SUMC شركة السلطان المتحدة الطبية AlSultan United Medical Co.

taiba MEDSERV

VitalAire Home Healthcare

ZAHRAWI

ASSOCIATIONS

ASSOCIATION OF CLINICAL DEVICES AND DIAGNOSTICS MANUFACTURERS

HDAP Healthcare Devices Association of Pakistan Caring for Patients, Society & Industry

MEDAK MEDICAL TECHNOLOGY INDUSTRY ASSOCIATION OF KENYA

SALDA

MECOMED BOARD 2026-2027

KONSTANTINOS DELIGIANNIS
GE HEALTHCARE

HANI KHASATI
ABBOTT

MAJDI YOUNIS
CONVATEC

MUHIEDDINE MAKKOUK
CEPHEID

FARAH N. HAMDAN
TERUMO INTERVENTIONAL SYSTEMS

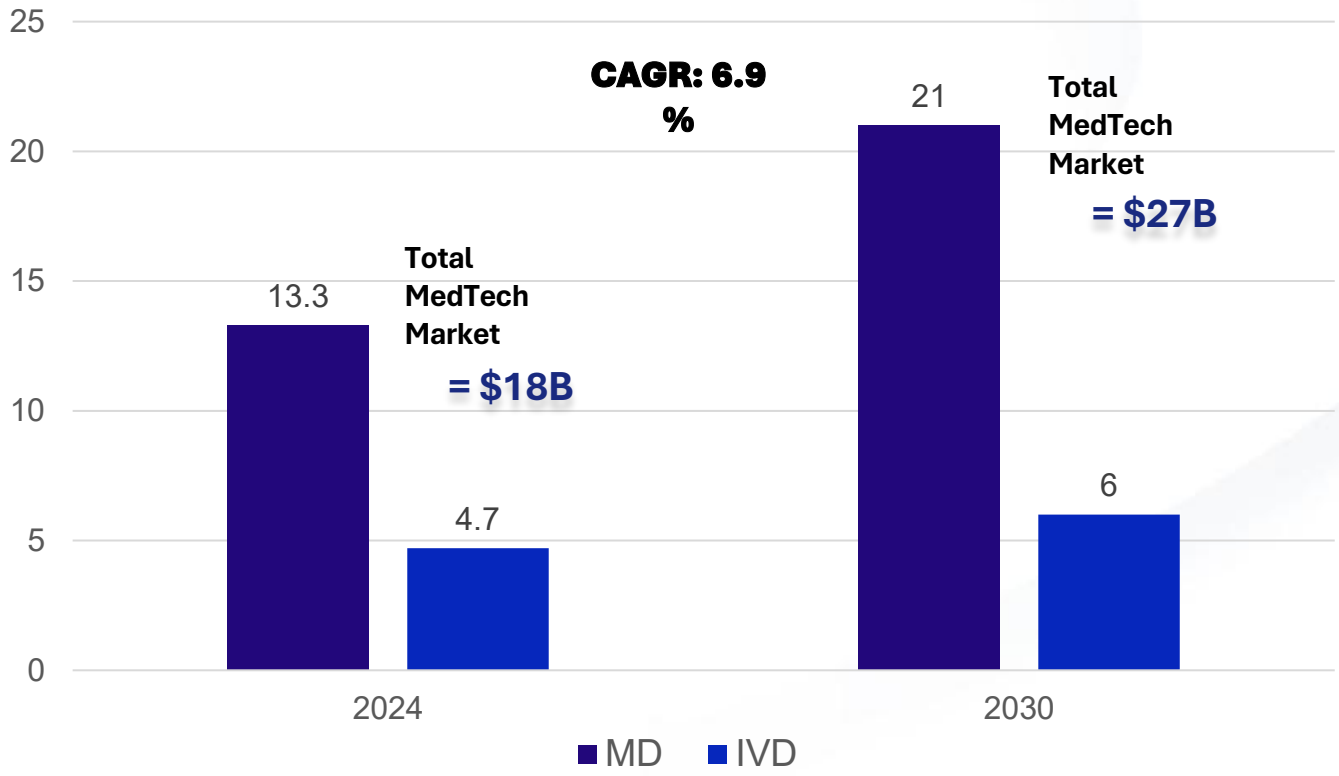
ROULA YOUSSEF HALABI
COOPER SURGICAL

PROSUN NYOGI
MEDTRONIC

TAREK EL RAHBANI
BOSTON SCIENTIFIC

MEA MEDTECH MARKET

MEA MEDTECH MARKET SIZE (IN BILLION)



