

UPDATES FROM

ITALY @ ARAB HEALTH 2022

FRIDAY 21 JANUARY 2022

UAE HEALTH CARE SECTOR RELIES ON ITALY'S ADVANCED TECHNOLOGIES IMPORTING MORE THAN €70 MLN WORTH OF PRODUCTS EVERY YEAR

Exports of Italian medical and pharmaceutical products to the UAE reached Euro 48 million in September last year, reinforcing the UAE's reliance on Italian expertise for the country's medical sector, which has remained resilient over the last few years. The **4,400 companies** that represent the medical device sector in Italy employ nearly **94,000 professionals**, with a turnover of **16.7 billion Euros out of which 5.7 billion exported in 2020** (with a growth rate of 7.9% compared to the previous year).

The Italian Trade Agency, in collaboration with the Embassy of Italy in the UAE and the Consulate General in Dubai, is hosting **18 SMEs at Arab Health 2022**. A wide range of products will be exhibited including medical devices, ICT solutions for healthcare biotechnology, 3D printing, robotics, advanced materials, ICT, photonics and nanotechnologies.

In the Italian medical devices sector small companies coexist with large organisations: **micro, small, medium-sized enterprises and start-ups represent 95% of the total**, the remaining 5% are large companies, with a turnover exceeding Euro 50 million. The majority (53%) are manufacturing companies, while the remaining are into trade.

18

Italian SMEs at the Italian Pavilion

€ 71 million

Export value of Italian medical and pharmaceutical products to the UAE in 2020

€ 5.7 billion

Export value of Italian medical and pharmaceutical products globally

It is a very diversified industry, highly innovative and specialised, whose main sectors are: biomedical (44%), instrumental biomedical (18%), borderline (based on substances) (11%), technical equipment (10%), in vitro diagnostics (6%), services and software (6%), electro-medical diagnostics (5%).

50% of Italy's export of medical and pharmaceutical products to the UAE is represented by medicaments (e.g. antibiotics, penicillin, antimalarials and provitamins). There is also an increasing interest for **diagnostic equipment** (including machinery for radiotherapy) that have **more than tripled exports to the country (+ 159%, Euro 2.5 mln)** and for **orthopaedics devices (+ 60%, Euro 2 mln)**.

During the pandemic the import of equipments intended for intensive care and help-breathing jumped up by 440%.

VISIT US!

Monday to Thursday

24-27 January 2022

10am – 6pm

Sheikh Saeed Halls
Dubai World Trade
Centre

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GET TO KNOW THE EXHIBITORS AT THE ITALIAN TRADE AGENCY PAVILION



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3. FOR.TEC. FORNITURE TECNOLOGICHE SRL
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To request a meeting: dubai@ice.it

SAVE THE DATE



Artificial intelligence applied to medicine: Italian excellence in telemedicine and telesurgery

26 January 2022 | 5:00 pm
Italy Pavilion at Expo 2020 Dubai

The Italian Innovation Talks series aims at sharing Italian most advanced solutions, technologies and organisational models in selected industries and sectors of our life, consistently with the main themes selected for Expo Dubai 2020 (sustainability, mobility and opportunity).

The talk shares an update on recent **Italian innovations in the field of strategic management of health data, artificial intelligence in diagnostics and analysis of algorithms applied to public health.**

The talk wants to show the increasingly relevant role of big data, considered nowadays as a fundamental asset for the definition of strategic choices for institutions and companies, in order to protect the wellbeing of citizens.

Technological evolutions and predictive use of data permeate all the productive sectors and facilitate the use of services: modern medicine, robotics and precision diagnostics with technically advanced probes make an intensive use of these key lines of scientific research.

Today more than ever, medicine plays a central role in modern societies. Investments in research and development will lead to ever greater competitive advantages for companies and will offer scenarios of ever more advanced technology and science.

Italy is a country at the forefront of the strategic sector of telemedicine and advanced diagnostics and is able to activate relevant collaborations with qualified international partners. At the event will also participate foreign delegations selected by **ITA and the 19 Italian companies exhibiting at Arab Health** (<https://www.arabhealthonline.com/>).

Scan the QR code and get the catalogue of Italian exhibitors:



Limited seats !

To book your seat to the event, email to: p.maggiori.contr@ice.it

One more chapter of

