

CALIFORNIA GLOBAL CONNECT

GROWTH OPPORTUNITIES IN THE MEDICAL DEVICES
SECTOR

Connecting California to Global Markets

United Arab Emirates & Saudi Arabia Virtual Trade
Mission

September 20 - September 23, 2021

Calling California Exporters!

Since August 2020, the **California Global Connect** program has provided 100+ California small businesses the opportunity to speak directly with international buyers, potential partners, and buying authorities in various countries and industries. The next stop on our global opportunities tour is **the United Arab Emirates and Saudi Arabia**.

OPPORTUNITY: MEDICAL DEVICES



California companies in the medical devices sector interested in plugging into the UAE and Saudi Arabia healthcare chains are highly encouraged to apply.

During this two-part mission, California companies will hear from, and be introduced to, potential business partners that include government officials and key healthcare experts from both the UAE and Saudi Arabia.

MARKET DETAILS

UAE: [According to the U.S. Department of Commerce](#), the UAE has been the top US export market in the Middle East and North Africa region for the last 10 years. Creating a world-class healthcare infrastructure is a top priority for the UAE government and as a result, the sector has advanced and expanded significantly in recent years. Opportunities include:

- Cardiac care
- Rehabilitation equipment
- Orthopedic, dental appliances, and prosthesis
- Lung care (ventilators/oxygen monitors etc.)
- Diagnostic equipment

Saudi Arabia: The [U.S. Department of Commerce](#) reports the Saudi market for medical equipment is at just under \$2 billion and is growing at 10% per year. Greater awareness of health issues and a growing consumption of healthcare services sustain a strong market for medical equipment. Opportunities include:

- Emergency room equipment
- Diagnostic equipment
- Orthopedic, dental appliances, and prosthesis
- Rehabilitation equipment
- Electro-medical equipment
- Glucometers
- Implants

MISSION FORMAT

California delegates will first meet in a virtual group setting with key healthcare experts from the UAE and Saudi Arabia who will explain their organizations' plans, priorities, and procurement processes. After the group presentations, California businesses will have the chance to meet with representatives of medical organizations and prominent trading businesses in a private "one-to-one" setting where they can present their products and agree on a path for subsequent activities.

California companies are invited to register [HERE](#) by August 20th

Be sure to select "Healthcare Virtual Trade Mission – UAE & Middle East – September 2021" from the list of activities. This program is free of charge to qualified California small businesses, per SBA's smallbusiness guidelines.

This opportunity is funded in part through a grant with the U.S. Small Business Administration.

DATE: September 20-23, 2021
(two days of presentations on sales opportunities followed by one-on-one meetings)

LOCATION: Online

COST: FREE
Free for [California STEP Eligible Small Businesses](#)

DEADLINE: August 20, 2021

SPACE IS LIMITED:
20 California companies

PROGRAM QUESTIONS:

Peter McKenna
PeterM@kallman.com
201-251-2600 Ext. 124

Emily Desai
Emily.Desai@gobiz.ca.gov
916-322-0559

Tony Michalski
Tony.Michalski@trade.gov
213-894-8785

ORGANIZED BY:



SUPPORTED BY:



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