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

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# EXPORT MARKET VISIT DUBAI & ARAB HEALTH 2024

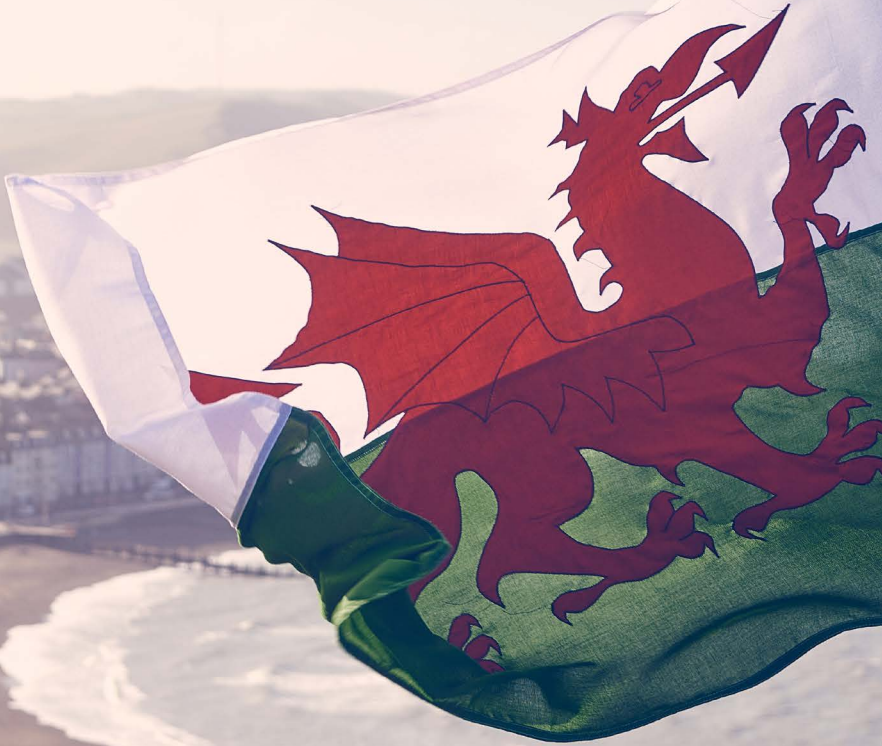
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Export Market Visit

27 January to  
2 February 2024

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

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Burj Khalifa, Dubai.  
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# This is Export. This is Wales.

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Exhibitor | Visitor



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.

Manufacturer of small aircraft for niche flying and specific missions.



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### Product/Service

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Simple and safer Air Ambulance, MedEvac. Reducing the cost of medical logistics. Changing how we fly, safer, stronger and easier.

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### Objectives

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Our aim was to ensure that everyone had access to the best possible healthcare. In the developing world the international standard hospitals were centred around the population centres, making access to the rural population harder.

Through a mix of gyroplane technology, a new vertical take off system, we have created an innovative and advanced air ambulance. The aircraft can take one doctor or EMT, a pilot and one stretchered patient, in an aircraft which is more cost effective and more importantly cheaper to operate.

Aerodyne Avectra MedEvac is a quarter the price of the nearest competitor but more importantly less

than 10% the operating cost of the nearest competitor. In general the aircraft is easier to operate, cheaper to maintain and better in adverse conditions.

We see Middle East and Asia as the prime markets.

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Global leader **Atlantic Service Company** is a UK Manufacturer of bandsaw coil and blades, predominantly for use in the fish and meat processing industries.



Their products are used in slaughterhouses and food processing plants, through to supermarkets and butchers. Finished coil is sold to distributors in various countries who can cut and weld their own length bandsaw blades for their end customer. The packaging – or wrap – can be personalised with company branding and specific information.

Atlantic Service can trace their origins to Brooklyn, New York, in 1901 when deliveries were made to customers by bicycle across the state – and after more than 120 years of business, their modern UK factory is equipped with top-of-the-range production lines, meaning they are proud to provide a world-class service and a high-class, quality product range to over 50 countries worldwide.

