

Market research
Medical Spa & Clinic in Dubai
United Arab Emirates
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By Gulf Business Consulting





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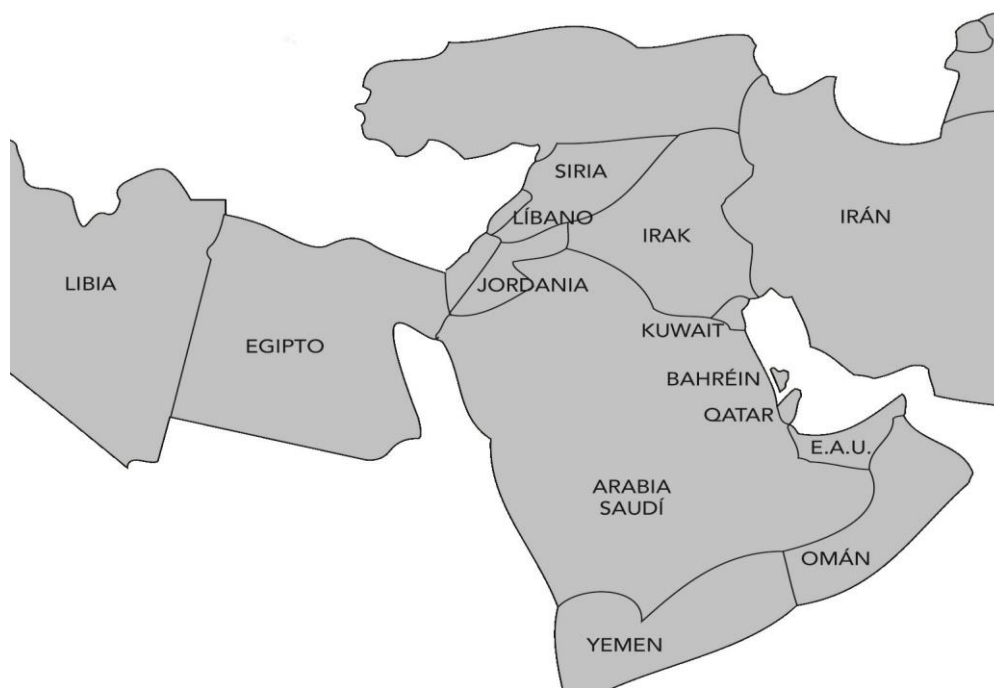
1. UNITED ARAB EMIRATES

1.1. INTRODUCTION

The United Arab Emirates (the UAE) is a Federation of States at the Southeastern end of the Arabian Gulf. It is bordered by the north and south-east. The UAE is a Federation of seven emirates: Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah and Fujairah.

Prior to its independence on 2 December, 1971, the UAE was collectively known as the Trucial States, derived from a 19th century truce between local Sheikhs and the United Kingdom.

In 1981 United Arab Emirates together with Bahrain, Kuwait, Qatar, Oman and Saudi Arabia signed a political and economic union known as the **Gulf Cooperation Council (GCC)**.



Country Facts:

Although often ranked as an emerging economy, the UAE is generally accepted to have one of the most developed economies in the MENA (Middle East & North Africa) region. In 2012 the UAE had an estimated GDP of US\$ 375 billion, ranking 30th globally. GDP per capita was estimated to be US\$ 48,500, equivalent to a ranking of 12th globally.

Population

According to UAE National Bureau of Statistics, the population has been estimated at 8.56 million [local population 1.25 million whereas expatriate is 7.31 million].

Legal System

Combination of Shari'a (Islamic Law) and Civil Legislative Law.

Taxation

No corporate, personal, or withholding taxation. Tourism taxes apply.

Currency

UAE Dirham 1 USD = 3.67 AED (fixed rate)

1 EUR = 5.02 AED (floating currency rate January 2014)

Religion

Islam is the official religion, however UAE is known for its religious tolerance.

Language

Arabic is the official language, although English is widely spoken, followed by Hindi.

1.2. ECONOMIC OUTLOOK

The increase in the United Arab Emirates population, 14 percent growth rate in the last period 2008-2012, will be the fundamental driver of demand for healthcare goods and beauty services.

The growth prospects in the UAE over the coming years will be shaped by the pace of the global economic recovery and the progression of Abu Dhabi's economic vision 2030 and Dubai's strategic plan of 2015. Economic growth differs across the Emirates driven mainly by the higher oil production and infrastructure spending in Abu Dhabi and the dynamism of Dubai as a regional trade hub.

Despite the small size of the population, high income, sophisticated spending patterns and political stability will ensure that the United Arab Emirates remains as an attractive market for international companies that will be increasingly interested in establishing regional headquarters in the country. Most of the macroeconomic indicators show positive signs: the combination of higher oil prices, the strong performance from the trade, aviation, telecom, tourism, healthcare and logistics sectors, and expectations of faster regional growth will help accelerate the country's growth in 2014 and 2015. Increased spending on infrastructure projects will also add further momentum to the UAE's growth.

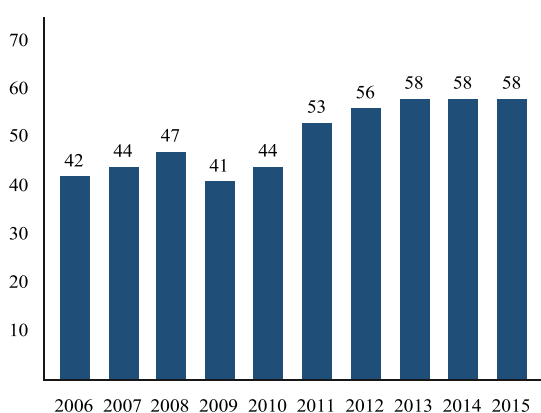
GDP growth

The United Arab Emirates is expected to achieve 3.8 percent real gross domestic product (GDP) growth in 2014 as the country continues to improve its economy during the year given the increased trade, tourism, consumer confidence and rising oil prices. The UAE is one of the wealthiest countries in the region on a per capita basis. According to the Economist Intelligence Unit (EIU), GDP per capita is expected to grow to \$58,000 by 2015, which translates to a 5.5 percent annual growth, compared to 4 percent annual growth in the United States.

Disposable income

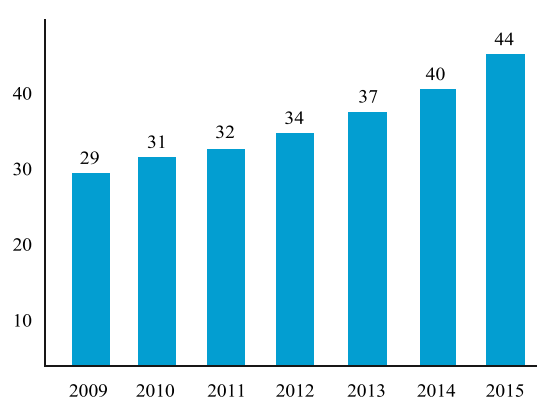
High government spending and improved consumer confidence are expected to boost private consumption in the UAE. The rise in the population's affluence should improve the UAE population's ability to consume increasing healthcare services as a result of strong forecasted growth of per capita GDP. Private consumption is expected to increase from \$34,549 in 2012 to \$43,583 in 2015.

GDP PER CAPITA 2006 – 2015
(I.E. US\$ '000)



Source: Economist Intelligence Unit (EIU), August 2013

PRIVATE CONSUMPTION PER HEAD
(I.E. US\$ '000)



Source: Economist Intelligence Unit (EIU), August 2013

Demographics

According to the World Health Organization (WHO), the UAE ranked first in life expectancy in 2011 (78 years), manifested the lowest infant mortality rate (seven per 1,000 births) and was ranked third in terms of having one of the lowest adult mortality rates (79 per 1,000 births) among other Gulf Cooperation Council (GCC) countries.

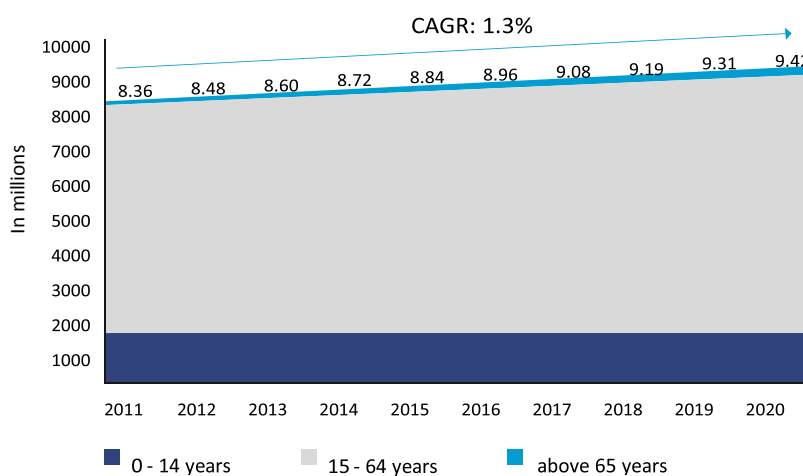
Population growth in the United Arab Emirates is among the highest in the world, mostly due to immigration. From 2006 to 2010, the UAE's population grew exponentially to 8.26 million, a growth of 64.5 percent in four years. Out of the total

population, 13 percent are Nationals, of which 49 percent are residents of the Emirate of Abu Dhabi. Increased government spending to improve health awareness and disease prevention are expected to maintain these healthcare indicators in the forecast period and boost the demand for outpatient services.

Healthcare and wellness spending per capita is expected to remain high, driven by outpatient services, higher awareness levels and overconsumption patterns.

The UAE government spent an estimated \$8 billion in 2010 and 24 percent of the 2012 federal budget on social and healthcare development. Total healthcare spending is projected to double by 2014 raising the sector’s contribution to GDP from 2.8 percent to 3.4 percent, respectively. This growth will be driven by a combination of an increasing incidence of chronic lifestyle diseases, a growing aging population, high purchasing power, low inflation, substantial government budgetary allocation to the sector and an increasing volume of patient encounters due to mandatory insurance coverage in Abu Dhabi and Dubai. Spending is among the top 20 highest in the world, the UAE’s per capita healthcare spending, ranked as second highest compared to the GCC region, is expected to grow at a compound annual growth rate (CAGR) of 5 percent by 2014 (see Figure 5). This means that the healthcare sector has huge potential to grow in the near future

UAE’S PROJECTED POPULATION (M), 2011 - 2020



Source: Euromonitor International, August 2013

1.3. MARKET OVERVIEW

The UAE healthcare strategy aims to be considered a major medical and wellness destination hub for Middle East and North Africa patients looking for high quality cosmetic surgery in addition to laser eye surgery, dentistry and rejuvenation treatments.

The UAE healthcare sector has witnessed rapid development over the past few years despite the economic slowdown, the UAE has attracted major international players in the market. The UAE healthcare and wellness ambition and long-term strategy is to become a preferred destination for domestic patients and a hub for global medical tourists seeking high quality and cost-effective procedures and treatments. In light of the increasing healthcare demand and associated costs of a growing and aging population that is progressively affected by chronic diseases, the UAE government is increasingly focusing its efforts on attracting prestigious private healthcare providers to the Emirates. In doing so, the government is improving the country's regulatory environment and capacity planning in addition to empowering and encouraging the development of Public Private Partnerships (PPP). By encouraging branded private players' participation in the sector, the government would like to create competition and raise standards of care throughout the country.

