WE WOULD LIKE TO THANK ALL OUR 2015 SPONSORS FOR THEIR CONTINUOUS SUPPORT

Platinum sponsors
Dear healthcare and trade professional,

The 40th edition of Arab Health welcomed a record-breaking number 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 UAE Ministry of Health, 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.

With the addition of 6,847m² exhibition space, Arab Health hosted a total of 4,053 exhibitors across 22 halls achieving an increase of 26% on visitor and delegate numbers.

The introduction of the new Dealers & Distribution Lounge was a way to improve communication between trade visitors and exhibitors, enhancing the visitor experience. The Future of Surgery Zone hosted a number of exhibitors showcasing the latest in surgical methods and devices giving healthcare professionals the opportunity to gain hands-on experience.

During the four-day event, multi-million dollar deals and partnerships were signed onsite, making Arab Health 2015 the most successful edition thus far.

Arab Health Congress 2015 welcomed a record-breaking 12,928 delegates, which represented an impressive 18% increase from last year. The Congress presented 18 conferences, offering unmatched continuing medical education opportunities to professionals from all healthcare specialties.

This year, the Congress featured the 1st Gulf Hypertension Conference. This conference provided a review and update of clinical practice in hypertension. Regional and international experts addressed diagnosis and management strategies, as well as analysed recent advances in hypertension.

The MEDLAB exhibition hosted 519 exhibitors from 37 countries, including representation from 13 country pavilions. More than 24,000 visitors came to see and try out the thousands of diagnostic products, equipment and services on display. Many of the conference tracks sold out with more than 6,500 delegates in attendance, making MEDLAB 2015 the largest to date.

This 2015 post show report demonstrates 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 the show such a great success.

We look forward to welcoming you to Dubai on 25-28 January 2016.

Kind regards,

Ross Williams
Exhibition Manager - Arab Health

Tom Coleman
Exhibition Director - MEDLAB series
ARAB HEALTH IS...

"Fast paced"  
Philips

"Always positive"  
Dräger

"Quality visitors"  
Neusoft

"Good business"  
Welch Allyn

"Excellent clientele"  
Arabian Ethicals

"Busy, effective"  
Medicool

"Better than ever"  
Anatomic Help

"Very successful"  
Celloexess

"High sales"  
Tianjin Fusite Technology
Arab Health once again demonstrated the dynamism and strength of the healthcare industry within the region. The sold-out show attracted 4,053 of the world’s leading manufacturers, distributors and service providers, who displayed the latest technology, innovations and trends in the healthcare industry.

With an additional 6,847m\(^2\) of exhibition space the 2015 show witnessed more than 300 new exhibitors and four new country pavilions. 90% of exhibitors rebooked their space for 2016, demonstrating the success of the show now and for years to come.
DEALS AND PARTNERSHIPS SIGNED AT ARAB HEALTH

- Canadian owned Enayati Home Healthcare Center signed an agreement with technology partners Etisalat to launches the region’s first homecare technology, a patient remote monitoring system in the home.
- Sultan Bin Abdulaziz Humanitarian City (SBAHC) announced a Joint Venture with Mobile Doctors 24-7, a Dubai-based organization, as well as a partnership with the Rashid Center of Disability and the Rashid Paediatric Therapy Centre in Dubai.
- This year, 44 Brazilian enterprises are exhibiting at Arab Health. As a result, the enterprises are expecting US$20 million worth of deals throughout the year, according to Brazilian Association of the Industry of Medical, Hospital & Laboratory Articles & Equipment (Abino).
- India’s Trivitron Healthcare has announced a joint venture with the IMD group, Italy. The MOU was signed for the joint venture to design/ develop and manufacture variety of X Ray Equipment and X-Ray accessories based out of its facilities in Chennai and Mumbai in India and Bergamo in Italy.
- His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, officially launched the logo for the recently announced Mohammad Bin Rashid University of Medicine and Health Sciences.
- The UAE Ministry of Health announced at Arab Health that it is working with Cerner Corp. to become the first organization in the Middle East to roll out a member portal that will allow residents of Dubai and Northern Emirates to communicate directly with the ministry’s healthcare providers via the internet.
- Anglo Arabian Healthcare (AAH) announced their successful partnership with the Health Bay Polyclinic group and the Oras Medical Centre, Sharjah positioning AAH as a major group in the UAE Healthcare industry.
- In a strategic partnership agreement signed on the sidelines of the Arab Health, Dubai Healthcare City entered a partnership with Queen’s University Belfast to develop the Mohammad Bin Rashid University of Medicine and Health Sciences and its College of Medicine.
- GE Healthcare partnered with Kuwait MoH to help equip first-in-country specialized healthcare centers.
- Aster DM Health Care announced the opening of a multi-speciality 100-bed hospital in Mankhool, Bur Dubai. In addition to this, the group plans to open five other hospitals — four of which will be in the UAE and one in Qatar — and add about 500 more beds to meet the growing health-care requirements of the country.
- Dubai Healthcare City announced plans to establish the first UAE-based hospital of India’s leading healthcare provider, Medanta. The planned multi-specialty Medanta Hospital will have a capacity of approximately 250 beds and is expected to open by early 2017.
- Government Ministers from the UK and Ireland launch joint healthcare trade co-operation during Arab Health. This joint initiative - which brought together the very best in healthcare from the UK and Ireland - was born out of an agreement by Prime Minister David Cameron and Taoiseach Enda Kenny in 2012 to find ways to strengthen further the bilateral relationship.
- A contract was awarded from the Kuwaiti Ministry of Health for Armstrong Medical’s Neo Natal ventilator circuits. New contracts push Armstrong Medical sales towards £1,000,000 in Middle East region.

