

THIS IS EXPORT. **THIS IS WALES.**

# ARAB HEALTH 2023

Export Market Visit

28 January –  
3 February 2023

[tradeandinvest.wales](https://tradeandinvest.wales)





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Dubai

**This is Export.  
This is Wales.**

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Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

**Balsamee** is a digital healthcare platform specifically focussed on developing tools and IT solutions that support the delivery of health care services in the community wherever the patient is located. Balsamee specialises in sourcing medical services and empowering both the patient and the medical service provider to facilitate healthcare services catering to patients' needs.



Access to quality care is limited and costly for people living in rural areas and developing countries, thus impacting their health and wellbeing. Moreover, there is currently no effective means for people travelling abroad who need care to efficiently identify and reach the services they need.

Balsamee's innovative integrated platform allows patients to remotely find the right services, book appointments and consult with specialists leading to a more cost-effective way of accessing higher quality healthcare services.

In the Arab Health 2023, Balsamee will introduce its newly launched healthcare loyalty system Be-Well-Pros with its unique network of providers and over 2 million users.

Balsamee's Healthcare Ecosystem is:

1. Powered by the proper ICT tools to reach enhanced care within the community.
2. Empowering service providers, users, their families and caregivers.
3. Capitalising on successful models of therapy in the community by delivering care to the patient at their point-of-care.

We believe that our innovative integrated platform allows patients to remotely find the right services, book appointments and consult with specialists leading to a more cost-effective way of accessing higher quality healthcare services.

## Product/Service

Balsamee products cover the supply, implementation and management of the following health IT solutions:

- On demand doctor
  - Request nearby service
  - Call doctor for a home visit
- Cross Borders Treatment (Medical Tourism)
- Balsamee Portal PMR (Patient Medical Records)
- Balsamee CRM solution For HealthCare
- Picture Archiving and Communication Systems (PACS)
- Radiology Information Systems (RIS)
- Cloud Computer Aided Detection (CAD) solution for breast cancer
- Clinics Information and reservation system
- Mobile Applications
  - Balsamee Mobile Application for doctors
  - Balsamee Mobile Application for users



**Ihab ElFouly**  
CEO

+44 (0)7446 512 651  
ihab.fouly@balsamee.co.uk

[www.balsamee.com](http://www.balsamee.com)

- Pregnancy
- Diabetes
- Blood donation
- Vaccination
- Occupational Health Enterprise Solutions
- Screening Solutions
- WorkFlow Management Solutions

Future road map solutions under Balsamee:

- Community Intensive Therapy Team (CITT) child psychiatry solution for CAMHS (Child and Adolescent Mental Health Services)

## Objectives

Balsamee seeks to appoint representatives and build strategic partnerships in the Arab world especially GCC, Levant and North Africa. Balsamee also focuses on the wider African market and hope to build partnerships around those promising markets.



**Mohamed Maher**  
Managing Director

+44 (0)7541 652 210  
mohamed.maher@balsamee.co.uk

[www.balsamee.com](http://www.balsamee.com)

+ CULTECH (PROVEN PROBIOTICS)

**PRO-VEN<sup>®</sup>**  
 PROBIOTICS

With over 30 years' experience in probiotics, coupled with continual research and new product development, **ProVen Probiotics** are one of the world's most respected producers of probiotics.

The company is owned and managed by Dr Nigel Plummer, a world-renowned expert in the field of probiotics.

Dr Plummer produced his first human probiotic in 1994, having previously worked in the field of animal probiotics.

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### Product/Service

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Food supplements – Probiotics

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### Objectives

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Meet distributors at Arab Health who can represent our ProVen brand in market.




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Rhian Davies  
Export Manager

+44 (0)7779 052 997  
rhiaand@cultech.co.uk

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Cheryl John  
Head of Sales – Ireland

+44 (0)7734 908 367

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<https://provenprobiotics.co.uk/>



For over 40 years, **Dulas** has been a pioneer in renewable energy. Their mission is to develop and implement renewable energy solutions that improve lives, help to combat climate change, and support communities in the most rural parts of the world.



One of the many innovative products developed by Dulas is the solar powered vaccine refrigerator which is manufactured in the UK. Their range of cold chain products support vital immunisation programmes and exceed the stringent World Health Organisation PQS standards, meaning their customers can rely on their performance, quality and safety. Dulas products help ensure that vaccines are accessible to all – no matter how remote their locations.