MD : 7.88% **CAGR 2024-2030** IVD : 4.1%

2.05 Billion Population

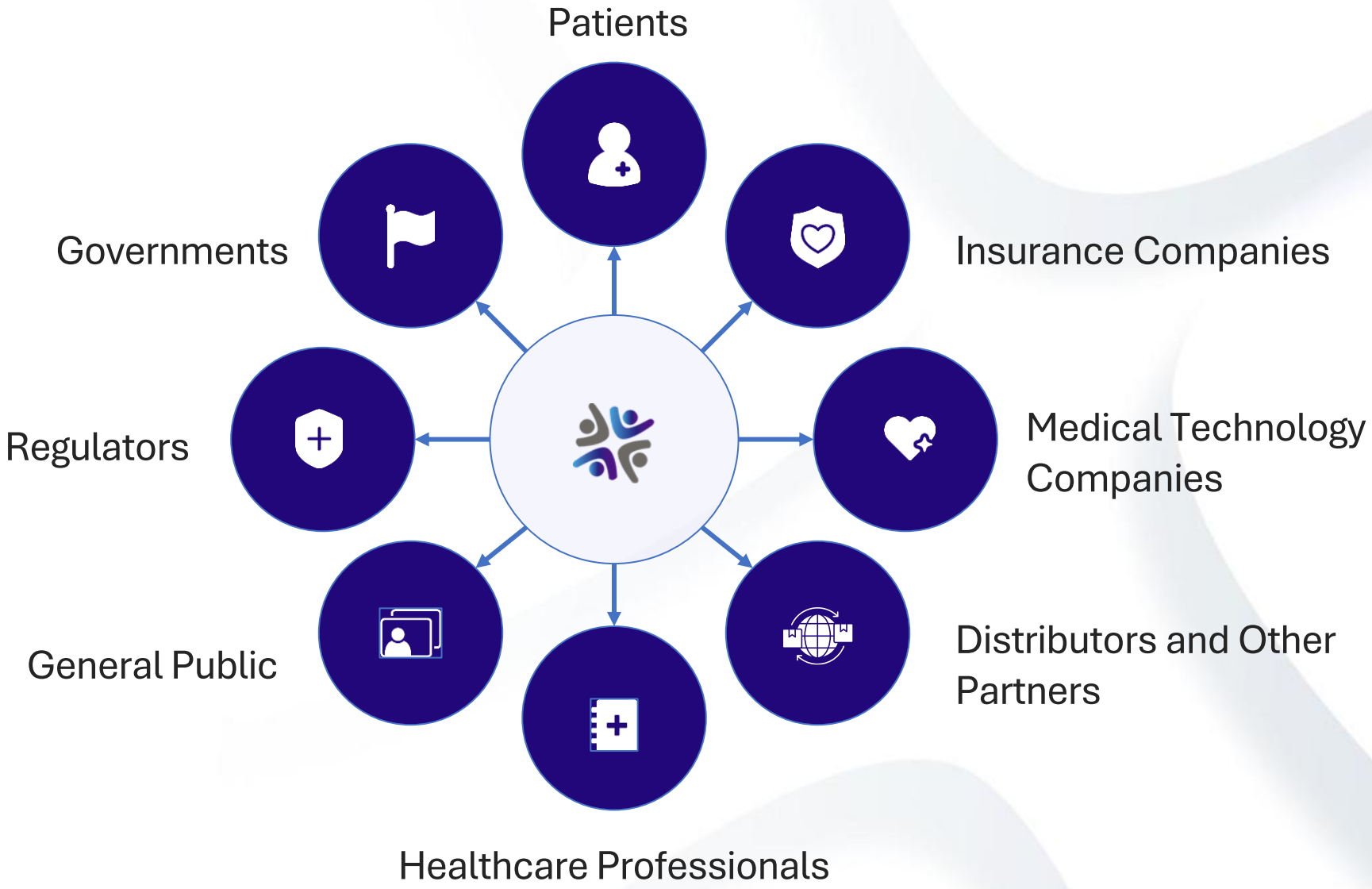
Country Healthcare Expenditure range: **from under $15 to over $2300 per capita**

Country Healthcare Expenditure range in% of GDP in MEA: 2.5% **to 10%**

MEDICAL DEVICES MOST COMMON USES

- Surgical & Lab Equipment
- In-vitro diagnostics
- Personal Protective Equipment
- Software
- Single Use Devices
- Medical Equipment
- Implantable
- Diagnostic Imaging

OUR STAKEHOLDERS



THE VALUE WE ADD

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One voice in addressing issues facing the industry & healthcare in general

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

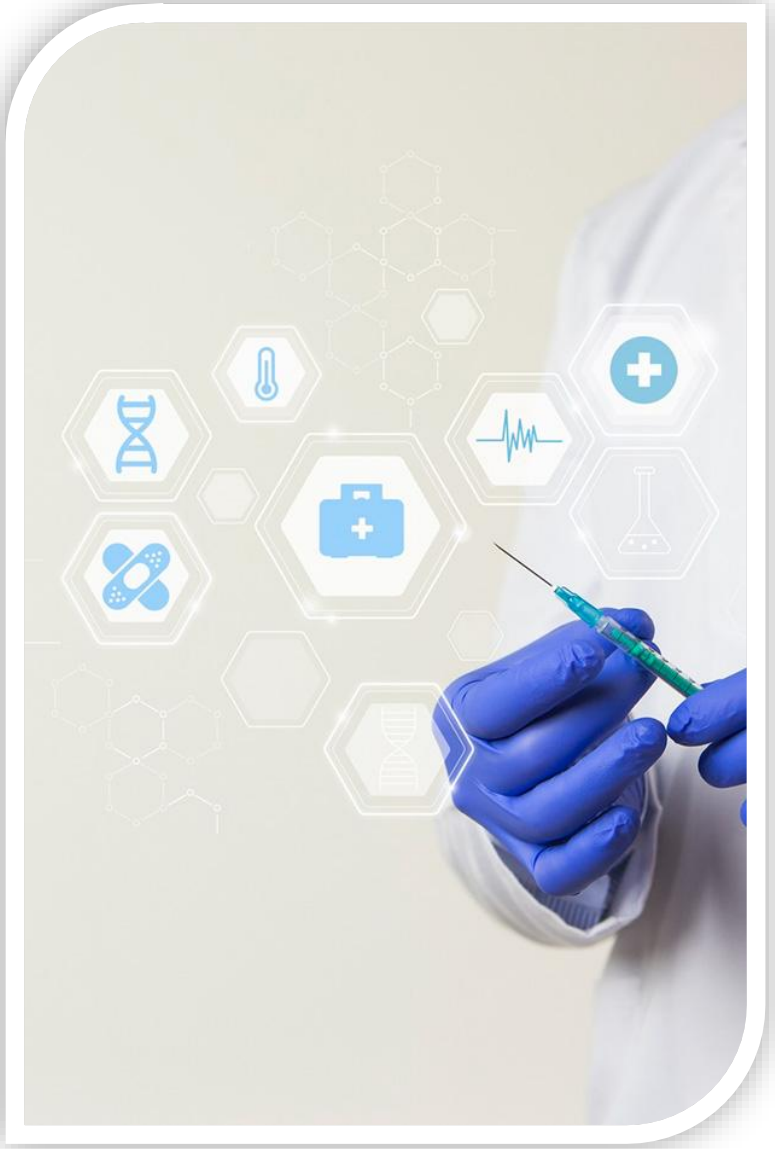
Direct channel of communication with healthcare authorities across the region

