



# Medical Technology Association

Middle East & Africa

# 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



Alcon

Ansell



BAUSCH+Health

Baxter



Boston  
Scientific



Cordis™

Dexcom®  
CONTINUOUS GLUCOSE MONITORING

Dräger



GETINGE ✱



HOLOGIC  
The Science of Sure

Insulet

INTEGRA

J&J MedTech



Medtronic



OLYMPUS

PHILIPS



SIEMENS  
Healthineers

Smith+Nephew



stryker®



STORZ  
KARL STORZ—ENDOSKOPE



ThermoFisher  
SCIENTIFIC

Vantive



# OUR ASSOCIATE MEMBERS 2026



# MECOMED BOARD 2026-2027



**MAHER ELHASSAN**  
BD



**FARAH N. HAMDAN**  
TERUMO



**HANI KHASATI**  
ABBOTT



**MAJDI YOUNIS**  
CONVATEC



**KONSTANTINOS  
DELIGIANNIS**  
GE HEALTHCARE



**MUHIEDDINE MAKKOUK**  
CEPHEID



**PROSUN NYOGI**  
JOHNSON & JOHNSON  
MEDTECH



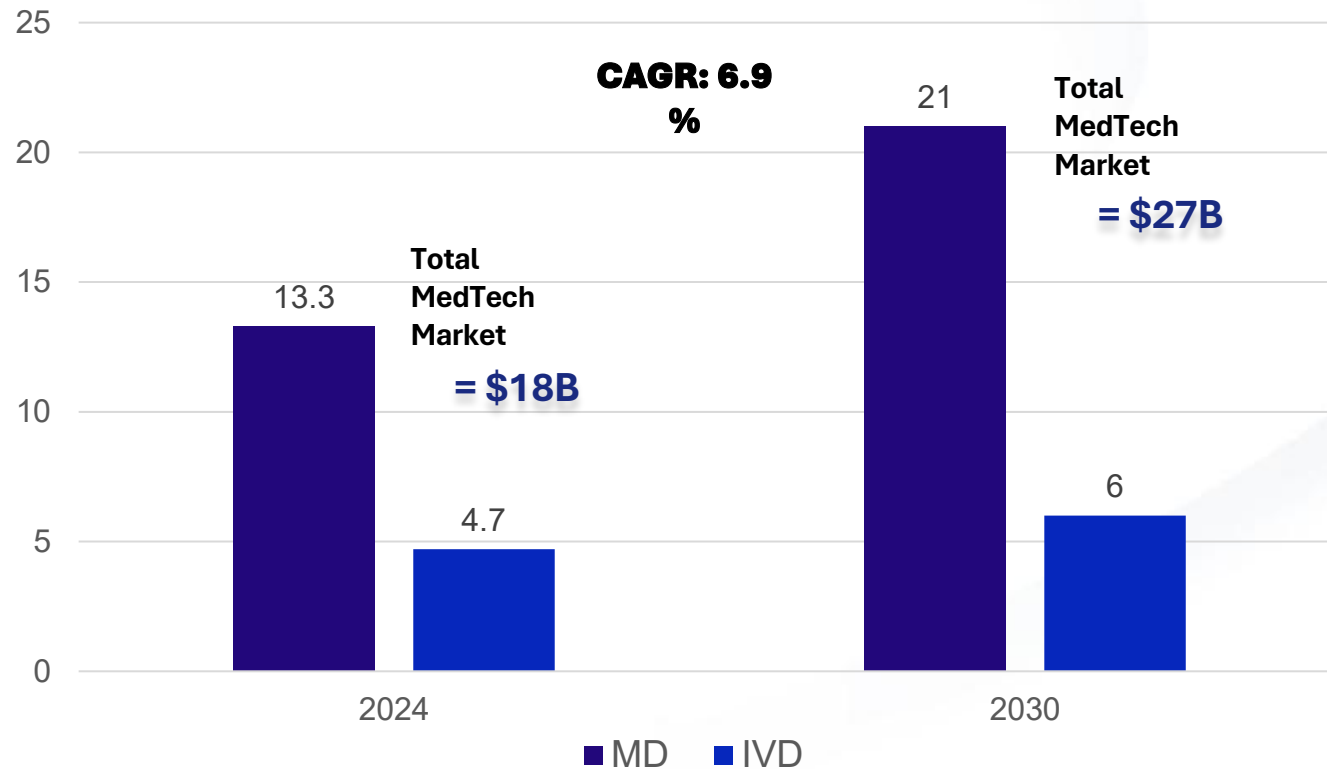
**ROULA YOUSSEF HALABI**  
COOPER SURGICAL



