

## ABHI International Exporters Series: Focus on KSA

### Date & Time

25<sup>th</sup> June, 13:00 – 18:00

### Venue

Covington & Burling LLP, 22 Bishopsgate, London, EC2N 4BQ

### Context

The ABHI KSA event, in partnership with the SBJBC and hosted by Covington & Burling LLP, is an opportunity to hear healthcare leaders from Saudi Arabia and the UK talk about the development and ambition of Saudi Arabia's healthcare ecosystem.

It will explore the opportunities and challenges facing the Kingdom as it develops its healthcare system at scale and pace. The event will provide insights and experiences on how a UK health technology companies can build a successful and collaborative business in the country and will provide a strong networking opportunity for companies looking to enter and grow in the Saudi Arabian market.

### Agenda

Time (BST)	Item	Speakers
13:00	Arrival & Registration	
13:40	Welcome	<b>Andrew Thelwell</b> Chair, ABHI International Trade Group
13:45	Welcome from our hosts	<b>Sarah Cowlshaw</b> Partner, Covington & Burling LLP
13:50	Opening Remarks	<b>Jennie Gubbins</b> Chair, Saudi British Joint Business Council
14:00	KSA Healthcare Market Panel	<b>Professor Shafi Ahmed</b> – PANEL CHAIR Surgeon, Futurist, Innovator, Entrepreneur  <b>Rami Rajab</b> Chair, Mecomed Medical Technology Association  <b>Steve Moore</b> Saudi British Joint Business Council  <b>Tarek Khanachet</b> Partner, Covington & Burling LLP  <b>*Abulaziz Alhomod</b> CEO Advisor, SEHA Virtual Hospital)  <b>*Emmeline Roodenburg</b> Chief Strategy Officer, Dr Sulaiman Al Habib Hospital Group  <b>*Mohammed Yousef Ali Mahrous</b> AVP Digital Health Strategy & Innovation, Madinah Health Cluster

15:00	Coffee Break	
15:20	Welcome Back	<b>Andrew Thelwell</b> Chair, ABHI International Trade Group
15:25	Industry Perspective Panel	<b>Professor Shafi Ahmed</b> – PANEL CHAIR Surgeon, Futurist, Innovator, Entrepreneur  <b>Moh Tudor</b> Director International Strategy, Open Medical  <b>Clarie Nicholson</b> Global Sales & Marketing Director, Kimal PLC  <b>Professor Sam Shah</b> Chief Medical Officer, The Ivory Clinic  <b>*Dr. Meshari F. Alwashmi</b> CEO, AmplifAI Health  <b>Julie Teperow</b> Special Counsel, Dubai, Partner, Covington & Burling LLP  <b>*Dr Ahmed M. Sallam</b> Director Quality Management & Talent, Gulf Medical Co. LTD
16:25	Closing Remarks	<b>Andrew Thelwell</b> Chair, ABHI International Trade Group
16:30	Reception & Networking	
18:00	Close	
Those indicated with a * are joining the event remotely via MS Teams		

## Speaker Bios

### Professor Shafi Ahmed, Surgeon, Futurist, Innovator, Entrepreneur



Professor Shafi Ahmed is a world renowned, multi award winning surgeon, teacher, futurist, innovator and entrepreneur. He is a 3x TEDx speaker and is faculty at Singularity University. He has delivered over 250 keynotes in 30 countries.

After studying medicine at Kings College Hospital Medical School London, he completed his surgical training in London. Ahmed is currently a Laparoscopic Colorectal surgeon specialising in colorectal cancer at The Royal London and St Bartholomew's Hospitals.

His mission is to merge the world of medicine, global education, and virtual and augmented reality to democratise and scale surgical education to make it affordable and accessible to everyone using the power of connectivity to allow equitable surgical care.

### \*Abdulaziz Alhomod, CEO Advisor, SEHA Virtual Hospital



Dr. Abdulaziz Suliman Alhomod is a CEO Advisor, cofounder and former Chief Medical Officer at SEHA Virtual Hospital, a state-of-the-art entity created by the Saudi Ministry of Health. It is one of the largest in the region and the first of its kind in the Middle East. Alhomod holds the American boards for medical informatics and emergency medicine. He has had extensive experience in digital health before joining SEHA Virtual Hospital and has been an integral part of many innovative projects in the US with many organisations.

### \*Dr Meshari F. Alwashmi, CEO, AmplifAI Health



Dr. Meshari F. Alwashmi is the CEO and co-founder at amplifAI health. With over a decade of experience as a digital health epidemiologist and serial entrepreneur, he has successfully introduced new technologies to traditional medical practices. Dr. Alwashmi has contributed to influential publications in the field, He is also a sought-after speaker at various events and conferences. He also served on several esteemed boards and councils, including Forbes Technology Council, Tech NL and the University of Toronto Centre for AI Research and Education in Medicine.