However, despite strong support from the UAE government, private healthcare providers still face significant challenges to operate and grow in the UAE. One of the key limitations to development is the lack of standardization of regulations and the various stages of healthcare development. Currently, several regulatory bodies exist that regulate and supervise the UAE healthcare provision in both public and private sectors. Such as: The Ministry of Health, Health Authority of Abu Dhabi (HADD), Dubai Health Authority (DHA) and Dubai Healthcare City (DHCC).

1.4. CULTURE IN THE UNITED ARAB EMIRATES

Nowadays the widely spread health and wellness western stereotype is strongly introduced in Middle East culture and society. Beauty in the Arab world is still a very superficial topic. As a result, despite the fact that most women have to cover up in public, the demand for plastic surgery shows considerable growth and consequently becoming increasingly more accessible, affordable and accepted.

The ideal of beauty goes beyond, there is a growing trend for slim to be the new evaluation of health. Women basing life essentials fuels the demand for cosmetic procedures. Beauty ideals portrayed in the media are often considered the inspiration for women in the Arab world, so that good looks are high on the agenda as an important source of pride.

The desire to remain young and the increasing pressure to look good has shaped cultural priorities in the GCC countries. The cosmetic surgery concept has evolved in the past years, is not something to be ashamed of any more, but a sign of beauty, power, success, health and youth. Many societies today have become more comfortable with plastic surgery suggests that they view it as another method of self-improvement, not just for women, but men as well.

1.5. INDUSTRY OUTLOOK

The UAE has registered a significant growth in the past years in the healthcare and cosmetic surgery market with a predicted increase by 2015 in medical spas in particular. The medical spa market value in United Arab Emirates in 2012 was estimated at 10267 million dollars.

Medical treatments blended with wellness and beauty are becoming increasingly popular in Dubai. The reason behind the increased interest in cosmetic and beauty treatments are identified as follows:

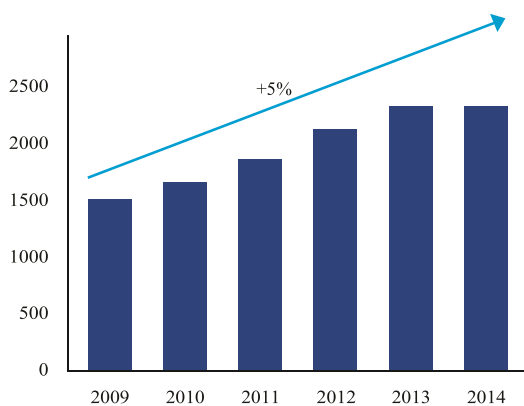
1. Dubai has steadily made a reputation as a spa town that attracts people from varied parts of the world.
2. The city is filled with high disposable incomes where such treatments are easily affordable.
3. The fast lifestyle of the people follow and a cause of stress, leads people to spas for relief.
4. The proportion of working women has risen, in turn responsible for a growing demand for beauty services, together with the increasing trend of men's treatments.

The success of medical spas as a facility that combines traditional day spa comforts with cosmetic procedures is bound to be popular with a bountiful wealth of benefits to women; a youthful appearance and a sense of wellness that brings pleasure and well being to mind and body. Men do not fall far behind in the desire for comfort to mind and body either, as the men of today find physical appearance synonymous with inner satisfaction.

1.6. TRENDS

The high per capita healthcare and wellness spending can be explained by the tendency of UAE patients to overconsume highly priced medical services.

UAE'S HEALTHCARE EXPENDITURE PER CAPITA, 2009-14 (IN US\$)



Source: Economist Intelligence Unit (EIU) – UAE Healthcare

The sector faces a rise in medical costs driven by all industry players

The cost of healthcare and surgery treatments has increased by 30 to 40 percent over the last three years, the highest rises in medical costs in the region explained by several factors:

1

Inflation driven by the over consumption of medical services.

2

Rise of medical equipment costs and competition for qualified professional cause an increase in hospitals and clinics rates.

3

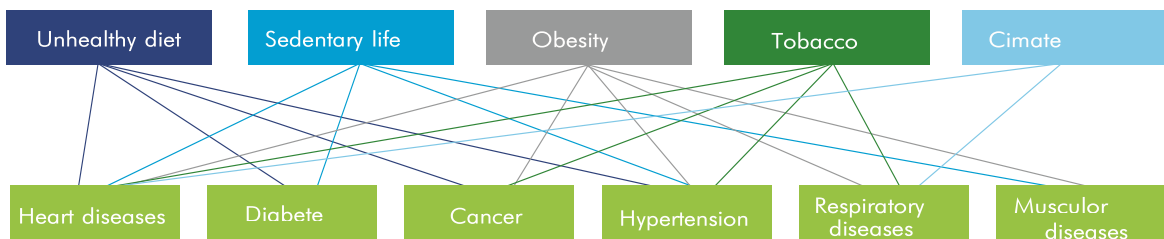
Increase of chronic diseases in UAE has resulted in spiraling costs.

Advanced medical technologies are slow to enter the UAE market

Although the demand for advanced surgical science and techniques are expected to grow, the UAE is traditionally perceived as a late adopter of global medical technology and treatments. In addition, ethical considerations derived from Sharia's law could also delay or prohibit the entry of some emerging medical treatments in the country.

Rise in chronic diseases will boost the demand for highly specialized centers and clinics

THE UAE'S HEALTH FACTORS, RISKS AND DISEASE PATTERNS



The government will accelerate the development of Public Private Partnerships

The government expenditure, which accounts 70 percent of expenditure on healthcare services, has been encouraging the participation of the private sector and the development of Public Private Partnerships (PPP) in order to develop both its hard and soft infrastructure. The country has been so far well-positioned to attract capital given the political stability that has been the hallmark of the country's business model.

International accreditation is the norm

In Abu Dhabi and Dubai, the regulatory bodies give healthcare facilities the freedom to choose an accreditation standard.

1.7. CHALLENGES

The UAE healthcare and spas sector suffers from a lack of standardization in regulations across the country. Despite the government's new reforms and incentives, the medical service providers which have been increasingly penetrating the UAE healthcare market still face various regulatory and operational challenges. Below are the most significant obstacles highlighted:

Attraction, retention and development of qualified healthcare professionals

The UAE lags behind developed and neighboring GCC countries in the provision of healthcare professionals. The private and public healthcare providers suffer from a chronic shortage and turnover of qualified medical staff across the value chain. The attraction/retention of staff is also hampered by a lack of continuing education due to the shortage of medical schools offering professional development and elevation of capabilities.

Quality and standardization of services

UAE healthcare providers hire medical staff that come from different countries, each educated according to a different curriculum. Most nurses come from the Philippines and India while doctors are often employed from Egypt, Pakistan, India and in a small scale from Europe, Canada and United States. Managing staff from very different cultures, medical approaches and practices and creating patient care standards that all the staff can adopt is one of the major challenges faced.

Complexity of regulation requirements and licensing

The UAE healthcare and sector suffers from a lack of standardization in regulations across the country leading to various obstacles including:

- Inconsistencies in facilities and licensing of professionals.
- Limited staff mobility.
- Non uniform record-keeping.
- Medical complaints management.
- Cost of regulatory implementation.

1.8. OPPORTUNITIES

Being a speciality care center brings a sustainable competitive advantage

Based on current patterns and trends, opportunities for medical providers in the UAE reside in highly specialized care and clinics of excellence.

Inbound medical tourism's potential resides in minor plastic surgery care

As plastic surgery becomes more popular in the Middle East, the number of patients traveling to Dubai to visit qualified aesthetic surgeons increases. Considering its excellent tourism infrastructure and spa culture, in the future Dubai might be considered as a major medical destination hub for GCC and Northern Africa patients looking for minor cosmetic surgery in addition to Lasik, dentistry and rejuvenation treatments. The male plastic surgery market is emerging with high demand for rhinoplasty, hair transplantation and liposuction. Currently, one of the key factors attracting patients mainly from the GCC, Iran, Pakistan and India to Dubai to undergo plastic surgery is the assurance of confidentiality and privacy so the procedure can be done without the knowledge of their family and friends.

Demand for long-term care facilities will grow

The increase in the number of elderly (over 65 years old) during the past 15 years and the explosion of chronic diseases are shaping the future of the UAE's medical offering and leading to the creation of new services.

The government is highly supporting home services development

In order to cut down the high costs, the UAE government highly supports the development of home care services. Private providers have begun to open home services across the country providing intensive treatments, punctual or routine visits.

Creating partnerships between UAE providers

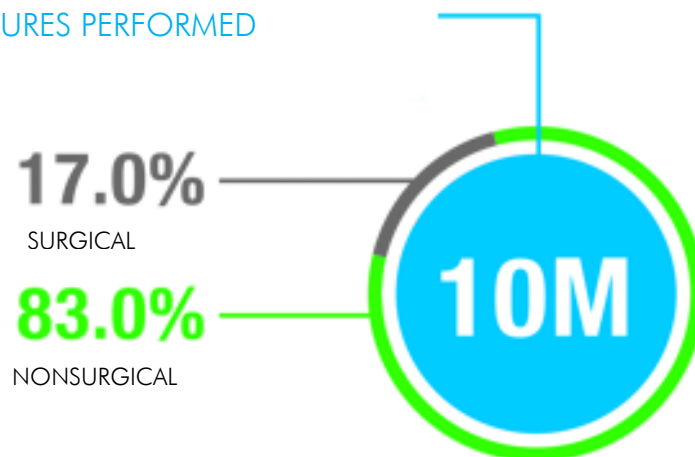
Establishing partnerships between government and healthcare private providers will help to improve the quality of healthcare in the country.

2. MEDICAL SPAS & CLINICS

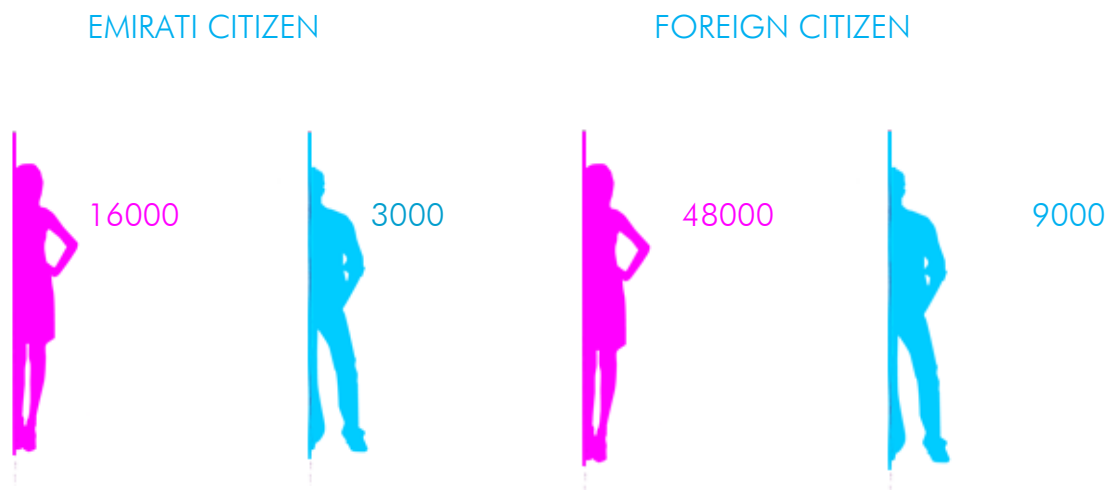
2.1. VOLUMES AND MARKET VALUES

United Arab Emirates is the largest medical spa & surgery clinic services market in the GCC region, more specifically Dubai as the city with one of the highest concentrations of spas and clinics per capita in the world.