All Dulas refrigerators now have integrated remote temperature monitoring capabilities, allowing end-users to monitor the internal temperatures of their refrigerators from anywhere in the world, this is a crucial additional feature that assists in-country immunisation programmes.

### Objectives

- Meet key clients and new customers from across the region
- Meet with current distributors and search for new international distributors
- Raise Dulas's brand profile within the global market

- Increase awareness of Dulas's innovative products and services
- Showcase the new 'Beyond Ready' smart vaccine refrigerators with integrated remote temperature monitoring.



**Catherine McLennan**  
Commercial Lead, Solar International

+44 (0)7833 297 920  
catherine.mclennan@dulas.org.uk

**Corrie Jones**  
International Marketing Coordinator

+44 (0)1654 705 072  
corrie.jones@dulas.org.uk

[www.dulassolar.org](http://www.dulassolar.org)

**Eakin Surgical** (formerly Single Use Surgical), was founded twenty years ago in response to the challenges faced when cleaning surgical instruments.

Hospitals identified that difficulty in cleaning surgical fine lumen suctions created a high risk of patient-to-patient cross-infection. Extensive consultation with hospitals and clinicians has led Eakin Surgical to develop a wide range of single use suction tubes and other surgical equipment. The instrument design aims to match the high quality, ease of use and functionality of the reusable equivalent, and is guaranteed clean and sterile whilst delivering cost and efficiency savings. The company's mission is to enable safer operations and improved patient outcomes through provision of high-quality surgical solutions. We work closely with healthcare professionals to identify improvements to products and bring new solutions to market. Today, Eakin Surgical are part of Eakin Healthcare Group est.1974, to provide innovative products that focus on offering a better patient experience. The Group still works with this goal at its heart, and now with extensive experience of manufacturing and supplying medical products to the healthcare industry. Group vision is always to put safety first, while providing sustainable outcome-led solutions for operating rooms worldwide that address modern healthcare challenges.

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### Product/Service

Suctions, Smoke Evacuation, Pulse Lavage, Metal Instruments, Forceps,



Retractors, Rongeurs, Suction irrigation, Cannulas, Needles

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### Objectives

- To meet with current distributors and search for new international distributors
- Increase brand awareness within the global market
- Grow our worldwide presence
- Identify potential new products




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**Alana Rodgers**  
UK & International Sales Manager

+44 (0)7789 926 184  
alana.rogers@eakinsurgical.com

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**Rob Drain**  
Senior International Sales Executive

+44 (0)7756 503 259  
rob.drain@eakinsurgical.com

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[www.eakinsurgical.com](http://www.eakinsurgical.com)

A proud member of the Arjo family, **Huntleigh** has been committed to supporting healthcare professionals in improving outcomes and enhancing patient wellbeing since 1979.

**HUNTLEIGH**  
A MEMBER OF THE ARJO FAMILY

They do this through their proven solutions for Vascular Assessment & Treatment and Fetal & Patient Monitoring. With innovation and customer satisfaction as their guiding principles, Huntleigh strive for clinical excellence and improved performance, for life.

### Product/Service

Huntleigh, based in Cardiff, UK, is a leading global provider of innovative and high quality medical equipment for healthcare professionals. Proudly boasting world leading brands such as Dopplex, Hydroven, Sonicaid and Smartsigns, covering healthcare requirements in Vascular Assessment & Treatment, and Obstetrics & Patient Monitoring.

### Objectives

Develop Huntleigh's global reputation as a manufacturer and supplier of high quality medical devices. Providing products, services and support that exceeds the expectations of their customers.



**Guy Evered-Hall**  
Regional Export Manager  
– Middle East & Africa

+44 (0)7780 955 115  
guy.evered-hall@arjo.com

**Darren Meilak**  
Global Head of Marketing

+44 (0)7780 955 464  
darren.meilak@arjo.com

**[www.huntleigh-diagnostics.com](http://www.huntleigh-diagnostics.com)**



The core team at **R&D Surgical** have over 50 years experience in the field. R&D Surgical serve the surgical community internationally with a range of high quality devices, which include the Original Cosgrove Mitral Valve retractor, the Gillinov-Maze retractor, and a full range of other cardiovascular and cardiothoracic, orthopaedic, colorectal, and bariatric retractors and instruments.



