



Eden Vie – Eden Medical Resort



Presentation EDEN MEDICAL RESORT – DJERBA - TUNISIA

Issue:

The need for comprehensive care for seniors in Europe (France in particular) will increase to a very significant extent in the next 15 years.

*It is estimated that the number of **dependent** elderly people in France, Germany, Switzerland, Italy and Benelux will increase from 9.4 million (4% of the population) to 15.1 million (6%). This being validated at the press conference of the French Prime Minister on 07/10/21, the latter estimating that the number of EHPAD (Residential Establishment for Dependent Elderly People) should increase from 7,500 to date, in France alone, to 13,000!*

A real social and economic challenge due to the cost of accommodation, mainly linked to wages, and the current existing infrastructure in Europe, not to mention the problems raised in some large groups such as Orpéa in 2022.

But we have a global vision of the care of seniors that is not limited to those who are dependent but to the entire stratum of population. It represents, in number and for the aforementioned countries, 56.7 million people in 2022!

What is global support?

Simply health, accommodation, primary needs, socialization, family ties and aspiration, envy and desires for cultural and leisure offers.

Faced with this observation, our multidisciplinary team has been thinking for 13 months to find alternative and innovative solutions. Frédéric Dubouis, Doctor of Medicine, Master in Public Law, DEA in Political Science and DESS Business School IAE, is the promoter of this project (he has already realized similar equipment in Polynesia and France), associated with Mr. Riadh Mami, architect and civil engineer in Geneva (Switzerland), originally from Djerba, he is therefore in perfect knowledge of the relevance of the file. In addition, Mr. Riadh Mami has already designed, built, and operated a clinic in Geneva which has enabled him to build an important network in the Swiss medical field.

This observation is a challenge, a societal priority and a collective responsibility.

Solution:

Create a sector, a course, a unique reception network and having no equivalent to date.
This network includes a health part and a reception part itself.

* Regarding health, we have identified several points: cancerous diseases, hypertension, overweight, rheumatic pathologies, diabetes and neurodegenerative diseases represent the largest share of the morbidity of seniors. It is therefore necessary to create sectors that take care of all these pathologies globally.

This will be done through hyper-specialized structures in each field: Specialized oncology clinic and IHC network in Switzerland, international multipurpose clinic in Djerba (European and American accreditation), post-hospitalization convalescence center, functional rehabilitation center and balneotherapy center, center for the treatment of overweight and cardiovascular diseases, aesthetic center and postoperative reconstruction and rehabilitation center to practice sports activities, these structures being positioned in Djerba in Tunisia.

* Regarding the reception itself we set up specialized structures according to the state of health of the senior: EHPAD for dependent seniors, Residence Service Senior (RSS) for able-bodied seniors and hotel part for families and friends of residents. We set up a cultural and leisure sector open to all residents with an offer covering all desires and needs. This is fundamental because psychological well-being must be correlated with the care and health sector.

Location:

Apart from our oncology clinic in Geneva (Switzerland), the island of Djerba "Djerba la douce" was chosen for the establishment of Eden-Resort medical for the following reasons:

- international airport with daily connection with major European capitals between 2 and 3 hours of flight.
- climate, sunshine (340 days of sun/year), sea.
- security.
- medical equipment (6 clinics with all specialties) and interesting medical density (300 doctors)
- training and know-how in tourist and hospitality activities.
- low wage cost with a net monthly minimum wage of €160.
- French-speaking country (which is interesting given our target clientele).
- cost of acquisition of weak hotel units (500 € per m², equipped, in 5 * units) but currently rising sharply as the land pressure has been significant on Djerba for a year (+ 20%)

Mission:

Offer the **best** of the overall care of seniors. Create an international network to offer health care, hospitality in the broad sense, socialization and leisure to all seniors regardless of their state of health.

Vision:

Work by globalizing the care of seniors in the same multidisciplinary structure, very high-end by associating:

- renowned health professionals in their field (oncology, internal medicine, cardiovascular, neurology, rheumatology, medical and surgical aesthetics, etc.) with an extensive partnership between the Geneva clinic, the Djerbienne clinic and the Eden-Resort structures.

- high-end accommodation structures both in rooms (45 m² in nursing homes, convalescence and rehabilitation, 95 m² minimum in Senior Service Residence) and in catering (5 thematic restaurants including one specialized in adapted dietetics), and in balneotherapy with the largest Spa in Africa (10,000 m²) and a second medical balneotherapy center (5,000 m²).

- cultural, sports, intellectual and occupational therapy units (more than 40 different workshops) allowing each resident to "find a shoe to his foot" and thus keep, maintain an essential socialization as the current isolation of some seniors poses moral and even physical health problems.

- pooling of central services (DG, CFO, HR, Development and Business, Security, IT and Technical) creating a synergy specific to the success of this implementation with common vision and management by centralized governance and teams (400 professionals) valued and able to give the best in their involvement.

Strengths and weaknesses:

A **SWOT** analysis of this project can be summarized as follows:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ☺ <i>The project will be the first center in Europe and the Maghreb, offering global services, combining different reception and care institutions, general or specialized, for the reception of seniors.</i> ☺ <i>Customer target of 56 million people in France, Switzerland, Germany, Italy and Benelux for a capacity in 100% TO of 398 senior residents or a penetration of 0.000007%!</i> ☺ <i>The project will be set up in strategic partnership with several major French economic operators, leaders in their field</i> ☺ <i>The promoter has a wide network of knowledge of the medical accommodation sector.</i> ☺ <i>Strategic implementation of the project.</i> ☺ <i>Products offered exclusively at the top of the range.</i> ☺ <i>Project upgraded to European and Swiss standards and offering high-end equipment and infrastructure.</i> ☺ <i>Very interesting profitability.</i> ☺ <i>Highly developed medical and paramedical infrastructure and competence in the region where the project is located.</i> 	<ul style="list-style-type: none"> ☹☹ <i>Need to carry out the operation quickly so as not to have to renegotiate, with a significant increase, the purchase price of the two hotel units.</i> ☹
THREATS	OPPORTUNITIES
<ul style="list-style-type: none"> ☹ <i>Economic and political situation of the country.</i> ☹ <i>Significant level of investment</i> 	<ul style="list-style-type: none"> ☺ <i>and an increase in longevity, not to mention a constantly increasing monthly rate.</i> ☺ <i>Tunisian taxation very favorable to the installation of retirees.</i> ☺ <i>Tunisian standard of living favourable to the installation of pensioners.</i> ☺ <i>Attractive climate for retirees to settle in Tunisia, especially on Djerba.</i> ☺ <i>Very interesting coverage of loans to be taken out by mortgages (due to the relatively low cost of the real estate purchase compared to its value in 08/2022) of first rank and pledge of the goodwill and shares of the company.</i> ☺ <i>The devaluation of the national currency is likely to increase the purchasing power of pensioners living in Tunisia.</i> ☺ <i>Exclusive partnership with the new Marina International clinic in Djerba. Twinned with a Swiss clinic.</i> ☺ <i>Saturation of EPHADs in Europe combined with a continuous aging of the population</i> ☺ <i>Perfectly signposted care network with Swiss clinic in Geneva.</i> ☺ <i>Tax incentives validated by the TIA and offering significant investment subsidies (maximum € 10 million) and a tax exemption for 10 years, not to mention an exemption from social security contributions for 3 years</i>