



Abu Dhabi National Exhibition Center  
United Arab Emirates - 10-12 November 2009

## FAQs about the UAE and DENTISTRY 2009

### 1. Why is this show in the United Arab Emirates (UAE)?

The UAE frequently referred to as the Singapore or Hong Kong of the Middle East, is a Muslim nation, but devoted to business pursuits. Without the travel or gender restrictions of other Middle East countries, it is the preferred destination for business and healthcare for the entire region.

Dubai, is the commercial center serving the Arabian Gulf States and Middle East, but also North Africa and West Asia. Abu Dhabi is the political and oil producing Emirate. Collectively, more than 170 shipping lines and 90 airlines provide direct links to 130 cities worldwide. They have several of the most beautiful airports in the world and is operated under US FAA regulations. Politically stable, they are forward-looking, responsive government with a progressive, pro-business attitude and a strong commitment to the private sector.

### 2. What language is the spoken in the UAE?

Arabic is the country's language, however, English is the language of business and science. Most street signs and outdoor advertising in the commercial areas are in Arabic and English.

### 3. What is the business dress code in the UAE?

Dress code is of your native country, with suits being the predominate choice; women do not need to change their dress code at all.

### 5. Why is this region showing such dramatic growth?

The Gulf Co-operation Council (GCC) countries are committed to growth in basic infrastructure, of which healthcare is one of the key elements in their long-term strategies. Almost \$14 billion is being spent in Arabian Gulf countries on new hospital and healthcare facilities. The construction is in various stages of major public, private and jointly financed initiatives, according to new research by Proleads which maintains the region's most comprehensive database of projects in healthcare-related construction.

**While other real estate projects in the region are suffering, not one hospital-related project has been cancelled or put on hold as a result of the current global economic slowdown.**

The figures show Saudi Arabia leading the way with total healthcare projects valued at more than \$6.6 billion currently being built. Current spending in the United Arab Emirates and Qatar on new healthcare facilities is closely matched at \$2.9 billion and \$2.8 billion respectively.

As far as the healthcare sector is concerned, the effects of the economic slowdown are not expected to be nearly as dramatic as in other parts of the world.

Within the GCC, populations are expected to continue growing and governments are budgeting to boost healthcare standards. A new health insurance regulation for expatriates further drives the need for increased infrastructure.

### Scherago International: Agent for IIR Middle East

Representing DENTISTRY in the Americas  
525 Washington Ave., Suite 3310 Jersey City, NJ 07310  
Tel: +1-201-653-4777 Fax: +1-201-653-5705 eMail: herbb@scherago.com

The Proleads database of healthcare projects shows that Saudi Arabia is in the midst of a major construction program with a total of 83 projects ranging from the \$400 million King Saud University Medical City in Riyadh to the \$5 million Qatif Central Hospital expansion in the Eastern Province.

Qatar only has two projects currently underway but one alone is the region's biggest and most ambitious – the Sidra Medical and Research Centre which forms part of Doha's Education City. Development and budgeted at \$2.3 billion.

In the UAE, the biggest project currently underway is the \$1.9 billion first phase of the Cleveland Clinic Al Suwwa Island development in Abu Dhabi. Second biggest is the Mohammed bin Rashid al Maktoum Academic Medical Centre in Dubai Healthcare City, budgeted at \$572 million.

Kuwait has a major hospital project currently under construction - the \$1.2 billion Jaber Al Ahmed Al Sabah Hospital. Bahrain, meanwhile, is spending \$130 million on the King Hamad General Hospital.

Providing further proof that the development of the region's healthcare sector is relatively unaffected: Arab Health, the second biggest healthcare event of its kind in the world, saw an increase in attendance of 10%.

## **6. What is the quality of Dental practice in the region?**

Dental practice has achieved or is achieving the highest standards. Many of the Dentists in the region have received their education in Europe or the US. In the UAE, most scientific educational courses are ACCME accredited.

Significantly, Saudi Arabia, which is the largest market in the region, has a healthcare system similar to the US. Most countries in this region require US, EU or Australian certification. Others, at minimum, require GMP certification.

## **7. What is DENTISTRY 2009?**

Dentistry 2009 is a new event organized by the Arab Health team that is dedicated to the dental industry in the Middle East. This unique and innovative show will give exhibitors the chance to interact with the world's leading dental surgeons and dental practitioners. The show will incorporate a multi-track, internationally accredited conference and an exhibition showcasing a wide-range of up-to-date products and equipment. Special features will include "live surgeries" to enhance the conference with a functional approach.

## **10. What language is used at the show?**

All signs and show guides are in English. All scientific presentations are in English.

## **11. What is the Exhibitor dress code at DENTISTRY 2009?**

About 90% of women and men dress in traditional Western clothes – the same as worn at US or European trade shows such as the AACC Clinical Lab Expo and MEDICA.

## 12. What are the exhibit options?

There are two options:

- **Indoor (bare) Space** - includes space, general cleaning and hall

Minimum size is 21 m<sup>2</sup> at \$425 / m<sup>2</sup> or \$ 8,925

- **Shell Scheme** – Includes rear & sidewalls, name board, cleaning, hall security, and lighting.

Minimum size is 9 m<sup>2</sup> at \$475/ m<sup>2</sup> or \$4,275

## 13. How is DENTISTRY 2009 promoted?

**DENTISTRY 2009** is promoted through *Arab Health* magazine (29,000 audited circulation), e-newsletters, mailed entry tickets, conference brochures, press conferences, press releases, fax campaigns, poster campaigns, trade publications, and personal invitations.

## 14. What are the targeted countries for the DENTISTRY 2009 event?

The primary regions targeted are the Arabian Gulf States (UAE, Saudi Arabia, Kuwait, Bahrain, Oman and Qatar) and the Middle East (Lebanon, Jordan, Syria, Yemen, Iraq and Iran). Other targeted regions include India, Pakistan, Turkey, North Africa, and the CIS.

## FAQ's for US Companies

### 15. Is there an American presence in the UAE?

Yes, over 500 US companies have their Middle East headquarters in the UAE.

### 16. How are American dental products perceived?

US dental products have a reputation of being among the very best in the world. An added advantage for US companies is a currency exchange rate that, in effect, provides discounts compared to products manufactured by companies in Euro economies.

### 17. What does it cost to travel from the US to UAE?

Depending on the location in the US, round-trip coach airfare is between \$1,200 and \$1,700. Orbitz is currently (May 6, 2009) listing an air (JFK to DXB) and four-star hotel package for five nights during the dates of the **DENTISTRY 2009** show for \$1,900.

### 18. Is there a US presence in the UAE healthcare institutions?

Yes. The Dubai Healthcare City (DHCC) started construction in 2002 and is to be completed by 2010. It will address specialized healthcare, research and education for the region. Strategic partners on the project are Harvard Medical School, Harvard Medical International and the Mayo Clinic. Additional US healthcare institutions involved in the region include Johns Hopkins, the Cleveland Clinic, Houston Medical Center, Cedars Sinai, University of Chicago, University of Pittsburgh Medical Center and Duke University Medical Center, New York University, Michigan State, UCLA Medical Center, Medical College of Cornell, and Sloan Kettering among others.

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