



**29 JAN - 1 FEB 2018**

Dubai International Convention  
and Exhibition Centre, Dubai, UAE

Where the healthcare world  
comes to do business

**POST SHOW REPORT 2017**

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# WE WOULD LIKE TO THANK ALL OUR 2017 SPONSORS & PARTNERS FOR THEIR CONTINUED SUPPORT

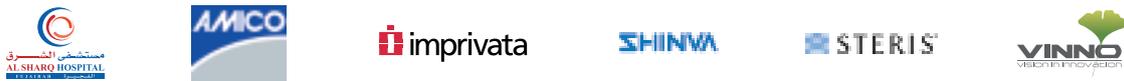
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## Dear healthcare and trade professional,

We were once again delighted to welcome all delegates, visitors, speakers, sponsors, and exhibitors to Arab Health in 2017.

We would like to take this opportunity to thank everyone involved in the show, particularly our supporters; the UAE Ministry of Health and Prevention, the Government of Dubai, Dubai Health Authority, Health Authority Abu Dhabi, Dubai Healthcare City and Jafza, without whom the show would not have been possible.

Arab Health 2017 hosted a total of 4,072 exhibitors across 23 halls achieving an increase of 5% on visitor numbers compared to the 2016 edition of the show (previously incorporating MEDLAB).

We are continuously looking to enhance the visitor and exhibitor experience at Arab Health by showcasing new technologies and innovations, and 2017 saw the launch of the Hands-on-Training Area. Hands-on-Training modules were delivered on the exhibition floor with a number of unique programmes allowing participants to train on the advanced techniques with the latest state-of-the-art equipment across different modalities.

2018 will see the introduction of the Personal Healthcare Technology Zone, whereby exhibitors will be able to display the latest in "Smart" Healthcare Technology, that connects patients to physicians and hospitals/clinics. This technology is key to disease management and prevention, and the exhibition area will be linked to our Congress.

The Arab Health Congress featured 14 conferences, offering unmatched Continuing Medical Education (CME) opportunities to professionals from all healthcare disciplines and was attended by 5,741 delegates.

This 2017 Post Show Report demonstrates how the show is continuing to grow and outlines the strategies that we use to deliver the event. If you are already involved with Arab Health as an exhibitor, visitor or delegate, we would like to thank you for your continued support in making the show such a great success.

We look forward to welcoming you to Dubai next year. **Save the dates: 29 January – 1 February 2018.**

Kind regards,

Ross Williams  
Exhibition Director - Arab Health

## SHOW SUMMARY

**63,513m<sup>2</sup>**  
EXHIBITION  
FLOOR SPACE

**4,072**  
NUMBER OF  
EXHIBITORS

**40**  
COUNTRY  
PAVILIONS

**68**  
EXHIBITING  
COUNTRIES

**96,925**  
NUMBER OF  
VISITORS

**5,741**  
NUMBER OF  
DELEGATES

**102,666**  
NUMBER OF TOTAL  
PARTICIPANTS



The 42<sup>nd</sup> edition of Arab Health Exhibition & Congress was officially inaugurated by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and the President of the Dubai Health Authority



# EXHIBITION SUMMARY



Arab Health was sold out months ahead of its 42<sup>nd</sup> edition, highlighting its strength as the region's leading exhibition in the healthcare industry.

90% of exhibitors rebooked their space for 2018, demonstrating the success of the show now and for years to come.

Don't lose out on your market share - Reserve your stand today.

Contact us at to reserve your space for 2018.

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**63,513m<sup>2</sup>**  
EXHIBITION FLOOR SPACE

**4,072**  
NUMBER OF EXHIBITORS

**40**  
COUNTRY PAVILIONS

**68**  
EXHIBITING COUNTRIES

## EXHIBITOR FEEDBACK

## EXHIBITOR BREAKDOWN BY REGION

**90%**  
WILL BE EXHIBITING AGAIN NEXT YEAR

**91%**  
MET THEIR OVERALL OBJECTIVES

**93%**  
RATED THE QUALITY OF VISITORS AS GOOD

**86%**  
GENERATED NEW ENQUIRIES FOR THEIR BUSINESS





# FACILITATING HEALTHCARE BUSINESS DEALS

37% of exhibitors said Arab Health generated between \$450,000 - \$1,000,000 of business



**Enterprise Florida** announced more than \$17.8 million in sales, **40% increase from 2016.**



**Dubai Health Authority (DHA)** signed a Memorandum of Understanding (MoU) with Philips to introduce a new app in 2017 to make Dubai completely heart-safe by preventing deaths due to cardiac attacks.