**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



Single Use Devices



In-vitro diagnostics



Medical Equipment



Personal Protective Equipment



Implantable



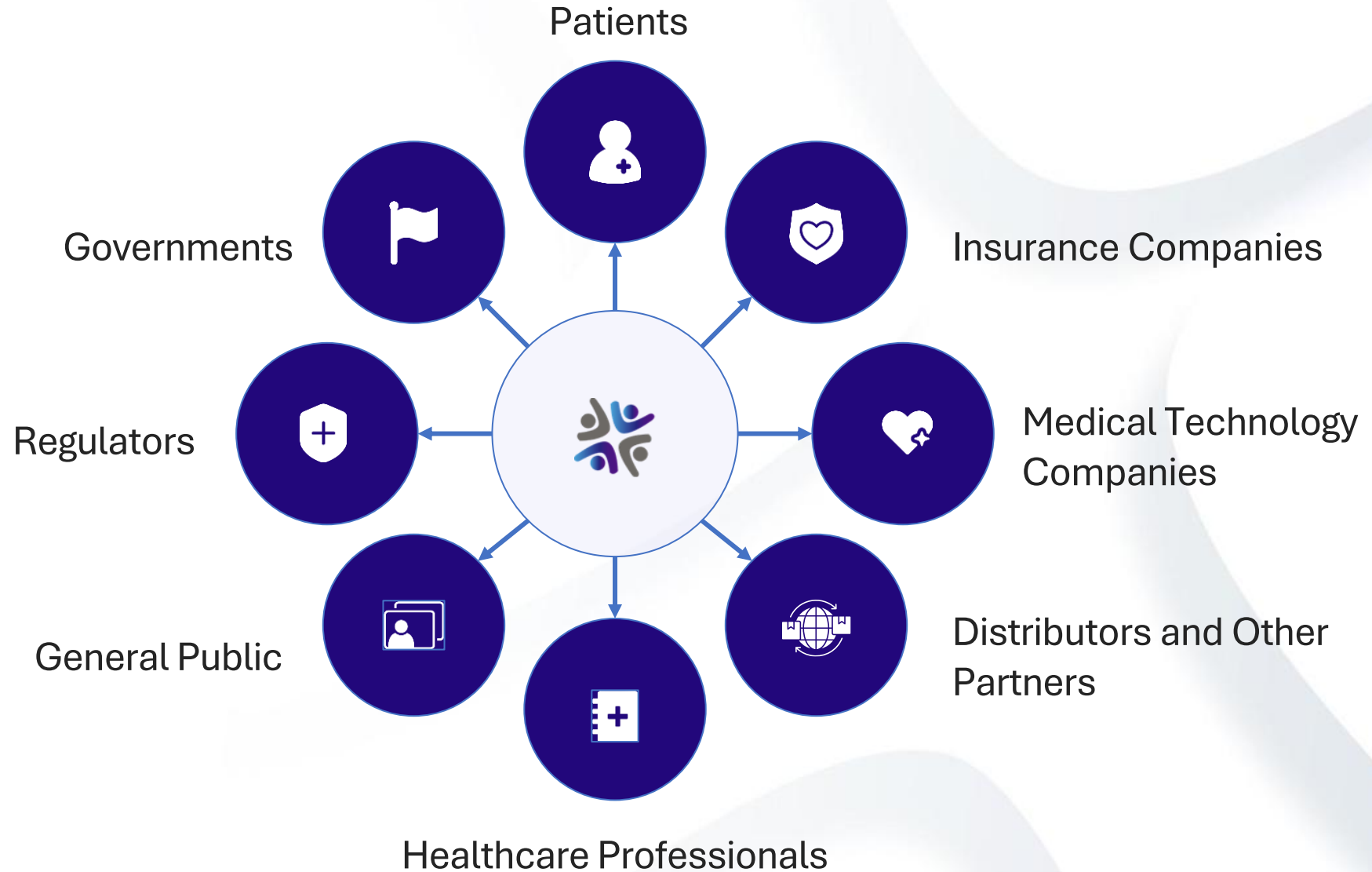
Software



Diagnostic Imaging



# OUR STAKEHOLDERS



## THE VALUE WE ADD



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



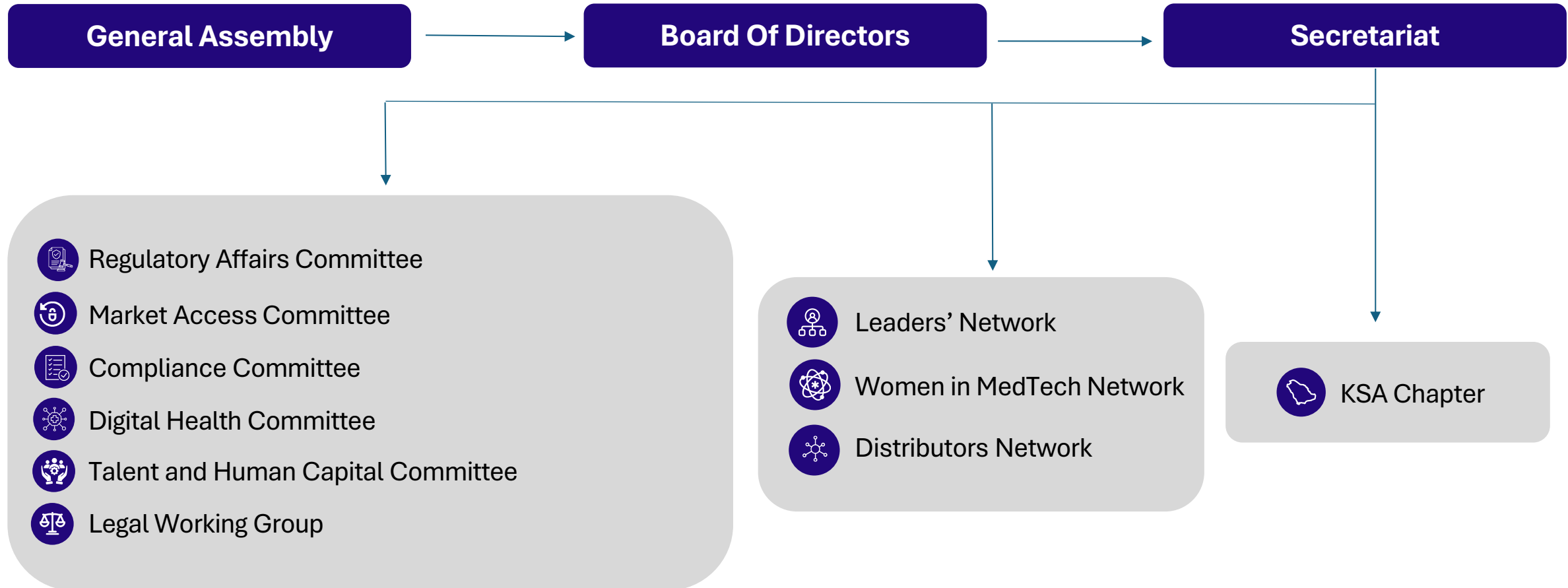
Participate in dedicated sessions of functional committees & working groups



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



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



### 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.



Trainings

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

# EDUCATION STARTS FROM WITHIN

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## 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



Conference Vetting System - CVS

Mecomed Certification for TPIs/ Distributors, PCOs & HCOs

First Code Review

Second Code Review

2009



2015



2018



2019



2020



2021



2023



2024



2025



Mecomed Code of Ethical Business Practices`

Banned Direct Sponsorship "Educational Grants"

Mecomed Disclosure Platform

Increased Member Representation in the Core Committee

Launch of New CVS Platform (CVS 2.0)

**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

Ruba Khasati  
Mobile: +971 562882500  
Email: [ruba.khasati@mecomed.com](mailto: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](http://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)



## MARKET ACCESS

### Members Benefit From:



An understanding on the healthcare systems landscape for the countries of interest and tracking healthcare reforms and engagement with key stakeholders



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



Monitoring healthcare reforms and market access trends in the MEA region and supporting transition to innovation-friendly systems



Advocating for best practices of HTA and Reimbursement for Medical Devices with relevant Stakeholders in the MEA region



Promoting Value and Patient Access to R&D-based innovation



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:



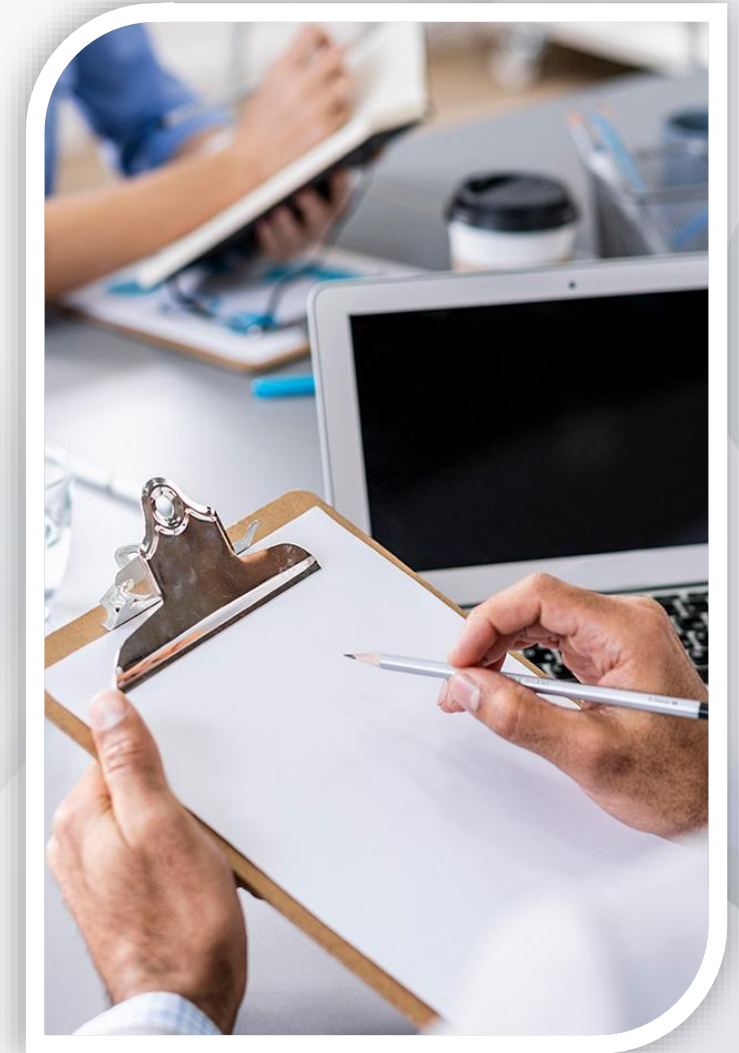
Monitoring of legislation changes and enforcement in MEA countries



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



Subject matter experts' advisory to the committee on developing regulations/ legislations pertaining to digital solutions & data privacy



Member-only alerts on changes/ developments in the digital health landscape of the region



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 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.

## 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



### 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



## 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

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## 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

**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


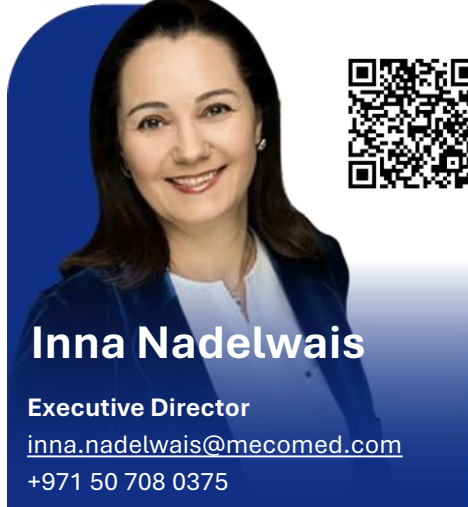


Shaping new and  
existing regulations via  
capacity building and  
collaboration with the  
authorities of the region


# MECOMED SECRETARIAT TEAM




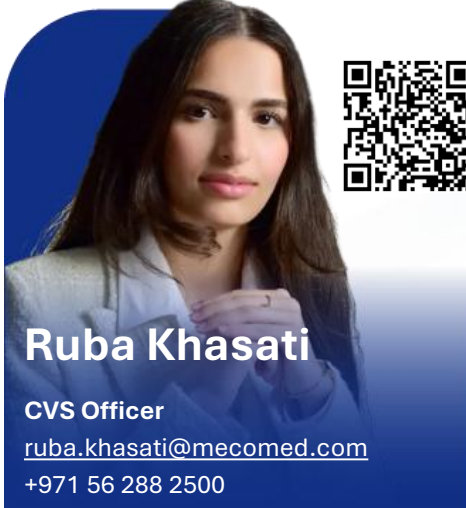
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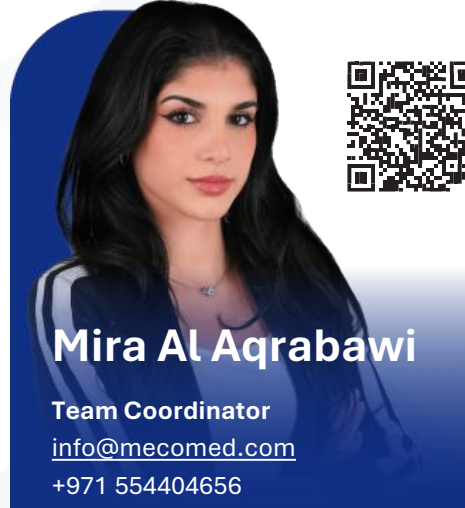
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