



Where the healthcare world comes to do business

2014

POST SHOW REPORT

The show is just great; it seems like each year there are more and more people attending. Each year the show keeps growing and our commitment to the region keeps increasing as a result of that.

Jon Coleman, President
Professional Services, Masimo

WE WOULD LIKE TO THANK ALL OUR 2014 SPONSORS FOR THEIR CONTINUOUS SUPPORT

PLATINUM SPONSORS



GOLD SPONSORS



The Diagnostic Specialist



Enhancing Outcomes for Patients and Their Caregivers...



SILVER SPONSORS



MEDLAB PARTNER

LEADING CONGRESS SUPPORTER

EXCLUSIVE TV PARTNER

OFFICIAL CAR SPONSOR

MEDLAB SUPPORTED BY



SHOW SUMMARY

Dear healthcare professional,

The 39th edition of Arab Health welcomed a record-breaking amount of delegates, visitors, speakers, sponsors, and exhibitors. We would like to take this opportunity to thank all involved in the show, particularly our supporters: the Ministry of Health, Dubai Health Authority, Health Authority Abu Dhabi, and Dubai Healthcare City Authority, without whom the show would not have been possible.

Arab Health 2014 increased its size with an extra 6,000m² of exhibition space hosting an additional 400 exhibitors in the new Za'abeel Hall 4. Visitor and delegate numbers were also up by a staggering 12%.

The new Training Village, introduced for the first time at Arab Health 2014, successfully hosted a number of exhibitor workshops and on-stand demonstrations on the show floor, enhancing Informa's philosophy of 'exhibition with education'.

The stimulating business-focused atmosphere was clearly felt by all during the four-day event with multi-million dollar deals and partnerships being signed onsite, making Arab Health 2014 the most successful edition thus far for exhibitors and visitors alike.

Arab Health Congress 2014 welcomed a record-breaking 10,930 delegates, which represented an impressive 37% increase from last year. The 39th edition of the congress presented 19 conferences, offering unmatched continuing medical education opportunities to professionals from all healthcare specialties.

The Congress featured several new conferences that received an incredibly warm welcome: 'Emerging Diseases of Public Health: Strategies and Interventions' was developed together with the Public Health and Safety Department of Dubai Health Authority (DHA), aiming to contribute to the improvement of public health in the UAE and the surrounding region. 'The Mock Civil Trial: Medical Malpractice in UAE' gave participants a unique insight into the difficulties that physicians and their employers can face when civil litigation is brought before them.

The 2015 edition of Arab Health Congress will continue its legacy as the world's largest multi-track CME-accredited platform, offering the region's leading conferences, forums and networking events to a healthcare audience from across the globe.

2015 will also be Arab Health's 40th anniversary, where we shall be celebrating the last four decades of healthcare in the Middle East. We look forward to welcoming you to Dubai from 26-29 January 2015.

This post-show report summarises the 2014 event to demonstrate how the show has grown and outlines the strategies used to deliver and expand the event for the future. 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 it such a great success.

Kind regards,



Alex Sworder
Exhibition Manager – Arab Health



Tom Coleman
Exhibition Director – MEDLAB



Exhibition floor space:
57,059M²

Number of exhibitors:
3,746

International country pavilions:
35

Exhibiting countries:
70

Number of total participants:
124,882

Number of exhibitor attendees:
26,498

Number of visitors:
87,454

Number of delegates:
10,930



Exhibition floor space **14,191 m²**

Number of exhibitors **508**

International country pavilions **11**

Exhibiting countries **36**

Number of visitors **22,738**

Number of delegates **5,340**

SUPPORTED BY



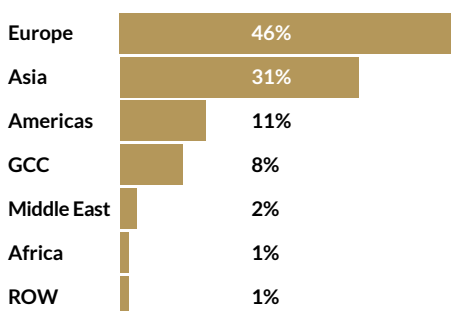
ORGANISED BY **informa**
life sciences exhibitions