GLOBAL 2012 SURGICAL & NONSURGICAL COSMETIC PROCEDURES PERFORMED



76000 PATIENTS IN DUBAI COSMETIC CLINICS 2013



TOP SURGICAL PROCEDURES IN UNITED ARAB EMIRATES



LIPOSUCTION
 ADOMINOPLASTY
 BREAST REDUCTION
 BREAST AUGMENTATION
 RHINOPLASTY
 FACIAL REJUVENATION

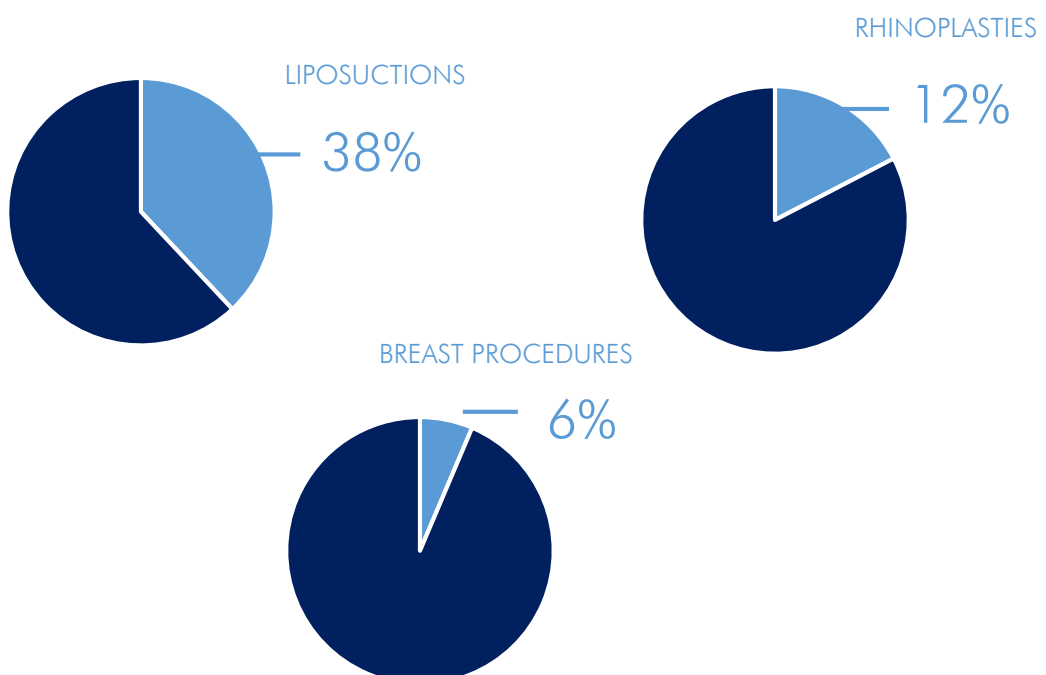


FACIAL REJUVENATION
 RHINOPLASTY
 BLEPHAROPLASTY
 LIPOSUCTION
 TUMMY TUCK

TOP NON SURGICAL PROCEDURES IN UNITED ARAB EMIRATES

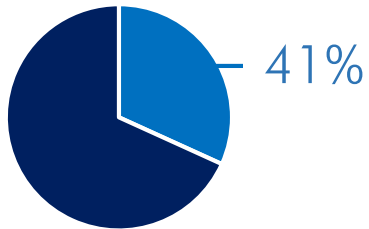
BOTILIUM TOXIN
 LASER HAIR REMOVAL
 HYALURONIC ACID
 MICRODERMABRASION
 RADIOFRECUENCY

LIPOSUCTION OF TOTAL SURGICAL PROCEDURES IN 2012

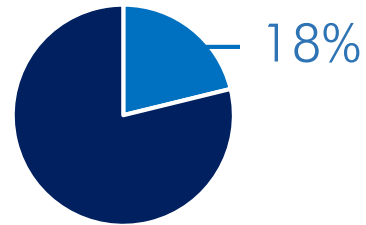


UAE PATIENTS DEMANDING NON SURGICAL PROCEDURES

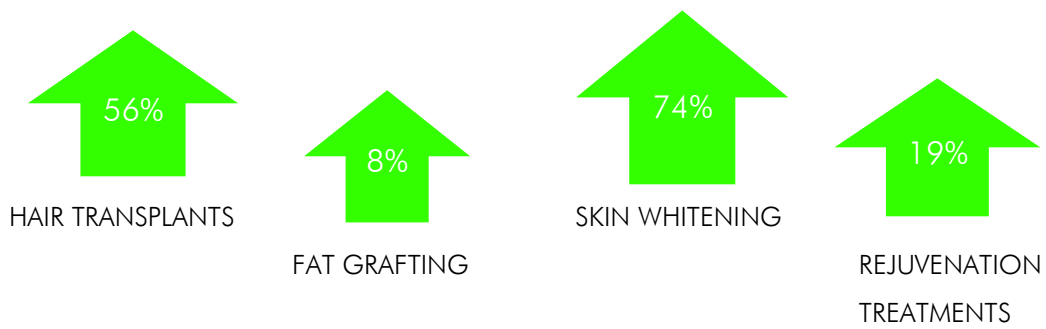
BOTULIUM TOXIN & FILLERS



LASER HAIR REMOVAL



NEW TRENDS IN UAE COSMETICS CLINICS

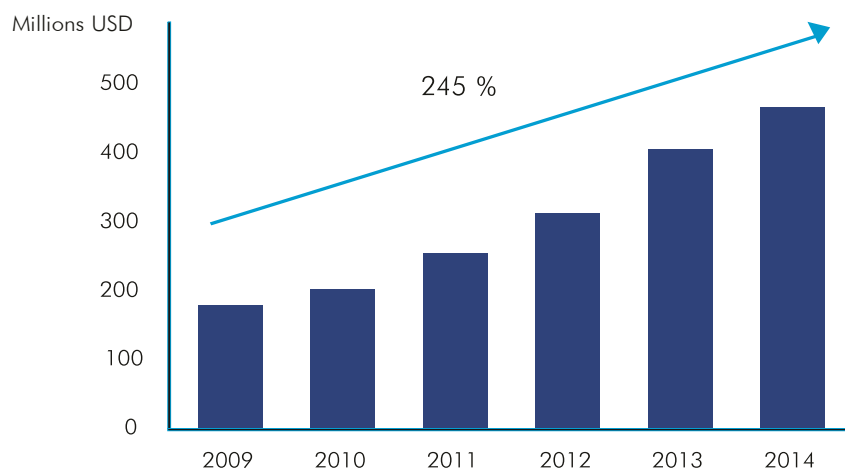


UAE SPENT ON COSMETICS PRODECURES 2013

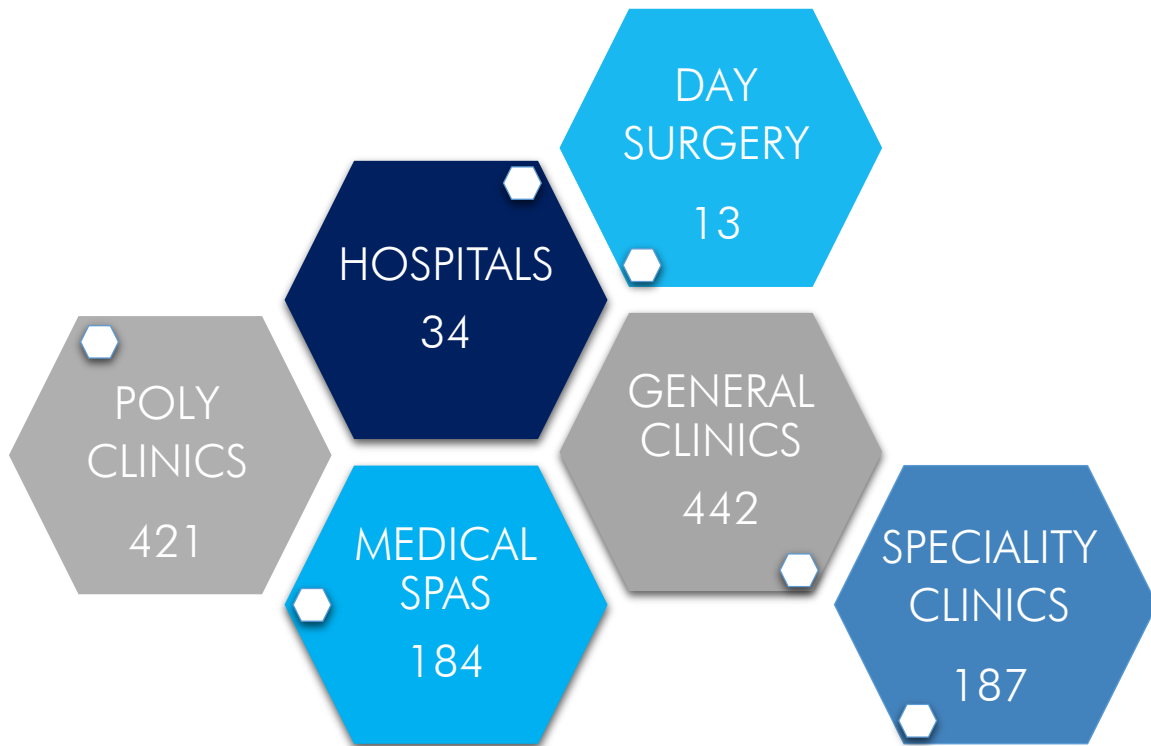
360 MILLION DIRHAMS

96 MILLIONS DOLLARS

MARKET VALUE 2009 - 2014



DUBAI HEALTH STRATEGY FOR 2025



DUBAI HEALTH MARKET SIZE FOR 2025

OUTPATIENTS

4.8 Billion dollars

TOTAL NUMBER TREATMENTS

930,800

INPATIENTS

2.5 Billion dollars

TOTAL NUMBER OUTPATIENTS VISITS

24 Million

2.2. ANALYSIS OF TARGET AUDIENCE.

2014

UAE POPULATION 9300000

DUBAI POPULATION 2170000

0-14 YEARS 20.6%

15-24 YEARS 13.8%

25-54 YEARS 61.5%

55-64 YEARS 3.1%

65 YEARS AND OVER 1%

AGE AVERAGE 30.3 YEARS

FEMALE 25 YEARS

MALE 32 YEARS

76000 PATIENTS IN DUBAI COSMETIC CLINICS 2013

MAJORITY OF PATIENTS BETWEEN
AGES OF 27 TO 40 YEARS OLD



15% OF THE PROCEDURES
WERE FOR TEENS BETWEEN 10
TO 19 YEARS OLD.

2.3. COMPETITIVE LANDSCAPE AND KEY PLAYERS.

AMERICAN ACADEMY OF COSMETIC SURGERY HOSPITAL (AACSH)

www.aacsh.com

The American Academy of Cosmetic Surgery Hospital is a medical and cosmetic facility. Is the first hospital to open in Dubai Healthcare City (DHCC) and the first hospital in the health free zone to receive the Joint Commission International (JCI) accreditation in 2009.