Using only the finest quality Uddiholm (Voestalpine) steel with 1095 carbon content, and by ensuring continuous quality assessments during the manufacturing process, Atlantic Service ensure durable bandsaw blades of superior design offering a consistent, accurate, cleaner cut.

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### Product/Service

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Atlantic Service manufacture and supply bandsaws coil and blades, handsaws, blades, plates & knives to

the meat and fish processing industry from slaughterhouses to the high street independent butcher.

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### Objectives

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Atlantic Service Company plans to meet with new and existing distributors/customers to support growth in export sales in this region. In addition, they aim to better understand the local market conditions to increase their growth potential and customer service in this exciting country.



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International Sales Manager

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For over 160 years, **BCB International** have been designing, manufacturing, and supplying personal survival and protective equipment used by soldiers, seafarers and adventures worldwide!



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### Product/Service

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- Defence – Individual and Team Advanced Solider Equipment
- Aerospace – Individual and Team Aircrew Survivability
- Medical – Individual and Team Personal Protective Equipment
- Marine – Lifeboat/Life raft Medical Kits and Maritime Survival Equipment
- Leisure – Outdoor Leisure/Camping Equipment
- Humanitarian Relief – (all of the above products off the shelf)
- Specialised – Non Lethal Boat Stopping Equipment

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### Objectives

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BCB would like to find suitable commercial partners that operate in these sectors and supply various end users with similar natured items.



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**Concrete Canvas (CC)** manufactures, Concrete Canvas® (CC) GCCM (Geosynthetic cementitious composite mat), and CC hydro™ (CCH) GCCB (Geosynthetic cementitious composite barrier).

**CONCRETE  
CANVAS™**

All products are manufactured at the company's headquarters in Pontyclun near Cardiff, South Wales from where it exports to over 80 countries around the world. Concrete Canvas GCCM has quickly gained market acceptance in the civil engineering sector as a cost-effective alternative to conventional concrete in a wide range of applications.

### Product/Service

Concrete Canvas® is part of a new class of construction materials (GCCMs). It is a flexible, concrete-filled geosynthetic, that hardens on hydration to form a thin, durable, waterproof and fire-resistant concrete layer. Essentially, it's concrete on a roll. CC allows concrete construction without the need for plant or mixing equipment: just add water.

CC applications include channel lining, slope protection and containment. CC is twice as abrasion resistant as standard OPC concrete, has good weathering performance and UV resistance. CC hydro™ is an all-in-one impermeable liner for containment applications including bund and lagoon lining.

### Objectives

CC signed a sales partner in the UAE in 2019 to broaden the company's reach within the Middle Eastern market. CC hopes to reach a broad range of clients, contractors and consultants to maximise the potential of the market and in the UAE.



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**Penderyn Distillery** produces premium single malt whiskies & other spirits which it distributes worldwide from its base in South Wales. The company was founded in 1998, remains independent and is considered a pioneer of the World Whisky category.



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### Product/Service

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Distillation, maturation, bottling and distribution of premium spirits including Penderyn Single Malt Welsh Whisky, Brecon Gins, Brecon Five Vodka, Merlyn Welsh Cream Liqueur & Siddiqui Rums.

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### Objectives

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Understand the Middle East import and distribution landscape for premium spirits (Penderyn single malt is the main focus) with a view to map the best view forward to maximise the growth prospects for their portfolio of products.



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**PlantSea** is responding to the demand for plastic-free solutions in packaging for fresh food, laundry, cleaning and personal care. They have harnessed nature to make beautiful and sustainable plastic alternatives from Scottish Seaweed.



PlantSea targets environmentally damaging petroleum-based plastics by creating sustainable, renewable, biodegradable plastic-like films, paper and fibreboard. They leave no trace and do not harm the environment. PlantSea has won multiple Innovation awards from IRUK and the Welsh Government.

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### Product/Service

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PlantSea's products include a natural polymer film to replace PVOH/PVA used for capsule making, suitable for laundry, cleaning and personal care products; a seaweed-infused paper for print and packaging; and fibre moulded forms suitable for food and non-food applications.

