



Contact: Janna Shortt

Location: DIT Israel
The British Embassy,
192 Hayarkon Street,
Tel Aviv 6340502

Tel. no: +972 3 7251223

Mob. no: +972 52 6664844

Email: janna.shortt@fco.gov.uk

Bio

In my role as Senior Trade Advisor at the British Embassy I am involved in all aspects and sectors of trade activity, with a special focus on healthcare and medical equipment. I assist UK companies wishing to export to Israel by researching the market and introducing them to potential distributors. I have worked at the Embassy since 1998 and have lived in Israel for 30 years.

General Market Overview

The Israeli healthcare system is highly developed, relying heavily on imported medical equipment. Israel offers universal healthcare coverage to all citizens, provided by competing HMOs, which spend approx £0.75 billion a year on medical equipment. Healthcare spending has risen to 7.6% of Israel's GDP and per capita spending on health is approximately £2,000 per annum. The healthcare market is heavily regulated. Every medical device must be registered with the Ministry of Health and UK suppliers need a local distributor to handle registration and market their products to the HMOs and hospitals.

UK companies have an excellent reputation in Israel and local importers are keen to meet with them.

Opportunities in the Market:

Diagnostics, equipment for hospitals/clinics in the fields of gynaecology, urology, gastro & bariatric, woundcare, cardiology and ophthalmology. Also OTC products such as rapid home testing diagnostic kits.

The Israeli market is particularly welcoming to innovative and sophisticated technologies.