EXHIBITION SUMMARY

Survey results

- 96%** exhibitors were successful in meeting their overall objectives
- 93%** exhibitors were successful in generating new enquiries for their business
- 92%** exhibitors plan to exhibit next year
- 90%** exhibitors rated the number and quality of visitors as good

Exhibitor breakdown by region



Participation at Arab Health for us is very important; it's a great opportunity for us to meet with customers, partners and to exhibit our latest technologies

Kay Zwingerberger, Chief Executive Officer, Siemens Middle East

The dynamism of the region's healthcare industry can be seen on the Arab Health exhibition floor. The show was completely sold out as 3,746 of the world's leading manufacturers, distributors and service providers came together, and gave all who attended the latest insights into new technologies and trends within the healthcare industry.

The 2014 show was bigger than ever before, witnessing an additional 6000m² to welcome 400 new exhibitors, as well as three new country pavilions. The success of the event is evident from the response of the exhibitors, as 90% rebooked onsite for 2015 and an unprecedented 42% rebooked for 2016.

NUMBER OF EXHIBITORS: **3,746**

NUMBER OF INTERNATIONAL PAVILIONS: **35**

EXHIBITING COUNTRIES: **70**

FLOOR SPACE: **57,059m²**

Deals and partnerships signed at Arab Health

- Burleigh-based business Skin 02 signs off US\$9million deal in six overseas regions
- UAE's Ministry of Health signed a two-year agreement with telecommunications providers Etisalat and Du to provide mutually beneficial, sustainable and viable mHealth products and services.
- Siemens signed an MOU with Dubai Healthcare City. The agreement focuses on collaboration in medical education and training, further extending the skills and capabilities of healthcare professionals.
- Earl Howe signed an MOU between the UK Department of Health and the Kuwaiti Ministry of Health. The agreement will provide a platform for enhanced collaboration between the UK and Kuwait in the development of their health system and infrastructure.
- Cambridge University Hospitals signed an MOU with Dubai Healthcare City to collaborate in areas such as trauma treatment and paediatric anaesthetics, including delivering training in the UAE using the world-class facilities and simulation centre at DHCC.
- Malaysian companies secured RM215.3 million in sales.



COUNTRY PAVILIONS

We had a total of 35 country pavilions at Arab Health 2014, further enhancing the range of hospital medical equipment, medical devices and medical technology on display at Arab Health. The new pavilions were Iraq, Pakistan and Morocco.



Argentina



Australia



Austria



Belgium



Brazil



Canada



China



Czech



Denmark



Egypt



Finland



France



Germany



Holland



Hong Kong



Hungary



India



Iraq - **NEW**



Ireland



Italy



Japan



Jordan



Korea



Malaysia



Morocco - **NEW**



Pakistan - **NEW**



Poland



Portugal



Spain



Sweden



Switzerland



Taiwan



Turkey



UK



USA

It was a great show! Essex Industries was a first time exhibitor in the US Pavilion. We were very pleased with the attendance and quality of leads. We are definitely planning to exhibit again in 2015.

Hugo Morales, Business Segment Manager International, Medical, Essex Industries, USA



Survey results

- 98%** visitors confirmed they will attend Arab Health 2015
- 93%** visitors were successful in establishing new contacts and relations for future
- 88%** visitors learned about new products
- 48%** visitors attended Arab Health for the first time

VISITOR SUMMARY

As Arab Health continues to expand its portfolio of conferences, increase in exhibitors and develop new country pavilions – our international audience grows with it, making 2014 the most international event yet.

The show received 87,454 visitors from 150 different countries, bringing together a wealth of knowledge and experience from across the globe. In this way, the event is uniquely placed to deliver a networking platform to exchange ideas and practices for the whole industry.