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### Objectives

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The company will meet with existing and new B2B customers in the UAE, to support growth in the region. The company is scoping the region for potential manufacturing and distribution partnerships and to understand local business conditions and opportunities.



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Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay

With a focus on assisting investor groups in achieving their “Net Zero” ambitions, **PreCom** supports their clients with the development, funding, asset management and operation of renewable energy projects, particularly in the production of Biomethane (RNG).



Established in 1999, PreCom have over twenty years of hands-on project management and operations experience within the Renewable Energy, Oil & Gas, and Water industries for a number of major companies.

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### Product/Service

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#### Consultancy

PreCom offers consultancy services that support clients with project identification, financing and development through to the operational management of Renewable Energy Assets. From the identification of acquisition targets as well as overseeing the development of Greenfield projects from concept to realisation.

#### Products

The company is able offer a very new technology for use in heating and chilling systems (HVAC) that can reduce energy consumption, improving a business's carbon footprint whilst reducing operational costs by over 20%.

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### Objectives

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With previous experience working in the MENA region, PreCom is looking to identify further opportunities in the renewable energy market in the UAE, particularly utilizing Energy from Waste technologies such as Anaerobic Digestion (Biogas).



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Established in 2003 the **Training & Learning Company (TLC)** has become one of the UK's leading training organisations recognised by Ofsted and the Department for Education.



TLC has delivered training to some of the UK's leading organisations such as Tesco, the National Care Group, GSK, Dominos and the Compass Group. TLC has delivered high quality training across a range of sectors from leadership, healthcare, retail, hospitality and facilities management.

### Product/Service

TLC is proud to offer a comprehensive range of nationally accredited training, software and consultancy solutions to the UAE market. These programs are designed to provide business, educational institutions and individuals with valuable skills, knowledge and practical experience to excel in their chosen fields. TLC has developed a diverse portfolio of software products, training courses, and consultancy services. Their software products and services cover various areas including safeguarding, healthcare, sustainability, social value and cybersecurity.

These cutting-edge solutions are designed to streamline processes, enhance efficiency, and improve outcomes in these critical domains. Furthermore, TLC offers a wide array of training courses aimed at equipping professionals with the necessary expertise to navigate the complexities of leadership. Their courses are accredited by City & Guilds, the Institute of Leadership & Management (ILM) and the Chartered Institute of Management (CMI).

TLC's training courses are designed to be comprehensive and tailored to the specific needs of individuals and organisations. TLC's consultancy services provide support to organisations in addressing their unique challenges and achieving their objectives. Their team of experts brings deep industry knowledge and experience to deliver tailored solutions, best practices and guidance.



By offering a holistic range of accredited training programs, software products, and consultancy services, TLC is committed to empowering individuals and organisations across the UAE to excel in their respective fields while ensuring high standards of learning and support.

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### Objectives

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The company's objective is to introduce their innovative products to the UAE market, with a particular focus on safeguarding, cyber awareness, sustainability and leadership. They offer individuals, business and educational organisations in the UAE the opportunity to collaborate with UK experts and occupational specialists, gaining access to bespoke, software platforms, exclusive training and consultancy.



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**Toylander Real Life Toys Ltd**, a business located in South Wales, UK, specialise in making and selling handmade children's electric ride on cars either as self-build kits or fully ready built cars, suitable for 3-12 years old.

Toylander was established in 1987 making the Mayfair, selling it mainly as a homebuilt kit. Then adding the Geepstar model later. Then in 2000 the Toylander 1, Toylander 2 and MB43 army jeep were added to the range. Since 2015 the range has been expanded to include the Unimog, Toylander 3 and the Toylander 90.

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### Product/Service

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Children's handmade ride on toy replica vehicles. Customers can choose own colour, number plates and company logo. Vehicles are built to last generations and become a family heirloom, rather than a short lived disposable item. All Toylander vehicle components are sourced from the UK as much as possible with the company striving to keep the 'Made in Britain' flag flying.