### Sarah Cowlshaw, Partner, London, Covington & Burling LLP



Sarah is a partner in London and Dublin practicing in the areas of EU, UK and Irish life sciences law. She has particular expertise in medical devices and diagnostics, and on advising on legal issues presented by digital health technologies, helping companies navigate regulatory frameworks while balancing challenges presented by the pace of technological change over legislative developments.

Sarah is a co-chair of Covington's multidisciplinary Digital Health Initiative, which brings together the firm's considerable resources across the broad array of legal, regulatory, commercial, and policy issues relating to the development and exploitation of digital health products and services.

### Jennie Gubbins, Chair, Saudi British Joint Business Council

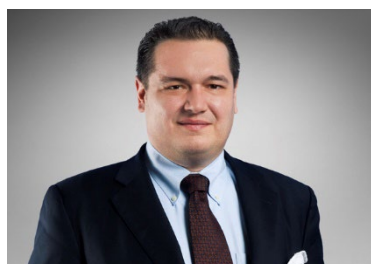


Jennie is a Consultant and Former Senior Partner at Trowers & Hamlin, a City law firm headquartered in London with offices located across the UK, Middle East and Asia.

She is a corporate and commercial lawyer with a strong interest in information technology and data matters, who has experience of a wide range of projects, stakeholders and industry sectors.

Jennie has had a particular focus over the last few years on early stage technology companies and their investors and customers. She has been a board director of SBJBC since 2014 and has been our Chair since 2023, overseeing governance and growth strategy.

### Tarek Khanachet, Partner, Dubai and New York, Covington & Burling LLP



Tarek Khanachet advises clients across a broad range of complex international regulatory, government affairs and corporate matters focused on Turkey, the Middle East and Gulf States. From 2011 to 2013 he was resident in Saudi Arabia, advising the Economic Cities Authority of the Kingdom of Saudi Arabia on regulatory development, as well as outsourcing and licensing transactions. Tarek has extensive experience with

government affairs and regulatory matters in the region – advising government entities as well as private companies on matters as diverse as treaty interpretation, trade policy and market access issues and blocks.

## Mohammed Yousef Ali Mahrous, AVP Digital Health Strategy & Innovation, Madinah Health Cluster



He is an accomplished executive with over 13 years of experience in digital health innovation and strategic technology management. As the AVP of Digital Health Strategy and Innovation at Madinah Health Cluster, Mohammed has played a pivotal role in crafting forward-looking digital health strategies, ensuring alignment with Saudi Arabia's National Digital Health Strategy. His leadership has been instrumental in driving technological adoption and pioneering digital solutions that significantly enhance patient care and operational efficiency.

With a robust background in ecosystem and systems thinking, Mohammed excels in identifying and integrating state-of-the-art technologies to create pioneering digital health ecosystems. He has a proven track record in developing and governing enterprise architecture, strategic framework implementation, and leading transformative digital initiatives. His expertise extends to data-driven strategy, agile change management, and disruptive strategic development.

He holds a Master of Science in Information Technology from The University of Nottingham, UK, and is currently a Doctor of Business Administration (DBA) candidate at the Swiss Business School. He has also earned multiple certifications from prestigious institutions such as Harvard Business School, Stanford University, UC Berkeley, and the University of Cambridge, enhancing his strategic leadership and innovative problem-solving skills.

## Steve Moore, Saudi British Joint Business Council



Steve Moore is a highly experienced healthcare strategy and implementation expert with nearly two decades of experience across the UK and the Middle East. Currently serving as the Director of Health, EMEA Region at Maximus in Saudi Arabia, Steve has been instrumental in developing and leading market-entry strategies and supporting the transformation of public sector healthcare systems in the region.

Steve's extensive career includes key leadership roles such as Director of Strategy Planning and Alignment at the Health Holding Company in Saudi Arabia and a healthcare operations leader with Lord Ara Darzi in Qatar. His work has significantly contributed to the development and implementation of strategic frameworks that drive performance improvements and health system transformation.

In addition to his professional accomplishments, Steve is pursuing a part-time PhD at University College London, focusing on how health systems can adopt planetary health principles. He is also an active mentor in the Digital Health London Digital Pioneer Fellowship programme, guiding emerging leaders in digital health innovation.

### Claire Nicholson, Global Sales & Marketing Director, Kimal PLC



Claire has been in the Medical Devices industry since 2005, having graduated from Cardiff University with a BSc (Hons) in Biology and a keen interest in healthcare.