Help shape an ethical & sustainable healthcare environment

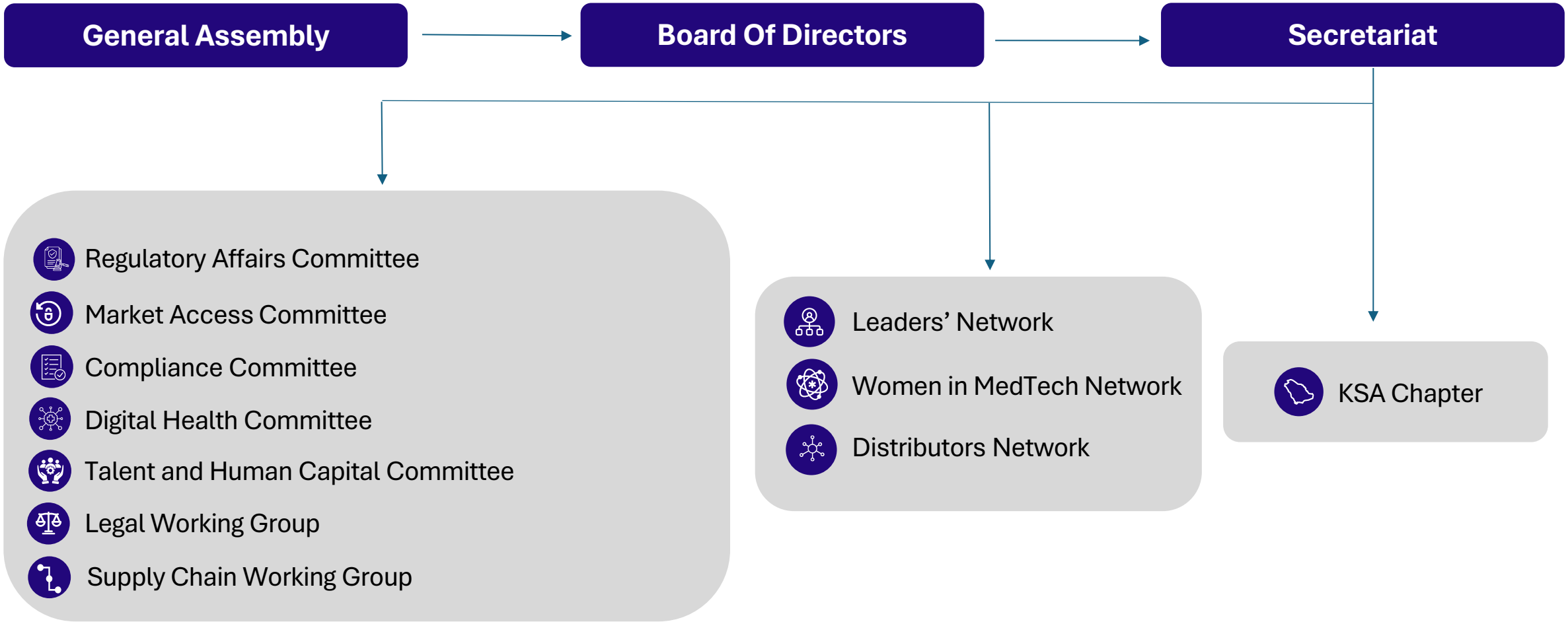
Enable faster access to the latest medical technology and innovation

MEMBERS' BENEFITS

- Be part of collective voice focused on improving standards of care in MEA
- Elevate your brand by being acknowledged as Mecomed member
- Join workshops, seminars, trainings & other industry events at special rates
- Participate in dedicated sessions of functional committees & working groups
- Benefit from exclusive market insights and regulatory intelligence



MECOMED ORGANIZATIONAL STRUCTURE



REGULATORY AFFAIRS

Members Benefit From:

- Access to database information on the regulatory requirements per country and other related regulatory topics.
- First-hand members updates on the regulatory changes in the region.
- Sharing best industry practice among member companies and educational sessions for the committee members on key RA topics globally and regionally.
- Well established partnership with regional regulators regarding regulatory matters & capacity building initiatives.
- Synergy of unified industry approach to ensure issues are escalated & discussed properly with authorities & awareness is created in alignment with international standards.

REGULATORY

Current Group Priorities

- Actively engaging in shaping the regulatory policies in the region, by communicating the latest regulatory intelligence, and advocating industry challenges and priorities.
- Developing and delivering a regulatory training program for Mecomed distributors around RA documentation and product lifecycle.
- Raising awareness around good regulatory practices, convergence and reliance, and addressing MDR/IVDR impact on the regulations in the region.
- Raising awareness around Digital Health Regulations and trends, such as E-IFU, green submission, UDI & others.
- Building capacity initiatives with internal and external stakeholders: educational sessions and training for members and regulators.
- Cross Collaboration with GMTA and other trade associations on global topics and Africa.

MEA REGULATORY ENVIRONMENT

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01 Dynamic, shifting from an Open Market to tighter Regulatory Controls

02 GHTF Based Regulation but also In-Country Specific Requirements

03 From Pharma Driven Requirements To Digital Health Technologies

04 Impact of International Changes on Local Registrations

05 Growing Focus on Post-Market Surveillance & Traceability

MEA REGULATORY ENVIRONMENT

mecomed

Be Informed

- ✓ Regulatory Intelligence & Updates
- ✓ Sharing Best Practices

Anticipate Change

- ✓ Capacity Building Initiatives
- ✓ Members' Training & Education

Respond with Confidence

- ✓ Solid Databank
- ✓ Engaging with Authorities & Trade Associations

REGULATORY AFFAIRS WORKING GROUPS

1. **UDI WG**
   Working on harmonizing UDI requirements for the region.

