



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.

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, and 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 MEMBERS 2021



MEA MEDTECH MARKET

1.5 Billion population



~150,000

MedTech employees in MEA



Country Healthcare Expenditure
range in% of GDP in MEA:

3% to 10%



\$11.5 bn

The annual value of Medtech
Market in MEA (excluding IVDs)

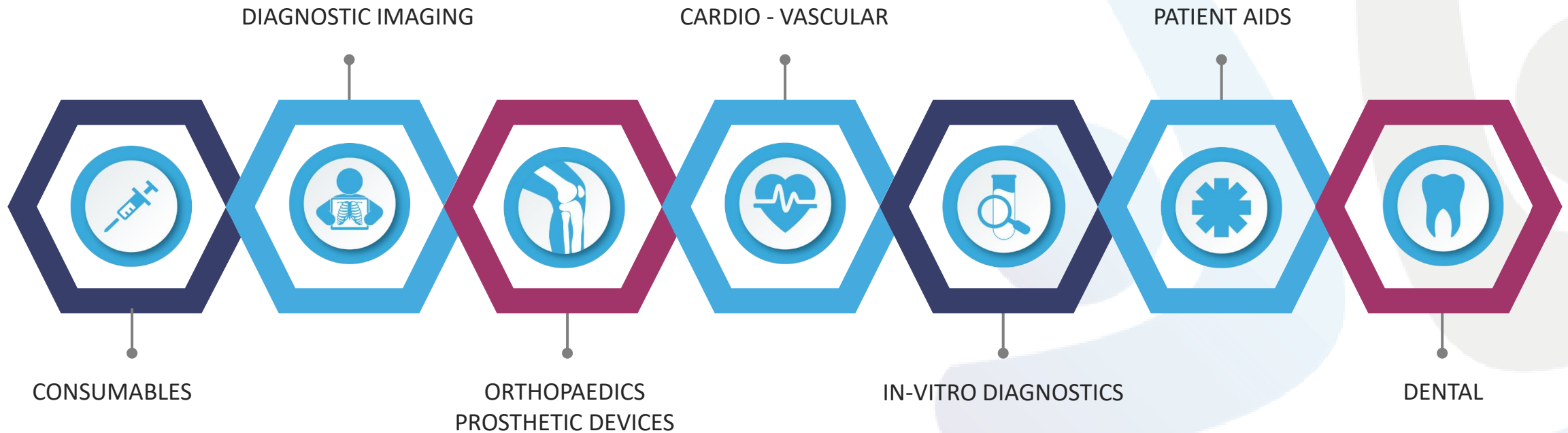
4.7% CAGR 2015-2020



Country Healthcare Expenditure
range:

