

PRESS RELEASE

France, a global player in medical devices at the cutting edge of innovation

United Arab Emirates, June 14, 2021 – France will have a strong presence at Arab Health 2021, bringing 51 businesses to further herald its medical expertise. Located in the French Healthcare pavilion organized by Business France in Za'abeel Hall 2 and Sheikh Rashid Hall, they will unveil their latest innovations designed to take up major challenges in healthcare.

French Healthcare shows off its strong medtech expertise at Arab Health 2021

As a high point for innovation at Arab Health every year, French Healthcare businesses have formed strong bonds with countries in the region over recent years. **France enjoys an excellent reputation**, not only for its innovation capacity but also for the partnerships and commercial relations it sustains with Middle Eastern firms.

The most represented sectors in 2021 at the French Healthcare pavilion are consumer goods, diagnostic tests, digital health, hospital and medical equipment, medical gas equipment, orthopedics and physiotherapy/rehabilitation.

Among the French healthcare businesses, the following businesses will be displaying their newest solutions: **Sublimed** (treatment of chronic pain), **Lamidey Noury** (a leading French manufacturer of electrosurgical solutions), **Noraker** (reconstruction of patients after orthopedic or dental surgery), **TMM Software** (digitalization of patients pathway), **Hoppen** (digital solutions for healthcare centers), **Chronolife** (Predictive artificial intelligence of patients' health status) and **Scaleo Medical** (innovative medical devices).

French Healthcare: a collective brand to merge the strengths of the French ecosystem globally

French Healthcare is a public-private initiative aimed at bringing together French businesses, researchers and healthcare professionals to **jointly promote their activities, expertise, technologies and innovations internationally**. Amongst its numerous fields of competence, France stands out in patient care, oncology, surgical devices, orthopedics, radiology, treatment of medical waste, sterilization and disinfection, to name just a few.

An all-new website!

To promote the many advantages of the French healthcare industry, French Healthcare has launched a **new website**, with the latest news, events and innovations in pharma, biotech, medtech and digital health. If you are looking to get innovative solutions, get mappings of French solutions, get medical treatment or training in France, develop a business, medical or scientific partnership with a French firm, or invest in France, please visit: www.frenchhealthcare.fr.

Re-inventing oncology through French Healthcare excellence

France stands out around the world, thanks to its effective and innovative healthcare solutions to fight cancer. It has one of the **best cancer cure rates** and is positioned as a **leader in cancer research**, with more than 130 research projects and 13 Nobel Prizes in medicine. France is recognized the world over for its excellence in oncology, the top quality of its infrastructures using cutting-edge technologies, its longstanding expertise in care, patient management (prevention, diagnosis and treatment) and research, as well as for its global approach to oncology, offering industrial, technical and scientific expertise. **Oncology is the leading therapeutic area of the French HealthTech industry.**

To highlight French expertise and innovative solutions in the field of oncological treatment, the French Healthcare Association and Business France have organized a **webinar available on-demand on the Main Stage of the Arab Health – Swapcard platform:**

<https://connections.arabhealthonline.com/event/arab-health/planning/UGxhbm5pbmdfNTA1MjIz>

French excellence in this medical branch extends well beyond the field of medicine to encompass **pharmaceuticals, biotechnologies, medtech and its pool of digital health players**, spearheading French startups in the health sector. To reveal the breadth of this expertise, the French Healthcare Association and Business France have published a Cancer Map, which highlights all the French solutions in the field of oncological treatment: consultancy and training expertise, organizational and industrial solutions, partnerships for research, medical training for foreign professionals in France and treatment of international patients in France.

France: a cutting-edge world-class player in medical industry

The swiftness and scale of the Covid-19 pandemic cast the light on the crucial importance of scientific and medical innovation. It also offered a reminder of the importance of global public health issues in prevention, diagnosis and therapeutic innovation. France is one of the key players in this dynamic and has many key strengths that form the architecture of an efficient and innovative health system. If France is now recognized as having designed one of **the most successful and equitable public health models** in the OECD, it is because it has long built up a **training system premised on excellence for healthcare professionals**, hailed worldwide for their expertise. France's basic research is also internationally renowned for the avant-gardism and importance of its work, while its **pharmaceutical industry** forms another **major pillar of France's medical excellence**, through the role played by its first-rate international players combined with the innovation dynamics of the startup ecosystems and SMEs established across the country.

With more than 1,500 businesses, mostly (93%) SMEs, and €30 billion in annual revenues, including €9 billion from exports – an increase of 10% between 2017 and 2019 – **France is the second biggest market in Europe**. These firms of all sizes employ nearly 90,000 people working in a large number of fields, such as e-health, surgical robotics, telemedicine, optical technologies, wound healing, medical imaging and many more. The key to the French medtech successes is innovation and R&D. With 3,750 patents per year, **France is ranked fifth in the world for the filing of international patents in the medical device sector**. (source: SNITEM, 2019)

In the **United Arab Emirates, France is the fourth largest supplier of pharmaceutical products** and has developed substantial economic and commercial activity, with many subsidiaries already established in the health sector, such as Sanofi, Ipsen, Servier, Air Liquide and Hygienair.

France: an attractive destination for healthcare businesses to expand or invest

France has set the ambition **of becoming the leading nation for industry and innovation in healthcare**. To strengthen its position as a global hub for healthtech and to become the leading European nation for healthcare, France, which already has a strong export industry, wants to welcome foreign businesses and has developed an active policy to attract them. The aim is to reinforce the growth of a positive healthcare ecosystem and, in so doing, dynamize the development of each of its stakeholders.

Follow French Healthcare on social media to keep up-to-date with the latest news, events and opportunities

Twitter: https://twitter.com/FrHealthCare_EN

LinkedIn: <https://www.linkedin.com/company/french-healthcare-en/>

Youtube: <https://www.youtube.com/playlist?list=PLsMLWBGsp3ap17paTV9KcY3meoBZTxWn5>

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French Healthcare is an innovative initiative aimed at bringing together French businesses, researchers and healthcare professionals to jointly promote their activities, expertise and technologies internationally. It helps promote the French vision for global health, based on a humanist approach to care and equitable and fair access to healthcare products and services. Business France, the national agency supporting the international development of the French economy, in partnership with the French Healthcare Association and the Ministry for Europe and Foreign Affairs, is responsible for promoting the brand, which aims to coordinate a team approach to stimulate international cooperation and the influence of France's key strengths.

Follow French Healthcare:

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Website: www.frenchhealthcare.fr

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

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Youtube: <https://www.youtube.com/playlist?list=PLsMLWBGsp3ap17paTV9KcY3meoBZTxWn5>



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Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 55 countries throughout the world, who work with a network of partners. Since January 2019, as part of the reform of the state support system for exports, Business France has given private partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance #BusinessFrance

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