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How to Successfully Enter and Drive Growth in the Gulf Markets (GCC Countries)

November 10

11AM EST / 4PM GMT

James Hardie
Director of Sanollo Ltd

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caribou med.com/signup

Craig MacInnis
Co-Founder and Co-CEO

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Transforming the way medtech companies find and manage partners.

Discover medical device market insights from 100+ countries.

Build new partnerships by connecting with over 43,000 manufacturers and distributors in 150+ countries.

Manage global partnerships, improve communication and monitor performance.

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Opportunity awaits

21,858
MANUFACTURERS

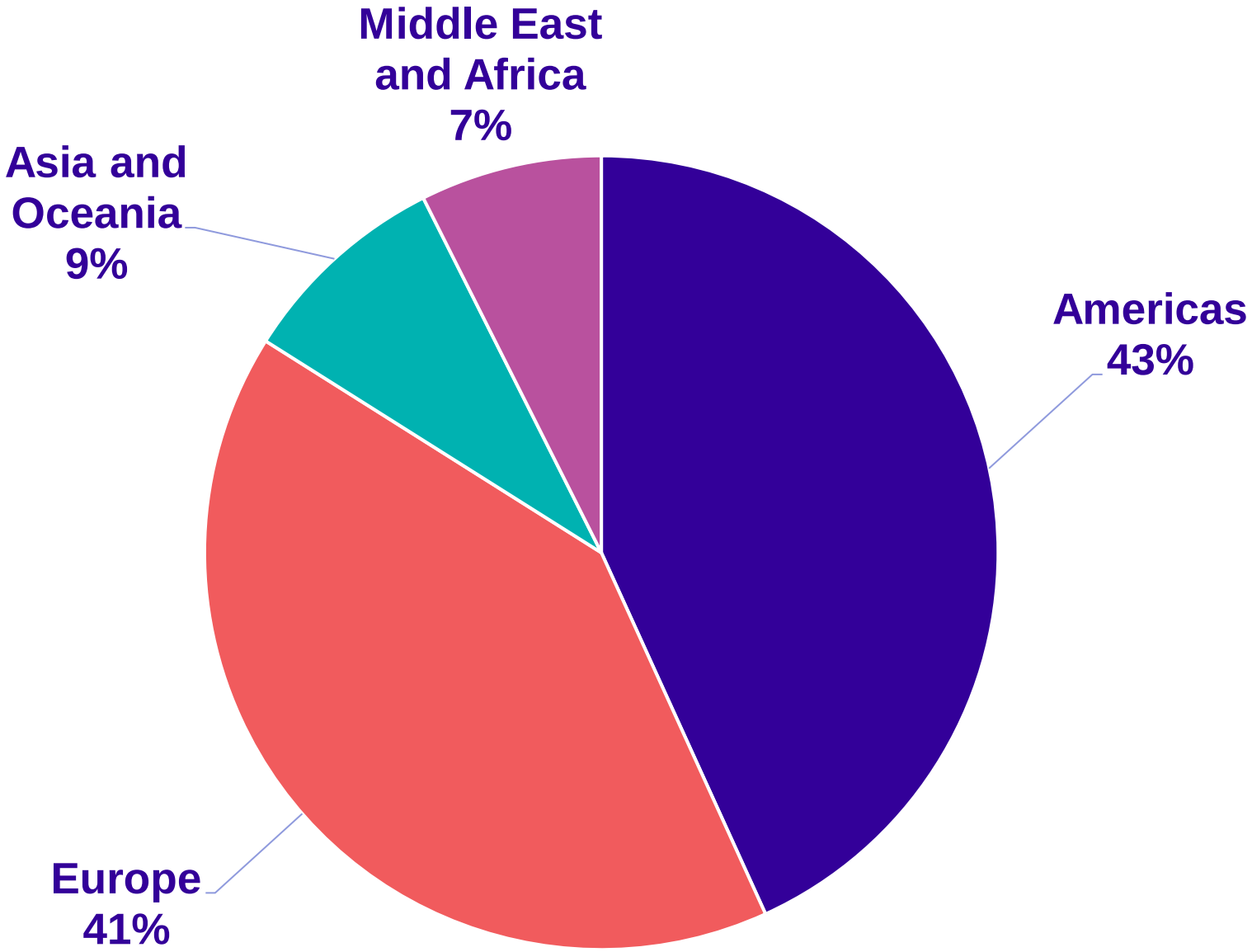
21,179
DISTRIBUTORS

1,431
REGULATORY/MARKET CONSULTANTS AND TRADE ORGANIZATIONS

Registrations:

28+ Countries

6 Continents



James Hardie

Director

Sanollo Ltd

Sanollo

Sanollo helps medical technology companies enter new markets and build their international revenue.

