

# BASIC ULTRASOUND MACHINE

## INVESTMENT OPPORTUNITY SCORECARD

### HEALTHCARE AND LIFE SCIENCES

MONTH 2020

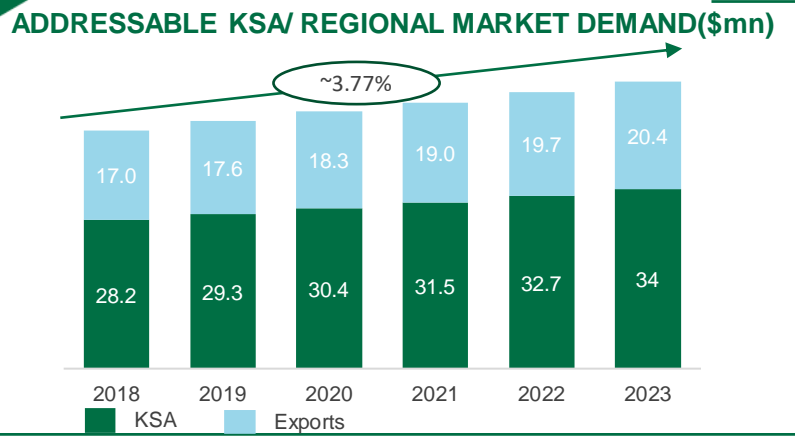
High Potential

Moderate Potential

Low Potential

**OPPORTUNITY'S DESCRIPTION:** The localization of assembly and partial manufacturing of portable ultrasound machines in KSA

### DEMAND



### INVESTMENT OVERVIEW

#### THERAPEUTIC APPLICATION

- Ultrasound imaging uses sound waves to produce pictures of the inside of the body. It is used to help diagnose the causes of pain and discomfort in the body's internal organs, as well as monitor pregnancies

#### 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

USA accounts for 36% of the supply, Rep. of Korea 27%, Japan 13%, China 8%, and the rest is supplied by a mix between mainly Western European and some Asian countries

#### EXISTING CAPABILITIES

- Parallel technologies sensor equipment present and can be leveraged

#### RAW MATERIALS:

Microelectronics (Central processing unit (CPU) / transducer probes / transducer pulse control / display screen / disk storage device / keyboard / cursor / printer

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