R&D Surgical has a strong, professional network of distributors and salespeople all around the world and a proven track record of success globally and are displaying a selection of devices on the stand and have comprehensive literature available.

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### Product/Service

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A range of surgical retractors, notably the Cosgrove Mitral retractor.

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### Objectives

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R&D Surgical's target in Arab Health is to identify more international distributors for our range of surgical retractors, notably the Cosgrove mitral retractor.




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**Roger Thomas**  
Chairman

+44 (0)7429 174 132  
roger@randdsurgical.com

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**Ellen Thomas**  
General Manager (Sales & Marketing)

+44 (0)2920 026 422  
ellen@randdsurgical.com

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**[www.randdsurgical.com](http://www.randdsurgical.com)**



Breathing Innovation into lung health, wellness and wealth. Through Collaboration and Innovation – **Respiratory Innovation Wales (RIW)** is aiming to be a world leading gateway providing a range of professional services to NHS, Academia, and Industry.

Respiratory disease covers a large, diverse range of mainly incurable conditions including chronic obstructive pulmonary disease (COPD), asthma, bronchiectasis, cystic fibrosis, and lung cancer. Finding ways in preventing respiratory disease, managing, and treating it more effectively, could bring about substantial benefits to health outcomes and reduce economic burden.

We aim to:

- Enhance and develop respiratory products, services, and treatments.
- Seek real world insights through advanced data science and digital engineering.
- Expand our research and innovation activities.

Our specialist team, of practising clinicians, researchers and technical staff can provide a range of bespoke services tailored to your needs.

#### Product/Service

If you are:

- Looking to enhance your respiratory products, services, or treatments
- Seeking real world insights to benefit your innovations and developments
- Conducting research that requires collaboration with other organisations
- Needing support for implementing and delivering multi-site trials
- Service development and health education packages

Then RIW can help.

Our approach ensures that our services are tailored to meet your specific needs. Examples of some of our current and most recent projects include:

- **SMART Housing** – building a more sustainable future. RIW are proposing a disruptive approach to defining SMART housing, as the lack

of definition and a tendency for reliance on well-established technologies is causing lots of confusion and is being seen as a hinderance to its development. RIW believes that living smarter is living better, and this concept should be the core descriptor in the definition of the SMART housing. A project to co-create and build SMART, net zero, sustainable and intelligent dwellings achieved through collaboration on a regional, national and international basis through advanced physical and digital engineering. Developing an infrastructure and state of the art manufacturing capability to improve the health, wellness and wealth of Wales.

- **Mobile Respiratory Unit** — Respiratory Innovation Wales in collaboration with Cwm Taf Morgannwg University Health Board, Hywel Da University Health Board and Life Sciences Hub Wales have brought together a mobile unit to address the shortfall within community services and provide increased access to respiratory diagnostics. The unit has reduced the backlog of spirometry referrals by over 1000 patients in the last 6 months, helping the NHS backlog due to COVID-19. The Mobile Unit offers an innovative, timely, equitable, and accessible service for patients closer to home, representing a major initiative for planned care recovery in Wales.
- **Oriel 3D** — A collaborative project between RIW, CTMUHB and WIDI in developing an online repository for 3D printable designs and product risk files to enable NHS hospitals to rapidly print suitable medical device parts and anatomical model.

— **ARIA** — Chronic disease can often alter breathing and speech patterns. Subtle changes in patients with raised physiological stress, exercise or speech might not at first be apparent. ARIA-TRE uses the power of artificial intelligence to aid detection of clinically relevant information that might previously have been undetected.

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### Objectives

We believe that in RIW we have the opportunity to translate good ideas into products and approaches that will improve the respiratory health and well-being in Wales and beyond.




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Philip Webb  
CEO

+44 (0)7904 945 683  
philip.webb@riwales.com

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[www.riwales.com](http://www.riwales.com)

+ RUTH LEE

**Ruth Lee** is an established and successful family business with strong core values, nestled in picturesque North Wales, in the United Kingdom.