Ready for international growth?

Poll Question 1

The Gulf Markets

"With the tremendous healthcare momentum that is already underway in the Gulf Cooperation Council (GCC) countries, driven by economic diversification and transformation, the future of healthcare in the region looks bright".

Healthcare Dynamics

Market Drivers

Population Growth

Aging Population

Prevalence of lifestyle diseases

Increased private sector participation

Rising Medical Tourism

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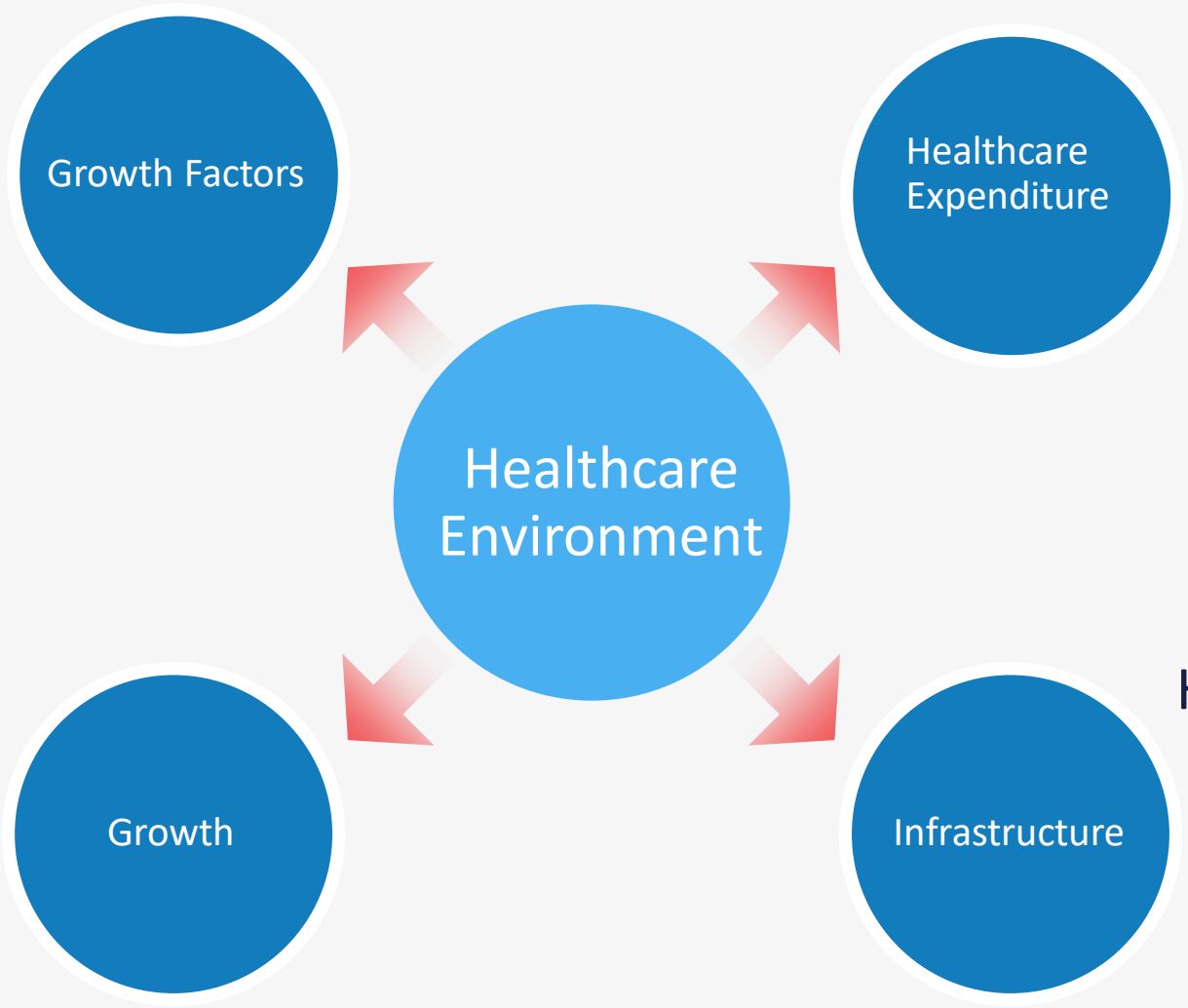