**from under \$50
to over \$1700 per capita**

MOST COMMON USES OF MEDICAL DEVICES



OUR STAKEHOLDERS



THE VALUE WE ADD

Enable faster access to the latest medical technology and innovation

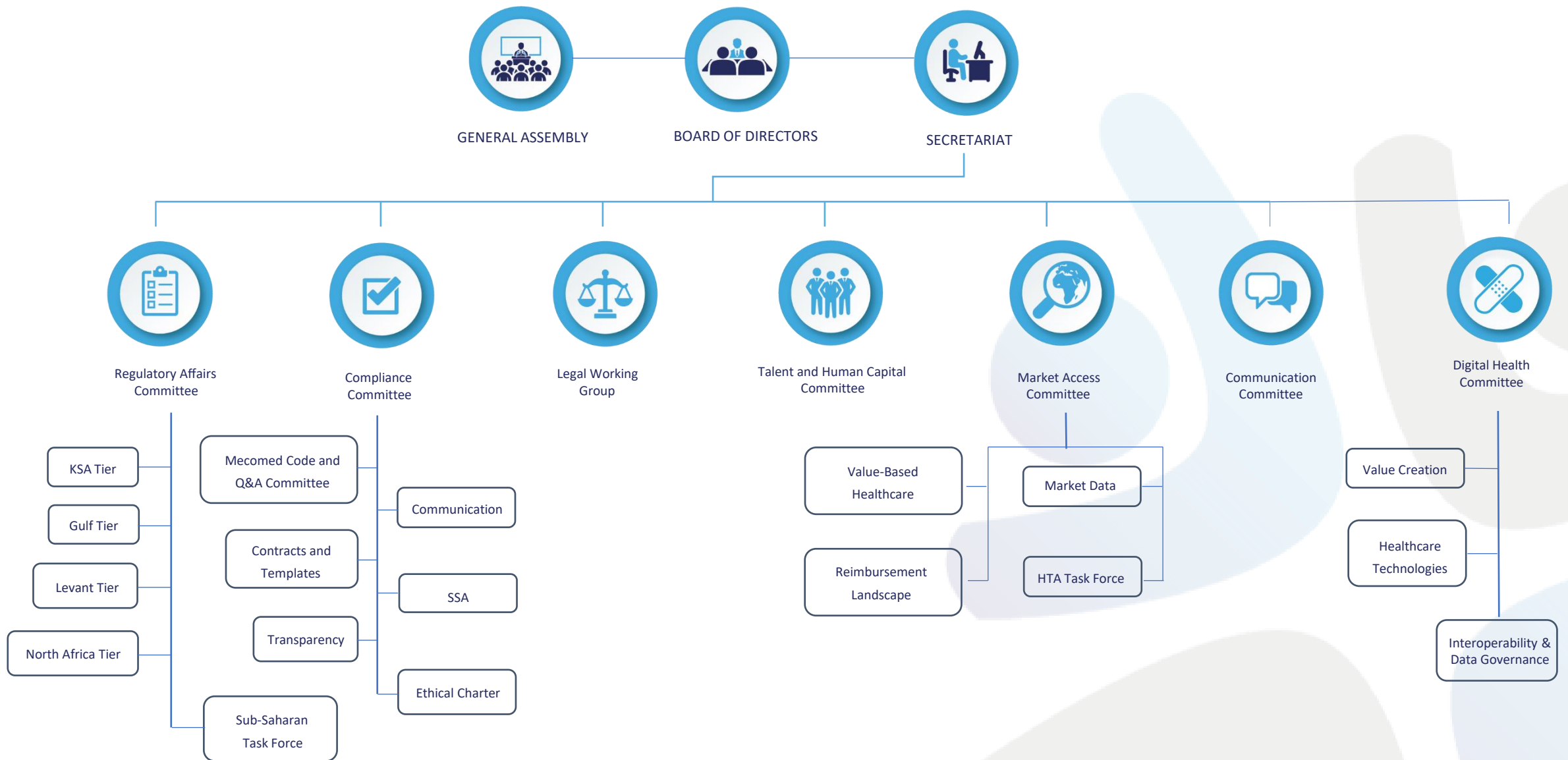
Partner with and bring together all the different stakeholders of Medical Technology industry

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 ORG. STRUCTURE



MECOMED BOARD OF DIRECTORS 2021



Youssef El Khamlichi
Regional Director Emerging Markets
(CEEMEA).



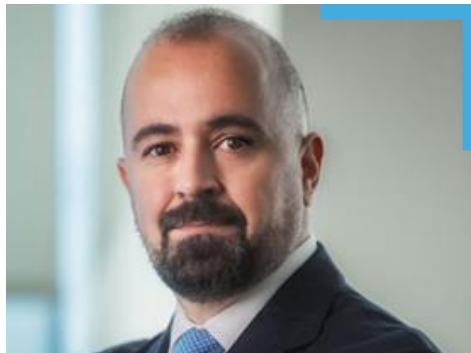
Qusai Al-Sayyed
Managing Director at bioMérieux in the
Middle East.



Rami Rajab
Chairman, LivaNova Intl Fellowship (LIFE)
Intl Corporate Social Responsibility.



Maher El Hassan
Vice President and General Manager, BD,
Middle East, North Africa and Turkey.



Tarek El Rahbani
Managing Director of Boston Scientific in
the Middle East & North Africa region.