Over the last 30 years we have established ourselves as the world's leading manufacturer and provider of life-like manikins & training aids, used by rescue training experts in over 40 countries across the globe. Our key customers include Fire & Rescue Services, Paramedics, Ministry of Defence, Airports, National Lifeboat Institutions & Coastguards, Offshore operators, Health & Safety Officers, Care Home workers, and a multitude of International Search & Rescue organisations.

The Ruth Lee brand is both trusted and highly sought after by our customers. We place significant emphasis on product quality, durability and realism. Each manikin is weighted proportionally to accurately represent conscious or unconscious casualties. The manikins come in a range of weights and sizes, from 5KG to 260KG, and from babies to adults (1.65m or 1.80m).

### Product/Service

We offer a wide range of products to suit different training exercises. Common applications include, Firehouse Rescue, Vehicle Extrication,

Man-Overboard, Water Rescue, Working-at-Height & Confined Space rescue, Patient Handling, Casualty Evacuation, Body Recovery, Urban Search and Rescue and Mass Casualty.



**Paul McDonnell**  
Managing Director

+44 (0)7944 853 647  
paul@ruthlee.co.uk

**Ian McCulloch**  
Export Manager

+44 (0)7951 094 249  
ian.mcculloch@ruthlee.co.uk

[www.ruthlee.co.uk](http://www.ruthlee.co.uk)



**SurgiNovi** provides cost-effective solutions for orthopaedic surgeries. From their headquarters near Cardiff (UK), SurgiNovi integrates diverse skills from orthopaedists, scientists, engineers, researchers, and software specialists.



### Product/Service

They provide innovative and highly effective solutions for the following treatment areas:

- Patient Specific Instruments for Total and Partial Knee, Total Hip, Total Shoulder, High Tibial Osteotomy, Spinal Pedicle Screw insertion, and benign Tumour Removal procedures plus guides for multiple trauma fracture and malunion fixation.
- Custom-made Implants including Hip Spacers used for infected Total Hip Revisions.
- Preoperative Planning Software.
- 3D Printing Technology.
- Joint Replacement Modelling.

### Objectives

SurgiNovi's high quality work is recognised by numerous awards, publications, and patents, with continued investment achieving cutting-edge medical technology. Their Cairo office provides dedicated support for Middle East and African customers.

SurgiNovi is now looking to develop and grow its international distribution

network by appointing more dedicated Partners, Distributors and Agents throughout the world with the emphasis on the Middle East and Africa. Comprehensive Sales and Marketing support will be provided including in-theatre training by expert surgeons.



**Dr Peter Theobald**  
Research & Business  
Development Consultant

+44 (0)7813 187 133  
peter.theobald@surginovi.co.uk

[www.surginovi.co.uk](http://www.surginovi.co.uk)

**EuroCaps** are based within the UK and have been established for over 25 years. They are a leading softgel and nutritional gummy contract manufacturer, supplying products to many of Europe's leading brands and companies who see EuroCaps as a trusted partner within their supply chain.




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### Product/Service

EuroCaps produce softgel capsules (vegan and non-vegan) and Vegan gummy supplements for the nutritional supplement industry and work closely with their customers to bring new products to market.

All products are produced at their GMP licensed facility and EuroCaps aim to offer unrivalled customer service and flexibility to their partners.

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### Objectives

- To identify and create new contacts within the region to generate business opportunities for supplying nutritional supplements.
- EuroCaps want to create strong foundations in the region and build long lasting business relationships with new customers.




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Martyn Hook  
Key Account Manager

+44 (0)7825 124 695  
mhook@eurocaps.co.uk

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[www.eurocaps.co.uk](http://www.eurocaps.co.uk)

**Imspex** is a leader in Breathomics, the non-invasive way to address major healthcare challenges. Years of technology development have delivered a range of instruments across multi-industry sectors evidencing Imspex's leadership status.



Breath collection and analysis is carried out using Imspex's lead instruments, BreathSpec® and FlavourSpec®. Our mission is to harness the potential of breath-based diagnostics and to provide cutting-edge analytics solutions where early warning signals are needed.

Our versatile combination of gas chromatography (GC) and ion mobility spectrometry (IMS) has a proven track record in diverse industrial locations and sectors including biogas contamination (USA standard of siloxane testing, ATSM), food and beverage processing and wastewater pathogen detection. Our ImspexMedical division is developing multiple disease applications with leading hospital partners and grant consortia.