Claire joined Kimal PLC in 2013 as UK National Sales Manager, focused on the Speciality Procedure Pack portfolio. A year later, she became Business Unit Director for Procedural Solutions, working across both the UK and international markets. With over 25 international distribution partners and two direct markets, the following 5 years saw significant growth. In 2020, Claire was appointed as Group Sales and Marketing Director, taking on the additional responsibility for Kimal's Vascular Access portfolio.

Prior to joining Kimal, Claire worked for three other leading medical device companies: HemoCue, Covidien and St Jude Medical.

Claire is excited to be leading a team of over 40 talented sales and marketing professionals at Kimal. The portfolio spans numerous clinical segments, including Cardiology, Radiology, Cardiac Surgery, Renal, Maternity, Vascular Access Catheters and a newly appointed Pharmaceutical team.

### Emmeline Roodenburg, Chief Strategy Officer, Dr Sulaiman Al Habib Hospital Group



Emmeline started her career at the age of 23, having finished her Dual Master degrees in Law and Economics. After working in the financial world, she served as a healthcare consultant for 14 years, of which 10 years with KPMG in Amsterdam, London, New York and Toronto. At the age of 37 Emmeline was appointed as (the first female) Partner and Head of Healthcare for the KPMG Saudi Arabia Advisory practice, and moved with her husband and 2 daughters to Riyadh. With global expertise in healthcare redesign, her in depth knowledge and hands on experience with all sides of the healthcare sector, she has continued her career as VP Strategy with HMG, the largest private Provider in the Middle East and a Publicly Listed Firm.

### \*Dr Ahmed M. Sallam, Director Quality Management & Talent, Gulf Medical Co. LTD



Dr. Sallam obtained his Ph.D. degree in 1982 from the University of Houston, Houston, Texas and worked in the field of Biomedical Research at Texas Heart Institute, Baylor College of Medicine and Edwards's laboratory-California, in addition to teaching engineering courses at the University of Houston. He was nominated for the Cullen College of Engineering best Teachers Award in 1982. In 1984, he joined the College of medicine and KKUH as the director of the Biomedical Engineering Department. He was promoted to the post of the director of Facility Management Department for the King Saud University Hospitals for sixteen years where he acquired many hospital engineering skills other than biomedical. He has been an adjunct assistant professor in the College of Applied Medical Sciences, King Saud University, for 19 years. In 2009, Dr. Sallam joined the Gulf Medical Company as the Company Consultant and Director of Quality and New Technologies.

Dr. Sallam has been appointed as a consultant to the King Saud University Projects for the construction of University Hospitals (600 bed University Hospital expansion and Oncology



Center, Outpatient clinics Building, 162 Bed king Fahad Cardiac Center, Service Building, 60 bed Intensive Care Building) and the expansion of the college of medicine. He is also hospital planning consultant and medical devices specialist to the Ministry of Health and the Ministry of Higher Education Healthcare projects (800 bed Teaching Hospitals: 2007-2009). He chaired the Medical Equipment Committee at the Saudi Arabian Standards Organization (SASO) (1995- 2008) and also the Chairman of Al Riyadh Biomedical Engineering club from 1992 to 1999. In 2010 and 2012, Dr. Sallam participated as a medical devices consultant in two committees in the Medical Devices Sector of the Saudi Food & Drug Authority (SFDA).

Dr. Sallam became a certified surveyor for the Facility Management and Safety (FMS) Chapter in the Central Board for Accreditation of Healthcare Institutions (CBAHI), Ministry of Health, Saudi Arabia (2010- 2018). He served as the hospital planning and medical devices consultant (2013-2016) to the Royal Commission, Directorate General of Yanbu for the new Outpatient Clinics and Day Surgery building, Renovation of existing Operating Rooms, Medical Imaging Department, and the Central Sterilization and Supply Department and the Burn Unit. Dr. Sallam is IRCA certified QMS Auditor, and ASQ Certified Six Sigma Green Belt.

Dr. Sallam published two books, and more than forty-two articles in various national and international journals. His last publication is the translation of a book in MRI physics which was published by the King Saud University in May 2002.



#### **Andrew Thelwell, Chair, ABHI International Trade Group**

Andrew has been in the Medtech industry for over 35 years and in that time has worked for both large corporates and a number of SMEs. He has held global strategic leadership roles and divisional operational leadership roles during his career with a main emphasis on marketing and commercialisation. In his current role he is Chief Commercial Officer for Sky Medical Technology Ltd, a UK based, privately held MedTech company.