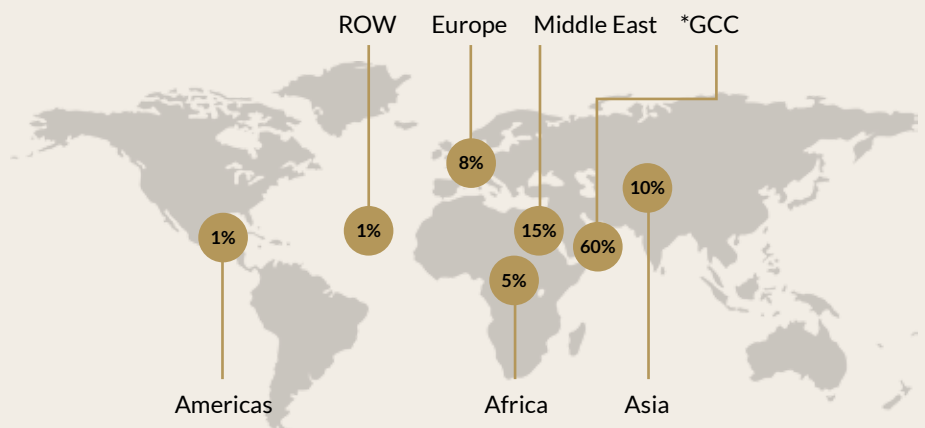
Arab Health 2014 has been very effective in establishing business contacts.

**Ed Termin, Purchasing Manager,
M.S. Basharahil Hospital,
Saudi Arabia**

What visitors gained from attending

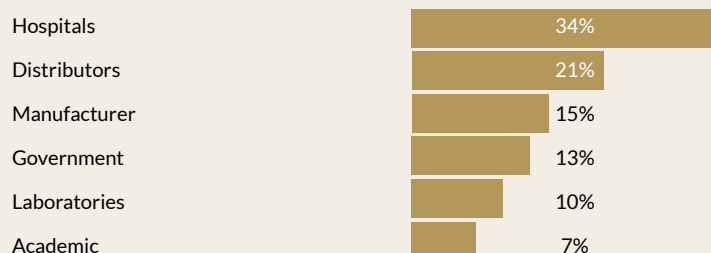


Visitor breakdown by region



*Bahrain 2%, Kuwait 4%, Oman 3%, Qatar 2%, Saudi Arabia 19%, United Arab Emirates 70%

Area of business breakdown



DELEGATE SUMMARY



The very heart of Arab Health lies in its Congress. The 19 conferences and 500 speakers bring an unparalleled level of expertise and learning opportunities that keeps the healthcare industry informed and up-to-date.

Sponsored by:  **Cleveland Clinic**

TOTAL OF **19** CONFERENCES

10,930 DELEGATES

37% INCREASE FROM 2013

MORE THAN **500** INTERNATIONALLY ACCLAIMED SPEAKERS

2 NEW CONFERENCES FOR 2014

Survey results

97% delegates attended stated that they learned new updates in their field

95% delegates attended rated their overall experience as good to excellent

Conferences featured at the Arab Health Congress 2014

- 7th Middle East Anaesthesia Conference
- 6th Middle East Cardiovascular Disease and Intervention Conference
- 2nd Middle East Diabetes Conference
- 6th Middle East Gastroenterology Conference
- Leaders in Healthcare Conference
- MEDLAB Middle East Congress
- 10th Middle East Orthopaedics Conference
- 7th Middle East Paediatrics Conference
- 5th Middle East Quality Management in Healthcare Conference
- 13th Middle East Surgery Conference
- 4th Respiratory, Critical Care and Sleep Diseases Conference
- Total Radiology Conference
- 7th Middle East Update in Urology Conference
- 3rd Middle East Wound Care Conference
- 2nd Big Data Conference
- 3rd Biomedical Engineering Conference
- 2nd Middle East Complementary, Alternative and Integrative Medicine
- Emerging Diseases of Public Health: Strategies and Interventions **NEW**
- The Mock Civil Trial: Medical Malpractice in UAE **NEW**



There is a lot of medical knowledge that needs to go out to medical professional. People are hungry for knowledge, and I believe Arab Health Congress fulfils this need.

