



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

FOR IMMEDIATE RELEASE  
February 2, 2016  
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## U.S. – ARAB CHAMBER SUPPORTS “ARAB HEALTH” TRADE SHOW IN UNITED ARAB EMIRATES

*Trade Show Coincides with H.H. Sheikh Mohammad’s  
Launch of “Dubai Health Strategy 2021”*

*U.S. Ambassador Barbara Leaf: “This Sector Will Be Vital  
to the UAE and Arab World for Decades to Come”*

**Dubai, United Arab Emirates** – This week, the National U.S. – Arab Chamber of Commerce (NUSACC) supported U.S. stakeholder companies at Arab Health, the preeminent health-related trade show in the Middle East and North Africa (MENA) region. The event drew well over 100,000 delegates from around the globe. As such, Arab Health has grown to become the second largest health show in the world after MEDICA, held in Düsseldorf, Germany.

The Dubai-based exhibition, now in its 41st year, was toured by H.H. Sheikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. Punctuating his visit to Arab Health, Sheikh Mohammad launched [Dubai Health Strategy 2021](#), a health care program featuring four main approaches, six objectives, 15 programs, and 93 initiatives over the next five years.



Arab Health was officially opened by H.H. Sheikh Hamdan bin Rashid Al Maktoum, 1st Deputy Prime Minister of the United Arab Emirates (UAE) and Deputy Ruler of Dubai. Sheikh Hamdan toured American companies at the U.S. Pavilion, organized by [Kallman Worldwide](#), where he was welcomed by a delegation of U.S. Government and American private sector leaders.

Arab Health was officially opened by H.H. Sheikh Hamdan bin Rashid Al Maktoum (center). At the U.S. Pavilion, he was escorted (from left to right) by: Dao Le, Regional Senior Commercial Officer for the Gulf, U.S. Embassy in Abu Dhabi; Ethan Goldrich, Chargé d’affaires, U.S. Embassy in Abu Dhabi; Tom Kallman, President & CEO of Kallman Worldwide, Inc.; and David Hamod, President & CEO of NUSACC.

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H.H. Sheikh Mohammad Bin Rashid Al Maktoum (center), Vice President and Prime Minister of the UAE and Ruler of Dubai, tours Arab Health.

*(Photo credit: Emirates 24 | 7)*

“Arab Health is a top priority of the U.S. Embassy in the UAE,” noted Hon. Barbara Leaf, U.S. Ambassador to the United Arab Emirates. “This is a strategic trade show because it highlights the innovative and cutting edge advantages of American companies involved in health care. This sector will be vital to the UAE and Arab world for decades to come, and U.S. Embassies throughout the region want to ensure that American firms will be at the forefront of MENA initiatives to provide high value, quality care to citizens throughout the region and beyond.”

NUSACC’s President & CEO, David Hamod, was the top ranking U.S. private sector leader participating in the show. He joined with senior U.S. Government officials and American business leaders to inaugurate the U.S. Pavilion. “NUSACC was honored to be part of the public / private team promoting U.S. interests at this



The U.S. Pavilion was opened by dignitaries from America’s public and private sectors. From left to right: Paul Malik, Consul General, U.S. Consulate in Dubai; Dao Le, Regional Senior Commercial Officer for the Gulf, U.S. Embassy in Abu Dhabi; David Hamod, President & CEO of NUSACC; Dr. Sherif Saad, CEO & Medical Director of Minnesota International Medicine, which hosted the ribbon-cutting ceremony; Ethan Goldrich, Chargé d’affaires, U.S. Embassy in Abu Dhabi; Tom Kallman, President & CEO of Kallman Worldwide, Inc.; and Nasir Abbasi, Principal Commercial Officer at the U.S. Consulate in Dubai.

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important show,” said Hamod. “American companies are very competitive in this space, and the Arab world values the expertise, managerial skills, and innovation that U.S. firms bring to the table.”

Similar sentiments were expressed by Ethan A. Goldrich, Chargé d’affaires at the U.S. Embassy in the United Arab Emirates (UAE), who was the top U.S. Government official at the trade show. “Arab Health is a unique platform for the United States and for U.S. companies to build and strengthen relationships in the medical and healthcare sector with governments and businesses in the UAE and throughout the Gulf Cooperation Council (GCC) nations,” Goldrich noted.



H.H. Sheikh Hamdan Bin Rashid Al Maktoum officially launches the 41st edition of Arab Health Exhibition & Congress.

*(Photo credit: Arab Health)*

He continued, “Healthcare is an increasingly important component to our bilateral economic relationship with the United Arab Emirates. In 2014, the U.S. exported \$650 million worth of medical equipment to the UAE. The total GCC healthcare market is set to expand to nearly \$70 billion by 2018, up from \$39 billion in 2013.”

Over 300 U.S. businesses exhibited this year at Arab Health and [MEDLAB](#) – a concurrent trade fair certified by the U.S. Department of Commerce – and more than 25 percent of these firms exhibited for the first time in the UAE.

### Arab Health Show Reflects Society’s Priorities

Arab Health now draws more U.S. firms than any other trade show in the UAE. This year, there were over 4,000 exhibitors from more than 163 countries, attracting well in excess of 100,000 health care professionals. Fifteen U.S. States exhibited at the show, providing a venue for many small and medium-sized enterprises (SMEs) that might not have exhibited on their own.



The extraordinary growth of Arab Health over the years highlights the MENA region’s deepening commitment to a better quality of life for its citizens. This reflects “good news / bad news” scenarios underpinning the increased demand for health care services in the region:

Ethan A. Goldrich, Chargé d’affaires, welcomes guests to the Ambassador’s Reception at Arab Health.

