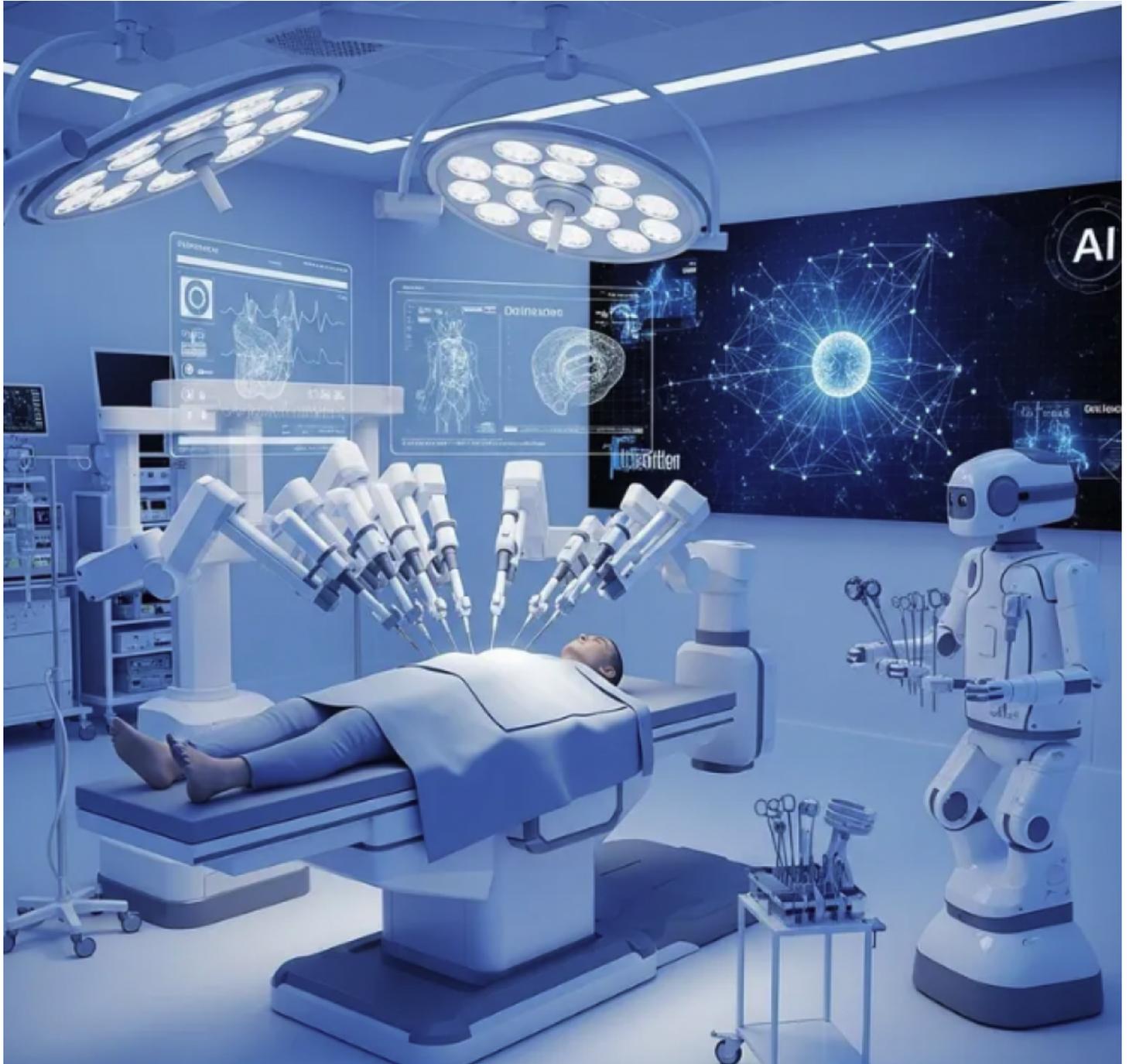


Global Health Innovation Platform 360Disruption Positions UAE as Gateway for International Healthcare Technologies

New commercialization model connects U.S. and European innovation pipelines with UAE industrial infrastructure and emerging markets



Dubai, United Arab Emirates Mar 18, 2026 (IssueWire.com) - 360Disruption FZE, a UAE-based health innovation commercialization platform founded by Dr. Anjo De Heus, today announced the advancement of its global model designed to bridge the gap between healthcare innovation and real-world deployment.

The platform connects U.S. diagnostics and biotech, European medtech innovation, and emerging startup ecosystems with the UAE's rapidly evolving healthcare industrial infrastructure—positioning the country as a central gateway for global health innovation entering the GCC and emerging markets.

Addressing the Global Health Innovation Gap

Despite significant advances in healthcare technologies worldwide, many innovations fail to reach scale due to fragmented commercialization pathways, regulatory complexity, and limited execution infrastructure.

“Global innovation exists—but access does not,” said Dr. Anjo De Heus, Founder of 360Disruption. “The challenge is not invention. The challenge is execution. We are building the missing layer that turns innovation into deployable healthcare solutions at scale.”

A UAE-Based Execution Engine

Unlike traditional advisory or consulting models, 360Disruption operates as a **commercialization and execution platform**, enabling:

- technology sourcing from U.S. and European innovation ecosystems
- regulatory bridge design and market entry structuring
- distribution partnerships across the UAE and GCC
- industrial localization and manufacturing strategies
- cross-border commercialization into Africa and emerging markets

This approach aligns closely with national initiatives such as [Make It in the Emirates](#), the UAE's industrial strategy, and in-country value (ICV) programs aimed at strengthening local capabilities and economic diversification.

Building Health Innovation Corridors

The platform focuses on developing structured **health innovation corridors**, connecting global technologies to regional deployment across key verticals:

- advanced diagnostics, including saliva-based and molecular testing
- AI-enabled preventive health platforms
- regenerative medicine and longevity solutions
- distributed healthcare technologies

By integrating innovation, industrialization, and market access, 360Disruption enables scalable healthcare ecosystems rather than standalone product introductions.

Strategic Partnerships Driving Growth

360Disruption's ecosystem includes partnerships with international and regional stakeholders across diagnostics, digital health, and distribution, creating a connected value chain from innovation to commercialization.

This integrated approach allows global health technology companies to enter the UAE market more efficiently while supporting expansion into the GCC and Africa.

Economic and Industrial Impact

The platform contributes to the UAE's vision of building sovereign healthcare capability by:

- enabling local manufacturing of diagnostics and medtech solutions
- creating high-value jobs in biotech, AI, and healthcare engineering
- supporting technology transfer from global innovation hubs
- strengthening the UAE's position as a healthcare export platform

"The UAE is uniquely positioned to lead this transformation," added Dr. De Heus. "It combines infrastructure, ambition, and strategic alignment. Our role is to convert global innovation into local capability and global impact."

A New Model for Global Health Deployment

360Disruption represents a shift from traditional healthcare innovation models toward **execution-driven platforms** that prioritize deployment, scalability, and system integration.

The company's vision is to become the fastest gateway for global health innovation entering the UAE and expanding into high-growth international markets.

About 360Disruption FZE

360Disruption FZE is a UAE-based global health innovation commercialization platform focused on connecting international healthcare technologies with UAE industrial infrastructure and emerging markets. The company specializes in technology sourcing, regulatory strategy, market entry structuring, and cross-border commercialization across the GCC, Africa, and beyond.



Media Contact

360Disruption FZE

*****@360disruption.com

Ste 452130 Al Barsha Rd 1, Dubai

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