



PRODVANT

Bringing World-Class Healthcare
to the Middle East

PRODVANT

Our Vision & Mission



Our goal is to deliver the best possible bespoke, **hands-on support** to our clients in the **healthcare industry**. We aim to accompany them throughout their journey, helping them navigate the complexities of **adapting their products and services, launching, and distributing** them in **new target segments and markets**.

We dedicate ourselves to securing their **long-term market success**, fostering sustainable **growth**, and building a robust **market presence** through deeply understanding **customer needs** and addressing **regional nuances**.



OUR APPROACH

Tailored Approach for Your Growth in MENA

We recognize that each business is unique, with its own goals and history, requiring a **customized strategy for success**. Whether you are new to the region or have existing partners, we ensure **smooth operations and growth** in the MENA market.

- **Market Entry** - Leverage our *extensive experience and market knowledge* to successfully enter any MENA country.
- **Sales Improvement** - *Enhance your current distribution partnerships* through our professional business development and relationship sales strategies.
- **Margin Optimization** - *Reduce costs associated with import and distribution* by securing the best economic conditions.
- **Local Distributorship** (optional) - Provide optional *distributorship for UAE*, if existing local partnerships fall short of expectations.



OUR APPROACH

End-to-End Expert Guidance and Local Hands-On Support for Driving Business in the MENA Region

Our approach is **individual**, **hands-on**, and **bespoke**. As our clients' brand representative in the region, we ensure the highest level of customer satisfaction for your business success.

- **Dedicated Representation** - Act as your regional hands-on partner, *solely representing your interests* and focusing on building effective structures and processes on *favorable economic terms*.
- **Local Point of Contact** - Establish a *knowledgeable point of contact* for regional medical professionals and administrators, *leveraging our experience and network* to propel your business forward.
- **Managing Partnerships** - Closely *manage regional partners and distributors* to ensure your products and services receive the utmost attention and *continuously meet customer needs and expectations*.



CASE STUDY

MED⁹EL

In his seven-year tenure as CEO of MED-EL Middle East FZE in Dubai, David spearheaded transformative initiatives and strategic leadership, significantly expanding the company's footprint and establishing market dominance in the Middle East and Africa.

LEADERSHIP FOCUS & RESPONSIBILITIES:

- **Strategic Management:**
Led with a focus on quality, sales, and operational excellence to grow 400% and achieve an 80% market share across MENA.
- **Sales Channels:**
Built and managed numerous sales channels, serving private patients, B2B, B2G, public tenders, and military contracts.

4% of people in UAE live with impaired hearing

STRATEGIC HIGHLIGHTS:

- **Operational Excellence:**
Established audiological centers and surgical clinics to enhance regional medical services.
- **Market Leadership:**
Achieved an 80% market share across MENA region through strategic expansions and building of robust distributor networks.
- **Reliable Partnerships and Training:**
Forged key partnerships with MOH's for public health initiatives and many regional hospitals and clinics.
- **Impactful Marketing and PR:**
Led numerous accredited medical training and represented at conferences and trade shows.
- **Team Enablement:**
Developed and led a team of over 25 international experts, enhancing regional marketing, service and sales infrastructure.

CASE STUDY



Consarctic is Germany's leading innovator and quality provider of liquid nitrogen cryotechnology. As the local legal brand representative, PRODVANT helped develop the regional strategy, secure the ideal distribution partner, and register the products in record time in the UAE. Currently, the sales network in the UAE and beyond is expanding through local business development driven by PRODVANT.

FOCUS & CLIENTS:

- **Target Group:**
Biobanks, Stem Cell Clinics and In Vitro Fertilization (IVF) clinics.
- **Clients (MENA):**
Governments, Military, Research Facilities, Public and Private Clinics.

STRATEGIC HIGHLIGHTS:

- **Distributorship:**
A favorable agreement was signed with City Pharmacy, the leading distributor in the UAE.
- **Regulatory:**
All products were registered quickly and cost-effectively under a single license in the UAE.
- **Point of Contact:**
A local expert POC was established to handle commercial tasks, tender management, and first-level technical support.
- **Targeted Business Development:**
Collaboration with leading institutions and experts to deliver large turnkey projects for cryopreservation infrastructure and processes.
- **Marketing:**
Localized marketing efforts were successfully implemented.



CASE STUDY



hearLIFE CLINICS are specialty VIP one-stop ENT clinics, focusing on conventional and surgical hearing restoration for patients with highest expectations for convenience and outcomes. David helped to develop the global concept and to establish a clinic on the green field in DUBAI for MENA.

FOCUS & CLIENTS:

- **Target Group:**
MENA high net worth individuals / VIPs / gov. looking for best possible and confidential family treatment, through selected expert surgeons from the field.
- **Clients (MENA):**
Governments, Military, VIP, charitable organizations, other private clinics.

Al Jalila Foundation to sponsor ear implants of children

STRATEGIC HIGHLIGHTS:

- **Operational Excellence:**
Award winning highest quality in service and outcomes in the region.
- **Market Leadership:**
hLC became largest private provider for Hearing Implantation in the UAE.
- **Expert Partnerships:**
Cooperating with the most renowned surgical experts in the field from Europe to provide surgeries in Dubai.
- **Public Relations / Marketing:**
Drove many awareness and marketing campaigns, also with local governments and charitable organizations.
- **USPs:**
One-Stop, best treatment and outcomes worldwide, convenient full-service, VIP, confidentiality, regional expert aftercare.



Your **PROD**uct ad**VANT**age

01 Healthcare

We are **solely dedicated to the Healthcare sector**, concentrating on Product Management and Sales for MedTech, Operations and Services, which gives us a distinct edge in expertise and industry insight.

02 Middle East & Africa

We have an **in-depth understanding of the Middle Eastern and African Healthcare markets**, comprehending the intricacies of the GCC, Levant, and North Africa.

03 Local Drivers

Strategically **positioned in Dubai mainland**, we are our clients' **on-the-ground partner**, dedicated to **representing solely their interests**, overseeing local sales in the region, and diligently driving business success.

04 Hands-On

Our support is **hands-on from the very start**. We actively assist our clients from the beginning and manage things locally through to first sales, and beyond, to **secure continuous growth**.



Your **PROD**uct ad**VANT**age

05 Network

We boast a **broad local network** of medical experts, clinics, hospitals, distributors, decision makers and government institutions across the region.

06 Expertise

As a **first point of contact for customers**, we offer knowledgeable expert support. Our role extends to actively **driving customer acquisition**, and addressing tenders, to build and nurture robust business relationships.

07 European

Our European origin is the basis for our business ethics, ensuring a profound understanding of the **expectations and practices that Western companies anticipate** when venturing into MENA markets.

08 Track Record

Our **long-standing track record** in the field attests to our expertise and success throughout the region.

CONTACT



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