The hospital was named as one of the top 100 small and medium enterprises (SMEs) by the Mohammad Bin Rashid Establishment for Young Business Leaders (SME), an agency of the Department of Economic Development (DED).

Al Khayal clinic is the 25 luxury bed cosmetic surgery department of the American Academy of Cosmetics Surgery Hospital together with a beauty medical spa.

AL GARHOUD PRIVATE HOSPITAL

www.gph.ae

Al Garhoud Private Hospital (GPH) is a JCI accredited multi-specialty hospital. 52 bed private hospital comes from medical conglomerate, Al Hilal Medical.

GPH has specialized departments for plastic and aesthetic surgery, dermatology as well as diabetes, endocrinology, dental oral & maxillofacial surgery, nutrition and lifestyle management.

Surgical procedures by Aesthetica clinic's doctors are performed at the medical facilities of Al Garhoud Private Hospital.

LONDON CENTRE FOR AESTHETIC SURGERY

www.lcas.ae

London Centre for Aesthetic Surgery was established in 1990 by brothers Doctors Maurizio and Roberto Viel. In the UK, they pioneered procedures in fields such as facial rejuvenation, anti-ageing medicine and penoplasty.

AESTHETICA MEDICAL CLINIC

www.aestheticaclinic.com

Aesthetica Clinic is specialized in minimally-invasive aesthetic procedures. Established in October 2002 by Dr. Maria Angelo-Khattar. Aesthetica owns 3 clinics over Dubai licenced by Dubai Health Authority (DHA) and Dubai Healthcare City (DHCC). 180 major surgeries and over 4,000 non-surgical procedures last 2012 by 11 surgeons.

DUBAI LONDON CLINIC AND SPECIALITY HOSPITAL

dubailondonclinic.com

Dubai London Clinic and Speciality was established in 2002. The main four specialities and services of Dubai London Clinic are family medicine, dental clinic, speciality hospital and aesthetic dermatology centre divided into different location over Dubai.

DUBAI COSMETIC SURGERY

www.dubaicosmeticsurgery.com

Dubai Cosmetic Surgery is a multi-specialty clinic with branches in UAE and Pakistan. Established back in 2004, the clinic was founded and managed by Dr. Farhat Bokhari.

AL ZAHRA HOSPITAL DUBAI

azhd.ae

Al Zahra Hospital Dubai is a private medical establishment with a capacity of 187 beds with state-of-the-art facilities. Offering medical services together with plastic surgery luxury services from face, breast, male to Reconstructive Surgery. Al Zara Hospital chairman is Dr. Sheikh Faisal Al Qassimi, ruling family of the Emirate of Sharjah, established in 2012.

AESTHETICS INTERNATIONAL DUBAI

www.aesthetics.ae

Established in 2003 by Dr. Jaffer Khan, offers a blend of plastic surgery, cosmetic procedures, hormones therapies and wellness with a 4 clinics worldwide portfolio.

LIFELINE HOSPITALS

www.lifeline.ae

Lifeline Healthcare is amongst the most highly respected healthcare organizations in UAE since 1996. The group has a network of 3 medical centers and a day surgery hospital. The department of plastic, reconstructive and aesthetic surgery at Lifeline Hospital mainly offers aesthetic surgery congenital abnormalities and reconstructive surgery for deformities and trauma.

ETERNEL MEDSPA

www.eternelmedspa.com

Founded in 2001, specialized mainly in non surgical procedures.

COCOONA

www.cocoona.ae

Cocoona Centre for Aesthetic transformation is an all in one centre of cosmetic, dental, orthopaedic, weight loss surgery and dietary services. Founded in 2002 is part of Indian Sunrise Hospitals conglomerate together with Dubai London Clinic.

BIOLITE DUBAI

www.biolitedubai.com

In 2001 Mona Mirza set up Biolite Aesthetic Clinic in the UK followed by the exclusive, boutique Medi Spa in Dubai in December 2007.

AESTHETICON CLINIC

www.aestheticon.ae

Specialized in aesthetic facial and body surgery, Aestheticon clinic offers a wide selection of services from plastic reconstructive surgery to nonsurgical treatments.

Dr. Afschin Ghofrani, owner and medical director of the clinic have performed more than 30000 procedures.

KAYA CLINIC

kayaskinclinic.me

As the largest chain of skincare clinics in the Middle East, with the largest pool of dermatologists, 18 clinics in the region, Kaya Clinic was established in 2003 in UAE.

Kaya Clinics offers hair treatments and skin non surgical procedures.

MANCHESTER CLINIC MEDSPA

www.privateclinic.ae

Manchester Clinic MedSpa is full cosmedical spa oriented specializes in laser hair removal, fat reduction, microdermabrasion, skin peels and other aesthetics treatments. Originally set up in 2001 as Manchester BodyCare Centre (a department of the main Manchester Clinic), concept was relaunched for non invasive treatments in 2011 with 2 more medical establishments in Dubai.

OBAGI MEDSPA

www.obagimedispa.com

Obagi MediSpa is a fully comprehensive treatment facility solely devoted to Obagi skin health restoration treatments based on the philosophy of Obagi by Dr. Suzan Obagi.

2.4. BENCHMARKING.

PLASTIC SURGEON CONSULTATION

1000 AED – 200 EUR (Average Price)

FACE AND NECK

- Lip augmentation (2200 AED- 440 EUR)
- Lip reduction (6000 AED- 1200 EUR)
- Eyelid surgery (14000 AED – 2800 EUR)
- Brow lift (1000 AED – 200 EUR)
- Botox (1500 AED – 300 EUR)
- Dermal fillers (1200 AED – 340 EUR)
- Neck lift (16000 AED – 3100 EUR)
- Face lift (23000 AED – 4600 EUR)
- New lifting facelift (18000 AED – 3600 EUR)
- Complete face lift (24000 AED – 4800 EUR)
- Ear surgery otoplasty (18000 AED – 3600 EUR)
- Rhinoplasty (18000 AED – 3600 EUR)

SKIN CARE

- Acne treatment (1500 AED – 300 EUR)
- Skin peels (500 AED – 100 EUR)
- Skin rejuvenation (2500 AED – 500 EUR)
- Scar removal (800 AED – 160 EUR)

BREASTS

- Breast augmentation (21000 AED – 4200 EUR)
- Breast reduction (29000 AED – 4800 EUR)
- Breast lift (25000 AED – 5000 EUR)
- Breast implants (22000 AED – 4400 EUR)

BODY

- Lipoabdominoplasty (30000 AED – 6000 EUR)
- Butt implant (28000 AED – 4600 EUR)
- Butt lift (32000 AED – 6400 EUR)
- Gynecomastia (15000 AED – 3000 EUR)
- Laser vaginal rejuvenation (30000 AED – 6000 EUR)
- Calf implant (25000 AED – 5000 EUR)
- Arm Lift (18000 AED – 3600 EUR)
- Liposuction (20000 AED – 4000 EUR)
- Thigh Lift (32000 AED – 6200 EUR)
- Tummy tuck (24000 AED – 4800 EUR)
- Mini tummy tuck (17000 AED – 3400 EUR)
- Pectoral and biceps augmentation (30000 AED – 6000 EUR)
- Penil enlargement (25000 AED – 5000 EUR)
- Varicose veins (1500 AED – 300 EUR)
- Mesotherapy (500 AED – 100 EUR)

HAIR

- Hair Restoration (15000 to 40000 ED) (3000 to 8000 EUR)

3. DUBAI FOR INVESTMENT

Dubai as a world leader in enterprise and modernisation has earned the city great international distinction and made it an important business, trading and tourism hub.

Since the last few decades Dubai has become a fertile ground for flourishing business settlements thanks to its dynamism and business friendly law. Leading projects are undertaken every year and are completed within the set limit. Dubai blends a luxury environment, tradition, culture, market and an attractive climate together. It is a large hub of multipurpose business centres and a prominent player in the global market. While businesses have vast and expanding growth opportunities in the UAE, Dubai has remained the leading commercial hub in the Middle East, largely on account of the following distinctive features:

- ✓ Dubai is better known as the commercial capital city of UAE
- ✓ Dubai population is 3 million
- ✓ Enjoys one of the highest per capita incomes in the world
- ✓ No foreign exchange control, quotas or trade barriers
- ✓ Competitive import duty (5%) with exemptions
- ✓ State policies permit full repatriation of profit and capital
- ✓ No income tax, no corporate tax and no withholding tax
- ✓ Vibrant and highly efficient economy
- ✓ Most modern infrastructure
- ✓ Presence of major multinational corporations
- ✓ Mixed population from all over the world
- ✓ Stable currency
- ✓ It has one of the biggest airports in the world
- ✓ Home to the largest man-made port in the world

3.1. BANKING AND FINANCIAL INSTITUTIONS

Banks in the United Arab Emirates are divided into two major categories: locally incorporated banks which are public shareholding companies and branches of foreign banks which have obtained Central Bank's licence to operate in the country. Foreign branches are expressly barred from conducting banking activities.

Investments activities are limited to be conducted through the two investment banks operating in the country: United Arab Emirates Investment Bank (PJSC) and HSBC Financial Services (Middle East).

Currently 47 banks operate in the UAE of which 21 are locally registered banks and 26 are branches of foreign banks.

Local Banks:

National Bank of Abu Dhabi	United Arab Bank PJSC
Abu Dhabi Commercial Bank	Invest Bank PLC
Al Masraf Bank	National Bank of Ras Al Khaimah (RAK Bank)
Union National Bank	Commercial Bank International
Commercial Bank of Dubai	National Bank of Fujairah PSC
Dubai Islamic Bank PJSC	National Bank of Umm Al Quwain
Emirates NBD	First Gulf Bank
Bank of Sharjah PSC	Abu Dhabi Islamic Bank
Emirates Islamic Bank	Dubai Bank
Mashreq Bank PSC	Noor Islamic Bank
Sharjah Islamic Bank	Ajman Bank
Al Hilal Bank	

3.2. REAL ESTATE OVERVIEW.

Since 2002 foreign nationals are allowed to invest in Dubai properties on freehold ownership. The properties were initially grouped under three government owned entities Emaar Properties (PJSC), Nakheel and Dubai Properties.

In the year 2006 a new law legalized freehold ownership of land and property for UAE and GCC citizens, while awarding the same rights to non-GCC nationals in pre-designated areas that are approved by the Ruler of Dubai. Since then, Dubai has taken considerable advancements to become a sophisticated and acceptable real estate market.

Though UAE economy was affected by the global recession, it has rapidly regained much of its past momentum in 2013, property values are increasing, bank lending growing and tourism thriving in high numbers.

