



The UAE: Health & Life Science Virtual Support Programme

Make connections overseas with free online support from the SEED Project.

The **SEED Project** provides **FREE** support to help Health & Life Science businesses in Kent & Medway, East Sussex & Essex to get into overseas markets.

SEED's '**Health & Life Science - UAE**' programme aims to connect SELEP-based businesses to business opportunities in the United Arab Emirates (UAE) market.

KEY DATES & WHAT TO EXPECT

International Market Insight Report (July 2022)

This bespoke market insight report will provide an in-depth overview of the UAE market and opportunities including UAE healthcare Post-Covid recovery path, regulatory changes and routes to market for life science companies put together by sector specialists from British Centres for Business UAE (BCB).

Individual 1-2-1 support from BCB (12 August - 1 September 2022)

Companies will each receive a 1-2-1 meeting lasting 30 minutes with BCB to discuss their product/service and plans for the UAE. Participants will have been provided market information at this stage and will have done their review of this. These online meetings will help to ensure that companies understand how to get fully 'export ready' for the SEED virtual trade mission to the UAE.

Virtual Trade Mission: UAE (26 September - 13 October 2022)

Participating companies will be able to present their business and have the opportunity to book targeted 1-2-1 meetings with targeted in-market business contacts, for example distributors or healthcare sector contacts during this period.

WHY THE UAE MARKET?

The UAE is one of the UK's most important trading partners, continuing to be a growth market for UK exports. Its liberal trade regime attracts capital from across the region. A steady population growth, increased awareness of health issues and rising prevalence of lifestyle-based diseases are all increasing demand for healthcare/life sciences provision in the UAE.

Despite the impacts of the COVID-19 pandemic, the market now offers even greater opportunities for health & life science companies from the SE of England.

INTERESTED?

1. Please email natasha.white@kent.gov.uk
2. Visit www.kentinternationalbusiness.co.uk/seed/ to download an expression of interest form.