

Conducting Clinical Studies

in the MENA Region

for a Strategic Advantage



**Interview with: Dr Alaa Assem,
Chief Executive Officer, Clinart
MENA**

Meeting patient recruitment and enrolment targets is the number one problem in **clinical research** globally, Dr Alaa Assem, Chief Executive Officer of **Clinart MENA** points out. To speed up **drug development**, pharmaceutical companies should consider what the Middle East and North Africa (MENA) can offer - access to large patient pools, as well as local and international expertise. Getting a head start in the MENA markets, with a population of over 300 million and counting, could also prove to be a strategic advantage.

From a contract research organisation (CRO) at the upcoming **marcus evans Evolution Summit 2012** Dr Assem discusses the case for conducting **clinical trials** in the MENA region.

Why do you consider the MENA region as the next destination for clinical trials?

With the right awareness and education, we believe that the region can become

the next destination for clinical trials in emerging markets, for pharmaceutical companies that want to accelerate drug development.

Meeting patient recruitment and enrolment targets is the number one problem in clinical research globally, which is slowing down drug development. MENA has a predominantly young population compared to an ageing population in the West. It is one of the fastest growing regions in the world, and expected to grow in double digits in the next few years. It stretches from Iran to North Africa, offering a wide range of patients and specific disease areas.

How could conducting clinical research in the region be a strategic advantage?

Certain diseases, such as diabetes and its associated disorders, are more prevalent here. Conducting research in the area would give a company access to its market and patient group, and expertise in the therapeutic field. Going to the Middle East is not simply about cost efficiency. It is about being the first to gain access to the target patient population.

It is also important to note that the expertise in the Middle East is quite sophisticated and up to the Western standard. Many of the physicians here have trained in major centres in Europe and the US, which translates to international as well as local expertise. This cannot be found in other parts of the world.

It is about being the first to gain access to the target patient population

Why do Western companies tend not to consider the CRO capabilities the region offers?

There is a lack of awareness of what the region can offer. People see the region as one when in fact it is diverse, with many countries at different stages of development. News on the political situation here concerns many, but it often does not reflect reality.

The CRO industry in the region is relatively young. Does this work in your favour?

We believe it does, as it allows us to grow the industry and learn from other emerging markets that started before us. We have an advantage, because this region is young and evolving. There is a lot of room for us to grow and for others to come into the market. We are very optimistic.

The **Pharma Network** – **marcus evans Summits** group delivers peer-to-peer information on strategic matters, professional trends and breakthrough innovations.



Please note that the Summit is a closed business event and the number of participants strictly limited.

About the Evolution Summit 2012

Offering much more than any conference, seminar or trade show, this exclusive meeting will bring together esteemed industry thought leaders and solution providers to a highly focused and interactive networking event. The Summit includes presentations on achieving quality and compliance, integrating HEOR and the migration of clinical trials to emerging markets.

www.evolution-summit.com

Contact

Sarin Kouyoumdjian-Gurunlian, Press Manager, **marcus evans**, Summits Division

Tel: + 357 22 849 313
Email: press@marcusevanscy.com

For more information please send an email to info@marcusevanscy.com

All rights reserved. The above content may be republished or reproduced. Kindly inform us by sending an email to press@marcusevanscy.com

About Clinart MENA

Clinart MENA is a full service contract research organization CRO headquartered in UAE, providing services across the MENA Region. Services provided are Clinical Operations, Project Management, Clinical Data Management, Medical Writing, Biostatistics, Training, Regulatory Services and Safety reporting. Clinart is ISO 9001:2008 certified and Oracle Gold Partner capable of providing validated and audited clinical research data management services (OC/RDC).

www.clinart.net

About **marcus evans** Summits

marcus evans Summits are high level business forums for the world's leading decision-makers to meet, learn and discuss strategies and solutions. Held at exclusive locations around the world, these events provide attendees with a unique opportunity to individually tailor their schedules of keynote presentations, think tanks, seminars and one-to-one business meetings.

For more information, please visit: www.marcusevans.com

Upcoming Events

Discovery Summit (Europe) - www.discovery-summit.com

Discovery Summit (North America) - www.thediscoverysummit.com

Evolution Asia Summit - www.evolutionasia-summit.com

Evolution Summit (North America) - www.evolutionsummit.com.com

To view the web version of this interview, please click here: www.evolution-summit.com/AlaaAssem