**Fleming Medical** signed a deal to supply medical devices in Oman for the next three years, worth **€1.1 million.**



**Kuwait's Ministry of Health and Ministry of Public Works** appointed SSH to provide a study and design for a new children's hospital on a design-award-construct basis.



**Siemens Healthineers** signed an agreement to supply the latest mammography systems and other equipment to Aga Khan University Hospital (AKUH), Pakistan.



**UAE Ministry of Health and Prevention (MOHAP)** signed a Memorandum of Understanding (MoU) with Swiss multinational pharmaceutical firm Hoffman-La Roche. With specialties in treating tumors, among others, the agreement aims to address the growing number of cancer cases in the UAE and reduce death rates by 25% by the end of 2021. This is part of the Ministry's efforts to find innovative cancer treatments and ensure that health services are on par with international best practices.

## COUNTRY PAVILIONS

A total of 40 dedicated country pavilions further enhanced the range of hospital medical equipment, devices and technology on display at Arab Health 2017.

- |             |           |           |             |          |         |              |              |
|-------------|-----------|-----------|-------------|----------|---------|--------------|--------------|
| Argentina   | Australia | Austria   | Belarus     | Belgium  | Brazil  | Canada       | China        |
| Czech       | Denmark   | Egypt     | Finland     | France   | Germany | Holland      | Hong Kong    |
| Hungary     | India     | Indonesia | Iran        | Ireland  | Italy   | Japan        | Latvia       |
| Malaysia    | Morocco   | Pakistan  | Poland      | Portugal | Russia  | Saudi Arabia | South Africa |
| South Korea | Spain     | Sweden    | Switzerland | Taiwan   | Turkey  | UK           | USA          |



### INTERVIEW

**Annie Condon**, Head of Marketing & Academy MEA, Draeger

"Arab Health show is a very important show for us. It is an opportunity for us to meet our sales channel partners and customers from across the MENA region. It is the largest show in the region and it enables us to have more intimate conversations while showing them our innovations."



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# VISITORS SUMMARY

As Arab Health continues to increase the number of exhibitors and develop new country pavilions, its international audience grows, receiving 96,925 visitors from 159 countries in 2017, bringing together a wealth of knowledge and experience from across the globe - establishing the event as the largest business platform in the region for the global healthcare community.

| AREA OF BUSINESS |                        |
|------------------|------------------------|
| <b>34%</b>       | Dealers & Distributors |
| <b>26%</b>       | Hospitals              |
| <b>18%</b>       | Government             |
| <b>13%</b>       | Manufacturers          |
| <b>9%</b>        | Other                  |



“ I look forward to Arab Health every year as it is an amazing opportunity for business and to meet like-minded people from across the globe.”

**Chris Simpson,**  
Lead International Trade Adviser,  
Department for International Trade,  
UK

“ Arab Health was great and immensely beneficial for the growth of my business.”

**Antony Kuria,** Director, JAEA Medical Supplies Limited,  
Kenya



“ Arab Health is a great opportunity for us as we get to meet with manufacturers who could not come to Iran.”

**Habib Rezaie**, Managing Director, Danoush Teb Co., Iran

**32%** of visitors conducted **\$250,000 - \$1,000,000** worth of business with exhibitors

**13%**  
MIDDLE EAST

**13%**  
ASIA

**57%**  
GCC

**1%**  
AUSTRALASIA

“ It is always great to visit and attend the Arab Health expo. There is good learning, new products showcased and the information available is very useful. The exhibition has grown year on year.”

**Dinesh Kapoor**,  
Director, Fortis  
Healthcare, India

“ Arab Health was a great experience. I got to learn about advancements in healthcare products and services. It helped me to network with both manufacturers and distributors.”

**Manoj Kumar**, Senior Supervisor – Materials Management,  
American Hospital Dubai, Dubai, UAE

“ Arab Health is great because it provides lots of different dealers to choose from. It is also an excellent time of the year to host it.”

