

The magic of Malo

A Portuguese company says it is going to open the world's largest medical spa in Macau later this year to head its expansion into South East Asia. With an investment of US\$70 million, it has a big job on its hands

by Sandra Gomes

THE global financial crisis does not appear to have affected the Malo Group. The Portuguese "oral rehabilitation" company has its Macau unit under construction at the Venetian.

It says it wants to open clinics or spas in among other places, Brazil, China, United States, Italy, Israel, Japan, Morocco, Portugal and São Tomé e Príncipe. Company Chief Executive Officer and president Paulo Maló, president and CEO of the Malo Group says they hope to open four more clinics in Africa, U.S.A and Europe in the next two years.

Big is beautiful

"Our philosophy is always to open the largest clinics wherever we install them, combining the health welfare and creating better conditions for life," stated Paulo Maló after he visited the site of the spa on the fifth floor of the Venetian resort with venture partner José Peres de Sousa, CEO of Pacific Health Care Limited and an administrator from the Malo Group.

The 15,000 square-metre Macau spa takes up more than a third of the gaming area of the Venetian casino.

Malo says his concept is unique because his operations combine spas with surgery rooms and swimming pools with hospitals. Normally, he says, people who want a health check-up are healthy and don't want to be coupled up with patients.

Through partnerships with smaller

clinics, but without the MALO brand in neon lights, the group has tested the market in Hong Kong where they have a partnership in dentistry with Dr Kenny Lau, Dr Dominic Chan Siu and Dr Andy WP Chan.

When it opens in March, the Macau facility's first patients will be from the Hong Kong clinic.

Malo wants to recoup the US\$70 million investment in seven years and he believes there is enormous customer potential because the region lacks quality medical services. He expects about a thousand customers a day either for a health check-up or surgery.

However, Maló is concerned about the economic slowdown and the direct effects it has had on the Cotai Strip. He's also worried about the mainland's visa policies.

World success

"We are world leaders in oral rehabilitation, and within two years we expect to be the global market leader in the areas of medical spas as well as in health check-ups, anti-aging, dermocosmetics and oral surgery," says Maló. "Only through hard work, quality and, above all, innovation, is it possible to reach mega-success", he adds.

Macau patients will find all types of operations on offer, performed by local professionals, but also from Brazil and Europe and, in addition to the medical spa concept, Macau can also integrate





PHOTO: OPTONUNO CALÇADA BASTOS

Beginning and ends

FOUNDED in 1995 by Paulo Maló, the company began by providing services in the field of dentistry. The main objective was to find a solution for total oral rehabilitation, that is, “for those who have no teeth and need to put fixed teeth or to those who need to restore all teeth”.

Typically, people who have no teeth do not have sufficient bone in the jaw to allow setting, this requires a bone transplant,” says Maló.

Maló discovered innovative techniques that placed him at number one: All-on-4 and the Malo Clinic Bridge, to total edentulous, with limited duration, removing the need for bone transplants.

The technique took 15 years to perfect and has been applied since 2000.

“We reduced the duration of surgery to a period between 30 minutes to two hours, with local anesthesia. The cost to the customer fell almost by half, which means a reduction from 5,000 to 10,000 euros and a success rate of almost 100 percent. More importantly, bone transplants are no longer needed. Even those who have less bone can make the total oral rehabilitation successfully,” says Maló.

Since the clinic was first established in Lisbon it has grown each year: “For example, last year we increased our revenue by around 45 percent and, with the opening of new clinics, we can grow up to 200 percent. The receipts last year for the dental clinic in Lisbon alone were 20 million euros, of 70 million euros of total revenue of the Malo Group,” he says.

The numbers for 2008 have not yet been released, but Malo predicts revenue will be around 85 million euros.

“When we have a large number of customers in a specific country, we realise that it’s time to open a clinic there. Expanding the business becomes relatively easy, because we have a unique technology, without competitors,” he says.

The model is going to be multiplying like clones in the world capitals, but with some adjustments to the places where they are installed, particularly the type of services.

“Here, for example, we are the largest medical spa in the world, but in Europe and in the U.S.A we are very strong at medical welfare and dentistry. Some clinics have also ophthalmology and urology, but not every where. Basically, we try to meet regional needs”, he concludes.

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The face of success

Paulo Maló is 47 and was born in Angola. Despite spending much of his time in Lisbon, at the headquarters of the Malo Clinic, he also travels a lot as a result of the international nature of his business. He founded his own company in 1995 and has developed several products related to implant dentistry which he says revolutionised the dentistry market. He developed the Malo Clinic Bridge and was pioneer of Immediate Function Single Teeth and small bridges.