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### Product/Service

BreathSpec®  
FlavourSpec®

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### Objectives

Imspex is seeking growth capital and leading development and commercialisation partners.




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**John McKinley**  
Group CEO

+44 (0)7767 367 193  
john@imspex.com

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**Amber Jacobs**  
PR, Social Media &  
Marketing Support Manager

+44 (0)7920 051 743  
amber@imspex.com

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[www.imspex.com](http://www.imspex.com)

Creating secure environments, **Securiclad** provides an effective modular panel system with Government approved protection for high-risk areas.



Securiclad works across a broad spectrum of sectors, specialising in data centres, Government infrastructure, airports, healthcare facilities, universities, banks, cargo facilities and private residential clients, all requiring a security solution for high value assets ranging from currencies, hazardous materials, pharmaceutical products, IT infrastructure and much more.

With over four decades of technical experience, quality assurance and innovation, Securiclad's team of experts advise and guide customers through the purchase from design and project management to the installation process.

Having worked alongside contractors of all sizes on sites around the globe, Securiclad ensures project alignment, quality products and a precise certified installation which is recognised as an industry leading security solution.

### Product/Service

Securiclad panels are insulated modular panels designed with an anti-cutting core certified to LPS1175 standards SR2-SR5. Securiclad panels can be tailored in thickness and anti-cutting core depending on the

level of asset protection required. The panel is made up layers of galvanised steel and plywood surrounded by a core of either stone wool for fire-rated applications or PIR for thermally and acoustic efficient applications.

### Objectives

- To establish a strong export market in the UAE
- To make contacts with security experts, contractors and installation companies in the region



**Robert Palmer**  
Finance Director

+44 (0)7716 639 015  
robert.palmer@isoclad.co.uk

[www.securiclad.co.uk](http://www.securiclad.co.uk)

**Thermetrix** is an early growth staged medical device manufacturer. We are certified to ISO13485 and have a very experienced management team. Our main drive is helping people with diabetes, hence our strapline “Scan feet, Save Limbs, Save Lives”.



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### Product/Service

Our primary product is a thermal foot monitor ‘Podium’ which helps clinicians diagnose foot health issues at an early stage.

Podium’s primary application is to identify foot ulcers (DFU) in people with diabetes before they occur.

Our trialists and customers have reported back that the unique thermal imaging also helps identify other pathologies such as acute Charcot’s, musculoskeletal trauma (MSK), neuropathic foot, microangiopathy, macroangiopathic foot, peripheral arterial disease (PAD) and Raynaud’s. Podium is a medical device (class 1) that is used by clinicians.

The podium system comprises of a controlling tablet, thermal foot monitor and cloud-based portal for historical scan analysis.

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### Objectives

Our key objectives for the visit are:

- Meet potential investors.
- Meet potential distribution partners from around the world (with a particular focus on the Middle East).
- Sell some podium systems.



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Dr Russell Payne  
CEO

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+44 (0)7805 555 240  
russell.payne@thermetrix.com

<https://portal.podium.care>

**Find out what Wales can do for your business:**

Tel: +44 (0) 3000 603000

Web: [tradeandinvest.wales](http://tradeandinvest.wales)

Linked-In: [linkedin.com/showcase/trade-&-invest-wales](https://www.linkedin.com/showcase/trade-&-invest-wales)

Facebook: [facebook.com/InvestWales](https://www.facebook.com/InvestWales)

Instagram: [@InvestWales](https://www.instagram.com/InvestWales)

Twitter: [@InvestWales](https://twitter.com/InvestWales)



## **Welsh Government Officials – Export**

### **Jonathan Fortune**

Senior Export Services Manager

Tel: +44 (0)7342 052 916

jonathan.fortune@gov.wales

### **Leigh Jacka**

Missions and Exhibition Manager

Tel: +44 (0)7814 984 790

leigh.jacka@gov.wales

## **Welsh Government Officials – Inward Investment**

### **Julie Russell**

Business Development Manager – Inward Investment

Tel: +44 (0)7884 587 054

julie.russell@gov.wales

## **Overseas Offices – UAE**

### **Sarah Taylor**

Regional Manager

sarah.taylor007@gov.wales

### **Phil Taylor**

Deputy Regional Manager

phil.taylor@gov.wales



[tradeandinvest.wales](https://www.tradeandinvest.wales)