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### Objectives

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Toylander wishes to promote its complete ready to drive children's vehicles either via an agent or a distributor agreement. Initially, most likely an agent, if successful then this could be expanded to a distributor arrangement.

Toylander is looking to display a product sample in high end luxury goods outlets targeting private individuals, estates, golf courses and hotels.

To research potential agents who could promote their products. Then to arrange meetings and provide literature to interested parties. The company are not primarily looking for toy shops, also possible car retailers, such as Jaguar Land Rover. Also high end luxury product outlets.



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Director

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## **Decision making.**

Wales is a connected country with a devolved Government for fast decision making from Ministers. The Senedd is home to our Welsh Parliament.

**Biofortuna** is a contract assay development and manufacturing organisation providing a flexible and scalable outsourcing service to the sector's leading in-vitro and point-of-care assay developers.



Their services are wide-ranging and, whether they are supporting diagnostic companies, food safety experts or life science specialists, the objectives are the same; to form long term partnerships and become a valued extension of your team.

Biofortuna do that by solving problems and presenting opportunities. They listen to your requirements, develop customised solutions and deliver them with openness and transparency.

Operating from state-of-the art, humidity-controlled premises, and benefiting from ISO 13485 certification, ISO 17025 accreditation and FDA registration, they have a proven track record in the development and large-scale manufacture of diagnostic assays.

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### Product/Service

Genomic services, RNA/DNA extraction, Cell line authentication, DNA relationship testing, Custom assay development, PCR, Immunoassays, ELISA, LAMP, Lyophilisation, Lyophilised cakes, Lyophilised beads, Contract manufacturing, Dispensing & kitting and Stability storage.

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### Objectives

Biofortuna's objectives are to develop long term partnerships with leading diagnostic developers and enable them to get their assays to market faster and more efficiently.



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**clear\_pixel VR** recreates laboratory processes, medical procedures and medical equipment in virtual reality.

**clear\_pixel**<sup>VR</sup>

### Product/Service

The company's bespoke, high quality and hyper realistic virtual environments offer unrivalled training and showcasing opportunities in a scalable and cost-effective way and are helping to transform the digital health landscape.

For medical professionals and medical organisations, the benefits of clear\_pixel VR's virtual reality environments include increased skills, confidence and employee engagement due to unlimited training opportunities on real world procedures and equipment, accessible anytime and from anywhere, and lower training costs due to less reliance on senior staff oversight time, less breakages and lower consumable waste.

For equipment manufacturers, replicating equipment in virtual reality and exactly how it operates means sales teams can sell better, potential clients can be pre-qualified remotely and onboarded more thoroughly, and clients can be trained more effectively at scale and at a lower cost on how to get the most from the equipment and maintain it.



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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. The products developed by ProVen Probiotics have been used in research relating to allergy, common illnesses and specific digestive complaints and are designed to be used in pregnancy, through infancy, childhood and into adulthood.

ProVen Probiotics are supported by a large body of ongoing research, with more than 40 published scientific papers, including nine major human studies, all demonstrating positive benefits in intestinal and immune health. The ProVen Probiotics range covers all life stages.

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### Product/Service

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The strains used in our own ProVen Probiotics brand were originally isolated from the gut microbiota of healthy humans and screened for appropriate characteristics and safety. They are naturally present in our intestines, but their numbers can be reduced due to stresses of our modern lifestyle.

ProVen Probiotics use the Lab4 consortia of bacteria are supported by a strong body of research published in peer-reviewed journals and we are involved in a continuous research programme to support the efficacy of the products we sell.

Our Lab4 consortia of bacteria survive stomach and bile acids to reach the microbiota in the intestines. ProVen Probiotics are held in suspension in their various formats until they reach the stomach.



Guaranteed bacteria count to expiry, we use our proprietary TriPhase and StabilityMax technology used to manufacture ProVen Probiotics products, guarantees the stated number of live bacteria to the expiry date of the product. We utilise 'gas-tight' packaging and 'overage' of bacteria to ensure this. This process also allows us to add other vitamin and minerals to our probiotics.