Healthcare Spend

$76.1 billion 2017

$104.6 billion in 2022

CAGR 6.6%

Medical Devices

75% Imports

85% KSA + UAE

Infrastructure Investment

UAE- 5,000 beds 2028

KSA -22,000 beds 2030

Kuwait- 5,400 beds 2030

Qatar- 1,900 beds 2030

Oman- 7,950 beds 2050

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Hospitals in the GCC

Total Hospitals - 813

Government - 482

Private- 331

Total Beds - 115,000

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Market Analysis

Poll Question 2

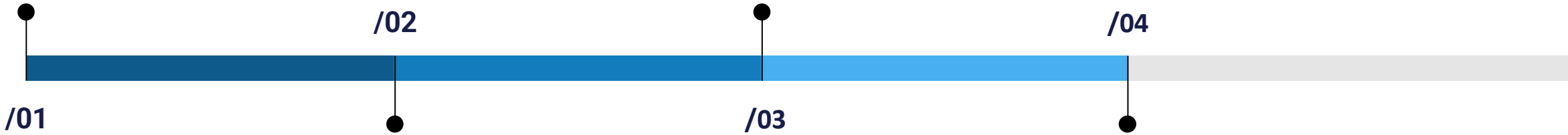
Market Entry Process

Business Plan- Internal

Culture, costs, appetite for risk, office support, resource allocation, expertise, network.

Market Research

Meet customers, hospital sites, KOL's, purchasing groups. Attend industry events. Visit potential partners.



Market Identification

Market analysis, prioritisation, and planning. Competitive landscape, healthcare data, market potential, healthcare funding, market need.

Route to Market

Distributor, Marketing Office, Subsidiary, Joint Venture.

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Gulf Distributors

Small

Smaller distributors in the Gulf often have different setups. Many of these companies are founded by former multinational employees who are highly skilled and knowledgeable in a particular field.

Advantages

- Ambitious
- Driven to succeed
- Specific relationships

Disadvantages

- Financial stability
- Available resources
- Limited market reach
- National coverage
- Logistical setup
- After-sales support

Mid-sized

Tend to be focussed on a particular specialty. They will have strong relationships with a specific group of end-users, an ideal partner for innovative products.

Advantages

- Category specific
- Strong relationships
- Strong logistical set-up
- After-sales support

Disadvantages

- Cautious and selective
- Seeking genuine innovation
- Competitor products
- Growing too quickly

Large

Active in various clinical areas, operating a dedicated team for each division. These distributors are well-known within the market and often represent several multinational organisations.

Advantages

- Reputation
- Network/relationships
- Financial stability
- Large sales force
- After-sales support

Disadvantages

- Large portfolio
- Prioritise multinationals
- Staff turnover
- Communication
- Management challenges

Evaluate Potential Partners

Business Overview

- Company history
- Turnover
- Number of employees
- Organisational chart
- Product categories
- Complementary products
- Competitor products
- Companies represented
- Website and social media

Suitability

- Number of sales staff
- Marketing resource
- Marketing budget
- Private/Public
- National coverage
- Key clients
- Technical service team
- After-sales support
- Warehousing & Distribution

Due Diligence

- Have they studied the product
- Do they understand the opportunity
- What's in it for them $
- Time spent on your product
- Willingness to engage in training
- References
- Customer testimonials
- Financial checks
- Next steps

