

Vannin Healthcare Announces Expansion into the Middle East Where the Region is Entering a \$320 Billion Healthcare Surge

UK's Vannin Healthcare brings turnkey expertise & Greencube platform to Middle East's \$320B healthcare market expansion

LONDON, UNITED KINGDOM, May 7, 2025 /EINPresswire.com/ -- [Vannin Healthcare](#), headquartered in the United Kingdom specialising in turnkey hospital and digital health projects, today unveiled an ambitious programme to expand across the Middle East. Acting as master integrator, Vannin Healthcare will bundle leading UK and European technology, clinical expertise and infrastructure finance into single-contract solutions for both public and private sectors, while introducing its proprietary Greencube software.

The strategic move by Vannin Healthcare signals a significant commitment to a region experiencing unprecedented growth and transformation in its healthcare landscape. The company's UK origins provide a strong foundation of quality, innovation, and stringent regulatory adherence, attributes highly valued in the rapidly developing Middle Eastern market. The "master integrator" model is particularly pertinent in this context. Historically, large-scale healthcare projects in the Middle East might involve multiple disparate contractors and suppliers, leading to complexities in project management, potential delays, and challenges in ensuring seamless integration of various systems and technologies. Vannin Healthcare's approach aims to directly address these pain points by offering a unified point of accountability. The introduction of its proprietary Greencube software is anticipated to be a critical enabler in this integrated model. Greencube will provide the digital backbone for healthcare projects entered into.

Independent analysts value the MENA healthcare-services market at US\$241 billion in 2024 and is expected to exceed US\$400 billion by 2032, a compound growth of roughly 7 percent a year. Due to population expansion, a rising chronic-disease burden, and far-reaching health-sector reforms the market is on course to top US\$320 billion by 2030.

The drivers behind this growth are multifaceted. "Population expansion" in the MENA region is not just about an increase in numbers but also evolving demographics. Several Gulf Cooperation Council (GCC) countries, for example, have youthful populations that will require different healthcare services over their lifetimes, alongside significant expatriate communities with their own diverse health needs. The "rising chronic-disease burden" is a global phenomenon with

particular resonance in the Middle East. Conditions such as diabetes, cardiovascular diseases, hypertension, and certain cancers are increasingly prevalent, often linked to lifestyle changes, dietary habits, and an aging population segment. Managing these chronic conditions requires sophisticated diagnostic tools, specialized treatment centres, long-term care facilities, and a focus on preventative healthcare all areas where Vannin's integrated solutions could offer substantial value. Furthermore, "far-reaching health-sector reforms" are a key catalyst. Governments across the MENA region are actively seeking to diversify their economies, enhance the quality and accessibility of healthcare for their citizens, and encourage private sector participation. These reforms often include new regulatory frameworks, mandatory health insurance schemes, and significant public investment in healthcare infrastructure, creating a fertile ground for companies like Vannin Healthcare that can deliver comprehensive, high-quality solutions.

Vannin Healthcare's turnkey model assembles feasibility, financing, design, construction, equipment, digital enablement and post-handover operations into one accountable package. By serving as "general-contractor-plus-integrator," the firm shortens delivery timelines, eliminates interface risk and ensures that sophisticated solutions comply with local regulatory, cultural and climatic requirements.

Feasibility: This initial stage involves rigorous market analysis, site assessments, needs evaluation, and financial viability studies. It ensures that any proposed project is not only clinically sound but also economically sustainable and strategically aligned with the region's healthcare goals.

Financing: Access to, or facilitation of, infrastructure finance is crucial. Vannin's role here will involve structuring investment, bringing in financial partners, or developing models that are attractive to both public and private sector clients.

Design: This encompasses architectural and engineering design tailored to create state-of-the-art medical facilities. It goes beyond aesthetics to include patient flow optimisation, infection control, integration of advanced medical technology, and adherence to international and local building codes.

Construction: Managing the physical build of the hospital or clinic, ensuring quality, adherence to timelines, and budget control.

Equipment: Sourcing, procuring, installing, and commissioning the vast array of medical equipment needed, from basic diagnostic tools to complex imaging systems and surgical suites.

Post-handover Operations: This is a critical differentiator, extending Vannin's involvement beyond construction. Staff training, clinical pathway development, and ongoing technical support to ensure the facility operates optimally from day one and continues to deliver high-

quality care.

Under the expansion programme, Vannin Healthcare will open a regional headquarters in Dubai to anchor on-the-ground execution.

“The GCC is right now the fastest-moving healthcare market that we want to be a part of,” said Oliver van Veen, Chief Executive Officer of Vannin Healthcare. “Ministries and private operators want plug-and-play, future-proof facilities that can open in a short period, not decades. Our integrator model reinforced by our Greencube platform gives them a single, trusted counter-party to make that vision real.”

Dubai has established itself as a major business hub for the Middle East, offering excellent infrastructure, connectivity, a pro-business environment, and access to talent. This regional HQ will be crucial for "on-the-ground execution," allowing Vannin to build local relationships, understand nuances of the market firsthand, and manage projects more effectively.

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