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# ARAB HEALTH 2022

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Export Market Visit

January 24 – 27 2022

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

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

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**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.**

**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.

Eakin Surgical is part of Eakin Healthcare Group est.1974, in order 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.

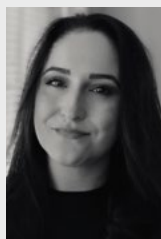
### Product/Service

Eakin Surgical's range of products include suctions, smoke evacuation, pulse lavage, metal instruments, forceps, retractors, rongeurs, suction irrigation, cannulas, and needles.

### Objectives

Eakin Surgical is looking to:

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



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**EKF** is a global medical manufacturer of point-of-care devices and tests including hemoglobin tests, HbA1c tests, glucose and lactate tests. EKF also manufactures clinical chemistry and viral transport media as well as providing contract manufacturing facilities for COVID-19 test kits.

EKF is headquartered in Cardiff, UK and has manufacturing sites in Magdeburg, Germany and in San Antonio and Elkhart, USA.



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### Product/Service

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EKF offers a range of products which includes point of care analysers and tests, central laboratory analysers, reagents and controls, and viral transport media and COVID-19 test kits.

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### Objectives

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EKF is looking to:

- Meet with existing distributor base
- Meet with potential manufacturing and licencing partners
- Meet with potential distributors



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**Martyn Lewis**  
APAC Sales Director

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As a proud member of the Arjo family, **Huntleigh** believe that great healthcare is always a collective effort. The greatest contribution Huntleigh can provide to patients, and the professionals who care for them, is confidence.

**HUNTLEIGH**  
A MEMBER OF THE ARJO FAMILY

This is what Huntleigh have been striving for since 1979, with innovative solutions in vascular care, Fetal and patient monitoring. Solutions that can assist clinicians in improving outcomes and enhancing patient wellbeing. Whether it's the safe delivery of a new life, improving the day-to-day quality of life or monitoring life's vital signs, Huntleigh aims for clinical excellence and improved performance, for life.

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### Product/Service

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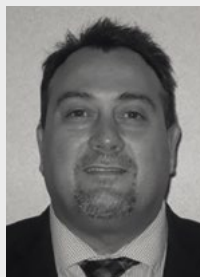
Huntleigh proudly boasts world leading brands such as Dopplex, Hydroven, Sonicaid and Smartsigns, covering healthcare requirements in Vascular Assessment & Treatment, and Obstetrics & Patient Monitoring.

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### Objectives

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Continue to develop a global reputation as a leading UK manufacturer and supplier of high quality medical devices.



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

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**Reacta's mission is to improve the quality of life for severe food allergy sufferers globally through accurate diagnosis and therapeutic monitoring.**



With world leading scientific and clinical experts in food allergy, the business has developed an innovative and easy to use food allergy diagnostic kit which is currently in use by clinicians as part of numerous clinical trials around the world.

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### Product/Service

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Reacta's technology is addressing an unmet need for standardised, stable, accurate and fully masked high-quality Oral Food Challenges (OFC's).

OFC's are the gold standard for food allergy diagnosis. Blood tests and skin prick tests for food allergy yield many false positive results leading to many "worried well" who may be placed on inappropriate and expensive therapies. Furthermore, false negative results may leave allergic patients at risk of accidental exposure.

OFC's have been shown to improve the quality of life of patients as they can give individuals an indication as to whether they are likely to react to foods carrying 'may contain' allergen labels.

Reacta's products are manufactured in a world-class Pharma GMP accredited facility.

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### Objectives

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Reacta aims to be the first regulatory-approved OFC available on the market.



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**R&D Surgical** has over 50 years' experience serving the surgical community internationally.



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### Product/Service

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R&D Surgical has 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 and colorectal retractors and instruments.

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### Objectives

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R&D is looking to promote its products to the health care sector across the Middle East.



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Chairman

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



### Product/Service

SurgiNovi 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.

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

### 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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**Weqas** is a global provider of quality in diagnostic medicine. Weqas is one of the leading External Quality Assessment (EQA) providers with over 50 years' experience in quality assurance, providing solutions in laboratory medicine. Weqas provides over 40 EQA Programmes, including external audit, performance analysis and an educational advisory service.

### Product/Service

Weqas has an expert teams of scientists delivering services in laboratory EQA, point of care (PoCT) EQA, reference measurement services, internal quality control (IQC), quality control reference material (QCRM) and education and training.

Benefits of working with Weqas:

1. Accredited to ISO 17043, 17025 and 15195.
2. Over 40 EQA programmes.
3. Access to participant website to keep track of your quality.
4. Reference measurement service for traceability.
5. CE marked IQC and QCRM.

### Objectives

Weqas objectives are:

- Market its products and services, and to require market knowledge and experience as part of a strategic approach to exporting.
- To continue to grow its global markets and to promote high quality EQA and IQC services.

- To create new business opportunities and to be introduced to key influencers and decision makers.
- To raise the profile of our company including the scientific expertise within its company.
- To attend forums and lectures to keep up to date with developments within the industry.



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**Butterfly Data** is a team of experienced technology consultants specialising in data science and data management.



The company helps organisations achieve data-driven results, through digital transformation using cloud services. Butterfly offers a comprehensive technology service specialising in data science and data management disciplines.

### Product

Butterfly Data in collaboration with a local university hospital has developed a wearable technology device. Sensors stream data to an IoT hub to track real time patient data, alerting for particular issues. Long term health outcomes for cohorts of patients will also be analysed.

### Service

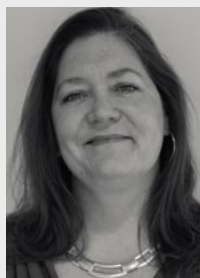
Informed, transparent, accountable, data-driven decisions have the potential to enhance many aspects of our lives:

- Revealing hidden trends and patterns.
- Creating streamlined, efficient processes.
- Producing accurate models and predictions.
- Improving customer and employee engagement.
- Strengthening healthcare data quality.
- Improving decision transparency and accountability.
- Delivering positive and enduring social outcomes.
- Solving complex, global challenges.

### Objectives

Butterfly offers a comprehensive technology service specialising in data science and data management disciplines. The team has a breadth and depth of hands-on experience at all stages of the information management lifecycle:

- Provide a tailored service and deliver integrated solutions
- Blend domain knowledge, business analysis, and data science
- Propose realistic solutions, manage expectations, and communicate clearly



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**NPTC Group of Colleges** is an award-winning UK Further and Higher Education College with over 25,000 annual enrolments. NPTC is one of the largest groups of colleges providing Academic and Technical Vocational Education and Training (TVET) over nine specialist campuses across one-third of the landmass of Wales.



NPTC work with vocational colleges, universities, and institutions worldwide to develop and support international skills and standards, delivering bespoke specialist vocational and professional training programmes across a wide range of areas and disciplines. NPTC Group of Colleges has several international offices across South and East Asia.

Additionally, NPTC Group runs and owns eight subsidiary companies across the UK, including the UK's no.1 English language school, LSI Portsmouth. It annually supports thousands of overseas students and professionals from almost 50 different EU and non-EU countries.

### Product/Service

NPTC Group provides educational services, specialist training and qualifications in a wide range of programmes and courses for individuals, companies, and governments. NPTC identify specific needs and design in collaboration, highly personalised bespoke programmes meeting the needs of its clients.

### Objectives

NPTC Group's key objective is to increase NPTC Group of Colleges brand awareness by showcasing its leading products, services and industry links within the health and education sector.



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