**Dr. Gonzalo De Angulo**,  
General Practitioner,  
Smithton Medical  
Service, Australia



# DEALERS & DISTRIBUTORS

Coming in from across the globe to source the latest products and equipment, dealers & distributors made up 34% of Arab Health visitors. To speed up the process of connecting dealers and distributors with manufacturers, we provide The Dealers & Distributors Zone. This is a platform where dealers & distributors can display their contact details, along with the products they are looking to source, so that exhibitors and other visitors can identify who is looking to source their products and to set up a meeting directly onsite during the exhibition.

**76%** of participants rated the Dealer & Distributor Wall as a great platform for business

**DEALERS & DISTRIBUTORS CAME FROM...**

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
| <b>13%</b><br>MIDDLE EAST | <b>13%</b><br>ASIA    | <b>9%</b><br>EUROPE      |
| <b>6%</b><br>AFRICA       | <b>1%</b><br>AMERICAS | <b>1%</b><br>AUSTRALASIA |



Arab Health saw the launch of the Omnia Global Medical Directory - a unique platform brought to you by Informa Life Sciences. Now the official exhibitor directory, it is a supplier, manufacturer and product database providing you with information 365 days of the year. This new digital platform allows you to connect with people and products in one simple click.

Start exploring today  
[www.omniagmd.com](http://www.omniagmd.com)  
 For more information contact:  
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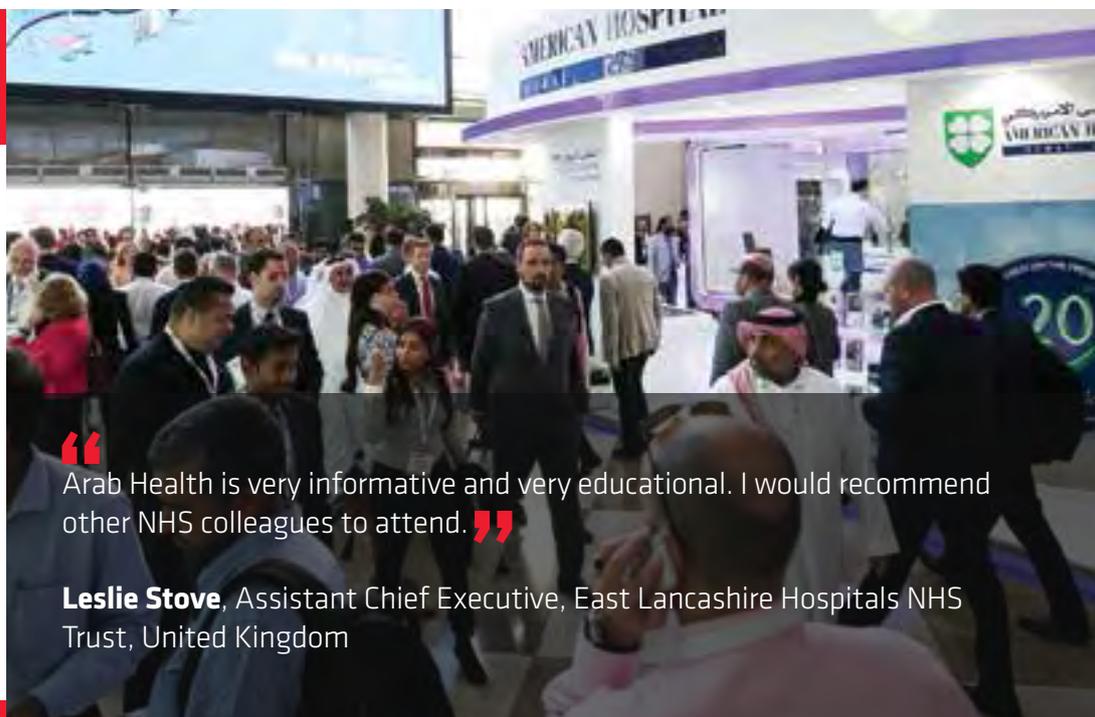


# HOSPITALS & CLINICS

Key leaders and executive representatives from leading hospitals and clinics from around the region gathered at Arab Health to source the latest equipment for their facilities.

## HOSPITAL REPRESENTATIVES WERE FROM

- UAE
- Saudi Arabia
- Oman
- India
- Iran
- Pakistan
- Jordan
- Egypt
- Sudan
- Kuwait
- Lebanon
- Iraq
- Bahrain
- Qatar
- Kenya
- Palestine
- Nigeria
- UK
- Somalia
- United States
- Ethiopia
- Afghanistan
- Turkey
- Tanzania
- Belgium
- South Africa
- Zimbabwe
- Sri Lanka
- Germany
- and many more...



