

# KuwaitHealth<sup>®</sup>

exhibition & conference

6<sup>th</sup> -8<sup>th</sup> March 2017

Hall 6.2 Kuwait International Fair  
Kuwait City, Kuwait



## The Largest Healthcare Event in Kuwait



Organised by

 **atex** International<sup>®</sup>  
Exhibitions

[www.kuwaithealthexhibition.com](http://www.kuwaithealthexhibition.com)

Dear Industry Colleagues,

We are pleased to launch the region's premier healthcare and medical event – Kuwait Health Exhibition & Conference on 6th-8th March 2017 at the Kuwait International Fair (KIF), Kuwait City, Kuwait.

Within the GCC, Kuwait emerged as the third-largest market for the healthcare industry after Saudi Arabia and UAE. An allotted budget of US\$202 billion spending as part of a five-year development plan in 2015-2020 which will cover 1,100 key projects, including new mega projects in hospitals, laboratory and medical facilities.

Kuwait Health Exhibition & Conference is the region's premier event for local and international manufacturers, suppliers, distributors and service providers in the healthcare and medical industry. The exhibition will showcase over 150 exhibitors at over 3,000sqm of exhibition space and will be attended by over 5,000 visitors in just 3 days. Alongside will be conferences focusing on the healthcare sector.

For companies looking to be part of the billion dollar market, meet new or existing customers, showcase your products and services or reconfirm your position as an industry leader, Kuwait Health Exhibition & Conference is the platform for you.

If you would like to be part of Kuwait Health Exhibition & Conference 2017, please contact us at [kuwaithealth@atexinternational.com](mailto:kuwaithealth@atexinternational.com) or +971 4 431 2734

We look forward to seeing you at the event.

Sincerely,



**Jeano Pangan**  
Director – Events & Exhibitions

## An Overview to Kuwait's **HEALTHCARE** Market

**\$202bn**

budget on infrastructure  
development

**\$7.23bn**

spending on medical  
equipment and  
medical travel in 2015

**3,334+**

new hospital bed-  
capacity in the public  
sector

**15,000+**

healthcare professional  
positions to be filled

**5year**

development plan  
2015-2020

**3<sup>rd</sup>**

biggest healthcare  
market in the GCC

## The Largest **HEALTHCARE** Event in Kuwait

We are pleased to launch the region's premier healthcare and medical event – **Kuwait Health Exhibition & Conference** organised by ATEX International Exhibitions and Deem Expo.

Kuwait Health Exhibition & Conference is the largest gathering of the industry's leading manufacturer, suppliers, distributors and service providers for healthcare, medical laboratory and pharmaceuticals in one of MENA's emerging market – Kuwait.

The event will feature over 150 local and international companies showcasing the latest products and services in a business platform of over 3,000sqm of exhibition space in just 3 days. Alongside are 2 CME accredited conference.

At Kuwait Health Exhibition & Conference 2017, attendees can benefit from meeting new or existing partners for major hospital and medical facility projects in the region, source new products and services for distribution, learn from key-note speakers at the conference and generate sales leads to grow their business in one of the region's billion dollar markets.

Join us at Kuwait's largest healthcare event.



**5,000+**  
Attendees

**3,000+**  
Sqm Exhibition Space



**150+**  
Exhibitors

**2CME**  
Accredited Conferences



# YOUR GATEWAY TO THE **BILLION DOLLAR** SECTOR

Kuwait Health Exhibition & Conference is your gateway to one of the region's emerging healthcare market! The event offers a business-to-business platform for companies who are looking to tap in Kuwait's billion dollar sector. The exhibition welcomes local and international companies to showcase your latest innovating products and services to over 5,000 potential attendees during the event.

## REASONS TO EXHIBIT

Exhibitions have proven to generate more sales prospects and clientele network than any other marketing tool available today. Exhibiting at Kuwait Health Exhibition & Conference offers the most powerful, multipurpose and cost-effective marketing activity for your business. There is nothing more reassuring to customers than experiencing your services and networking face-to-face.

As an exhibitor at Kuwait Health Exhibition & Conference 2017 you will be able to:

- **GENERATE** on-site sales and high quality sales leads
- **MEET** over 5,000 decision makers, healthcare professionals and medical patients from Kuwait and surrounding GCC countries
- **DISCOVER** an effective medium for raising your business profile
- **LAUNCH** your new innovative products and services to profitable sectors
- **EXPAND** your business locally or internationally
- **RE-AFFIRM** your position as one of the leading manufacturer, supplier, distributor or medical service provider in the region
- **SOURCE** potential clients who are looking to sign contracts onsite
- **SHOWCASE** your products and services to a captive audience and close long term deals there and then
- **NETWORK** with other business owners
- **LEARN** the latest trends in the healthcare market

## EXHIBITOR PROFILE

- Commodities & Consumer Goods
- Diagnostics
- Disposables
- Emergency
- Government
- Healthcare IT
- Healthcare Facilities & Management
- Healthcare & Medical Services
- Hospitals
- Hospital Build & Infrastructure
- Hospital Furniture
- Medical Equipment
- Medical Laboratory
- Medical Technology
- Medical Travel
- Pharmaceuticals
- Physiotherapy / Orthopaedic Technology
- Publications
- Sterilisation
- Surgery



## OVER 1,000 **PRODUCTS & SERVICES** IN 3 DAYS

Kuwait Health Exhibition & Conference 2017 offers visitors from various industry professionals in the healthcare sector the opportunity to conduct business to over 150 local and international exhibitors under one roof.