AVERAGE LAND VALUE PER SQUARE METER IN DUBAI 2014

By DLD (Dubai Land Department)

DUBAI AREA	SQUARE METER PRICE	
	AED	EUR
AL BARSHA	5352	1070
WADI AL SAFA	7387	1477
AL HEBIAH	7258	1451
PALM JUMEIRAH	27753	5550
BURJ KHALIFA	9611	1922
AL NAHDA	6277	1255

AL THANYAH	9213	1842
UM SUQEIM	10087	2017
AL RASHIDIYA	1964	392
AL BADA	5125	1025
AL SATWA	7232	1446
NAD AL HAMAR	3587	717
AL MURQABAT	6475	1295
MIRDIF	5381	1076
AL BARSHA SOUTH	4640	920
MADINAT AL MATAAR	2615	523
MUHAISANAH FOURTH	6458	1290
AL THANYAH FIFTH	6018	1203
WADI AL SAFA	6487	1297
JEBEL ALI	2155	431
NAD AL SHIBA	2605	521

BUILDING COST PER SQUARE METER IN DUBAI 2013

	DIRHAMS /m ²	EUROS/m ²
Carparks		
Multistorey above ground	3590 AED	718 EUR
Multistorey below ground	4360 AED	870 EUR
Offices		
Business park offices	4100 AED	820 EUR
Central Business District offices	5130 AED	1026 EUR
CBD offices high prestige	6920 AED	1384 EUR

	DIRHAMS /m2	EUROS/m2
Education		
Primary & secondary school	5890 AED	1178 EUR
Universities	6660 AED	1332 EUR
Hospitals		
Day centre (including basic surgery)	5890 AED	1178 EUR
Regional hospital	7430 AED	1486 EUR
General Hospital	8970 AED	1794 EUR
Hotels		
3 star	9230 AED	1846 EUR
5 star luxury	12300 AED	2460 EUR
Resort style	14860 AED	2972 EUR
Industrial		
Warehouse	4360 AED	872 EUR
Hight tech Factory /laboratory	6150 AED	1230 EUR
Residential		
Individual detach house standard	6250 AED	1250 EUR
Individual detach house prestige	9990 AED	1998 EUR
Townhouses standard	5380 AED	1076 EUR
Apartments	5840 AED	1168 EUR
Retail		
Large shopping centre	6660 AED	1332 EUR
Neighbourhood supermarket	7180 AED	1436 EUR

3.3. GOVERNMENT ORGANIZATIONS

DUBAI DEPARTMENT OF ECONOMIC DEVELOPMENT (DED)

The Department of Economic Development is responsible for proposing the economic and commercial policy of Dubai and preparing the plans and programmes required for implementing this policy. This Department provides commercial licensing and trade name registration and conducts the necessary studies to encourage and promote the private sector.

DUBAI FOREIGN INVESTMENT OFFICE (DUBAI FDI)

Dubai FDI, an initiative of DED, is committed to positioning Dubai as the preferred investment destination globally by offering investors opportunities and support services blended with best practices. Dubai FDI aims to reach potential investors through a network of global support units and partnership with local, federal and private investment promotion agencies.

Dubai FDI promotes investment opportunities in Dubai and support international investors to establish a presence here whilst taking advantage of Dubai's strategic location to access the MENASA región assisting in the identification of sector specific opportunities.

DUBAI CHAMBER

Dubai Chamber of Commerce and Industry was established in 1965. It is a private non-profit organization whose mission is to represent, support and protect the interests of the business community in Dubai. It does so by creating a favorable business environment; supporting the development of business; and by promoting Dubai as an international business hub.

The Dubai Chamber provides a number of services for its 150,000+ members including dispute resolution (mediation and arbitration), legal services, receiving foreign commercial delegations and sending delegates abroad, organizing trade fairs and economic forums, organizing training programs for entrepreneurs, serving business groups and councils, providing credit rating services, business matching services, access to updated research and numerous reports, and other services that meet help members to network and grow, thereby enhancing the investment environment in Dubai.

[MINISTRY OF HEALTH \(MOH\)](#)

Ministry of Health is mainly responsible for the implementation of healthcare policies and regulations into the public and private sector in health in the United Arab Emirates. The Ministry has set an strategy to provide health services to the citizens, in addition to its responsibility of oversight and supervision of private sector facilities, as well as the development of legislation, rules and regulations for the provision of healthcare services to the citizens and residents of UAE.

[DUBAI HEALTH AUTHORITY](#)

DHA was created in June 2007 with an expanded vision to include strategic oversight for the complete health sector in Dubai and enhance private sector engagement. His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance is the President of the Dubai Health Authority.

In addition DHA also provides services through DHA healthcare facilities including hospitals (Latifa, Dubai and Rashid), specialty centres (e.g. the Dubai Diabetes Center) and DHA primary health centres spread throughout the Emirate of Dubai.

DUBAI HEALTHCARE CITY (DHCC)

Dubai Healthcare City (DHCC) was launched in 2002 by the UAE Vice President, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, to meet the demand for high-quality, patient-centered healthcare.

Dubai Healthcare City is the Middle East and North Africa's largest healthcare free zone made up of two communities: the Medical Community, occupying 4.1 million square feet consisting of outpatient clinics, hospitals, commercial offices, and retail services, and the planned 19 million square feet Wellness Community.

IMA DUBAI (INSTITUTE OF MEDICAL AESTHETICS)

IMA is a fully-accredited academic institute which offers high standard training programs for all medical professionals in the latest procedures in aesthetic medicine. IMA was established to meet the growing demand for training in the various evidence-based treatments in the rapidly developing field of aesthetics.

IMA is diligent in procuring and sharing the latest scientific advancements in knowledge, best practices and latest products through their global experts, research affiliates, institutional partners and renowned clinical practitioners in the fields of medical aesthetic and anti-aging.

4. POLICY AND LEGISLATION

4.1. LEGAL FORMS

Medical Spa & clinic business activity requires some conditions to conduct its business in the United Arab Emirates, specifically in Dubai. Therefore, to choose the right legal form there are some considerations to be observed:

1. All companies to be established in Dubai require 51 percent UAE nationals' ownership. Exception to this requirement is applied to companies set up in a Free zone, Foreign Company registering branches and Profesional Company.
2. The size of the invested capital to be employed for practicing the activity and shareholders, also depending on the investors involved in the project.
3. Scope of the firm's activities and where it is planning to practice its activities.
4. Nationality and number of investors. Local investor may practice most types of business activities. However, if the investor is not a local, then in most cases, a local partner would be needed in order to be able to practice certain business activities.

LEGAL FORMS FOR A MEDICAL SPA & CLINIC

LIMITED LIABILITY COMPANY (LLC)

A Limited Liability Company (LLC) is the most common form of business entity formed in Dubai for engaging in commercial activities. A limited liability company can be formed by a minimum of two and a maximum of 50 persons whose liability is limited to their shares in the company's capital. The minimum equity participation by UAE nationals is 51%. Capital required for forming a limited liability company should be

enough to run the business without any difficulties and can be contributed in cash or in kind. Profit or loss distribution can be prescribed and responsibility of management of an LLC can be vested with national partners, foreign partners or third party.

The shares of such company are not open for subscription by the public and they do not issue negotiable shares. An LLC can be used as the preferred vehicle for a joint venture between a foreign party and a UAE party (UAE national partner), if both the parties have a common business objective to be achieved in UAE.

GENERAL PROCESS OF ESTABLISHING LLC

Activity Group: **Medical Clinic**

1. Obtain initial approval for name and activity from the Department of Economic Development.
2. Obtain approval from relevant Ministry/Department in case the activity is of special nature (Ministry of Health and Dubai Health Authority)
3. Draw up company's Memorandum of Association and have it notarised from the courts.
4. Finalise work space tenancy or commercial building license and get it attested by Real Estate Regulatory Agency.
5. Obtain necessary approval from Dubai Municipality Planning Department.
6. Submit applications and initial approval along with notarised copy of Memorandum of Association, contract etc., to the Department of Economic Development.
7. After scrutiny by the legal department, the Company name will be entered in the Commercial Register and its Memorandum of Association published in the Ministry of Economy Bulletin.
8. The Department of Economic Development will then issue the licence.
9. Registration of the Company with Ministry of Labour and Department of Immigration.
10. Registration with Dubai Customs Department and getting the Customs Code issued.

PROFESSIONAL COMPANIES [100% FOREIGN OWNERSHIP]

Unlike a commercial company which requires 51% UAE national equity participation, foreign investors who are qualified, can set up a partnership firm to practice a professional activity. The firm shall be regarded as a professional company which practices a profession. On this premises the professional companies are set up between professionals or partisans to carry out non-commercial activities. The firms registered as professional entities may only practice the specific professional activity and not any commercial activity. Such professional activities should be approved by DED. However, it is mandatory for such entities to appoint a UAE national as the Service Agent. (It is also permitted to practice such profession as a sole proprietorship entity fully owned by a foreign investor with a Service Agent)

GENERAL CONSTITUTION PROCEDURE OF A PROFESSIONAL CIVIL COMPANY WITH DUBAI DEPARTMENT OF ECONOMIC DEVELOPMENT (DED)

Activity Group: Medical Clinic

1. Trade Name approval with the Department of Economic Development (DED)

Requirements:

- a. Trade name reservation form – original;
- b. Passport copy of the Local Agent (if individual) – scanned copy; or
- c. Valid Trade License and register of the partners, confirming that all partners are UAE nationals (if a corporate Local Agent) – scanned copy.

Upon submission of the above documents the DED will issue the Trade Name Reservation Certificate (valid for 3 months, renewable for the same period upon request, subject to payment of the same amount of the trade name reservation fee).

Time Frame: Approx. 2 working days

(subject to the availability of all supporting documents)

Note: The name should reflect license activity. i.e. "clinic".

2. Initial Approval from the DED. Requirements:

- a. Accomplished Application Form signed by all Partner(s) and Local Agent original (prefilled form to be provided);
- b. Trade Name Reservation Certificate – original (to be obtained from Step 1 above);
- c. Passport copy, Family Book and UAE ID of the Local Agent (if individual) scanned copy;
- d. Valid Trade License and register of the partners, confirming that all partners are UAE nationals (if a corporate Local Agent) scanned copy.
- e. Passport copy, UAE Residence Visa and UAE ID (as applicable) of the proposed General Manager scanned copy;
- f. No Objection Letter (NOC) from the current UAE residence visa sponsor of the proposed General Manager (if already a UAE resident) original;
- g. Passport page with UAE Entry Stamp of the Manager (if not a UAE resident) scanned copy;
- h. Passport copy, UAE residence visa and UAE ID (as applicable) of individual Foreign Partner(s) scanned;
- i. No Objection Letter (NOC) from the current UAE residence visa sponsor of the individual Foreign Partner(s) (if already UAE resident(s)) original;
- j. Passport page with UAE entry stamp of the individual Foreign Partner(s) (if not UAE resident(s)) scanned copy;
- k. If corporate Foreign Partner(s): all corporate documents (i.e. Incorporation Certificate, Memorandum and Articles of Association, Certificate of Good Standing, Commercial Register Extract) – notarized (by the Notary Public), legalized (by the supervising authority).

l. Super legalized (by the UAE Consulate abroad), attested by the Ministry of Foreign Affairs in the UAE, with Arabic translation attested by the UAE Ministry of Justice;

m. If corporate Foreign Partner(s): Board Resolution authorizing establishment of an LLC in Dubai and incorporating a Power of Attorney for the General Manager and authorized representatives (original), notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad), attested by the Ministry of Foreign Affairs in the UAE, with Arabic Translation attested by the UAE Ministry of Justice;

Upon submission of the above documents the DED will endorse execution of the Local Service Agent Agreement in the Notary Public. The DED will also issue an Initial Approval Follow-Up Inquiry based on which the Applicant will be able to approach UAE Ministry of Health for the external approval.

