

DENTAL SEATS AND ACCESSORIES

INVESTMENT OPPORTUNITY SCORECARD

HEALTHCARE AND LIFE SCIENCES

MONTH 2020

High Potential

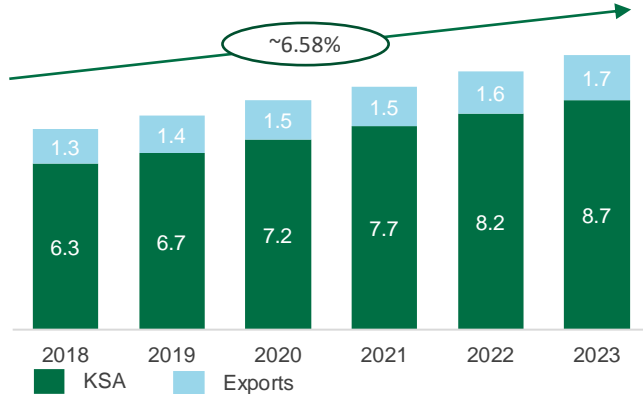
Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: The localization of assembly and manufacturing of Dental chairs and accessories in KSA

DEMAND

ADDRESSABLE KSA/ REGIONAL MARKET DEMAND(\$mn)



INVESTMENT OVERVIEW

THERAPEUTIC APPLICATION

- Increasing demand for healthcare services, advances in medical discoveries as well as local demographic needs stir demand for dental chairs

VALUE PROPOSITION

- KSA has a solid foundation for its healthcare sector through well established ecosystem and incentive schemes for foreign OEMs entering the local market
- KSA is the largest spender on healthcare across the MENA region. The 2019 budget allocated more than \$45.86 Bn for Health and Social Development
- KSA has more than 495 hospitals, with a capacity of more than 76K beds

MARKET OVERVIEW

MARKET READINESS – CURRENT IMPORTERS

The Kingdom is currently mostly covered by a network of distributors and local subsidiaries, with no known local manufacturers

CURRENT IMPORTERS

China accounts for 26% of the supply, Japan 24%, Italy 12%, USA 8%, and the rest is supplied by a mix between Western European and Asian countries

EXISTING CAPABILITIES

Partial Manufacturing capabilities and raw material exist locally – microelectronics imported and assembled In Kingdom

RAW MATERIALS:

- Foam padding
- Canvas, Ceramics, Porcelain
- Microelectronics
- Steel/Aluminum

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