

ISRAELI MARKET-ENTRY & DISTRIBUTION PARTNER

We don't simply
distribute products.
We build markets.

Nemora Medical Technologies helps international medtech manufacturers enter, establish and grow in Israel - from regulatory strategy and clinical adoption to procurement and sustainable commercial scale.

20+	Global	Hands-on	ISRAEL-WIDE
years in medtech	global manufacturer relationships	technology launch experience	hospital, KOL and procurement network

A focused route into Israeli healthcare

We work with selected international manufacturers whose solutions address meaningful unmet clinical needs. Our model combines local regulatory knowledge, trusted healthcare relationships and hands-on commercial execution - giving partners one clear route from opportunity to adoption.

ONE ACCOUNTABLE LOCAL PARTNER

REGULATORY	CLINICAL	COMMERCIAL	LONG-TERM GROWTH
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WHY ISRAEL

A compact market. Exceptional clinical leverage.

Israel combines sophisticated medicine, concentrated decision-making and a strong appetite for innovation. For the right technology, this creates a highly connected environment for clinical validation, reference-building and focused market entry.

10.2M	4	~180K	#1 OECD
people	national health funds	births each year	fertility rate

HOW WE WORK

A clear path from potential to purchase

01 2-4 WEEKS Market and portfolio assessment Clinical need, competition, pricing logic, reimbursement pathway and partner fit.	02 TYPICALLY 3-12 MONTHS AMAR registration and access strategy Local registration, documentation readiness, reimbursement planning and procurement mapping.
03 PRODUCT-SPECIFIC Clinical validation and advocacy KOL engagement, evaluations, training and evidence-building within priority institutions.	04 LAUNCH AND SCALE Procurement, launch and growth Tenders, purchasing pathways, commercial execution, service and long-term account development.

Timelines are indicative and depend on device classification, documentation readiness, clinical requirements and procurement cycles.

STRATEGIC FOCUS | WOMEN'S HEALTH

Women's health is not one category.

Nemora seeks differentiated technologies across the full continuum of women's care - within hospitals, clinics and the home.

Fertility & IVF Assisted reproduction, fertility pathways and laboratory workflows.	Obstetrics & Fetal Monitoring Pregnancy, labor, maternal safety and fetal assessment.
Urogynecology & Pelvic Health Incontinence, prolapse, pelvic-floor health and recovery.	Gynecology & Minimally Invasive Care Diagnosis, intervention and improved procedural outcomes.
Menopause & Healthy Aging Midlife symptoms, prevention and long-term wellbeing.	Diagnostics & Screening Earlier, smarter detection, including breast health.
Connected & Home Care Monitoring, recovery and self-care beyond the hospital.	Maternal & Postpartum Health Recovery, feeding, monitoring and the transition home.

FOUNDER

Dafna Ben Shitrit

Founder & Managing Director

With more than two decades in medical technology, Dafna brings senior experience across business development, marketing, sales strategy, market access and the introduction of new technologies into Israeli hospitals.

Her career includes Johnson & Johnson Cordis and senior commercial and business development roles at Duke Medical Solutions. She has worked across the full distributor lifecycle - from manufacturer strategy and AMAR registration to tenders, clinical education, hospital adoption and portfolio growth.

"Nemora is not a departure from my career - it is the company my career has prepared me to build."

LET'S BUILD THE ISRAELI MARKET

dafi@nemoramed.com
+972 52 604 5213
Herzliya, Israel
www.nemoramed.com

Sources for market indicators: Israel Central Bureau of Statistics (population, 2026); OECD Society at a Glance (fertility); published national healthcare-system data. IVF utilization claim is based on peer-reviewed international utilization comparisons. Figures are rounded for market overview purposes.