Time Frame: Approx. 4 – 6 working days

(subject to the availability of all supporting documents)

3. Execution of the Local Service Agent Agreement in Dubai Courts Notary Public

Requirements:

a. Local Service Agent Agreement, translated in Arabic with a stamp of the certified translator (original and draft to be provided);

b. Passport copy and UAE ID of the Local Agent and Foreign Partner(s) (if individual) (scanned copy);

c. Documents listed in i), l) and m) of step 2 above.

Time Frame: same working day

(subject to the availability of all supporting documents)

Note: All signatories to the Local Service Agent Agreement have to be present in Dubai Notary Public the same time to execute the Memorandum.

4. External Approval by the UAE Ministry of Health

The exact list of the current requirements is to be verified. The requirements notably include qualification and professional experience of the appointed Manager in the field and personnel to be employed.

5. Commercial License Issuance by the DED.

Requirements:

- a. All documents submitted to the DED listed in Step 2;
- b. Certificate of Initial Approval from the DED
original (to be obtained from Step 2).
- c. Local Service Agent Agreement
original (to be obtained from Step 3);
- d. External Approval from the UAE Ministry of Health
original (to be obtained from Step 4);
- e. Ejari attested office lease agreement for the office premises
copy with original for verification;

Time Frame: 4-6 working day

(subject to the availability of all supporting documents)

BRANCH OF FOREIGN COMPANIES

The Companies Law, allows a foreign company to exercise its main activity in the UAE by opening a branch or a representative office. The difference between the two is that the foreign company which opens a branch in the UAE may exercise freely the activities for which it is licenced.

In order to engage a foreign branch to conduct its operation in Dubai it should obtain a licence from the Ministry of Economy prior to obtaining the licence from the Department of Economic Development. However, it is now allowed for foreign professional and service companies to open their Branch in Dubai without Ministry of Economy registration.

The main condition for opening a branch of a foreign company in the UAE is to appoint a **“Service Agent”** who should be a UAE national. A service agent is not an empowered agent who can bind his principal as explained in the definition of the term “agent” in the Commercial Companies Law.

A service agent is not responsible to undertake any financial obligations concerning the activities of the company’s within the UAE or abroad. He should not interfere in the matters related to the company’s management or activities. His duties towards the company and others are confined to providing such services as required by the principal.

These services usually include obtaining entry/residence permits, acquiring the necessary licences or facilitating the processing of transactions with the government authorities.

The Service Agent is remunerated in lump sum as agreed between him and the foreign company for the services rendered to the foreign company.

REQUIREMENTS FOR REGISTERING A FOREIGN COMPANY BRANCH

A foreign company is required to submit the following documents to the concerned authority(s) and obtain necessary approvals for registering the branch in Dubai:

- ✓ Memorandum of Association
- ✓ Certificate of Incorporation
- ✓ Good legal standing certificate, showing the parent company is validly existing at the county of registration
- ✓ Board Resolution calling for opening the branch and appointing the Manager
- ✓ Power of Attorney to the Manager

Additional documentations shall be asked by the relevant authority(s) depends on which activity segment the company seeks the registration.

CONSTITUTION PROCEDURE OF A BRANCH OF A FOREIGN COMPANY WITH DUBAI DEPARTMENT OF ECONOMIC DEVELOPMENT (DED)

Activity Group: Medical Clinic

1. Trade Name Approval with the Department of Economic Development (DED)

Requirements:

- a. Trade name reservation form
original;
- b. License or Certificate of Registration of the Parent Company (original), notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE)Consulate abroad), attested by the Ministry of Foreign Affairs in the UAE, with Arabic Translation attested by UAE Ministry of Justice.
- c. Passport copy of the Local Service Agent (if individual)
scanned copy;
- d. Valid Trade License and register of the partner, confirming that all partners are UAE nationals (if a corporate Local Service Agent)
scanned copy.

Upon submission of the above documents the DED will issue the Trade Name reservation Certificate (valid for 3 months, renewable for the same period upon request, subject to payment of the same trade name reservation fee).

Time Frame: Approx. 2 working days

(Subject to the availability of all supporting documents)

Note: Although, the Branch is registered under the same name as of Parent Company (i.e. XYZ (Dubai Branch)), we note that the DED may raise issues in respect to the names, which may lead to a confusion of the license activity to be undertaken or the names which are blocked by the system (e.g. containing symbols, etc.). Therefore, we recommend to provide us initially with a copy of the Parent Company's License or Certificate of Registration, to allow us to check with the DED the acceptance of the trade name, prior to legalization of the Parent Company's documents.

Note. The name should reflect license activity. i.e. "clinic".

2. Initial Approval from the Department of Economic Development (DED)

Requirements:

- a. Accomplished Application Form signed by the authorized representative of the Parent Company (the designation to be specified in the incorporating Board Resolution) and the Local Service Agent
original (pre-filled draft to be provided);
- b. Trade Name Reservation Certificate
original (to be obtained from Step 1 above);
- c. Passport copy, Family Book and UAE ID of the Local Agent (if individual)
scanned copy;
- d. Valid Trade License and register of the partner, confirming that all partners are UAE nationals (if a corporate Local Service Agent)
scanned copy.
- e. Passport copy of the appointed Manager
scanned copy;

- f. UAE Residence Visa and UAE ID of the Manager
(if already a UAE resident) scanned copy;
- g. NOC from current UAE residence visa sponsor of the Manager
(if already a UAE resident) original;
- h. Passport page with UAE Entry Stamp of the Manager
(if not a UAE resident) scanned copy;
- i. All corporate documents of the Mother Company (i.e. Incorporation Certificate, Memorandum and Articles of Association, Certificate of Good Standing, Commercial Register Extract) (original), notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad), attested by the Ministry of Foreign Affairs in the UAE, with Arabic Translation attested by the UAE Ministry of Justice;
- j. Board Resolution of the Parent Company authorizing opening of a Branch in Dubai and incorporating a Power of Attorney for the Manager and authorized representatives (original), notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad), attested by the Ministry of Foreign Affairs in the UAE, with Arabic Translation attested by the UAE Ministry of Justice.

Upon submission of the above documents the DED will endorse execution of the Local Service Agent Agreement in the Notary Public. The DED will also issue an Initial Approval Follow-Up Inquiry based on which the Applicant will be able to approach UAE Ministry of Health for the external approval.

Time Frame: Approx. 4 – 6 working days
(Subject to the availability of all supporting documents)

Note: Since a Branch of a Foreign Company is considered as an extension of its Parent Company abroad, the DED requires the corporate documents of the Parent Company to reflect the exact type of License activity (i.e. Clinical Activity) to be sought in the DED for the Branch. Therefore, we recommend to provide us with copies of all Parent Company's corporate documents, to allow us to verify whether they reflect the activity

to be sought for the Branch and will be accepted by the DED, prior to proceed with legalization, as specified above.

3. Execution of the Local Service Agent Agreement in Dubai Courts Notary Public Requirements:

- a. Local Service Agent Agreement, translated in Arabic with a stamp of the certified translator
original (draft to be provided);
- b. Passport copy and UAE ID of the Local Agent and Foreign Partner(s)
(if individual) – scanned copy;
- c. Documents listed in i), l) and m) of step 2 above.

Time Frame: same working day (subject to the availability of all supporting documents)

Note: Both signatories to the Local Service Agent Agreement have to be present in Dubai Notary Public the same time to execute the Agreement.

4. External Approval by the UAE Ministry of Health

The exact list of the current requirements is to be verified. The requirements notably include qualification and professional experience of the appointed Manager in the field and personnel to be employed.

5. Professional License Issuance by the DED. Requirements:

- a. All documents submitted to the DED listed in Step 2;
- b. Certificate of Initial Approval from the DED
original (to be obtained from Step 2).
- c. Local Service Agent Agreement
original (to be obtained from Step 3);
- d. External Approval from the UAE Ministry of Health
original (to be obtained from Step 4);
- e. Ejari attested office lease agreement including plot number and size –
copy with original for verification;

Time Frame: 4-6 working day (subject to the availability of all supporting documents)

6. Registration and Licensing of a Branch with the Ministry of Economy

Requirements:

- a. Local Service Agent Agreement
copy with original for verification (to be obtained from Step 3);
- b. All documents submitted to the DED in Step 2;
- c. Ejari attested office lease agreement including plot number and size –
copy with original for verification;
- d. Full contact details of the Parent Company and authorized
representative, including telephone numbers and email addresses.
- e. Bank Guarantee of AED 50,000.00 in favour of the Ministry of Economy
issued by the local bank (or undertaking letter to provide a guarantee once the
Branch is registered and a bank account is opened for the Branch).

Time Frame: 5-7 working day (subject to the availability of all supporting documents)

Note: The registration with the Ministry of Economy is currently processed online. Once the Commercial License is issued by the DED and presented to the Ministry of Economy, the Ministry will issue its own Membership Certificate.

FREE ZONE LIMITED LIABILITY COMPANY (FZ-LLC)
WITH DUBAI HEALTHCARE CITY (DHCC)

Dubai Healthcare City (DHCC) is the world's first healthcare free zone. It consists of the Medical Community, which is made up of 4.1 million square feet and is now operational and the Wellness Community, which is being planned through the Dubai Wellness Resort project.

The Medical Community is also home to the Mohamed Bin Rashid Al Maktoum Academic Medical Centre with the integration of its entities:

- The Harvard Medical School Dubai Centre (HMSDC) Institute for Postgraduate Education and Medical research.
- The University Teaching Hospital (UH).
- The Dubai Harvard Foundation for Medical research (DHFMR).
- Boston University Institute for Dental Research & Education Dubai (BUIDRE).
- Al Maktoum Harvard Medical Library.

Some of the benefits and incentives that Dubai Health Care City offers as a Free Zone are:

- ✓ 100% foreign ownership
- ✓ No personal, income and corporate taxes
- ✓ No customs duty
- ✓ No restrictions on capital, trade barriers or quotas
- ✓ State-of-the-art facilities
- ✓ Flexible real estate designed to suit the industry
- ✓ Integrated healthcare community providing specialized quality medical care
- ✓ Access to a network of regional and global healthcare.

GENERAL CONSTITUTION PROCEDURE OF A FREE ZONE LIMITED LIABILITY
COMPANY (FZ-LLC) WITH DUBAI HEALTHCARE CITY (DHCC)

Category of the Commercial License – Clinical

1. Allocation of the Premises.

Requirements: The first step is to choose premises within DHCC. DHCC Lease Department will provide:

- a. Reservation Agreement, confirming the following details:
 - Details of allocated clinic
 - Payment details
 - Payment due date
 - Proposed activity

The Applicant should sign and return the Reservation Agreement to DHCC Sales Department and settle the applicable Reservation fee.

Time Frame: Approx. 5 – 12 working days (subject to the availability of the required premises)

2. Submission of the Application for Provisional Approval

Requirements:

- a. CPQ Initial Application Form
original (pre-filled form to be provided)
- b. Completed application for License
original (pre-filled form to be provided);
- c. Business Plan – original (template to be provided);
- d. Color copy of passports (valid for at least 6 months from the date of submission) for each of the following individuals:
 - Manager of the proposed company
 - Director(s) of the proposed company
 - Shareholder(s) of the proposed company (or duly authorized signatory of each shareholder)

- e. Authorization of the legal representative (if appointed).