Andrew has direct experience of dealing with all major regions in the world and more recently his team have been heavily involved in building their business in the Gulf region and India in particular

#### **Moh Tudor, Director International Strategy, Open Medical**



Moh Tudor is a visionary leader with unparalleled strategic expertise in digital health, medical devices, and biotechnology, making profound impacts across the Americas, EMEA, and Asia-Pacific, including notable effects in the USA, Europe, Japan, China, India, and the Middle East, particularly in the Kingdom of Saudi Arabia (KSA) and the UAE. His transformative leadership has revolutionised healthcare landscapes through innovative solutions and strategic partnerships with both private and governmental organisations, such as health ministries and the United Nations. With a deep-seated knowledge in medical devices, Moh has globally developed and launched

groundbreaking healthcare solutions, setting new industry standards and securing 19 international patents, solidifying his status as a leader in healthcare innovation. Additionally, as a passionate entrepreneur and strategist, Moh has a significant track record in global digital healthcare and life sciences. His leadership at companies like Smiths Medical,

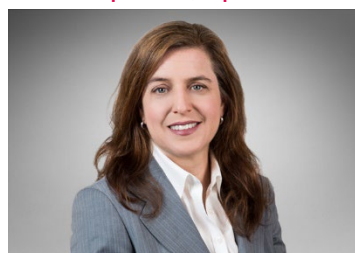


ResMed, Fisher & Paykel Healthcare and Open Medical and the UN has been pivotal in transforming organisations and crafting inspiring visions for both regional and global expansion.

Currently serving as the Director of Global Strategy for Digital Health Solutions at Open Medical, Moh has established the international strategy function and driven significant international growth. He has formed robust partnerships with governmental agencies, medical device companies, pharmaceutical firms, and other key industry stakeholders. In KSA, Moh's strategic leadership has led to substantial advancements in digital health solutions. He has effectively negotiated key agreements, such as Memorandums of Understanding with the Saudi Ministry of Health, LEAN Business Services in KSA spearheading major projects that enhance healthcare accessibility and efficiency. His standout achievements include establishing Open Medical partnerships with the Tamer Group, recruiting international talent, and implementing projects with the clusters and key hospitals and medical cities in KSA.

Transforming global healthcare is a passion deeply cherished by Moh Thudor. His contributions are strategically designed to navigate complex market dynamics and spearhead initiatives that not only bolster the sustainability of healthcare systems but also focus on enhancing patient outcomes and reducing costs through value-based care models. His strategic and innovative efforts are dedicated to advancing healthcare systems and practices globally, ensuring a lasting impact worldwide.

**Julie Teperow, Special Counsel, Dubai, Partner, Covington & Burling LLP**



Julie Teperow advises multinational clients on complex local and international regulatory, public policy, and corporate matters. She advises across a broad range of sectors, including life sciences, technology and consumer products. She has particular experience with regional cross-border compliance issues, helping clients navigate regulatory frameworks and the practical issues arising when doing business in the Middle East and North Africa region. Julie also has experience with government affairs in the GCC – advising companies on commercial, trade and market access. She has expertise in advising companies on entering and dealing with issues particular to emerging markets.

**Professor Sam Shah, Chief Medical Officer, The Ivory Clinic**



Professor Sam Shah works in digital health across the College of Medicine and Dentistry with Ulster University and is visiting faculty at UCL and UCLan. Sam works clinically in primary care and is an NHS Consultant at Royal Wolverhampton NHS Trust. Sam was previously Chief Medical Strategy Officer for online healthcare provider Numan. He works with a number of organisations in HealthTech, supporting development of ecosystem. He has a particular interest in HealthTech regulation, public health and behaviour change.



## Rami Rajab, Chair, Mecomed Medical Technology Association



Rami Rajab is the Chief Executive Officer of Mecomed, the premier trade association for the Medical Devices, Diagnostics, and Imaging industries in the Middle East and Africa. With 37 years of diverse experience, Rami is a respected healthcare expert known for his leadership in commercial strategy, organizational change, and industry engagement. His career has spanned various continents, including Europe, Latin America, Asia, and China, reflecting his global perspective.

Beyond his role at Mecomed, Rami actively participates in regional and international trade associations, contributing to multiple focus groups. He has excelled in roles ranging from Sales & Marketing to Market Access and ESG, demonstrating his versatility and commitment to driving positive change in healthcare. He is also a member of an accelerator, helping promising digital-health-oriented projects supercharge their innovation and advance their business strategies.

Rami's notable achievements include his instrumental role in the merger of Cyberonics and Sorin Group, which led to the formation of LivaNova. His insights into market dynamics are informed by extensive interactions with stakeholders across the healthcare ecosystem, including government officials, medical associations, and global healthcare bodies.

Passionate about improving patient outcomes and fostering healthcare innovation, Rami is dedicated to collaborative efforts addressing health policy, ethics, compliance, sustainability, and reimbursement. His multifaceted expertise and unwavering commitment to advancing healthcare make him a respected leader in the industry.