### WHY VISIT?

- **SOURCE** new or existing suppliers and partners for projects
- **DISCOVER** the launch of new innovative products and services in the healthcare sector
- **NETWORK** with decision makers from different infrastructure projects, distributors, government ministries and industry professionals
- **LEARN** from industry experts during live demonstrations and conferences
- **COMPARE** thousands of products and services under one roof
- **ACCESS** the Kuwait's healthcare market all in one place

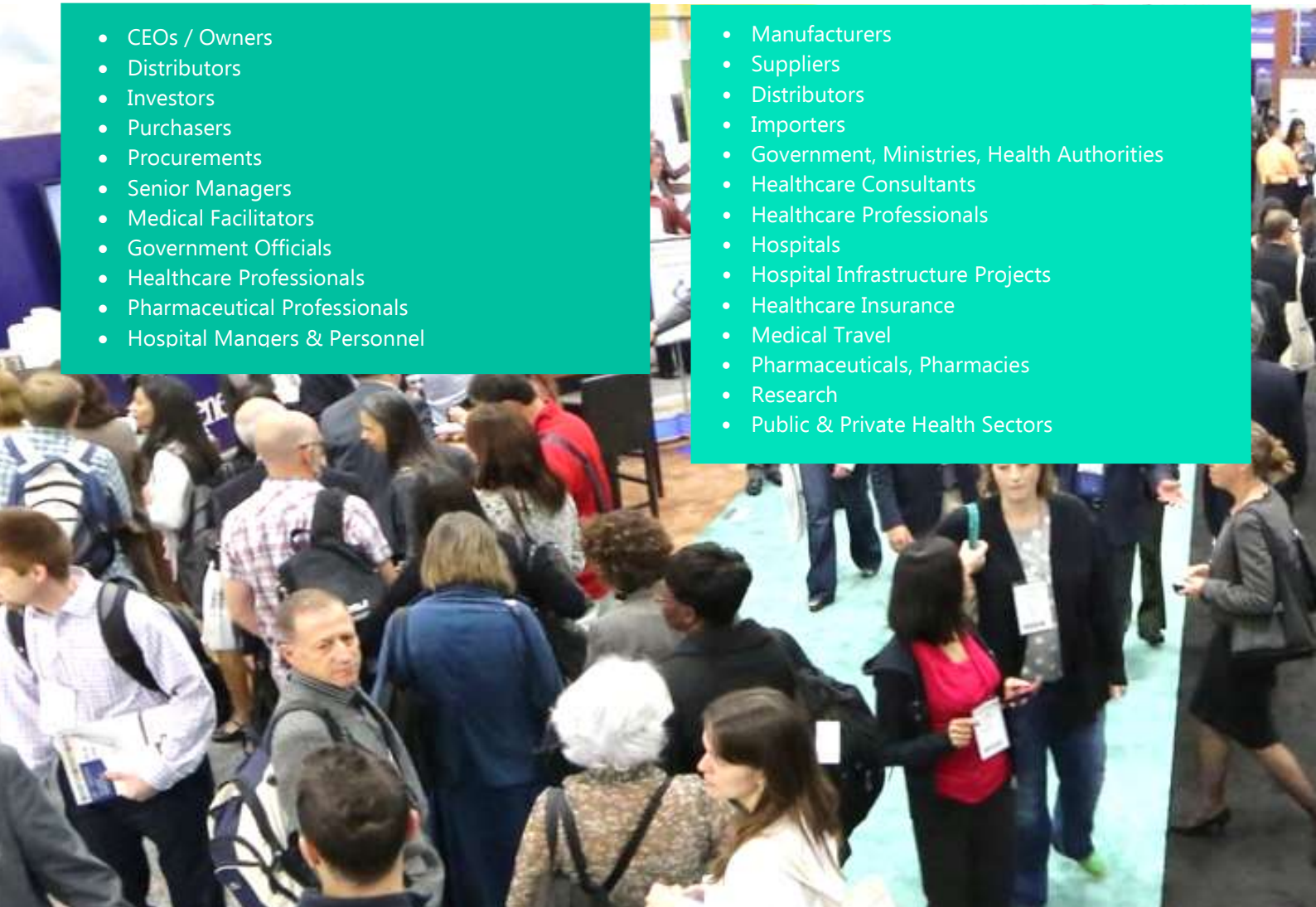


### VISITORS JOB TITLE

- CEOs / Owners
- Distributors
- Investors
- Purchasers
- Procurements
- Senior Managers
- Medical Facilitators
- Government Officials
- Healthcare Professionals
- Pharmaceutical Professionals
- Hospital Managers & Personnel

### VISITORS PROFILE

- Manufacturers
- Suppliers
- Distributors
- Importers
- Government, Ministries, Health Authorities
- Healthcare Consultants
- Healthcare Professionals
- Hospitals
- Hospital Infrastructure Projects
- Healthcare Insurance
- Medical Travel
- Pharmaceuticals, Pharmacies
- Research
- Public & Private Health Sectors



## 2 CME ACCREDITED CONFERENCES

Kuwait Health will present two outstanding conferences featuring a variety of topics addressing a number of industries within the vast healthcare sector. The aim of the Conference is to bring thousands of industry leaders and experts together and give them a platform to connect, collaborate, share knowledge, build partnerships and create solutions for their respective industries.

