



You can't stop the waves...but you can learn to surf !



PGEA Ltd.

FD-First Floor

Incubator Building

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Strategic Positioning

Company Name: PGEA Ltd

Industries:

- Innovation & Artificial Intelligence Research & Consultancies
- Management Consultancy
- Health Education Services

Founder & CEO: Philippe Gerwill – International Keynote Speaker, AI & Healthcare Futurist, Top AI Voice on LinkedIn

"Navigating Innovation with Purpose: At the Crossroads of AI, Healthcare, and Humanity."

About PGEA Ltd

PGEA Ltd is a boutique consultancy firm driven by my expertise and vision, Philippe Gerwill. As a one-man operation, I leverage a robust global network to deliver high-impact solutions and insights. My approach combines personalized service with the collective strength of my professional connections, ensuring that clients receive tailored, innovative, and effective strategies.

Target Audience for PGEA Ltd

PGEA Ltd serves a diverse and strategic audience, including key stakeholders in healthcare, government, academia, and technology sectors.

Speaker and Influence Activities

Target Audience	Specific Stakeholders	Why Target Them
Global Conference Organizers	Informa, Talahuf, ADGHW, HLTH, HIMSS, MedTech World, FIP	Boosts PGEA's brand visibility and shapes international discussions.
Corporate & Government Event Hosts	Ministries, Sovereign Wealth Funds, Public-Private Partnerships	Governments and C-level forums seek credible voices to bridge innovation with policy and ethics.
Media & Thought Leadership Platforms	Podcasts, Forbes ME, Springer-Nature, Rotary Club, Dubai Capital Club, regional TV	Influences public discourse through articles, interviews, and global panels.
Innovation Clusters & Hubs	Masdar City, Hub71, Dubai Science Park, The Garage, NEOM	Provides early access to policymakers, funders, and pilot opportunities.
Accelerators & Innovation Ecosystems	Antler, Plug & Play, Afya Brazil, TKS (The Knowledge Society)	These platforms need expert advisors and global champions to mentor and scale ventures.

Education & Consultancy

Target Audience	Specific Stakeholders	Why Target Them
Healthcare Providers & Institutions	Public & private hospitals, healthcare groups, telehealth companies	Need guidance on integrating AI, digital twins, and metaverse solutions for operational efficiency and improved patient outcomes.
Government & Public Health Authorities	Ministries of Health, Smart City initiatives (e.g., DoH, DHA, SEHA)	Require expertise in digital transformation, AI governance, and health education strategies to align with Vision 2030 initiatives across GCC.
Life Sciences & Pharma Companies	Regional HQs of multinationals, regional R&D hubs, local manufacturers	Investing in AI for drug discovery, supply chain optimization, pharmacovigilance, and personalized medicine.
Universities & Education Providers	Health science colleges, medical universities, digital health academies	Increasing demand for advisory on AI-driven curricula, eLearning platforms, and interdisciplinary educational frameworks.
Startups & Scaleups in HealthTech / AI	Founders, incubators, accelerators	Early-stage ventures need expert mentorship, ethical AI frameworks, regulatory roadmaps, and global visibility.
Investors & Venture Capital Firms	Regional VCs, family offices, sovereign wealth funds	Seek reliable due diligence and market insights into scalable innovations in AI and health tech.
NGOs, Multilaterals & Policy Think Tanks	WHO, Gavi, OECD, regional think tanks	Shape future policies and benefit from a global, human-centered perspective on innovation.

Additional Services by PGEA Ltd

Service	Description	Monetization Model
Curated Introductions	High-value connections between stakeholders	Fee-based or success-based brokerage model
Solution Sourcing	Identifying credible partners to deliver AI, XR, education, or digital health solutions	Commissioned scouting, shortlisting & validation
Innovation Matchmaking	Hosting invitation-only networking events	Sponsored events, paid access or partnership retainer
Embedded Advisory & Deal Support	Acting as a trusted advisor in partnership formation, MoUs, pilots, or joint ventures	Monthly retainer or deal facilitation percentage
Global Network Access-as-a-Service	Customized support for health systems, ministries or VCs needing market entry, visibility or partnerships	High-touch consulting offer with exclusive access terms

Strategic Consulting Focus

PGEA Ltd focuses on three main areas: **AI & Innovation, Management Consultancy, and Health Education**, offering practical and in-demand services in the MENA region and beyond.

A. Innovation & AI Research & Consultancy

Key Offerings:

- AI maturity assessments and strategy design for healthcare institutions
- Digital Twin and Metaverse health applications
- Generative AI use-case roadmaps
- AI governance frameworks
- Ethical foresight and human-centric AI workshops

Relevance in MENA:

- GCC governments are investing heavily in AI infrastructure.
- Health sector reforms are focusing on predictive and preventive care.

Global Relevance:

- As AI continues to transform industries worldwide, my expertise positions PGEA Ltd to support international clients in adopting cutting-edge technologies and ethical AI practices.

B. Management Consultancy

Key Offerings:

- Strategic transformation for healthcare organizations
- Cross-sector partnership building
- Health innovation ecosystem mapping and policy advisory
- Organizational development for AI-driven change
- Support for international expansion of MENA startups

Relevance in MENA:

- Many organizations struggle with implementation.
- There is a gap between ambition and operationalization in smart health systems.

Global Relevance:

- My management consultancy services are crucial for global organizations looking to navigate complex markets and implement innovative solutions effectively.

C. Health Education Services

Key Offerings:

- Curriculum co-development on AI in healthcare, longevity, digital ethics
- Faculty advisory and guest lecturing at universities
- Executive education for senior healthcare professionals
- Upskilling programs for public health workers
- Mentorship programs for students and young innovators

Relevance in MENA:

- The region is building the next generation of healthcare leaders.
- Many institutions seek international perspectives and interdisciplinary pedagogy.

Global Relevance:

- With the increasing demand for skilled healthcare professionals worldwide, my educational services help institutions globally to develop comprehensive and forward-thinking educational programs.

Value Proposition Recap

Differentiator	Strategic Value
Global Thought Leader with Local Insight	Shapes the agenda across continents.
Trusted Innovation Connector	Opens doors and turns ideas into action.
International Stage Presence	Leads trends from top-tier platforms.
Relationship-Driven Execution	Provides access to the right people to make strategies happen.
Amplification through Influence	Offers unique visibility for selected initiatives.

Global Synergies

PGEA Ltd's positioning connects MENA with:

- **Europe** (Swiss/German/French/British healthcare systems, pharma hubs)
- **Asia** (China's metaverse hospitals, India's Health Stack)
- **Africa** (Digital health scalability in Kenya, Rwanda, and South Africa)
- **Americas** (Involvement with Afya in Brazil and related educational initiatives)

This global perspective allows for best practice transfer, benchmarking, and collaborative innovation matchmaking.

Final Thoughts

PGEA Ltd serves as a trusted guide for stakeholders navigating the complex intersection of innovation and regulation, AI and human-centricity, and education and execution. This approach is particularly valuable for ministries, universities, and innovation hubs. As a one-man show with a strong network, I am committed to delivering personalized, high-impact solutions that drive success and innovation.