2. **E-IFU WG**
   Working on advocating the acceptance of E-IFU in the region.

3. **Reliance WG**
   Working on advancing regulatory convergence in the region, with the focus on Africa.

4. **Databank Update WG**
   Working on harmonizing UDI requirements for the region.

5. **IVDR WG**
   Assessing the impact of IVDR on the registrations in the region and building capacity with regulators around the changes introduced.

6. **MDR WG**
   Assessing the impact of MDR on the registrations in the region and building capacity with regulators around the changes introduced.

7. **AI Regulations WG**
   In collaboration with Digital Health Committee – Yet to be kicked-off.

8. **Distributor Training WG**
   Building and delivering a regulatory training curriculum for Mecomed members' distributors.

A TRUSTED PARTNER TO THE AUTHORITIES OF THE REGION

Delivering Regulatory Excellence Across MEA

50+

Capacity Building Sessions Delivered

Capacity-building programs and regulatory workshops offered to authorities and SMEs across the Middle East & Africa.

15+

Authorities Engaged

Collaboration with regional regulators and agencies to strengthen regulatory systems and support harmonized practices.

Bringing best-in-class regulatory expertise to support stronger, more aligned health ecosystems in the region.

EDUCATION STARTS FROM WITHIN

Exclusive Educational Sessions for Regulatory Committee Members

01
Post-Market Surveillance, Vigilance & UDI

02
GRP, Technical Barriers to Trade & International Benchmarks

03
Digital Health & AI Regulations (EU AI Act, AKRA)

04
US Electronic Export Documentation & Global Regulatory Impact

05
Non-Medical Regulations Impacting MedTech in MEA

06
EU MDR/IVDR Implementation Updates & MDR Transitional Period Extension

07
Key Regulatory Trends & Geopolitics for 2025–2026

08
Advancements in Regulations for Emerging & Advanced Medical Technologies

COMPLIANCE

Members Benefit From:

- Trainings of members and other stakeholders on Mecomed Code and CVS
- Established escalation process and successful conflict resolution
- Access to Disclosure Platform
- Instilling the Code of Ethics, based on principles of separation, transparency, equivalence & documentation
- A library of guidance, templates/forms/trainings and other supporting documents
- The Conference Vetting System (https://www.ethicalmedtech.eu/)

COMPLIANCE

Current Group Priorities

- Awareness & Trainings: Continuous trainings on the Code & CVS
- Compliance alignment and collaboration with other MedTech associations
- Transparency and Disclosure platform
- Conflict Resolutions & Escalation process
- Africa Working Group – better focus on Africa & better support
- Working with Authorities and Regulators in the region
- Distributors & TPIs: Certification project & Associate membership
- Mecomed Code Enforcement

COMPLIANCE

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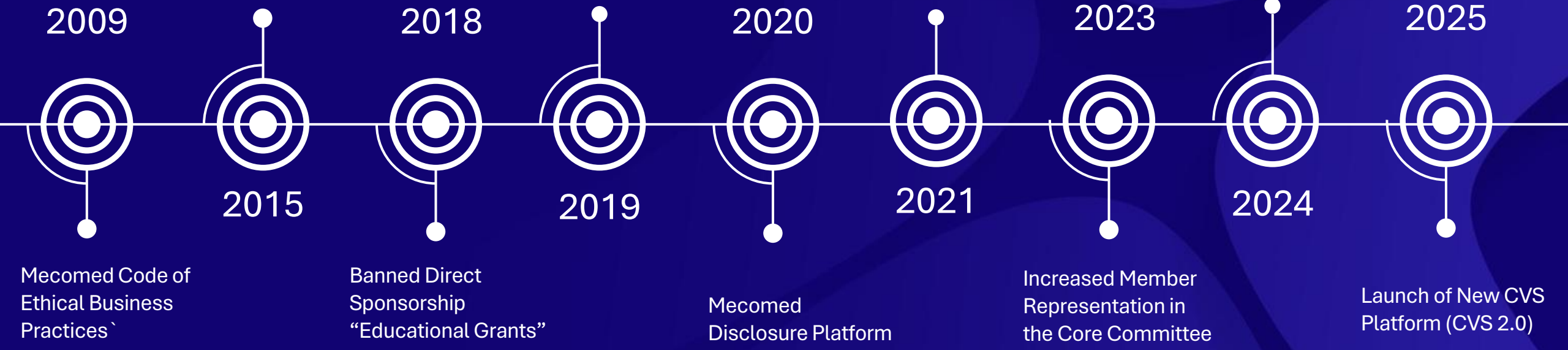

Changing Behaviors & Mentalities & build a culture of compliance

Safeguard for the industry - Ethical Perception

A Level Playing Field with equal chances to succeed

COMPLIANCE

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 not assessed as **"Compliant"** by CVS.

Assessment Criteria

- The Scientific Program
- Hospitality
- The Geographic Location
- Registration Fees
- The Conference Venue
- Communication Support

COMPLIANCE

Conference Vetting System (CVS)

Mecomed CVS Officer Contact

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Email:ruba.khasati@mecomed.com

What you need to know about CVS

Submissions must be made online via the Ethical MedTech Conference Vetting System website: www.ethicalmedtech.eu

Submission must be done no later than 50 days prior to the event starting date.

