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# Dubai to increase share in global medical tourism market

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**To foster and support innovation and future foresight across all healthcare fields**




Dubai Health Authority (DHA) and the Dubai Department of Economy and Tourism (DET) have embarked on an exceptional new phase to increase Dubai's share in the global medical tourism market.

This effort aims to cement Dubai's position as the preferred and most distinguished destination for healthcare, quality of life, and overall happiness.

The two entities reinforced their partnership to achieve this strategic goal by recently signing a Memorandum of Understanding (MoU). Helal Saeed Almarri, Director General of Dubai Department of Economy and Tourism (*left in the image*), and Awadh Seghayer Al Ketbi, Director General of the Dubai Health Authority (*right in the image*), signed the MoU in the presence of several officials and experts from both sides.

The MoU's objectives and areas of cooperation are based on the Dubai Health Authority's focus on achieving competitiveness, operational efficiency, and transparency, while ensuring the quality of healthcare services and products in accordance with approved policies and the highest global standards.

It also aims to foster and support innovation and future foresight across all healthcare fields. Additionally, it aligns with the goals of the Dubai Economic Agenda, D33 to further consolidate Dubai's position as a leading global destination for business and leisure. This includes making the city the best place in the world to visit, live and work in, while enhancing its competitiveness in global economic and tourism indices and reinforcing the emirate's stability and role as a global hub for economy, trade, tourism, logistics, and investment.