

Natural Healthcare in the United States Emirates

Growing support and interest in natural medicines in the UAE has resulted in what is claimed to be a 'booming market' in that area with particular interest in dietary supplements and functional foods. Both the Jordanian Health Minister and the King of Dubai have given their very strong support to Natural Healthcare as evidenced by the establishment of a \$1.8 billion Healthcare City in Dubai, and a training centre for Homoeopathy, the Zayed Complex for Herbal Research and Traditional and an Office of CAM for training and registration of practitioners (more information below).

The organisers of the Natural Products Trade Show have claimed that "*the first people into this booming market will make it*". This makes the UAE a very attractive export target for high quality Australian product including research and education.

Herbal and Traditional Medicine in the United Arab Emirates

The establishment of the Zayed Complex for Herbal Research and Traditional Medicine by the order of His Highness Sheikh Zayed Bin Sultan Al Nahyan has been an important mile stone in promotion of scientific research on medicinal herbs in the UAE and integration of Traditional Medicine treatment protocols for chronic ailments.

There has also been an increased demand for other Natural and Alternative therapies in the UAE following such trends in Europe and North America. Several studies published in reputable medical journals have shown that alternative therapies are being sought in an increasing demand for chronic conditions including back problems, allergic conditions, anxiety, and headaches.

The UAE Ministry of Health requires all TCAM physicians and practitioners to comply with professional, ethical and practice standards, and act as responsible agents for their patients.

Dubai Healthcare City

The Government of Dubai is developing a \$1.8billion Dubai Healthcare City (DHCC) with the goal of creating a regional center of excellence for medical services, medical education, and life science research and development in the Middle East, incorporating natural spas, health resorts and a center integrating eastern medicines and alternative health programmes."

Dubai Healthcare City (DHCC) represents an opportunity to leverage Dubai's successful growth and development along with the region's professional capital—and the experience of its partners in medical education, health care systems development, and strategic planning—to create a location of choice for high-quality and innovative health care management, education, and research, enriched by international health care providers yet unhindered by legacy systems and practices.

DHCC has invited internationally respected institutions in health care delivery, education, services, and research and development to co-locate on the site to take advantage of the synergies brought about by physical proximity, interconnectivity, and professional collaboration. Medical centers in Great Britain , Germany , and the United States have expressed interest in participating in DHCC, with particular interest directed to the academic medical center component.



Harvard Medical International (HMI), the international division of Harvard Medical School, is DHCC's key strategic collaborator, and is leveraging its experience gained by working with partners around the world to help develop the infrastructure for both high-quality health care delivery and medical education at DHCC.

Research

Recognising the popularity and the need for safe delivery of herbal medicine and other related complementary therapies, the President of the UAE has directed to set up this unique centre. The Complex aims to carry out research in herbal materials and traditional medicine in order to develop quality, efficacy, and safety (QES) awareness of medicinal products from plant sources used in the UAE and related traditional medical treatment for patients, with a standard comparable to orthodox medicinal remedies.

Objectives:

- To establish an infrastructure and appropriate approach for research and development in herbal products and to promote quality and evidence-based traditional medicine in patient care.
- Establish links between orthodox medicine and traditional medicine,
- Develop an Herbal Pharmacopoeia with monographic details on medicinal plants in the UAE,
- Set up quality assurance procedures for screening local crude and imported herbs and herbal medicinal products,
- Research into the compatibility and interactions of herbal products and orthodox drugs,
- Establish links with international herbal manufacturers for big scale herbal products
- Establish the Complex as an International Centre for herbal research and traditional medicine

Regulations

Registration is required for any herbal product in “finished pharmaceutical form” that makes a “Therapeutic Claim” such as for treatment, prevention or diagnosis of disease or contains ingredients from plant origin of known pharmacological & thus therapeutic effect.