Jan-Marie Morgan, Scientific Affairs & Education Manager, 3M Gulf Ltd



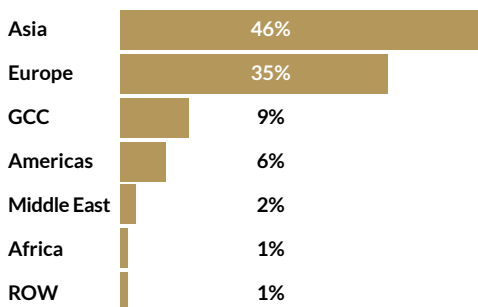
We have already decided to be at Arab Health 2015 with an even bigger presence. It was a very important and very fruitful event for us.

Dr Hisham Shams Maher, CMO,
Al Borg Medical Laboratories

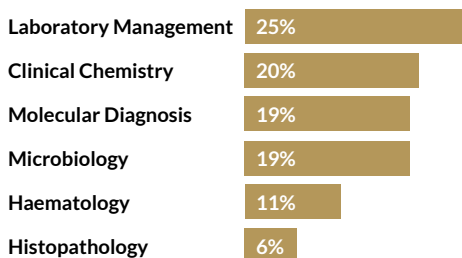
As an integral part of the **Arab Health Exhibition and Congress**, the ever-popular **MEDLAB** proved to be the shows fastest growing sector with a 23% expansion on last year. The addition of two halls gave the exhibition the space it needed to fully demonstrate the industry's various manufacturers, traders and service providers to join the 508 exhibitors.

| | |
|---------------------------------|-----------------------------|
| EXHIBITION FLOOR SPACE | 14,191 M² |
| NUMBER OF EXHIBITORS | 508 |
| INTERNATIONAL COUNTRY PAVILIONS | 11 |
| EXHIBITING COUNTRIES | 36 |
| NUMBER OF VISITORS | 22,738 |
| NUMBER OF DELEGATES | 5,340 |

Exhibitor breakdown by region



Breakdown by interest



The world's largest medical laboratory conference

In line with Arab Health's philosophy of 'exhibition with education', MEDLAB also offers a comprehensive multi-tracked congress providing a diverse range of subjects relating to the science and technology used in laboratories and their management.

The 2014 conference aimed to build on the success of previous years, hosting a series of lectures by an impressive panel of regional and international experts.

Topics covered include

- Common challenges in laboratory management
- Recent advances in molecular diagnostics in the region
- Advances in personalised medicine
- The diagnostic puzzle in coeliac disease
- Therapeutic drug monitoring of antibiotics
- Breast cancer: Diagnosis, prognostic indices and predictive markers
- Validating Whole Slide Imaging (WSI) for diagnostic purposes in pathology
- Major advances in bone markers
- Blood utilisation: Cost-effective quality patient care
- Automation in clinical biochemistry laboratory



TRAINING VILLAGE

As part of our desire to ensure that Arab Health participants receive the latest training and education, we launched the first edition of the Training Village in 2014.

60 TRAINING WORKSHOPS

500 PROFESSIONALS ATTENDED

30 CME POINTS

In addition to the 19 conferences, the Training Village hosted 60 hands-on training workshops across a variety of medical topics. Throughout the four days, more than 500 healthcare professionals attended these interactive workshops and received up to 30 CME points, topics included:

- Advanced techniques in gastrointestinal endoscopy on bio-tissue models
- Progressive Mobility® Programme (Early mobility helps impact both patient health and facility economics)
- A deeper understanding of disease states and clinical diagnostic processes and procedures
- Meaningful learning for enhanced patient care (Imaging for valvular heart disease, multi modality approaches to TAVI, the fundamentals of non invasive ventilation, and insights into mammography)
- Ultrasound in obstetrics & gynaecology
- The optimal use of ultrasound, mammography, CT and MR/PET in clinical routine
- OPENPediatrics™: Harnessing the power of the internet to improve the care of children worldwide



Thank you to our supporters



Enhancing Outcomes for Patients and Their Caregivers...