- A rapidly growing population, two-thirds of which is comprised of youth. (According to the Population Reference Bureau, the MENA area has experienced the highest rate of population growth of any region in the world over the past century.)
- Lower infant mortality rates and longer life expectancy in the Arab world. There are many reasons for this, including better sanitation, increased numbers of vaccinations, and more effective access to health care.
- Sedentary lifestyles, like those of the United States, which are fostering such chronic diseases as obesity and diabetes. According to Population Health, for example, four GCC nations were among the top ten countries with the highest diabetes prevalence rates in the world.
- The uneven distribution of health care services – within countries and around the region.

The provision of health services dovetails with quality of life aspirations of the MENA region's leaders, who are committed to attracting expertise to the region, building capacity among health care providers, and creating meaningful jobs for their citizens. Competition in this sector is fierce, but U.S. companies maintain a comparative edge because American firms are widely trusted in the Arab world, in large part due to their reputation for quality and value.

### Regional Market Opportunities

Arab Health has historically focused on attracting visitors from the Arab world but, increasingly, the show is serving as a magnet for visitors from other parts of the world as well: Asia (10 percent), Europe (8 percent), Africa (5 percent), and the Americas. More than 60 percent of the visitors come from GCC nations, where the health care market is booming.

The regional health care market is growing at a faster pace than ever before, with Middle East health care spending estimated to be 5 percent of GDP in 2016, according to the Economist Intelligence Unit (EIU). This is up from 2015, according to Deloitte, when health care spending as a share of GDP in Saudi Arabia and the UAE – the two largest MENA markets – was estimated at 4.8 percent and 3.5 percent, respectively.



Tom Kallman (center), President & CEO of Kallman Worldwide, the organizer of the U.S. Pavilion at Arab Health, offers opening remarks at the Pavilion.

Developing markets like the MENA region offer excellent opportunities for international hospital chains, pharmaceutical firms, and medical technology companies. According to Deloitte, “The most rapid growth is expected to be in the Middle East and Africa, which could see an annual average increase of 8.7 percent over 2014 - 2018 – due, in part, to population growth and efforts to expand access to care.”

In the GCC countries, the main targets of Arab Health, upwards of 70 percent of health care costs are currently paid by governments. This is a growing challenge, especially at a time when revenues from energy production have plummeted.

Against this backdrop, Arab governments are putting a high priority on public – private partnerships (PPPs), which can save governments as much as 25 percent on health care costs, according to some estimates. The growth of PPPs was a prevalent theme at Arab Health, in part because of the trade show’s location in the United Arab Emirates: Abu Dhabi has been a regional leader in the development of PPPs through its management partnerships with such U.S.-based hospital systems as the Cleveland Clinic and Johns Hopkins. Saudi Arabia, under the leadership of its very results-oriented health minister, H.E. Khalid Al-Falih, is also working to grow opportunities for PPPs.



Douglas Wallace, Commercial Counselor at the U.S. Embassy in Riyadh, spearheaded a country workshop at Arab Health on health-related opportunities in the Kingdom.

Saudi Arabia is the largest health care market in the MENA region, estimated at \$25 billion. However, due to the drop in the price of oil, there are some questions about the size of future health care budgets. In recognition of the Kingdom’s growing commitment to health care, the U.S. Commercial Service hosted a standing-room-only country workshop on health-related opportunities in the Kingdom. Timothy Lenderking, U.S. Deputy Chief of Mission in Riyadh, opened the workshop, describing the U.S. – Saudi relationship as “enduring,” “robust,” and a “reservoir of mutual respect.”

Douglas Wallace, Counselor for Commercial Affairs at the U.S. Embassy in Riyadh, spearheaded the workshop. He said, “Saudi Arabia is actively pursuing partnership with the private sector to make its health care infrastructure work more efficiently through e-health and hospital management solutions and healthcare services training. This represents a huge opportunity for American firms.”

## Concluding Remarks

To bookend U.S. participation in Arab Health, the U.S. Embassy hosted The Ambassador's Reception for U.S. exhibitors, foreign buyer delegates, local business leaders, and U.S. and UAE government officials.

Ethan Goldrich, Chargé d'affaires, noted, "When you consider the UAE's geographic location, excellent infrastructure, and relative ease of doing business, it is clear why so many American firms like yours choose to use this country as a springboard into the region and, increasingly, into other African and Asian markets."

Dao M. Le, Regional Senior Commercial Officer for the Gulf, helped catalyze more U.S. participation in Arab Health, including the U.S. Embassy reception. In closing out that event, he said, "The collapse in oil prices has resulted in greater urgency for health care reform across the MENA region. Government leaders are looking to get more value for their money than ever before, and nobody in the world delivers a bigger bang for the buck than American companies."



Senior U.S. Government officials at Arab Health included (left to right): Dao Le, Regional Senior Commercial Officer for the Gulf, U.S. Embassy in Abu Dhabi; Nasir Abbasi, Principal Commercial Officer at the U.S. Consulate in Dubai; Ethan Goldrich, Deputy Chief of Mission, U.S. Embassy in Abu Dhabi; Paul Malik, Consul General, U.S. Consulate in Dubai; and Gary Rand, Commercial Attache, U.S. Embassy in Abu Dhabi.

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*The National U.S.-Arab Chamber of Commerce, widely regarded as the voice of American business in the Arab world, is in touch with business communities across the United States and serves as the U.S. point of contact for the national chambers of commerce in the 22 Arab nations. On a daily basis, NUSACC works closely with leaders throughout the Arab world, as well as high-level decision makers in the U.S. business community, public policy research centers, multilateral institutions, nongovernmental organizations, media, and the U.S. Government.*

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