Marzena Kulis
Managing Director, Johnsons & Johnsons
Medical Devices – Middle East.



Majdi Younis
Regional Business Director, Medtronic.



STEERING COMMITTEES



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communication



Digital Health



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

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 the regulators via group delegations and regulatory symposia, a platform for cooperation between regulators and the industry



Access to database information on the regulatory requirements per country



Well established relationships/ partnerships with regional regulators



First-hand members updates on the regulatory changes in the region



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

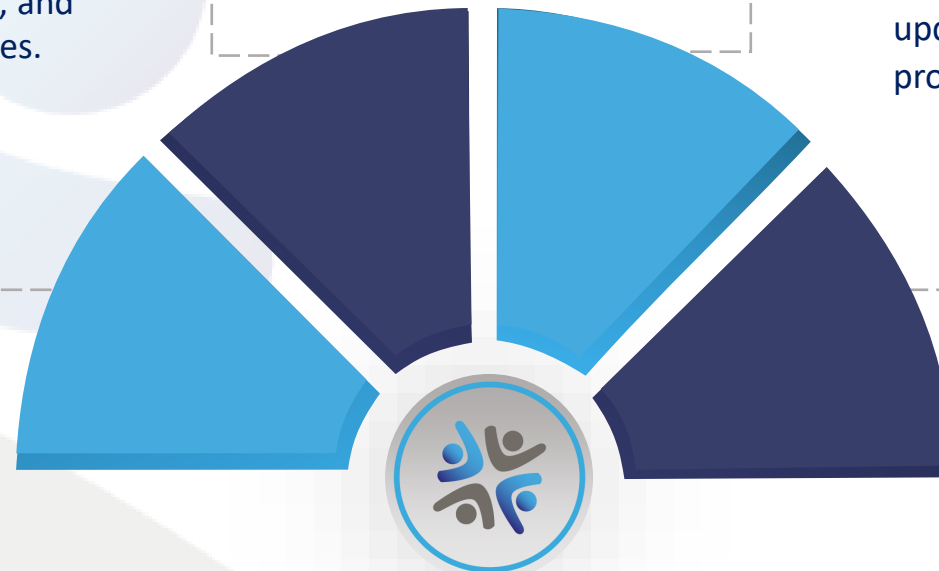
CURRENT GROUP PRIORITIES

Actively engaging in shaping the regulatory environment in the region, by communicating the latest regulatory intelligence, and advocating industry challenges.

Strengthening execution of the committee agreed upon objectives, mainly RA databank update and other internal projects.

Building capacity initiatives with internal and external stakeholders: educational sessions and training for members and regulators.

Building the wider network by cooperating with other trade associations and Cross-Committee Collaboration on industry priorities





Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

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



Trainings of members and other stakeholders on
Mecomed Code and CVS.



Access to Disclosure Platform



Access to defined minimum
requirements for distributors due diligence and
library of guidance, templates/forms and
supporting documents



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

CURRENT GROUP PRIORITIES





Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

MEMBERS BENEFIT FROM:



An understanding on the healthcare systems landscape , as well as financing/ reimbursement for the countries of interest



Ongoing education on key health economics and market access topics



Promoting the concepts of value-based healthcare (VBHC) and value-based procurement to key stakeholders in the region.