“ Arab Health is very informative and very educational. I would recommend other NHS colleagues to attend. ”

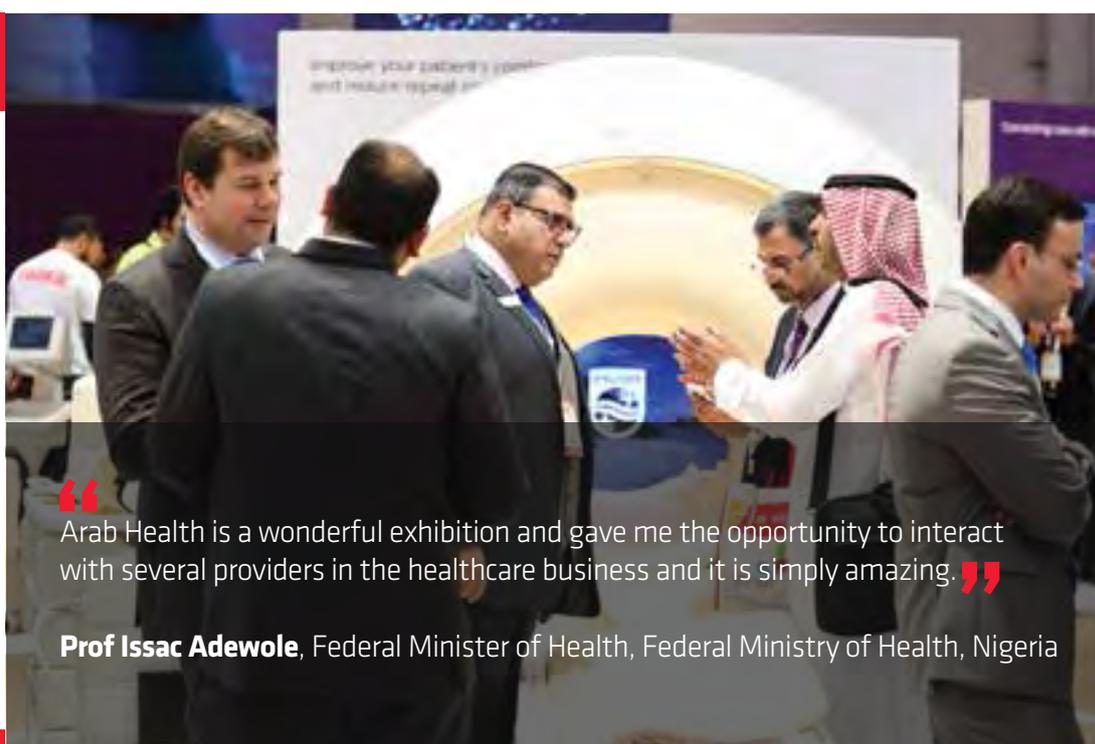
**Leslie Stove**, Assistant Chief Executive, East Lancashire Hospitals NHS Trust, United Kingdom

# GOVERNMENT & MINISTRIES OF HEALTH

Leading officials and key decision makers for the region's healthcare infrastructure visited Arab Health to network and keep up-to-date with the industry's latest advancements.

## GOVERNMENT OFFICIALS INCLUDED

- **Minister of Health & Prevention**, UAE
- **Minister of Health**, Saudi Arabia
- **Federal Minister of Health**, Nigeria
- **Minister of Health and Social Services**, Namibia
- **Minister of Social Affairs and Health**, Finland
- **Minister of Health**, Montenegro
- **Deputy Minister of Health**, Iraq
- **Deputy Director-General, Ministry of Health and Social Affairs**, Sweden
- **Deputy Minister of Health**, Republic of Belarus
- **Minister of International Trade**, Canada



“ Arab Health is a wonderful exhibition and gave me the opportunity to interact with several providers in the healthcare business and it is simply amazing. ”

**Prof Issac Adewole**, Federal Minister of Health, Federal Ministry of Health, Nigeria



# CONFERENCES & DELEGATES



ARAB HEALTH CONGRESS



The Arab Health Congress featured 14 business, leadership and Continuing Medical Education (CME) conferences to attending healthcare professionals. With the aim of bridging the gap in medical knowledge, the congress provided the very latest updates and insights into cutting edge procedures, techniques and skills.