Applications for facilities to operate in DHCC must be approved by the CPQ, which will assess whether the proposed company meets all of CPQ's operating requirements intended to ensure patient safety, enhance the quality of clinical care, and advance clinical services.

If the application is provisionally approved, the representative of CPQ will send the applicant a Provisional Approval Letter (to be signed by the applicant and returned to CPQ by fax or email), as well as a request for submission of the legal documents required for company registration.

Applications for healthcare professionals to practice in DHCC will be reviewed by CPQ's Professional Licensing Department (PLD).

Time Frame: Approx. 15 working days
(Subject to the availability of the required documents)

3. Submission of the Documents for Company Registration

The applicant should forward the required legal documents within 10 working days upon obtaining of the Provisional Approval Letter.

- a. Provisional Approval Letter
original (to be obtained from step 2 above);
- b. Passport copy, UAE residence visa and UAE ID
(as applicable) of individual Partner(s) scanned;
- c. No Objection Letter (NOC) from the current UAE residence visa sponsor
of the individual Partner(s) (if already UAE resident(s))
original;
- d. Passport page with UAE entry stamp of the individual Partner(s) (if not
UAE resident(s))
scanned copy;

- e. Passport copy, UAE Residence Visa and UAE ID (as applicable) of the proposed Manager and Director(s)
scanned copy;
- f. No Objection Letter (NOC) from the current UAE residence visa sponsor of the proposed Manager and Director(s) (if already a UAE resident)
original;
- g. Personal profile/CV of the individual foreign partner(s);
- h. A Bank reference letter of the individual foreign partner(s);
- i. If individual Partner(s): Resolution authorizing establishment of a FZ-LLC in DHCC and incorporating a Power of Attorney for the authorized representatives (as per DHCC template) – original, to be signed in front of DHCC or, if executed abroad notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad);
- j. Specimen signatures of the Partner(s), Manager and Director(s) (as per DHCC template) (original), to be signed in front of DHCC or, if executed abroad, notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad);
- k. If corporate Foreign Partner(s): all corporate documents (i.e. Incorporation Certificate, Memorandum and Articles of Association, Certificate of Good Standing, Commercial Register Extract), notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad);
- l. If corporate Foreign Partner(s): Board Resolution authorizing establishment of a FZ-LLC in DHCC and incorporating a Power of Attorney for the authorized representatives (as per DHCC template) original, notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad);
- m. Reservation Agreement or Lease Agreement
original (pre-filled form to be provided);
- n. Personnel Sponsorship Agreement
original (pre-filled form to be provided).

DHCC will conduct an initial review of the legal documents submitted by the applicant. Applicant will be requested to settle registration and license fee within 5 working days.

Time Frame: Approx. 1 – 2 working days

(Subject to the availability of all supporting documents)

4. Execution of the Articles & Memorandum of Association & Collect Bank Introduction Letter

Following the acceptance of the application, DHCC will prepare the legal documents. Each shareholder (or their duly appointed representative) will need to visit DHCC offices to sign the original Articles & Memorandum of Association. Requirements:

a. Articles & Memorandum of Association (as per DHCC template) original, to be signed in front of DHCC or, if executed abroad, notarized (by the Notary Public), legalized (by the supervising authority), super legalized (by the UAE Consulate abroad).

DHCC Registration & Licensing Department will then issue a 'bank introduction letter' and an attested Board Resolution in order to facilitate the opening of a corporate bank account at your chosen bank in the UAE.

Time Frame: Approx. 4 working days

(Subject to the availability of all supporting documents)

5. Deposit of the Share Capital

The bank introduction letter is valid for 10 days. Within this period, the Applicant will have to open a corporate bank account and deposit the share capital. Once the share capital has been deposited, the bank will provide a letter confirming the opening of the account and details of the deposit (the 'Proof of Capital' Letter).

The original 'Proof of Capital' Letter needs to be returned to the DHCC. Until the company registration process is completed, the bank account will be deemed "under formation" and the deposited funds will not be accessible.

Time Frame: Approx. 10 working days

(Subject to the availability of all supporting documents)

6. Execution of the Lease Agreement & Personnel Sponsorship Agreement (PSA)

Upon receiving the Proof of Capital Letter, DHCC will issue a Personnel Sponsorship Agreement (PSA). Premises Lease Agreement should also be prepared by this stage.

The Manager, or all Shareholders or all Directors of the company (or their duly authorized representatives) should visit DHCC to sign both the PSA and Premises Lease Agreement.

Time Frame: Approx. 5 working days

(Subject to the availability of all supporting documents)

7. Commercial License Issuance by DHCC

Requirements: Upon signing the Premises Lease Agreement and PSA, DHCC will issue the Commercial License. The License should be submitted to the bank to remove the “under formation” status of corporate bank account and allow access to the company’s funds.

Time Frame: 7 working day

(Subject to the availability of all supporting documents)

4.2. LICENCE FEES

DED PROFESSIONAL CIVIL COMPANY [MEDICAL CLINIC]

Constitution of a Professional Civil Company with the Dubai Economic Department (DED) including drafting of the respective corporate documents USD 15000.00

Assessed expenses (excluding mandatory office premises, local agent fees and other related expenses. Please see below.)

Incorporation and License USD 5790.00

DED Trade Name USD 57.00 USD 57.00

DED Approval of Activity USD 30.00

Registration with the Department of Immigration and the Ministry of Labor USD 3000.00

Local auditor (to be appointed at the time of incorporation) USD 3000.00

Miscellaneous (typing, notary fees etc.) USD 685.00

Subtotal USD 12251.00

Balance USD 27251.00

Notes:

The license fees vary depending on the lease amount of the office rent and external approval fees (presently, of the UAE Ministry of Health).

A Professional Civil Company can be fully owned by foreign nationals. In this event, it mandatorily needs to appoint a Local Service Agent. A local agent is mandatory and is to be remunerated annually usually on a capped fee basis starting at AED 30,000.00 for an individual (approx. USD 8,220.00) and AED 100,000.00 (approx. USD 27,400.00) (exclusive the above costs).

The Company needs to maintain independent premises. The minimum size office requirement is 50 sq.m. Office space rentals in Dubai ranges between AED 100,000.00 to AED 300,000.00 per annum depending on the size and location. Alternatively, a small cubicle office with the any DED-affiliated Business Centers may be obtained (inclusive of the above approximate costs). The cubicle office is equipped with basic table, chairs and cabinets and may sponsor up to three UAE residence visas. Assessed Expenses (excluding mandatory office premises, local agent fees and other related expenses. Please see below.)

DED BRANCH OF A FOREIGN COMPANY *[MEDICAL CLINIC]*

Constitution of a Professional Civil Company with the Dubai Economic Department (DED) including drafting of the respective corporate documents	USD 15000.00
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Assessed expenses (excluding mandatory office premises, local agent fees and other related expenses. Please see below.)

DED Incorporation and License	USD 5790.00
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DED Trade Name	USD 57.00
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DED Approval of Activity	USD 30.00
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Ministry of Economy fees: Pre approval fee	USD 1370.00
Certificate fee	USD 2740.00

Legal Arabic Translations of the Parent Company's documents	USD 1370.00
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UAE Ministry of Foreign Affairs and Ministry of Justice atestation fees of the Parent Company's documents (at least 5 documents)	USD 2746.00
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Miscellaneous (typing, notary fees etc.)	USD 685.00
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Subtotal	USD 14478.00
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Balance due	USD 29978.00
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Notes:

The license fees vary depending on the lease amount of the office rent and external approval fees (presently, of the UAE Ministry of Health).

A local agent is mandatory and is to be remunerated annually usually on a capped fee basis starting at AED 30,000.00 for an individual (approx. USD 8,220.00) and AED 100,000.00 (approx. USD 27,400.00) (exclusive the above costs).

The Company needs to maintain independent premises. The minimum size office requirement is 50 sq.m. Office space rentals in Dubai ranges between AED 100,000.00 to AED 300,000.00 per annum depending on the size and location. Alternatively, a small cubicle office with the any DED-affiliated Business Centers may be obtained (*inclusive of the above approximate costs*). The cubicle office is equipped with basic table, chairs and cabinets and may sponsor up to three UAE residence visas.

Branch of a Foreign Company must submit a refundable bank guarantee of AED 50,000.00 (approx. USD 13,700.00) to the Ministry of Economy.

Extra necessary administrative work shall be billed on a time-spent basis at rates ranging between USD 100.00/hour and USD 350.00/hour, depending on the required level of seniority.

Application for employee visas are exclusive of the above fees.

DHCC FZ-LLC [AESTHETIC CLINIC]

Constitution of Free Zone Limited Liability Company
with Dubai Healthcare City (DHCC), including
drafting of the respective corporate documents USD 12000.00

Assessed expenses (excluding mandatory office premises, local agent
fees and other related expenses. Please see below.)

Registration fee USD 958.00

License fees (subject to activity)
Additional activity USD 4110.00

Attestation Board resolution USD 55.00

Attestation of the Memorandum & Articles of
Association USD 55.00

Attestation of the Specimen Signature USD 27.00

Miscellaneous (typing, notary fees etc.) USD 685.00

Subtotal USD 5908.00

Balance due USD 17908.00

Notes:

Capital requirement for a clinical activity is minimum of AED 300,000.00. This amount is to be deposited on a bank account to be opened in the entity's name at the time of the constitution and shall be at its disposal once a license copy is provided to the bank. The Company needs to maintain the premises with DHCC. The office space is subject to availability and price change. The available premises and the rent amount to be verified at the time of the initial meeting with DHCC Sales Department.

The above assessment excludes legalization costs for the documents in case of a foreign corporate partner, as the case may be.

Extra necessary administrative work shall be billed on a time-spent basis at rates ranging between USD 100.00/hour and USD 350.00/hour, depending on the required level of seniority.

Application for employee visas are exclusive of the above fees.

4.3. LABOR COSTS

UAE SALARY PER POSITION IN SMALL & MEDIUM ENTERPRISES

POSITION	AED/MONTH
General Medical Practitioner	25000 AED
Physicians	20000 AED
Physician assistant	8000 AED
Surgeon	25000 AED
Head Nurse	16000 AED
Nurse	4800 AED
Physiotherapists	14000 AED
Acupuncturists	6000 AED
Secretary	5500 AED
Receptionists	5100 AED
Trainers	12000 AED
Make-up artists	6000 AED
Spa staff	5000 AED
Beauticians	4500 AED
Maintenance personnel	2500 AED
Cleaning staff	2000 AED

POSITION	AED/MONTH
Cook	1,800 AED
Food Server	2,000 AED
Assistant Chef	5,000 AED
Chef	8,900 AED
Marketing Director	40000 AED
Marketing Manager	18000 AED
Marketing Executive	13000 AED
Sales Executive	13000 AED
Sales Manager	20000 AED
Sales Director	35000 AED
Medical Director	40000 AED
Administrative Director	48000 AED
CFO	64000 AED
CEO	70000 AED

DUBAI HEALTH AUTHORITY REGULATION MEDICAL SPA (MEDSPA) CENTER

Medical Spa (MedSpa) Center: Spa (from Latin words “Salus Per Aquam”- “Health Through Water”) Centre supply variety of treatments with aim at providing relaxation, rejuvenation, preventive healthcare, detoxification, fitness and general well being. Medical Spa Centre includes also medical services.