Needed documents and information to finalize the assessment:

Communication support (Website, Brochure or flyer)

Name of Venue

Registration fees

Detailed agenda of the program

Different stakeholders can do submissions in CVS:

Professional Conference Organizers (PCOs)

MedTech / Mecomed Members and their TPIs

Medical Societies and Healthcare Organizations (HCOs)

***No charges apply when submitting an event in CVS.*

MARKET ACCESS

Members Benefit From:

An understanding on the healthcare systems land scape for the countries of interest and tracking healthcare reforms

Ongoing education on key health economics, HTA and market access topics

Promoting the concepts of value-based procurement and industry-friendly HTA to key stakeholders in the region

MARKET ACCESS

Current Group Priorities

- Stakeholder engagement on Value-Based Healthcare and Value-Based Procurement
- Leveraging WHO Resolution on Strengthening Diagnostics Capacity
- Advocating for best practices of industry-friendly HTA and Reimbursement for Medical Devices with relevant Stakeholders in the MEA region
- Building Capacity of internal and external stakeholders on Market Access for MedTech

TALENT & HUMAN CAPITAL

Members Benefit From:

- Ongoing support in the C&B benchmarking process
- Sharing best talent management practices, both global and regional
- Continuous spot legal/ employment updates including localization programs

TALENT & HUMAN CAPITAL

Current Group Priorities

- Knowledge exchange on common HR challenges with global experts
- Internship initiatives within the industry for developing future workforce
- Embracing diversity and inclusion and leading Women Leadership Initiatives
- Building internal capacity on talent management and personal development

LEGAL

Members Benefit From:

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

LEGAL

Current Group Priorities

- Legal updates of the Board and Leadership group and supporting Mecomed with legal advice when needed.
- Conducting recent policies impact analysis and capacity buildings.
- Engaging in several task forces to provide a position paper on certain legislations.
- Providing on-going legal support to the association on publications, contracts, positions/statements, as well as guidelines and internal policies.

DIGITAL HEALTH

Members Benefit From:

- Strong relations and communication channels with regional governing bodies on healthcare data and digital health laws
- Member-only alerts on changes/ developments in the digital health landscape of the region
- Subject matter experts' advisory to the committee on developing regulations/ legislations pertaining to digital solutions & data privacy
- Networking opportunities with peer members and subject matter experts

DIGITAL HEALTH

Current Group Priorities

AI in Healthcare: Engaging with the regional key stakeholders on co-creation of AI Regulations for healthcare

Interoperability & Data Governance: Contributing to interoperability, health data governance and data protection standards across the region.

Influencing & building consensus on digital health regulations and changes related to data privacy.

Value and Reimbursement of Digital Healthcare Technologies: Understanding the DH environment in MEA Advisory on adoption, opportunities & barriers to reimbursement of digital healthcare technologies in the MEA region

MECOMED RECENT PUBLICATIONS

Regulatory & Digital Transformation

Driving regulatory excellence and digital innovation across the MEA MedTech ecosystem.

Unlocking Access Through Better Coding in Saudi Arabia's Healthcare

Exploring Diagnosis-Related Groups implementation and its impact on healthcare optimization In Saudi Arabia.

The role of Digital Health in Value-Based Healthcare in MEA (joint with IQVIA)

Highlighting how digital solutions can enhance patient outcomes, efficiency, and regional health system performance.

AI in Healthcare: Building the Future Together (joint with PWC)

Perspectives on responsible AI integration, regulatory readiness, and enabling safe innovation across MEA.

Mecomed remains committed to advancing regulatory convergence, digital innovation, and patient-centered healthcare across the region.

MECOMED RECENT PUBLICATIONS

Digital Documentation & UDI Standards

Supporting harmonized regulatory frameworks and digital transformation in medical device documentation.

Mecomed Paper on e-IFU (Electronic Instructions for Use)

Advocating wider adoption of e-IFUs across MEA to strengthen sustainability, improve access to information, and enhance safety for healthcare professionals and patients.

Mecomed Paper – UDI Recommendations

Guidance for future UDI regulations in MEA, aligned with IMDRF, promoting global harmonization, standardized labeling, and safer device identification.

Impact of the IVDR Amendment on countries recognizing EU CE marking

Overview of changes to EU MDR/IVDR, including EUDAMED roll- out, supply interruption obligations, and updated IVD transition timelines.

Mecomed remains committed to advancing regulatory convergence, digital innovation, and patient- centered healthcare across the region.

WOMEN IN MEDTECH NETWORK

Vision

Pioneering a MedTech ecosystem where women lead innovation, shaping a future where diversity is the cornerstone of healthcare advancements in the Middle East.

Mission

Empower, connect, and elevate Women in MedTech through mentorship, leadership development, & strategic collaboration, breaking down barriers and fostering inclusion.

Goals

Drive 15-20% of female representation in leadership roles across the MedTech sector by 2030.

Launch cross-industry partnerships and establish a sustainable support network for continuous professional growth.

Ensure gender equality and benefits across the industry.

WOMEN IN MEDTECH NETWORK BENEFITS

01

A supportive, empowering community committed to breaking glass ceilings in MedTech.

02

Gain career acceleration advice, leadership skills, and professional development support.