Presenting Boston Children's Hospital's OPENPediatrics programme at the Training Village during Arab Health provided us with an invaluable opportunity to share this interactive digital learning platform with a broad audience of physicians, nurses and hospital administrators. The Training Village allowed us to build new connections and expand our impact, highlighting the importance of exchanging medical knowledge to help children worldwide.

Sarah O'Brien, Communications Associate, OPENPediatrics, Boston Children's Hospital, USA

ARAB HEALTH ACHIEVEMENT & INNOVATION AWARDS 2014



It is a great honour to our organisation to be included in this prominent award that means invaluable to us. Arab Health is just like a dream come true that boost our moral towards our commitment by providing patient centered care.

Dr. Rawhi Yasin, Chief of Orthopedic Surgery Department, Saudi German Hospital, Jeddah, Saudi Arabia

The Arab Health Achievement & Innovation Awards 2014 celebrated healthcare excellence in the Middle East. The event was a significant platform designed to recognise outstanding achievements and innovations of individuals and institutions that have contributed to the rapid growth and development of the region's healthcare industry.

The winners of the Arab Health Achievement & Innovation Awards 2014 were announced at a glamorous Awards ceremony held at the Bubble Lounge, Dubai International Convention & Exhibition Centre on 28 January. The evening was attended by more than 400 of the region's leading healthcare professionals and company executives, speakers and attendees of Arab Health Congress, senior government officials, and special VIP industry guests.



The Judging Panel

The judging panel was made up of internationally recognised and respected judges from a variety of related sectors and disciplines.

- **Dr Fadi El-Jardali, MPH, PhD, Health Management and Policy, American University of Beirut, Accreditation Canada**
- **Dr Joel J. Nobel, MD, Founder and President Emeritus, ECRI**
- **Dr Lena Low, Acting Chief Executive, The Australian Council on Healthcare Standards**
- **Ashraf Ismail, MD, MPH, CPHQ, Managing Director, Middle East International Office, Joint Commission International**
- **Jan Schmitz-Huebsch, Director for Business Development & Projects, Munich Health Daman Holding**

Winners of the Arab Health Achievement & Innovation Awards 2014

- **Excellence in Radiology Award**
Radiology Department at Hamad Medical Corporation
- **Excellence in Surgery Services Award**
Saudi German Hospital-Jeddah
- **Roche Excellence in Laboratory Award**
King Faisal Specialist Hospital and Research Center - Jeddah branch
- **Excellence in Patient Centred Care Award**
Cancer Transformation Team, Hamad Medical Corporation
- **Cleveland Clinic Young Clinician Award**
Dr Ibrahim M Fawzy Hassan, Hamad General Hospital
- **Young Surgeon of the Year Award**
Dr Khaled Abuhaleeqa, Mafraq Hospital
- **Outstanding Contribution of an Individual to the Middle East Healthcare Industry Award**
Engr Sobhi Batterjee, President and CEO, Saudi German Hospitals Group
- **Outstanding Contribution to Medical Education in the Middle East Award**
Dr Saad Aswad, Consultant Gynaecological Oncologist, Tawam Hospital
- **Outstanding Achievement in the Medical Laboratory Field**
Dr Samir S. Amr, President, International Academy of Pathology

MARKETING & PROMOTION

Print

The Arab Health marketing strategy consisted of a print advertising campaign that extended itself across leading international and regional trade publications, magazines and newspapers. A total of **705 adverts** appeared as part of the campaign, covering a range of the most renowned titles.

Website

Our websites provide the best online platform to communicate to a target audience of healthcare professionals across the Middle East and Africa. The Arab Health website attracted more than **566,273 visits and 398,112 unique visitors**.

Direct mail

Visitor invitations were mailed across the globe to healthcare professionals inviting them to Arab Health 2014. More than **170,540** contacts were carefully selected from our extensive and ever growing database.

Email marketing

Our targeted and extensive email campaign was our most comprehensive to date, communicating with more than **250,000** people. We have carefully analysed the results and trends to build and grow the data for the 2015 event.

