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Australian health tech firm Simplr Health International selected as partner in Sanur Special Economic Zone

SYDNEY/JAKARTA, 13 March 2024 – Australian health tech firm Simplr Health International has been selected as a partner in the Sanur Special Economic Zone, boosting its ambitions to enter Indonesia’s fast-growing medical tourism sector. The selection paves the way for Simplr Health International to progress its plans to establish a cutting-edge regenerative health clinic in Sanur, under a partnership between Simplr Health International, Indonesia’s SingMedic, and Japan’s Bioacell and Seta Clinic Group established last year.

The health clinic will target foreign tourists and offer ground-breaking technology in immuno-cell therapy, provided by Bioacell and Seta Clinic Group.

To help raise equity for the project and bring this new technology to Indonesia, Simplr Health International (a Simplr Group company) has tapped into a partnership with Katalis, an Indonesia-Australia government-backed business development program.

“Bali offers incredible opportunities for medical tourism, with paradise as the backdrop. It is great to be working with Katalis and our other partners to introduce this new technology into Indonesia, to improve health and quality of life,” said **Dean Kilby, President Director, PT Simplr Medika International**.

The Sanur Special Economic Zone, an area spanning 41.26 hectares in the southeast corner of Bali, is currently being developed as a medical tourism destination by the Government of Indonesia. The new clinic will help realise this goal, by targeting Australians who already know Bali as a conventional tourist destination and make up more than 20 per cent of Indonesia’s foreign visitors.

“This new Australian investment in Indonesia’s health tourism sector will enable world-class health services and establish Sanur as an international health tourism destination, transforming the local economy. We’re pleased to be a part of this innovative project from the ground up, and lay foundations for greater investment and opportunity in the future,” said **Paul Bartlett, Director, Katalis**.

The global regenerative medicine market is expected to grow significantly globally, while Bali remains a top destination of choice for Australians. By leveraging these two trends, the partnership will underpin substantial long-term investment and revenue potential in Sanur and create new jobs on the island, including for women.

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About Katalis

IA-CEPA ECP Katalis (Katalis) is a unique, five-year (2020-2025) government-backed business development program unlocking the vast potential of economic partnership between Australia and Indonesia. Katalis was established under the Indonesia-Australia Comprehensive Economic Partnership Agreement Economic Cooperation Program (IA-CEPA ECP). The program complements other Australian development programs with a commercially oriented, bilateral approach and places gender equality and social inclusion at the centre of everything we do.

About Simplr Health

Sydney-based Simplr Health was founded in 2014, offering a medically designed and developed weight loss protocol using four pillars: validated science for safe weight loss, personalised one-on-one coaching and support, dieter empowerment, and healthier lifestyle education to sustain results. Part of the Simplr Group, Simplr Health has interests in regenerative medicine and cell therapies including metabolic health and nutritional science, neurological and movement rehabilitation, and anti-aging and longevity science.

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