03

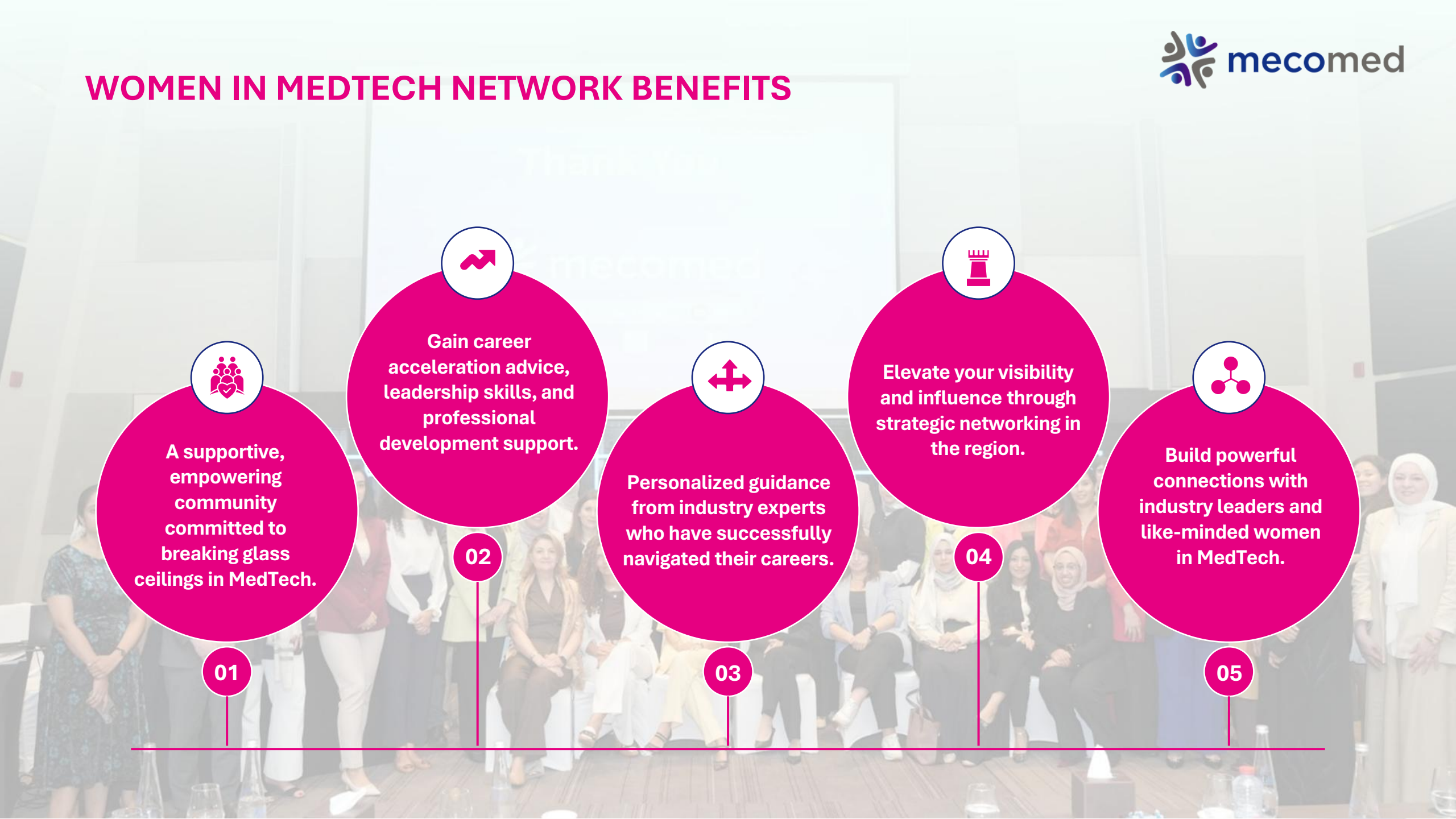
Personalized guidance from industry experts who have successfully navigated their careers.

04

Elevate your visibility and influence through strategic networking in the region.

05

Build powerful connections with industry leaders and like-minded women in MedTech.