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

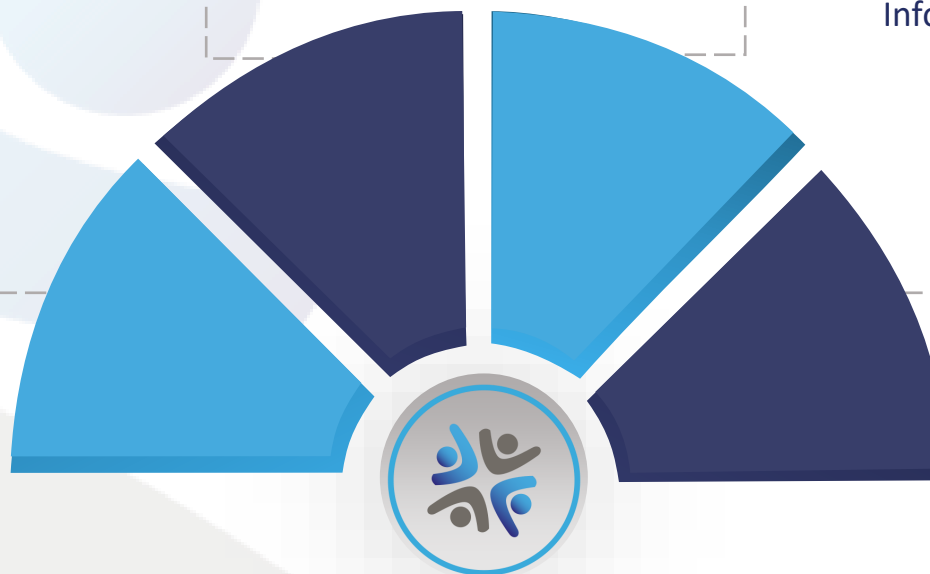
CURRENT GROUP PRIORITIES

Healthcare maps for key
markets in the region

Rolling-out white papers on VBHC for the
MedTech industries using case examples
from Diagnostics (Value of Diagnostics
Information) and Medical Devices

Creating an overview of the
healthcare financing models
for key markets in the region