### HEALTHCARE MANAGEMENT CONGRESS

The Healthcare Management Congress will be the definitive meeting place for speakers and delegates from regional governments, ministries, industry leaders, organisations, agencies, regulators, operators, project managers, consultants, contractors, as well as technology, infrastructure and material providers to learn the latest on projects and opportunities as part of Kuwait's five-year development plan with an allotted US\$202 billion budget.

Leaders of Government and industry will make up the speaking faculty. Over two comprehensive days our key note speakers will guide you through the ever changing landscape of the healthcare industry. They will explore the opportunities available to you and your organisation, as well as educate on advancements in healthcare practices and technology. Their knowledge, experience, insight and practical know how will prove invaluable information for any organisation targeting this region and its huge growth potential.

### MEDICAL TRAVEL CONGRESS

The Medical Travel Congress will feature local and international healthcare facilities with the latest medical services.

The congress is a gateway for medical facilitators and patients to explore options available for disease treatment, specialised care, rehabilitation, surgery, aesthetics and other medical procedures.



By sponsoring at Kuwait Health Exhibition & Conference 2017 or by taking advantage of the various branding opportunities, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

If you are interested in our different sponsorship or branding opportunities, please contact [kuwaithealth@atexinternational.com](mailto:kuwaithealth@atexinternational.com) or call us +971 4 431 2734

## Platinum Sponsorship

- ✓ Company logo as Platinum Sponsor in all pre-event, onsite and post-event marketing campaigns
- ✓ Company logo as Platinum Sponsors in all onsite branding
- ✓ 2x exclusive e-shots
- ✓ 2 full-page advertisement in the official show catalogue
- ✓ 2 floor tiles
- ✓ Live demonstration opportunity
- ✓ Thank you e-mail post event to all attendees

## Gold Sponsorship

- ✓ Company logo as Gold Sponsor in all pre-event, onsite and post-event marketing campaigns
- ✓ Company logo as Gold Sponsors in all onsite branding
- ✓ 1x exclusive e-shots
- ✓ 1 full-page advertisement in the official show catalogue
- ✓ 1 floor tile
- ✓ Live demonstration opportunity
- ✓ Thank you e-mail post event to all attendees

## Silver Sponsorship

- ✓ Company logo as Silver Sponsor in all pre-event, onsite and post-event marketing campaigns
- ✓ Company logo as Silver Sponsors in all onsite branding
- ✓ Thank you e-mail post event to all attendees

## MARKETING ACTIVITIES

<b>Email</b> Sent out to potential attendees 6-7 months before the event	<b>Direct Mail</b> Invitation to attend the event sent out by post	<b>Website</b> Regular updates on the website with relevant industry news	<b>Online Advertising</b> Web banners placed on top event and community portals	<b>PR</b> Partnership with top PR and companies in the region	<b>Print Advertising</b> Ads published in leading magazines and newspaper relevant to the event
<b>TV</b> Event is covered by leading TV stations	<b>Radio</b> Local and international radio campaigns	<b>SMS</b> Partnership with SMS companies inviting targeted audiences	<b>Social Media</b> 24/7 activities on social media inviting attendees and posting relevant news	<b>Telemarketing</b> Event promotion via telephone to decision makers and industry experts	<b>Media Partnership</b> Partnership with top marketing, media and PR companies in the region

# 6th-8th

# March 2017

## Kuwait International Fair (KIF) Kuwait City, Kuwait

**BOOK  
YOUR STAND  
TODAY**

If you are interested to know more about Kuwait Build Exhibition & Conference 2017, please contact us at [kuwaithealth@atexinternational.com](mailto:kuwaithealth@atexinternational.com) or get in touch with:

### INTERNATIONAL CONTACT



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### LOCAL CONTACT



Deem Expo

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ATEX is an international exhibitions & events company that has evolved into one of the leading organisers of exhibitions, conferences and events in the Middle East & Africa. A full member of UFI, the Global Association of the exhibition industry, in the category of exhibition organisers, also received a certificate from UFI for Libya Build, one of the largest International Building & Construction Exhibition in the African continent. Now operating in Dubai as the headquarters for the Middle East & African regions.

Our events attract over thousands of participants every year and provide unique platforms to do business, network and learn. For more information about us and our events, please visit [www.atexinternational.com](http://www.atexinternational.com)

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