Arab Health's flagship conference, Leaders in Healthcare, took on a new theme - 'Healthcare Automation'. Once again, we were delighted to have the presence and support of the Chairperson of Dubai Healthcare City Authority, HRH Princess Haya Bint Al Hussein, wife of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Arab Health Congress introduced new tracks in including Oncology, Emergency Medicine, Workforce Empowerment and a Healthcare Business Forum focusing on regulation and licensing. Also new, was the addition of a skills workshop hosted by Médecins Sans Frontières (MSF) to address existing workforce capacity gaps in the provision of emergency care in the UAE. Additionally, conferences included training on the latest advancements in the diagnosis and treatment of cancer including sessions on radiation therapy, preventative and personalised treatments, and minimally invasive surgery, amongst others.

# 2017 CONFERENCES

- 3D Medical Printing
- Big Data
- Emergency Medicine Conference and Workshop
- Gastroenterology
- Healthcare Business Forum - Regulation and Licensing
- Leaders in Healthcare
- Oncology
- Orthopaedics
- Paediatrics
- Public Health Forum
- Quality Management
- Surgery
- Total Radiology
- Workforce Empowerment



Arab Health Congress was terrific. I got a chance to have some really inspirational talks with people who are not only thought leaders but the drivers of cutting-edge implementation. It was humbling and thrilling to be a part of this congress.

**Timothy Amukele, MD., Ph.D.,** Assistant Professor of Pathology, The John Hopkins University School of Medicine, USA



ARAB HEALTH TV

### INTERVIEW

"It is my first time at Arab Health - it is very impressive due to the magnitude of the show."

**Dr. Daniel Medina**  
Deputy Head of Sport Innovation Hub, FC Barcelona



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CME PROVIDER:



**14**  
CONFERENCES

**5,741**  
DELEGATES

MORE THAN  
**300**  
INTERNATIONALLY  
ACCLAIMED SPEAKERS

## THANK YOU TO OUR GRANTORS

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2018 CONFERENCE PROGRAMME!

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# HANDSON TRAINING



## HANDS-ON-TRAINING

New for 2017, Arab Health introduced the HoT concept – new Hands-on-Training modules that were delivered on the exhibition floor. With a number of unique programmes, the trainings allowed high-level participants to train on the advanced techniques with the latest state-of-the-art equipment across different modalities.

- Medical Training in 3D Printing
- Cardiology Training
- Latest Proton Therapy Training
- Advanced Ultrasound Techniques
- Advanced Bariatric and Hernia Surgery Training
- Application in Haematology
- Intraoperative Monitoring (IOM) Clinical Training
- Piston High Frequency Oscillation (HFO) on Neonates Training
- Radiology Training
- Hands-on Update in Urology
- Medication Management Solutions Training

In association with



Alder Hey Children's NHS Foundation Trust



GE Healthcare



Contact us if you are interested in arranging a training at Arab Health 2018: [arabhealth@informa.com](mailto:arabhealth@informa.com)





# 3D MEDICAL PRINTING ZONE



This dedicated feature area took place for its 2<sup>nd</sup> year, and was even bigger and more engaging than its predecessor.

Visitors got to discover many of the innovative technologies that are revolutionising healthcare today. Our partners and participators showcased their products and demonstrated the possibilities that 3D printing can achieve for healthcare.

## Visitors got to experience:

- Live 3D printing
- Real life models of 3D printed anatomical articles
- 3D printed bionic limbs in use
- Discussions with experts telling you about the near future for 3D printing for healthcare

Contact us if you are interested in being involved in this revolutionary zone at Arab Health 2018: [arabhealth@informa.com](mailto:arabhealth@informa.com)

During Arab Health, PRECISE Group donated a 3D Printer to Médecins Sans Frontières (MSF) International



## INTERVIEW

**Clara Nordon**  
Director, Médecins Sans Frontières

“We will start a project in Jordan using 3D printing and try to explore the possibility to increase the quality of care and increase the number of options we provide to our patients.”

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## A 3D PARTNERSHIP

Dubai Health Authority and the organisers of Arab Health joined forces to increase awareness, accessibility and ease implementation of 3D printing technology in healthcare.

Immediate projects included a 30-day display of 3D printed case studies featured during Arab Health at Sheikh Rashid Medical Library, as well as roundtable discussions with internationally acclaimed experts aimed at drafting recommendations for DHA's regulatory framework around 3D printing.

Future projects include dedicated events and training sessions for physicians and the donation of state-of-the-art 3D printed prosthetic devices to amputees.