VIP invitation pack

8,000 VIP invitation packs and invitations were sent to key decision-makers and influencers in the Middle East healthcare industry, including regional and international consulates, embassies and various governmental organisations.

Mobile

With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than **126,000 contacts across the GCC**. 2014 also featured the successful launch of the Arab Health App. The app included exhibitor listings, floor plans, event schedule and speaker listings to enhance the attendees' experience. Developments are already in progress to make the app even more interactive for 2015.

Hospital mailing

Posters, invitations and show information was sent to more than **300** selected hospitals in the **UAE, Saudi Arabia, Kuwait and Qatar** helping to publish the event to healthcare professionals within their workplace.

Social Media

Through the active use of social media, Arab Health has built a strong following and presence on various platforms including: Facebook with more than **17,500 likes**, Twitter with **5,700 followers**, LinkedIn with **5,200 members** and YouTube with a total of **44,000 views** in 2014.

Blog

The Arab Health blog encourages regular communication with the Arab Health audience to keep them updated with the very latest show news and announcements as they happen. The blog has **500 subscribers**.

PR & media coverage

An extensive international Public Relations campaign was delivered through a combination of our experienced in-house PR team and a specifically commissioned PR agency, focusing on the communication of clear, specific and targeted messaging to our core audience and media. The PR campaign was covered in more than **900 articles** and achieved an editorial value of **US\$5,740,234.00**.

Top tier media

The Wall Street Journal, Sky News Arabia, CNBC Arabiya, Al Arabiya, MBC, Kuwait TV, Iraqi TV, La Nazione, TV Osaka, The National, Al Khaleej, Al Ittihad and many more.

Life Sciences Publications

Informa Life Sciences' portfolio of publications is the leading independent group of English-language magazines in the MENA region and has been successfully serving the market since 2002. Published by Informa Exhibitions, the titles include **Arab Health, MEDLAB, Total Radiology, Hospital Build & Infrastructure** and several health directories. As the official publication of

the Arab Health Exhibition & Congress, Arab Health magazine is an excellent tool for keeping up-to-date with the region's healthcare trends and developments. With a print circulation reaching more than **29,000 medical professionals** in the MENA region, the magazine provides readers with a unique insight into healthcare issues, management and technological developments in the region. The magazines are all free to subscribe to, and the newly launched website, **www.arabhealthmagazine.com**, allows users to search back through archives of articles from all fields of medicine.

Show Dailies

Four issues of a total of **14,000 copies** of the Arab Health show daily newspaper are distributed during the show to create greater awareness amongst visitors about a variety of events taking place on each day. Exhibitors are also able to advertise in the newspaper in order to attract greater visitor numbers to their stands.

Prize giveaways

Keeping with tradition, Arab Health 2014 had an excellent range of fantastic prizes on offer at the show. A **BMW 4 series coupe, a trip for 2 to the Football Final Match 2014 in Brazil, and 4 Samsung Galaxy Tabs** over the four days of the show in a Twitter competition.

We were extremely busy to handle the huge number of visitors in our stall. We were really amazed to see the overall arrangement as well as world-class event.

Aminul Islam, Senior Manager, International Marketing, Square Pharmaceuticals Ltd, Bangladesh

40th ANNIVERSARY 1975 - 2015

Save the dates for the 40th Anniversary
26-29 January 2015

If you are interested in exhibiting at
Arab Health 2015, contact us at:

arabhealth@informa.com
+971 4 407 2558
www.arabhealthonline.com



Organised by **informa**
life sciences exhibitions

Bringing together the world of healthcare

Informa Life Sciences is part of Informa Exhibitions and runs the healthcare portfolio of products, including more than 20 exhibitions, 100 conferences annually covering the European, African, Middle Eastern, Asian and US markets.

Over the course of the year, the Informa Life Sciences' events attract more than 5,000 exhibitors, 100,000 visitors and 13,000 conference delegates. In addition to the events, the division also publishes four international healthcare magazines, as well as Dothealth, an online healthcare portal showcasing more than 40,000 healthcare companies.

For further information about our events, please visit www.informallifesciences.com