



PRODVANT

---

Bringing World-Class Healthcare  
to the Middle East

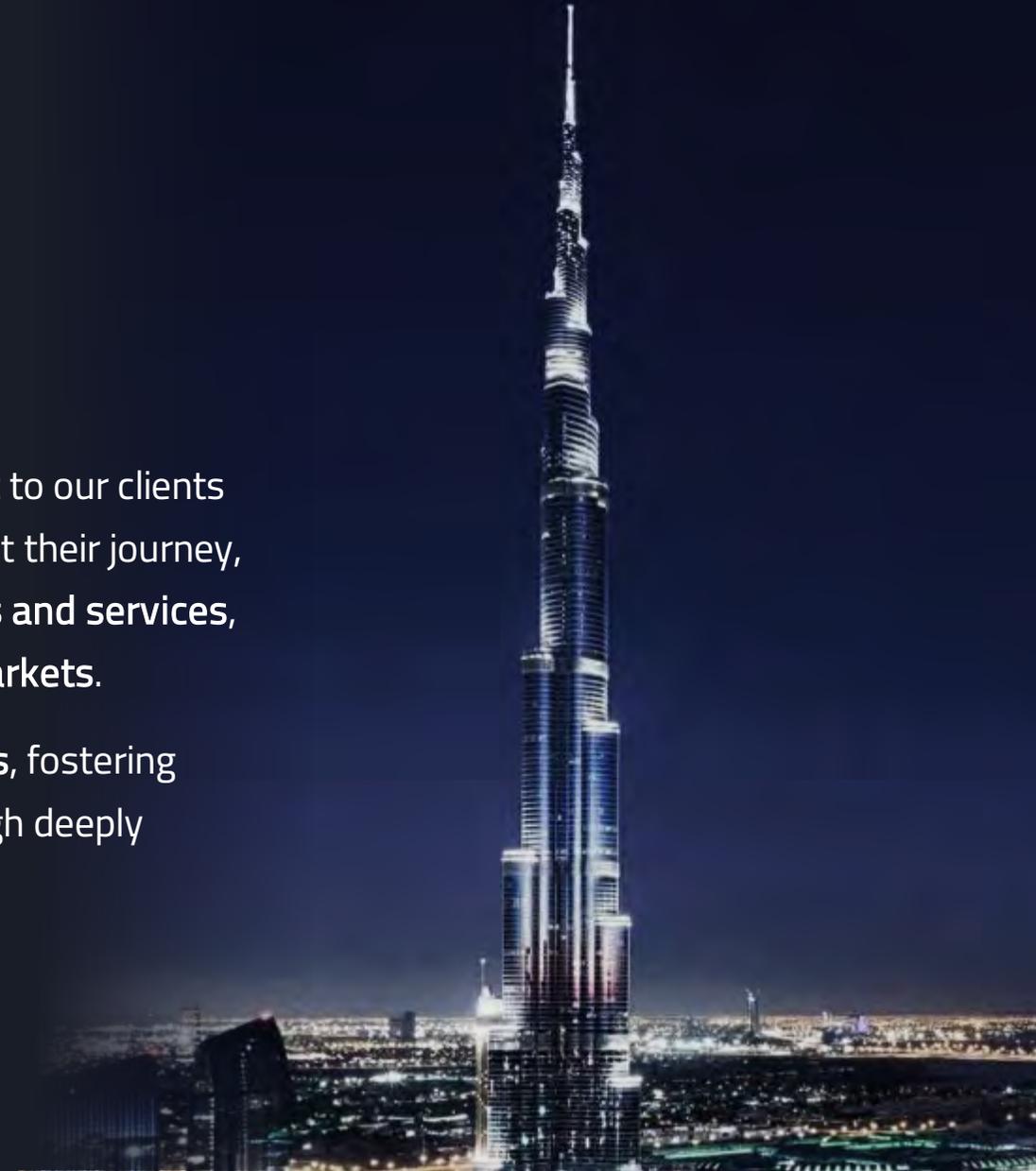
PRODVANT

# 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**.



## 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 Expertise and Local Support

Our approach is **individual**, **hands-on**, and **bespoke**. As your trusted brand representative in the region, we provide dedicated local execution to deliver the highest level of customer satisfaction and drive your long-term success.

- **Brand Representation** – Acting exclusively on your behalf, we manage reliable execution, negotiate optimal commercial terms, and lead product launches and sales structure development.
- **Local Presence** – Reduce risk and cost by leveraging our licensed Dubai mainland entity to establish your brand and drive sales through our expert local team.
- **Managing Partnerships** – We identify the most suitable regional distributors and oversee their sales activities to ensure consistent, high-quality performance.
- **Business Development** – We uncover new opportunities by engaging key stakeholders, expanding your reach, and building long-term relationships with decision-makers.
- **Local Point of Contact** – Provide first-line service through a knowledgeable local presence, supporting healthcare professionals and administrators to ensure excellent customer experience.



# EXPERTISE

## David F. Raetz

Dipl.-Wirt. Ing., Global Executive MBA

Founder and CEO of PRODVANT

+25y

Healthcare

+18y

Leadership

+17y

Business Development & Sales

+12y

Middle East

+12y

Product Management



BUNDESWEHR



NEOM



# CASE STUDY

**MED<sup>9</sup>EL**

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% in 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:

- **Market Leadership:**  
Achieved an 80% market share across MENA region through strategic expansions and building of robust distributor networks.
- **Operational Excellence:**  
Established audiological centers and surgical clinics to enhance regional medical services.
- **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



**PATH MEDICAL** is the global technology leader for mobile hearing screening and diagnostics solutions. As the legal brand representative for all MENA operations, PRODVANT helped develop and improve the regional distribution network, to gain new target markets and to successfully bid on large tenders. Currently PATH MEDICAL strongly gains market share through targeted business development.

## FOCUS & CLIENTS:

- **Target Group:**  
Hospitals, Public and Private ENT Clinics, Neonatal Wards.
- **Clients (MENA):**  
ENTs, Audiologists, Governments, Military, Charities, Charities, Purchasing organizations

## STRATEGIC HIGHLIGHTS:

- **Expansion:**  
New target markets have been added and large tenders won.
- **Sales Optimization:**  
Optimization and management of sales and distribution network
- **Point of Contact:**  
A local expert hub was established to handle commercial tasks, tender management, and first-level technical support.
- **Targeted Business Development:**  
Operational on-the-ground sales support through experts.
- **Increased Customer Experience:**  
Support for medical experts to obtain best results and to set up newborn hearing screening programs.
- **Marketing:**  
Increasing brand awareness through constant presence at congresses and trade shows

# 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.



## 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.

# COOPERATIONS

We are proud member and closely working together with these professional organizations to support their members:



German Emirati Joint Council



Austrian Business Council



Swiss Business Council



S-GE



Dubai Chamber of Commerce



Lifesciences Cluster Network  
Austria



Standortagentur Tirol



Canadian Business Council

# CONTACT



PRODVANT

DED License: 1188393

Dubai, Mainland Entity

United Arab Emirates



[info@prodvant.com](mailto:info@prodvant.com)



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



[www.linkedin.com/company/prodvant](https://www.linkedin.com/company/prodvant)



PRODVANT

---

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