Distributor Management

/4.4 RE-TARGET GROWTH

Market growth plans
Client growth plans
Distributor Benchmarking

/ 4.1 ONBOARDING

Training
Targeting
Culture merge

/4.3 ACCOUNT MANAGEMENT

Client intelligences
Client development plans
Account / Deal based marketing
Distributor Checklist

/4.2 COLLABORATING

Joint marketing
Joint client meetings
Joint trials
Joint tender management
Joint contracting
Joint delivery

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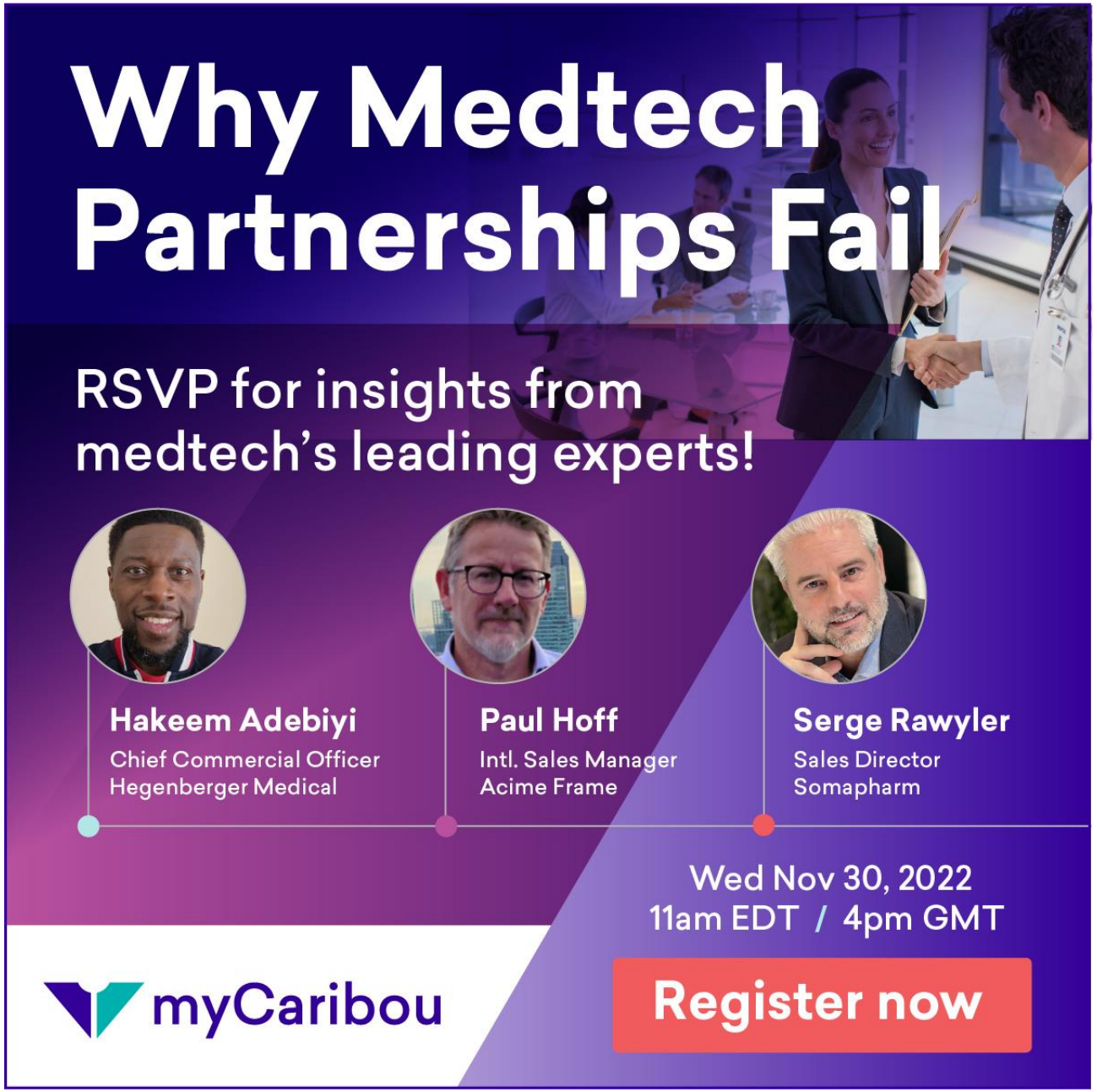
Q&A

Meet us at MEDICA

Email: james@sanollo.com

Email:
craig.macinnis@cariboumed.com

Save your spot!