Malo by the numbers

MACAU

Total investment - 70 million USD (MOP5.6 billion)
Area - 49,000 square feet (15,000 m2)
Targetting - 1,000 appointments per day
Total staff - 400
Opening - first phase early May 2009 for the spa, second phase June/July 2009 for the clinic

LISBON - phase 2 (began in 2006)

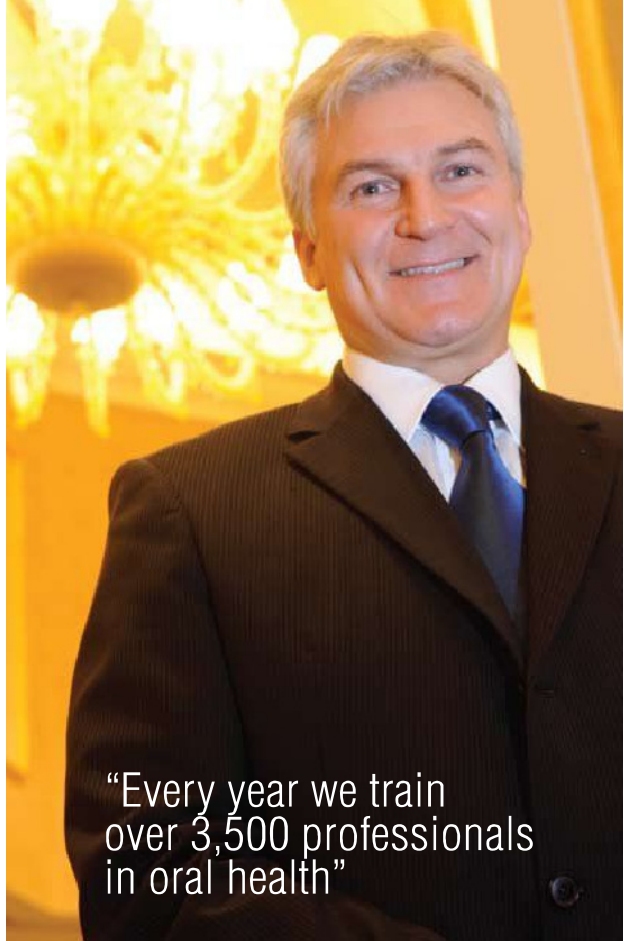
Total investment - 20 million USD (MOP 1.6 billion)
Area - 196,000,000 square feet (60,000 m2) - 11 floors
25,000 appointments per month at the Malo Clinic Lisbon
30 thousand crowns done a year
10,000 implants done per year
Growth in 2007 = 45 percent

Malo Global

Revenue

2007	US\$70,000,000
2008 economic forecast	US\$85,000,000

The Malo Group is composed of 12 companies in the area of health, catering, consulting, design and communication, children's activities, livestock and wine. Since the foundation of the Malo Clinic Lisbon there have been years of growth.



“Every year we train over 3,500 professionals in oral health”

COUNTRY	TOTAL INVESTMENT (in euros)	JOBS CREATED 2009	AREA
BRAZIL			
Campinas	15.000.000	200	7.000m2
São Paulo	5.000.000	60	2.000m2
CHINA			
Macau	55.000.000 (70.000.000 USD)	400	15.000m2
USA			
New York	15.000.000	250	10.000m2
ITALY			
Milan	10.000.000	10.000m2	6.650m2
MARROCCO			
Casablanca	8.000.000		6.900m2
PORTUGAL			
Lisbon	16.000.000	500	60.000m2
Oporto	6.000.000	250	6.000m2
Luso	5.000.000	100	8.000m2
POLAND			
Warsaw	2.500.000	30	850m2



PHOTO: OPTION/NUOVO CALÇADA BASTOS



a catering service - Business Coffee- whose feasibility is still being studied.

Lisbon's Malo clinic is the largest medical spa in Europe, a model he aims to repeat here and elsewhere.

One of the newer companies in the Malo Group - Malo Clinic Cosmetics - is devel-

oping new top secret products in a laboratory in Brazil that could lead to a new range of cosmetic skin treatments.

The Malo Group is also involved in education through the Education Malo Clinic sharing the know-how and experience related to oral rehabilitation with professionals

around the world.

"Every year we train over 3,500 professionals in oral health in Lisbon. Not even the most reputable universities achieve this," says the CEO. In Macau, Malo Medical Spa has established a partnership with the Taipa Hospital to offer some Malo

Clinic treatments.

But the group goes beyond rehabilitation and oral implantology, branching into health management. All clinics have multimedia and film rooms, restaurants, and VIP rooms, providing an atmosphere of relaxation and well-being. 📺

