

Media Release

Arab Health: Meet your future partners in medical technology at the «SWISS Pavilion»

Zurich, 18.01.2010. **For 35 years, Arab Health has been the place to meet the clever brains of the medical and scientific community from around the globe. Switzerland is a breeding ground for innovative ideas in medical technology. At this year's «SWISS Pavilion» visitors can look behind the scenes of 24 Swiss Medtech companies representing high precision, quality and reliability, the basis for safe and efficient products in health care.**

“Seek medical treatment, for Allah has not created an illness without creating a cure” says a well-known Hadith. The rapidly growing population and an increased life expectancy confront the emergent countries in the Middle East with problems regarding qualified people, appropriate infrastructure and processes adaptable to local requirements. And healthcare costs risk going off limit. Switzerland, a country without any raw materials but the little grey cells of its population, has always had to focus on innovation and groundbreaking ideas to defy international competition and to reduce costs. This applies particularly to medical technology which counts more than 500 companies, thereof 95% small and medium enterprises. About 45'000 collaborators realize a turnover of 11 billion dollars and more than 40'000 patents each year.

The patient's well-being in the spotlight

The key aspects of 'Medtech' activity in Switzerland are orientated to the needs of modern society. One of the thematic priorities is diagnostics in order to identify and to treat diseases at an early stage. We want to specifically create therapies, in a minimal intensive way, reducing expenditure in personnel and time, shorten hospital stays, help patients to return quickly to their active life and to enable elderly people to be mobile and autonomous as long as possible. For this purpose Swiss companies are developing with the Swiss academia new materials, especially for surgery as for instance dental and skeleton implants. Micro systems engineering is becoming ever more important, maybe for customized acoustic instruments or brain pacemakers for a deep brain stimulation (DBS) for Parkinson's disease. There is a growing demand for sophisticated drug delivery systems, able to deliver active agents to specifically targeted parts of the body. The medium can control the therapy's administration thanks to a physiological or chemical trigger. Just think of Diabetes mellitus which is on the increase and whereof the Gulf States unfortunately have one of the highest rates in the world.

Ready for the future disease

At the «**SWISS Pavilion**», organized by Osec, the official foreign trade promoter of Switzerland, 24 highly specialized Swiss Medtech companies present to visitors products and services they can benefit from. Examples are specifically assigned methods of artificial respiration in ENT and thoracic surgery, fiberoptical instruments for endoscopic display of the airway, surgical equipment like special sutures and ophthalmic and micro-surgical knives of highest precision, monitoring systems which supervise in hospitals infusion pumps for better patient safety, intracorporeal shockwave therapies for orthopaedic pain therapy and treatment of kidney, ureteric and bladder stones, as well as medical equipment for urology and gastroenterology. Regenerative medicine opens up new possibilities in surgery, wound healing and aesthetics thanks to the use of autologous cells from the patient's own blood. Medical light therapies provide better wound healing and an efficient pain treatment. Artificial human and animal bones are designed for teaching orthopaedic techniques in fracture repair. A nearly unique offer are High Density Packaging (HDP) technologies enabling a cost-optimized system miniaturization of electronic systems. Switzerland has practical knowledge in the secure exchange of data on the Internet. Today, the Extranet-Platform of the Health Info Net connects up to 80% of Swiss medical offices. Crucial for economization in hospitals are automated material transport systems (pneumatic tube systems, automatic guided vehicles) and automated drug management systems. But there is also a need for adequate equipment of hospital rooms, for instance mattresses and support systems as well as stand-up beds. This Swiss invention facilitates exercising in an upright position, essential in modern rehabilitation for neurological afflictions and patients with extensive paralysis. In addition, special attention has to be paid to a Brain-Computer-Interface, a direct communication channel between the brain and a computer.

With their presence at the Arab Health, the Swiss exhibitors would like to support the efforts made in the Gulf States to set up a highly efficient infrastructure in health care. It's their concern to establish partnerships in mutual confidence in order to create a win-win situation. The successful exchange in medical knowledge between the Orient and the Occident is not a first when we remember that at one time students at the Sorbonne could not graduate without reading Ibn Sina's *al-Qanun*, the Laws of Medicine.

The «**SWISS Pavilion**» is located in Hall 7, Blocks 7D10 – 7E39.

Further information

During the exposition in Dubai:

Mr. Pascal Blanc / Bettina Trümpy

Head of Trade Fairs / Project Manager Trade Fairs

Phone +41 44 365 52 70 / Fax +41 44 365 19 57 / Mobile +971 50 8815 175

btruempy@osec.ch; www.osec.ch

In Switzerland:

Patrick Djizmedjian

Leader Public Relations / Public Affairs

Osec

Phone +41 44 365 55 16 / Fax +41 44 365 54 92 / Mobile +41 79 642 88 60

pdjizmedjian@osec.ch; www.osec.ch