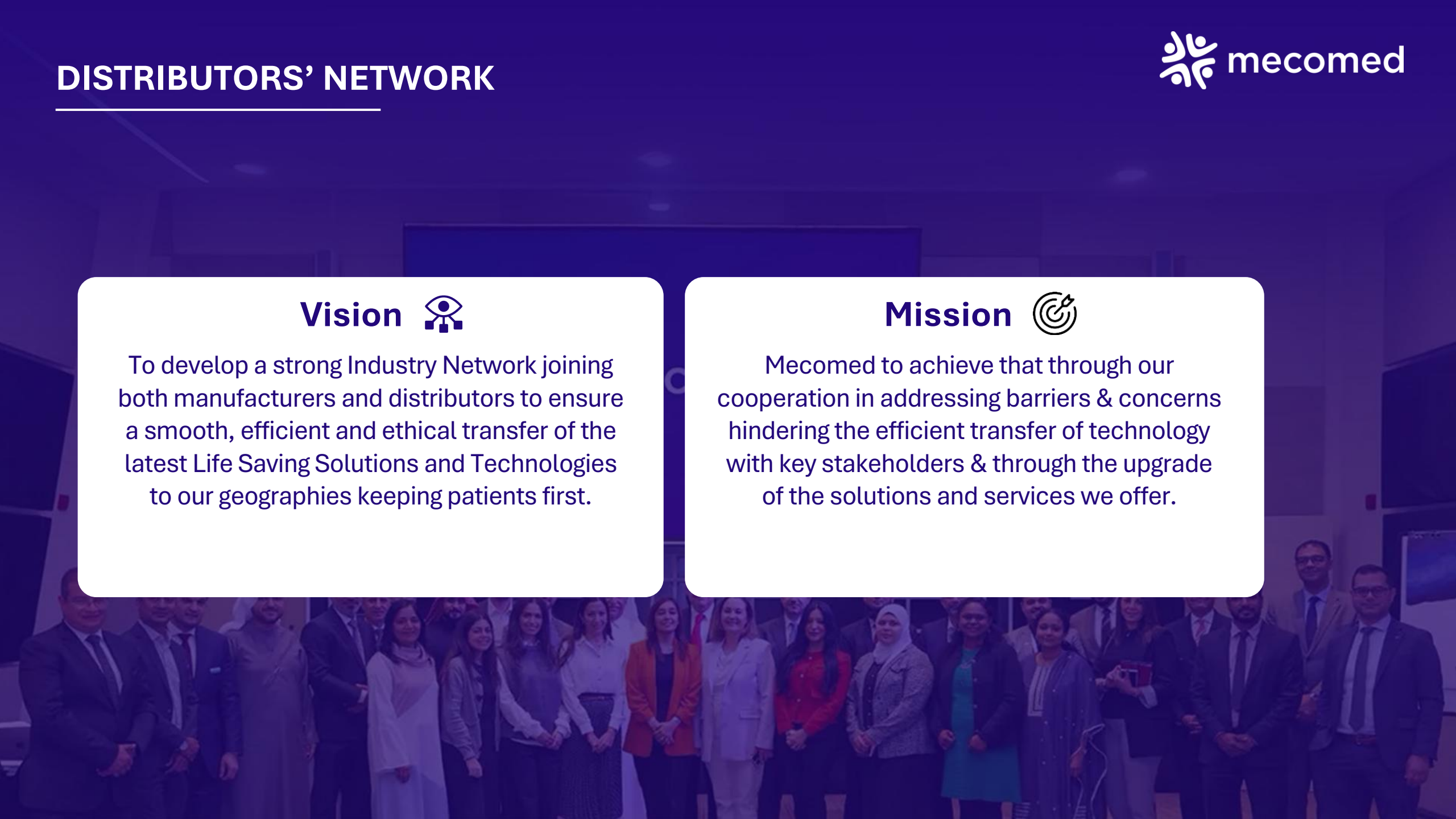
DISTRIBUTORS' NETWORK

Vision

To develop a strong Industry Network joining both manufacturers and distributors to ensure a smooth, efficient and ethical transfer of the latest Life Saving Solutions and Technologies to our geographies keeping patients first.

Mission

Mecomed to achieve that through our cooperation in addressing barriers & concerns hindering the efficient transfer of technology with key stakeholders & through the upgrade of the solutions and services we offer.



DISTRIBUTORS' NETWORK BENEFITS

Benefits

- Adding your voice to Mecomed's in addressing local and regional issues
- Voicing Distributors' concerns for a better reach and exposure with industry and with healthcare Authorities
- Joining forces in addressing issues related to Privacy, Tenders, Access and Digital Health
- Join lobbying meetings with Authorities
- Access to educational/Informational sessions and introductions to various emerging topics like ESG, D&I and Digital Health
- Increased exposure to the Industry, guiding rules and regulations
- Being Acknowledged as Mecomed Associate Members (When Joining Mecomed as AM)

Why

- Our distributors are the industry partners and extension
- They represent us in various markets and under various forms
- They are the trusted connection in transferring technology and bringing solutions to the patient
- They are potential future joint partners and core presence in any given geography
- We need to cooperate to ensure that the voice of the industry is heard and that the issues affecting the industry altogether are discussed and that the proper solutions are proposed

Who

- All distributors of existing Mecomed Members are welcome
- Representatives of distributors leadership and some specific functions to populate this network
- Management
- Regulatory
- HR / Compliance
- Market Access / Digital Health

KSA CHAPTER

Vision

To foster collaboration, innovation, and compliance to drive the transformation of healthcare and improve patient outcomes in alignment with Saudi Vision 2030.

Mission

To build a robust network of stakeholders across the Kingdom to:

Collaborate with key entities, including Health Holding Company, NUPCO, Local Content Authority, SFDA, SDAIA, and the Ministry of Human Resources.

Resolve barriers to trade and enhance regulatory frameworks for medical devices and IVDs.

Promote industry compliance and implement value-driven public procurement.

Develop local talent & contribute to sustainable healthcare advancements in Saudi Arabia.

KSA CHAPTER PRIORITIES

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Enhanced Stakeholder Collaboration

Strengthened relationships with governmental and industry stakeholders, fostering collective efforts to improve healthcare delivery.

Value-Driven Procurement

Advocating for value-based public procurement, ensuring efficient allocation of resources and better patient outcomes.

Regulatory Excellence

Streamlined medical device and IVD regulations, ensuring global standards for safety, quality, and compliance.

Talent Development

Supporting the growth of local expertise and workforce capabilities to sustain the Kingdom's healthcare transformation.

Trade Facilitation

Addressing trade barriers to ensure smoother market access and operational efficiencies.

Alignment with Vision 2030

Contributing to the realization of Saudi Vision 2030 through healthcare transformation, innovation, and sustainable industry practices.

LEADERS' NETWORK

Vision

To foster collaboration, innovation, and compliance of the MedTech industry to drive the transformation of healthcare and improve patient outcomes within the MEA region.

Mission

To build a robust network of industry leaders to:

Collaborate with key government entities across the MEA region.

Resolve barriers to trade and enhance regulatory frameworks for medical devices and IVDs.

Promote industry compliance and implement value-driven public procurement.

Develop local talent & contribute to sustainable healthcare advancements.

LEADERS NETWORK'S BENEFITS

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

Joining the international Medical Technology community through collaboration with other associations/ international bodies (GMTA, GDA, MedTech Europe, AdvaMed and others)

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

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

MEA CURRENT MARKET TRENDS

mecomed

01 Healthcare digitization, followed by Data Privacy and AI Policies development.

02 Push for privatization of healthcare with government maintaining the regulatory function. Consideration of VBHC.

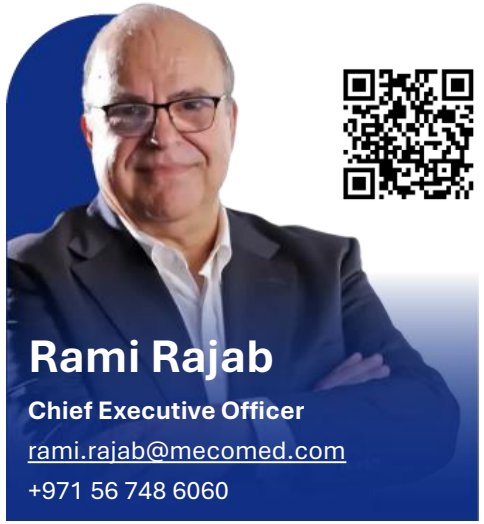
03 Developing HTA and consolidating purchasing with GPOs.