1. Medical Spa licensing procedures

Health facility licensing procedures are described in Dubai Health Authority (DHA) website www.dha.gov.ae please visit the website for further details regarding procedures and requirements.

2. Administration of Medical Spa

Medical Spa should be administered in a manner to ensure high-quality health services while recognizing basic patient rights. Managed and supervised by licensed Consultant/Specialist physician in one of the following specialities e.g. Dermatology, Internal Medicine and Plastic Surgery. Diagnostic methodology in this facility is Western-centered while prescribed treatment is combined modalities.

The focus of the services ranges from skincare to weight management to face and body enhancement. Non-invasive Beauty services and Complementary and Alternative Medicine (CAM) services may be available. Services are performed by aestheticians, physiotherapists, CAM practitioners and cosmetologists. All professionals working in those facilities should obtain DHA license.

The facility should have policies describing organizational structure, including lines of authority, responsibilities, accountability and supervision of personnel. All such practices should have a Medical Director that establishes policies and is responsible for the activities of the facility and its staff.

Each facility shall maintain a written policy with regard to the qualifications of its Medical Director. He/she shall assure that all procedures are carried out by or under the direction of qualified, skilled and experienced licensed professionals. Administrative policies should be implemented so as to provide quality healthcare in a safe environment and ensure that the facility and personnel are adequate and appropriate for the type of procedures performed.

Policies and procedures governing the orderly conduct of the facility should be in writing and should be reviewed annually. All applicable regulations must be observed.

3. Qualified Personnel

All healthcare professionals should have appropriate licensure by DHA and the necessary training and skills to deliver the services provided by the facility.

Nursing staff ratio shall be based on the center activity. In general at least one licensed Registered Nurse (RN) with administration qualification and experience shall be in each shift. Further details can be obtained from DHA nursing staff ratio.

At least one person with training in advanced resuscitative techniques, e.g. Advanced Cardiac Life Support (ACLS) and Paediatric Advanced Life Support Course (PALS)¹, should be immediately available until all patients are discharged. All medical personnel, at a minimum, should maintain training in basic cardiopulmonary resuscitation.

There should be a program of on-going in-service training to all staff providing healthcare services. Such training may include case studies and staff presentations provided within the facility or may be obtained through participation in continuing education courses offered outside the facility.

4. Clients/Patient Privacy and Rights

Usually the facility receive healthy people, who need specific services e.g. relaxation or preventive treatment. The facility receives also patients in need for healing and rehabilitation of different medical conditions. Client/Patients should be treated with respect, consideration, and dignity.

The client/patient has the right to privacy and confidentiality. Client/patient, or a designated person when appropriate, should be provided information concerning the diagnosis, evaluation, treatment options, and prognosis. Patients should be given the opportunity to participate in decisions involving their healthcare when such participation is not contraindicated. Patients have the right to refuse any diagnostic procedure or treatment and be advised of the medical consequences of that refusal. Patients have the right to request information about a physician's scope of practice and license.

5. Clients/Patient Records

All client/patient receiving massage services, slimming programme, cellulite management or applying any electrical non invasive modality shall fill and sign a Consent / Consultation Form before receiving the service.

The facility must maintain the signed consent / consultation form record of services provided to clients for **at least one year**. In the other hand a legible, complete, comprehensive, and accurate patient record must be maintained for each patient. A record should include a recent history, physical examination, any pertinent progress notes, operative reports, laboratory reports imaging reports as well as communication with other patient personnel.

Records should highlight allergies and untoward drug reactions. Specific policies should be established to address retention of active records, retirement of inactive records, timely entry of data in records, and release of information contained in records.

All information relevant to a patient should be readily available to authorized healthcare professionals any time the office facility is open to patients or in the event that a patient is transferred due to surgical complications. Patient information should be treated as confidential and protected from loss, tampering, alteration, destruction, and unauthorized or inadvertent disclosure.

At least one person with training in advanced resuscitative techniques, e.g. Advanced Cardiac Life Support (ACLS) and Paediatric Advanced Life Support Course (PALS)¹, should be immediately available until all patients are discharged. All medical personnel, at a minimum, should maintain training in basic cardiopulmonary resuscitation.

Records should be organized in a consistent manner that facilitates continuity of care. Discussions with patients concerning the necessity, appropriateness of treatment, as well as discussion of treatment alternatives, should be incorporated into a patient's medical record as well as documentation of executed informed consent.

6. Emergency & Transfer Protocols

The Medical Spa should be equipped with the appropriate medical equipment, supplies, and pharmacological agents which are required in order to provide cardiopulmonary resuscitation, and other emergency services.

Written policies must be in place to ensure necessary personnel, equipment, and procedures to handle medical and other emergencies that may arise in connection with services provided. At a minimum, there should be written protocols for handling emergency situations, including medical emergencies and internal disasters. There should be written protocols in place for the timely and safe transfer of patients to a pre-specified alternate care facility within a reasonable proximity when extended or emergency services are needed. Protocols must include a written transfer agreement with a reasonably convenient hospital(s) or all physicians performing surgery should have admitting privileges at such facility.

7. Reporting and Data Collection Requirements

Reporting should be structured in a manner to consistently encourage a free flow of information. Reporting requirements should be consistent with relevant patient confidentiality regulations.

Health Regulation Department shall develop a set of clinical performance indicators which will enable it to measure the clinic performance in various clinical aspects. Even more, Medical Spa shall submit data consistent with e-Health guidelines and standards.

8. Clinical Laboratory Services

Every entity that tests or examines specimens for the diagnosis, prevention or treatment of any disease or impairment, or for the assessment of the health of a human being is considered a clinical laboratory, at this stage only basic clinical laboratory testing can be provided as part of the Medical Spa service and shall meet the DHA Laboratory Standards requirement and criteria.

The clinical laboratory testing shall be provided by a licensed and qualified general laboratory technician; the area for such testing shall not be less than 15 square meter.

Only the basic following test can be provided in such facility:

- 1- Basic Hematology: CBC, DC, ESR and reticulocytes.
- 2- Microbiology: routine urine and stool exam, urine pregnancy test and Gram-stain.
- 3- Biochemistry: Blood sugar, lipid profile, kidney function tests, K, Na, Cl, Uric acid, liver function tests, Fe and Calcium.
- 4- Serology: RPR, Paul- Bunel, ASO and RF.

Clinical laboratory in Medical Spas are **not allowed to perform the following:**

1. Dip sticks testing
2. Culture,
3. Ziehl- Neelson stain,
4. H.I.V or Hepatitis serology

Other laboratory testing if required may be provided as off-site by contract, or by referral.

9. Radio-diagnostic Imaging Services

Basic radio-diagnostic procedures **cannot be provided** as part of the Medical Spa service.

10. Facilities & Equipments

10.1 Facility Physical Environment

The facility should be clean and properly maintained and have adequate lighting and ventilation. The space allocated for a particular function or service should be adequate for the activities performed. **Health facility guidelines for planning, design, construction and commissioning regulation attached.** For general specification of the Medical Spa see below section.

1.2 Handicapped Accessibility

In compliance with the federal law number 29 for 2006 regarding Special Needs Rights, each healthcare facility shall be made accessible to accommodate disabled individuals. The following handicapped requirements are mandatory:

- ✓ Handicapped parking within or near the facility premises
- ✓ Wheelchair ramps within the building
- ✓ Accessible physical examination room
- ✓ Handicapped-accessible rest room

Special arrangements shall be made to see patients if the facility cannot be made handicapped-accessible.

10.3 Equipments and Safety

All equipment used in patient care, testing, or emergency situations should be inspected, maintained, and tested on a regular basis and according to manufacturers' specifications. The facility should have appropriate fire-fighting equipment, signage, emergency power capabilities, lighting, and an evacuation plan.

The facility should have the necessary personnel, equipment, and procedures to handle medical and other emergencies that may arise in connection with services provided. Appropriate emergency equipment and supplies should be readily accessible to all patient service areas.

Hazards that might lead to slipping, falling, electrical shock, burns, poisoning, or other trauma should be eliminated. The facility must comply with the Dubai Municipality (DM) regulations regarding protection of the health and safety of employees.

11. Infection Control

Procedures should be implemented to minimize the sources and transmission of infections and maintain a sanitary environment. A system should be in place to identify, manage, handle, transport, treat, and dispose of hazardous materials and wastes whether solid, liquid, or gas. There must be an active program for the prevention, control, and investigation of infections and communicable diseases. The infection control program may include, but is not limited to:

- ✓ A system for identifying, reporting, investigating, and controlling infections and communicable diseases of patients and staff
- ✓ Implementation of corrective action plans
- ✓ Mechanism for evaluation of the program

At this stage, DHA Central Committee for Control of Hospital Infection (CCCHI) is considered as reference for all healthcare sector infection control policies and procedures.

12. Smoking Policy

Smoking inside the Medical Spa is strictly prohibited for all professionals, visitors, and patients. The clinic management is responsible to implement this policy. Signboards should be fixed in the main entrance, patient, and visitors waiting area and other areas of the facility alerting individuals regarding this policy.

- 1 Medical Spa can be established in **an independent apartment (villa)** or in a **commercial flat** in a building; preferred to be located in the first floor or higher where there should be at least one lift is provided in the building.
- 2 **Proper day lighting and ventilation** within the clinic premises is obligatory, windows which can be opened shall be fitted with a net.
- 3 Walls shall be painted with **easily washable paints** (light colors is preferred), with no sharp edges in wall and Clinic floors shall be made of easily washable material e.g. ceramic tiles or special medical floors.
- 4 **Clear colors contrast** between doors, wall color and non medical furniture is recommended
- 5 **Corridors and Doors** shall be wide and permits wheelchair and trolleys (at least 90 cm for doors and 120 cm for corridors width)
- 6 Medical Spa shall comprise at least of the following:
 - 1- **Doctor room (consultation room)** with space area not be less than 12 square meters with washbasin and taps water
 - 2- **Treatment Room** shall not be less than 6 square meters
 - 3- **Reception area**
 - 4- Separate **waiting area** for males and females
 - 5- **Toilets** (Minimum of two) one for males and other for females
 - 6- **Medical records / files area**
- 7 General safety requirement (e.g. Fire extinguisher, emergency exits) is mandatory requirements in the building.

APPENDIX 2

HEALTH FACILITY GUIDELINES

FOR PLANNING, DESIGN, CONSTRUCTION AND COMMISSIONING

SEE FILE ATTACHED

5. MAIN EVENTS

Name: MIDDLE EAST BEAUTYWORLD
Scope: Cosmetics and beauty products
Website: www.beautyworldme.com
Date: 27th - 29th May 2014
Location: Dubai International Convention and Exhibition Centre

Name: INTERNATIONAL CONGRESS IN AESTHETICS, ANTI-AGEING
MEDICINE & MEDICAL SPA (ICAAM)
Scope: Anti-ageing and medical aesthetics
Website: antiageingme.com
Date: 5th - 6th Deember 2014
Location: Habtoor Grand Resort & Spa Dubai

Name: MIDDLE EAST SPA & WELLNESS SUMMIT
Scope: Spa and Wellness
Website: www.hoteliermiddleeast.com/conferences/spa-forum
Date: 10th - 11th February 2014
Location: Grosvenor House Dubai