Stakeholder engagement
and education on VBHC and
VBP





Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

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



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal

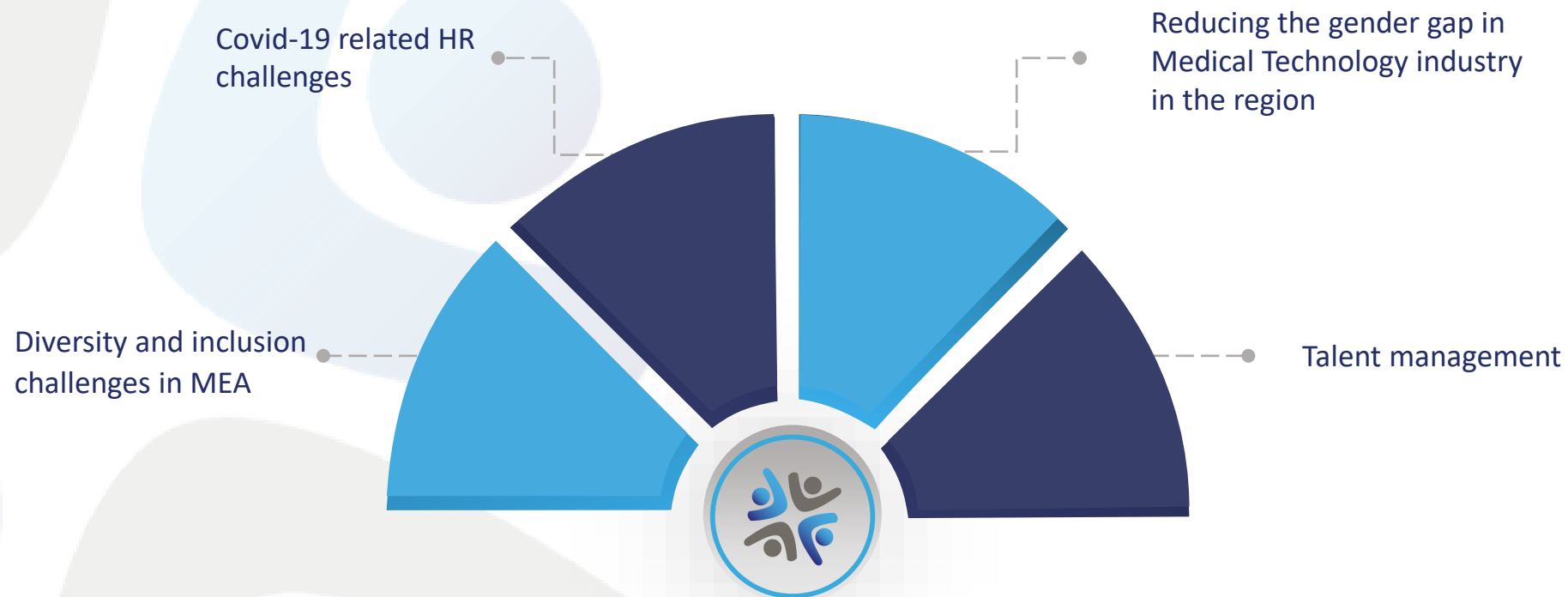


Communications



Digital Health

CURRENT GROUP PRIORITIES





Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

MEMBERS BENEFIT FROM:



Monitoring of legislation changes and enforcement in MEA countries



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



Sharing best practice, in line with applicable laws



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal

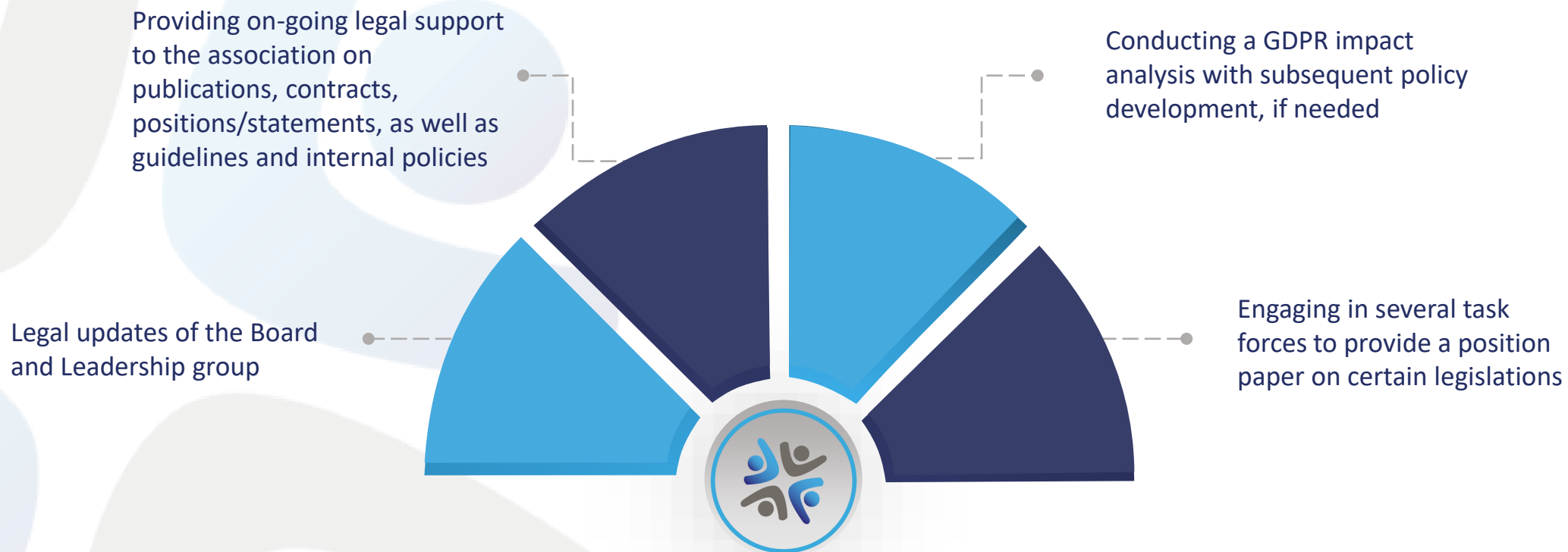


Communications



Digital Health

CURRENT GROUP PRIORITIES





Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

MEMBERS BENEFIT FROM:



Strong relations with regional opinion leaders and event organizers, access to regional and global subject matter experts



Continuous communication and opportunities of promotion for members via Mecomed social media channels and newsletters