# MARKETING & PROMOTION

## ARAB HEALTH TV

The Arab Health YouTube channel is a dedicated channel providing the latest product launches and technology updates at the show. Total views as of February 2017 is 339,390.



## PRINT

An intensive print advertising campaign that extended itself across leading international and regional trade publications, magazines and newspapers.



## VIP INVITATION PACK

8,300 VIP invitation packs were sent across the Middle East healthcare industry, including regional and international consulates, embassies and various government organisations.



## MOBILE APP

Arab Health app featured all essential show information and received more than 1,144,966 page hits during the show.



## PRIZE GIVEAWAYS

2017 had an excellent range of fantastic prizes on offer including an Audi Q5 and many other exciting prizes.



## WEBSITE

The Arab Health website attracted more than 761,393 visits and 428,911 unique visitors in the run up to the show.



## SMS

SMS reminders and easy registration messages reached out to more than 197,843 contacts across the GCC.



## PR & MEDIA COVERAGE

An extensive international Public Relations campaign was delivered through a combination of our specifically commissioned PR agency. The PR campaign was covered in more than 945 articles published in the GCC.



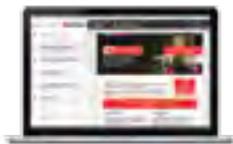
## DIRECT MAIL

Invitations were mailed to healthcare professionals across the globe, welcoming them to Arab Health 2017. More than 165,000 contacts were carefully selected from our extensive and ever-growing database.



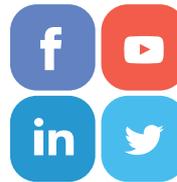
## EMAIL

Our targeted email campaign was our most comprehensive to date, communicating with more than 260,000 people. We have carefully analysed the results and trends to build and grow the data for the 2018 event.



## SOCIAL MEDIA

Arab Health has built a strong following and presence on various platforms including Facebook with more than 45,021 likes, Twitter with 16,322 followers, LinkedIn with 9,079 members and YouTube with a total of 339,390 views in 2017.



## SHOW DAILIES

Four issues with a total of 14,000 copies of the Arab Health show daily newspaper, Daily Dose, were distributed during the show to create greater awareness of key activities at the show.



## LIFE SCIENCES PUBLICATIONS

With a print circulation reaching more than 35,000 medical professionals in the MENA region, our magazines provide readers with a unique insight into the latest healthcare issues and advancements throughout the year.



# NEW IN 2018

## PERSONAL HEALTHCARE TECHNOLOGY ZONE

Wearable technology is becoming an essential part of our daily lifestyle. With diseases such as diabetes and obesity becoming increasingly prevalent, smart Personal Healthcare devices have the potential to help patients and clinicians to monitor these conditions, as well keep track of fitness, blood pressure, and even sleep quality.

Personal Healthcare Technology Zone is the new platform at Arab Health 2018 that will enable personal healthcare device manufacturers and service providers to showcase new technologies, products and services to thousands of decision makers both regionally and internationally.

## PRODUCT AREAS



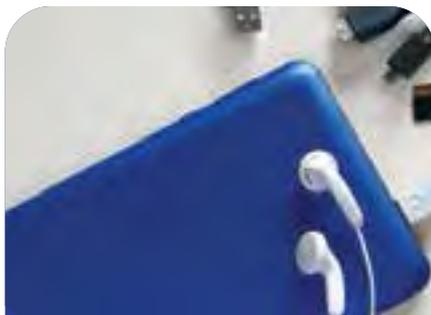
Smart Watches, Fitness Trackers  
and Applications



Disease Management  
Devices and Technology



Health Monitors and  
Home Care Devices



Mobile Device Accessories



Smart Toothbrushes



Telemedicine

**CONTACT US TODAY TO  
DISCUSS THE OPPORTUNITIES  
AVAILABLE IN THIS NEW AND  
EXCITING AREA AT ARAB HEALTH 2018.**

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# START YOUR PLANNING TODAY

## SAVE THE DATES



**29 JAN- 1 FEB 2018**



**5-8 FEB 2018**

### EXHIBIT

**Book your stand today:**

**Tel** : +971 4 407 2797

**Email** : arabhealth@informa.com

**Web** : [www.arabhealthonline.com](http://www.arabhealthonline.com)

### VISIT

Register now to confirm  
your free visit to the exhibition:

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life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

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