



# Healthy Outlook for U.S. Medical Exports

## U.S. COMMERCIAL SERVICE PUBLIC HEALTH TRADE MISSION TO SAUDI ARABIA

Saudi Arabia's focus on the health of its burgeoning population is opening doors for U.S. products, services, and technologies – the doors of hospitals, clinics, and other health care facilities. Representing the region's largest free market economy and most developed market for medical products and services, Saudi Arabia is expected to spend more than \$20 billion on public health by 2016.

### Best Prospects

As Saudi Arabia increases its hospital count by nearly 40 percent, upgrades existing facilities, and establishes a national electronic patient records system, prospects for U.S. medical exporters are better than ever.

The mission will promote U.S. equipment, technologies, and services in key public health sectors for which Saudi Arabia depends heavily on imports:

- Hospital equipment
- Clinical laboratory devices
- Pharmaceuticals
- Health care technologies
- Public health education
- Hospital construction and design
- IT software (patient tracking)

### REGISTER NOW. SPACE IS LIMITED.

- DATES:** Riyadh, Saudi Arabia: January 31–February 1, 2009
- PRICE\*:** \$1,350. A discount participation fee of \$1,200 is offered to small or medium-sized U.S. firms. The fee for each additional firm representative (large or small company) is \$150.
- REGISTRATION:** [www.export.gov/saudimission](http://www.export.gov/saudimission)
- Questions:** Contact [Karen.Dubin@mail.doc.gov](mailto:Karen.Dubin@mail.doc.gov), 202.482.3786

\* The participation fee does not include the cost of travel, lodging, and most meals. Delegation members will be able to take advantage of Embassy rates for hotel rooms.

### Where Business is Personal

Personal contacts form the basis for doing business in Saudi Arabia. U.S. firms seeking to initiate or expand their exports to this lucrative market will need to travel there to develop strong working relationships with locally based agents or distributors.

### Customized Matchmaking

Our on-site industry experts will match you with prospective business partners and other valuable contacts to maximize your time in country. Benefits include pre-screened one-on-one appointments, market information, networking events, and export counseling.

Don't miss this exciting opportunity.  
Register today at:

[www.export.gov/saudimission](http://www.export.gov/saudimission)