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Thank you for attending!

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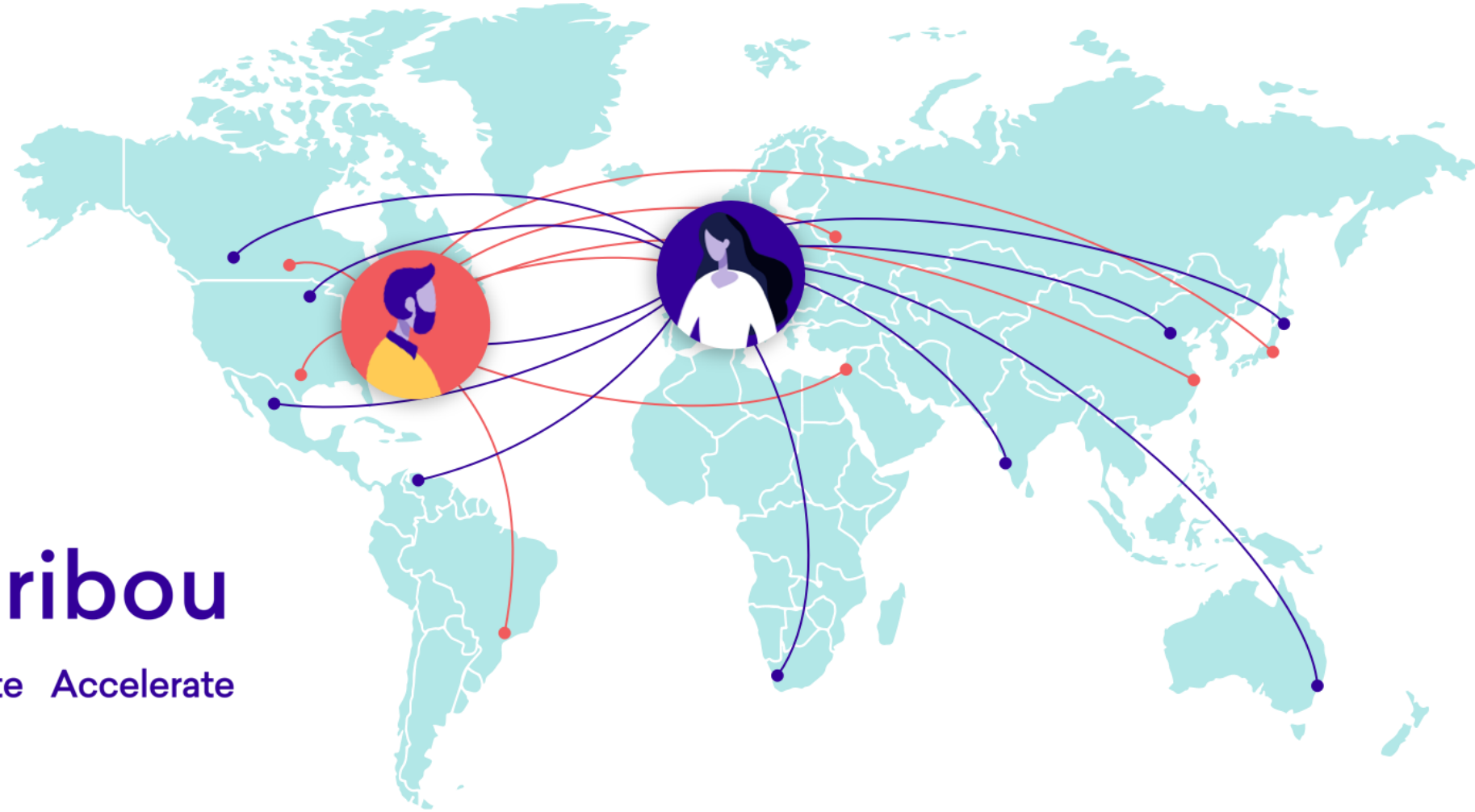
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