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### Objectives

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Meet distributors in the UAE market who can represent the ProVen brand in market.



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**Eakin Healthcare**, established in 1973, manufactures and supplies products and services to better address patient and clinician needs within Ostomy and Wound, Respiratory and Surgical therapies.



Eakin Healthcare has been built on an ethos of caring, whilst continuing its global growth. Its products and services are now available in over 50 countries internationally with employees across 9 countries.

Eakin Surgical Ltd, part of Eakin Healthcare, provides solutions that have been designed in response to the growing concerns over the cleaning of reusable fine lumen instruments – which are associated with high risks of patient-to-patient cross-infection.

Located in Cardiff, South Wales, the company's manufacturing facility is equipped with clean room and ethylene oxide sterilization capabilities, complemented by skilled technical and research and development teams.

By focusing on single-use instruments, Eakin Surgical Ltd strives to assist healthcare professionals in safeguarding patients through reliable instrument performance and sterility.

While mindful of the environmental impact associated with single-use devices, Eakin Healthcare is committed to sustainability with a focus on continually improving its environmental performance, whilst creating social value. Ultimately, their objective is to enhance surgical outcomes for medical practitioners.

Their network of international distributors continues to grow, with partnerships worldwide and expansion into new territories.

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### Product/Service

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Suctions, Smoke Evacuation, Pulse Lavage, Metal Instruments, Forceps Retractors, Rongeurs.

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### Objectives

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



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**Haydale** brings together the cutting-edge technology of its patented HDPlas process with engineering expertise to functionalise graphene and other nanomaterials.



The core technology functionalises a range of advanced materials to enhance products in numerous market sectors including Health, Beauty, Medical, apparel & garments, aerospace, automotive, civil engineering, healthcare, marine, printing & coatings, and sport. Functionalisation allows Haydale to tailor advanced materials to enhance the properties of customers' products.

Haydale operates from five sites globally, including Korea, Thailand, USA and UK from its headquarters in Ammanford, South Wales.

### Product/Service

- Functionalisation – HDPlas reactors offer a bespoke functionalisation service for customers' materials
- Consultancy – Enable customers to create materials with the properties they require
- Composites – Graphene-enhanced carbon-fibre preregs
- Elastomers – Functionalised nanomaterial additives for elastomer manufacturing
- Inks & Coatings – Graphene-enhanced inks and coatings with special properties
- Silicon Carbide Whisker – Silar, SI-TUFF and CeramycGuard products

### Objectives

Haydale are looking to further understand the nanomaterial market and business development opportunities in the category fields of Bio-Sensor INKS and Medical Health related industries. The objective is to target areas where there are clusters of nanomaterial opportunities and business development, where Haydale can provide solutions to Innovation, Technical and Supply chain management enhancements.



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The **Health and Her** story began in 2019, when its founders, Kate Bache and Gervase Fay, decided it was time to cut through the confusion when it comes to female health and build an offering that empowers women to own their journey through menopause.



So, they set about creating what we call next generation menopause care. That's smart, data-driven ways to use technology, science and evidence-backed natural to better support women and help you discover yourself again.

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### Product/Service

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At Health & Her we are passionate about helping women with their female health. Formulated by experts, our range of supplements contain a blend of vitamins, minerals, and active botanicals to provide support whether you are still having periods or not. We are proud to say we are the UK's No.1 Perimenopause Brand\*.

\*Circana All Outlets, Women's Health client defined Perimenopause category, Value Sales, 52w/e 13th May 2023

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### Objectives

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To improve the lives of millions of women around the world by expanding our retailer and distributor network

enabling us to support more women globally with our app and supplement range.



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**Human Data Sciences (HDS)** is a scientifically founded MedTech company that delivers healthcare data/real-world evidence (RWE) insights for MedTech, therapeutics, life sciences industries, health systems managers, regulators, governmental agencies, and healthcare researchers.



HDS unravel the complexities of patient data to yield meaningful insights and information that provide a more holistic view of the real-world impact of treatments, market access, health economics, and interventions. Essential for optimising healthcare.