04 Drive for localization of with subsequent changes in commercial & employment laws.

MECOMED PRIORITIES 2026

- Further developing membership by adding additional categories
- Strengthening Saudi Chapter
- Global Focus on Africa- co-chairing GMTA Africa group and engagement with African Regional Bodies
- Regulatory Focus on UDI, MDR/IVDR impact, and Distributors' Training
- Aligning Compliance practices with global MedTech, including Escalation process
- Industry focus on Education and Talent Development
- Policy focus on Data Privacy and AI Regulations
- Shaping new and existing regulations via capacity building and collaboration with the authorities of the region

MECOMED SECRETARIAT TEAM



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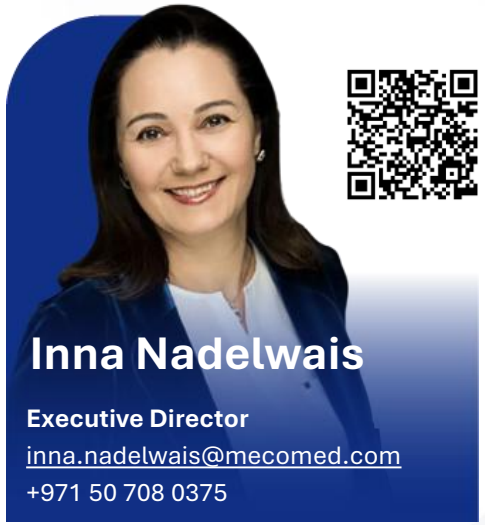

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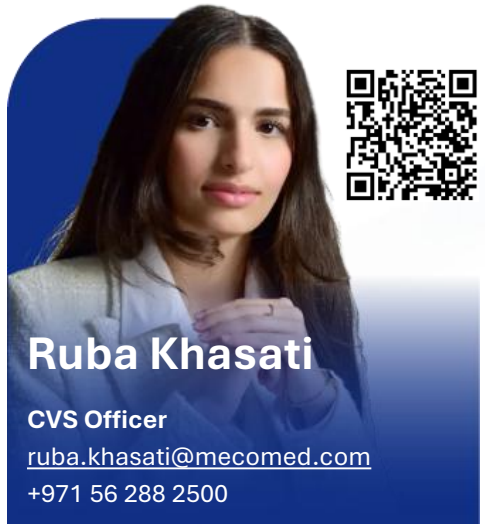

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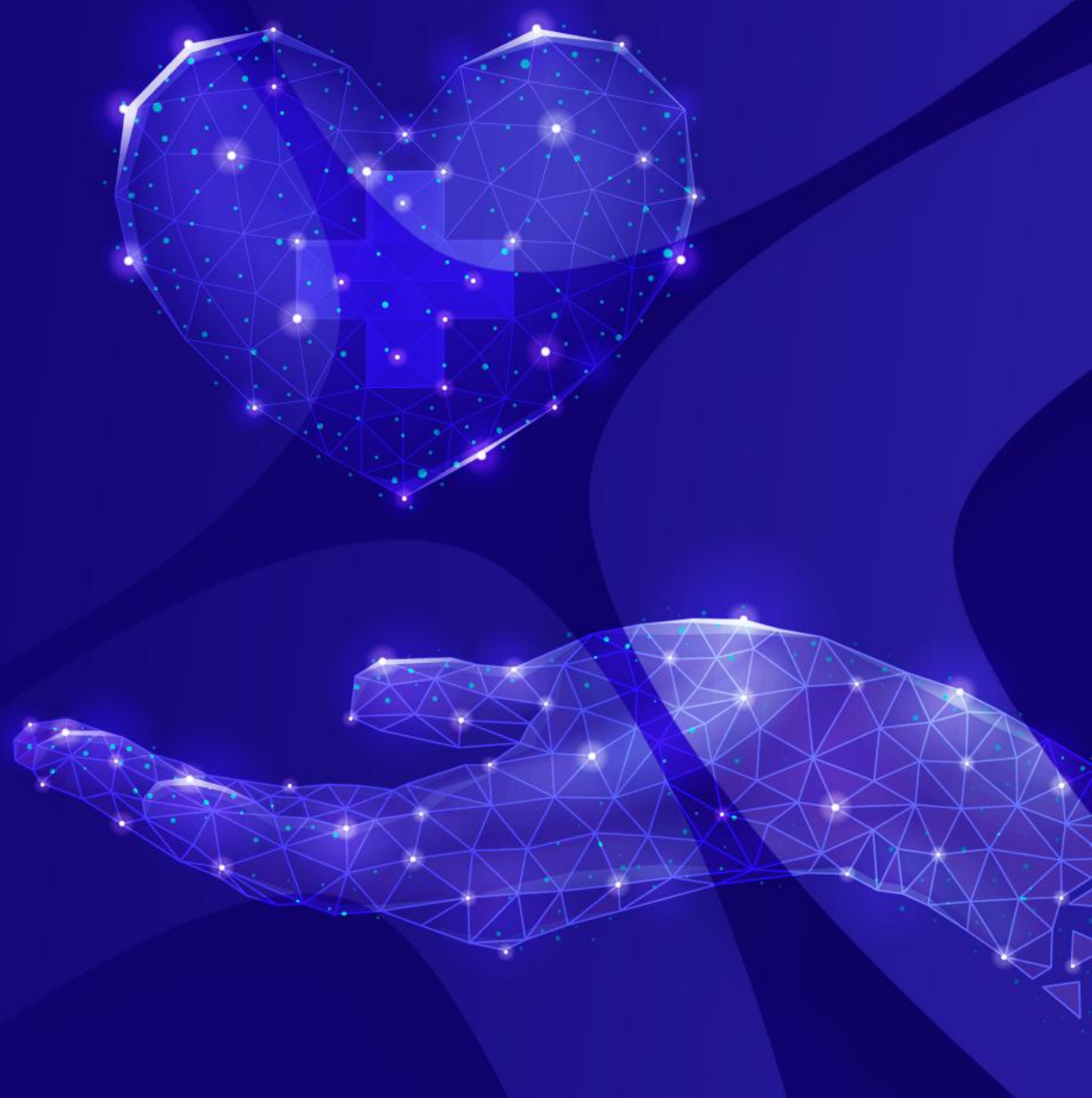

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