Association newsletters and blogs



Bi-weekly medical technology news members' digest



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal

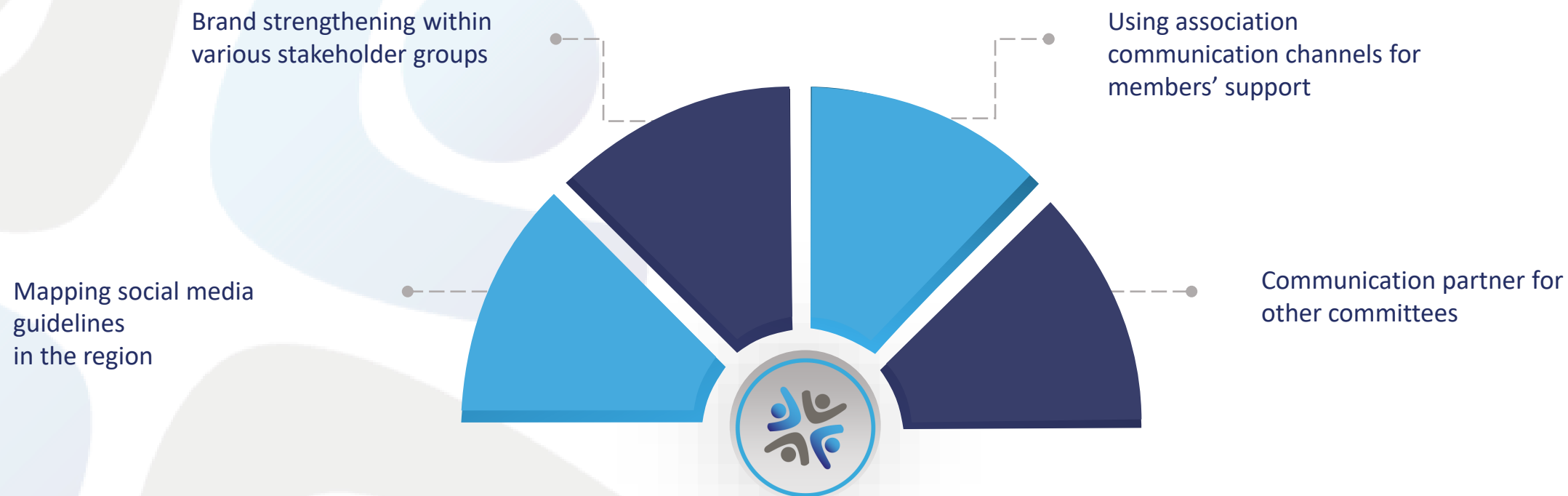


Communications



Digital Health

CURRENT GROUP PRIORITIES





Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



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 and data privacy



Networking opportunities with peer members and subject matter experts



Regulatory



Compliance



Market Access



Talent and
Human Capital



Legal



Communications



Digital Health

CURRENT GROUP PRIORITIES

Digital Health Value Creation:

- Understanding the DH environment in MEA to identify the focus areas
- Creating guidance and a roadmap on digital healthcare

Healthcare Technologies:

Advisory on adoption, opportunities, and barriers to implementing healthcare technologies in the MEA region

Interoperability and Data Governance:

- Contributing to interoperability, health data governance and data protection standards across the region.
- Influencing and building consensus on digital health regulations and changes related to data privacy

BUSINESS LEADERS BENEFIT FROM:

High-level and exclusive access to local and 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, ApacMed, SAMED, WHO, AHWP)



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

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

MECOMED COMPLIANCE OFFICER CONTACTS:

Arwa Asiri

Mobile: +971 55 563 7973

Email: arwa.asiri@mecomed.com

MECOMED KEY CONTACTS

Rami Rajab

Chairman
chair@mecomed.com



Inna Nadelwais

Executive Director
inna.nadelwais@mecomed.com
+971 50 708 0375

Arwa Asiri

Compliance and CVS Officer
arwa.asiri@mecomed.com
+971 55 563 7973



Rana Chalhoub

Regulatory Affairs Director
rana.chalhoub@mecomed.com
+971 50 519 8451



www.mecomed.com



@mecomed_me



Mecomed



Mecomed