### Product/Service

HDS combine a knowledgeable, friendly, and experienced in-house team of experts with Livingstone.

Livingstone is a revolutionary, cloud-based analytics engine and trusted research environment (TRE). Livingstone reports on health data accurately using rich datasets but is also data agnostic.

Uniquely, what takes many months can be accomplished in minutes with Livingstone, transforming RWE research and delivering complete, validated analysis rapidly and cost-effectively.

Livingstone can be deployed across an organisation as SaaS or in tandem with the HDS team as a managed service.

### Objectives

The demand for real-world evidence is growing exponentially. Human Data Sciences would like to spread awareness that an innovative partner is at hand to help navigate this realm.

Human Data Sciences are also interested in the availability of new datasets from around the world.



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A proud member of the Arjo family, **Huntleigh**, based in Cardiff (UK), 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.

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### Product/Service

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Huntleigh 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.

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### Objectives

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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.



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– Middle East & Africa

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The **R&D Surgical Ltd** core team boasts more than 40 years of invaluable expertise in the field. They cater to the global surgical community, offering a diverse array of devices such as the Original Cosgrove Mitral Valve retractor, the Gillinov-Maze retractor, as well as an extensive range of cardiovascular and cardiothoracic retractors and instruments.



Their established network of distributors and sales professionals spans the globe, backed by a solid track record of success worldwide.

At their exhibit, they're showcasing a curated selection of devices and providing comprehensive literature for attendees.

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### Product/Service

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Various surgical retractors, including the Cosgrove Mitral retractor, alongside their recently innovated solution for pectus carinatum, known as The Brace.

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### Objectives

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At Arab Health, their goal is to expand their network of global distributors for their surgical retractors, especially highlighting the Cosgrove mitral retractor. The market potential is substantial, amounting to hundreds of

thousands of pounds. Additionally, they'll concentrate on introducing their newly developed product, The Brace, designed to address pectus carinatum.



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Chairman

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**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.



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.

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### Product/Service

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.

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### Objectives

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.




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**UK Discovery Health** is a pioneering, independent Market Access consultancy providing strategic direction and market access for SMEs in the Life Sciences, MedTech, Pharmaceutical and Digital Health Tech sectors. UK Discovery Health was founded in 2022 to supply a new and innovative consulting approach and is based in Wales, UK.

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### Product/Service

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UK Discovery Health is passionate about improving healthcare through innovation. The services they specialise in are:

- Market Access
- Value Based Healthcare
- Pricing and Reimbursement
- Service and Pathway Redesign
- Route to Market Strategies
- HTA Submissions
- Real World Evidence

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### Objectives

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UK Discovery Health's role is to partner strategically with innovative companies in an innovative way, to support them on their journey in realising their products market potential. The company is passionate in helping enable patients gain access to the best products, services, and treatments; ensuring that the great innovations being developed see the success they truly deserve.



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MD & Founder

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

**Ultrasound Technologies** has over 30 years history of developing state of the art medical electronic products for itself and other medical companies, all manufactured and distributed from its fully medical CE and JPAL approved manufacturing plant in Caldicot, South Wales.

**ultrasound**  
**technologies**

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### Product/Service

The company's main product ranges are:-

- Fetal and vascular Dopplers, including the market leading Paediatric nephrology vascular doppler and vascular veterinary Doppler, with over 100,000 units in use worldwide.
- Fetal monitoring with the highly integrated Fetatrack 310s2. One unit covers both Antepartum and Intrapartum applications, with simple to use upgradeable digital transducers.
- Colonography with CO2 Insufflation using the state of the art MedicCO2LON CO2 gas insufflator to allow safe and pain free colonic insufflation.
- MPS II macular pigment screening device.
- New product introductions can also be viewed at the Ultrasound Technologies stand.

Ultrasound Technologies also undertakes contract design and manufacture of electronic medical products.

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### Objectives

The company's objectives at Arab Health are to connect with existing distributors, introduce new products and update distributors on changes to existing products, and to meet new distributors and dealers worldwide.



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CEO

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

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

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