“VPD Bled has attended Arab Health for the past 8 years, in cooperation with different companies & pavilions; for the last 5 years, we’ve been participating alone. It is a promising and a prospective show.”
 Robert Galicic, CEO at VPD Bled D.O.O.

“This is our second time at Arab Health. We expect to meet distributors as we don’t have a lot of experience in the region. It’s a good opportunity to make new business contacts and to grow our network. The organisation, the facilities and the size of the exhibition is fantastic and we hope to participate again next year.”
 Marcos Parra Product Manager, Traumec

“For ICT Health, Arab Health is that time of the year where fun & business shake hands; it is as much a corporate event as it is also the party of the year.”
 Ramprakash Palaparty, Marketing Manager, ICT Health Company.
VISITOR SUMMARY

As Arab Health continues to increase the number of exhibitors and develop new country pavilions, its international audience grows, receiving 93,925 visitors from 163 countries; this year, 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, not only regionally, but also for the benefit of the global healthcare community.

SURVEY RESULTS

98% visitors confirmed they will attend Arab Health 2016

93% visitors were successful in establishing new contacts and relations for future

89% visitors learned about new products

35% visitors attended Arab Health for the first time

WHAT VISITORS GAINED FROM ATTENDING

To establish new business contacts 58%

Keep up-to-date with new products/trends 35%

To source a new supplier 31%

To meet up with industry colleagues 26%

To find/buy a specific product or service 17%

To look for a new job 8%

AREA OF BUSINESS BREAKDOWN

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Hospitals</td>
<td>33%</td>
</tr>
<tr>
<td>Distributors</td>
<td>24%</td>
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<tr>
<td>Manufacturer</td>
<td>15%</td>
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<tr>
<td>Government</td>
<td>12%</td>
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<tr>
<td>Laboratories</td>
<td>10%</td>
</tr>
<tr>
<td>Academic</td>
<td>6%</td>
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</tbody>
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VISITOR BREAKDOWN BY REGION

- Middle East: 63%
- Europe: 12%
- Asia: 10%
- Americas: 8%
- GCC: 5%
- ROW: 1%
The Arab Health Congress featured 18 conferences offering Continuing Medical Education (CME) to attending medical professionals.

Arab Health’s flagship conference, Leaders in Healthcare, took on a new theme - ‘Advancing Geriatric Care in the Middle East’. 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.

A brand new addition to the Arab Health Congress was the 1st Gulf Hypertension Conference. This conference provided a review and update of clinical practice in hypertension. Regional and international experts addressed diagnosis and management strategies, as well as analysed recent advances in hypertension.

The full list of Arab Health 2015 conferences:

- 8th Middle East Anaesthesia
- 3rd Big Data
- Biomedical Engineering Forum
- 7th Middle East Cardiovascular Disease and Intervention
- 3rd Complementary, Alternative and Integrative Medicine
- 3rd Middle East Diabetes
- 7th Middle East Gastroenterology
- 1st Gulf Hypertension
- Leaders in Healthcare
- 14th Laboratory Management and Medicine – MEDLAB Congress
- 11th Middle East Orthopaedics
- 8th Middle East Paediatrics
- 2nd Middle East Public Health
- 6th Middle East Quality Management in Healthcare
- 5th Respiratory, Critical Care and Sleep Disorders
- 14th Middle East Surgery
- Total Radiology
- 8th Middle East Update in Urology

With the aim of bridging the gap in medical knowledge, the Arab Health Congress 2015 provided the very latest updates and insights into new procedures, techniques and skills that you can take away and apply in your everyday work environment.
The flagship MEDLAB event was first launched in Dubai in 2002. Since its launch, MEDLAB has established itself as one of the largest laboratory events in the world. Over the years, attendance has increased considerably, and in 2015, MEDLAB hosted 519 exhibitors from 37 countries, including representation from 13 country pavilions. 24,422 unique visitors came to see and try out the thousands of diagnostic products, equipment and services on display. 6,551 conference delegates attended the scientific programmes, making it the largest gathering to date and resulting in many of the conference tracks completely selling out. Following on from the huge success of the MEDLAB Exhibition & Congress at Arab Health, the MEDLAB series is expanding and is now present in the Middle East, Africa and Asia.

**EXHIBITION HIGHLIGHTS**

- **bioMérieux** set a new standard in molecular diagnostics by enabling syndromic testing with their product launch ‘FilmArray: one streamlined system. Many applications’. This product has the ability to test a set of 20-27 different pathogens in just over an hour and enables physicians to make clinical decisions sooner, positively impacting patient care.

- **Roche Diagnostics Middle East** showcased its latest in vitro diagnostics innovations at Arab Health 2015. The launches included: the cobas® 8100, a total lab automation solution for central laboratories; the cobas t 411, Roche’s entry into laboratory coagulation; and the VENTANA HE 600 system, one of Roche’s latest innovations for the histopathology laboratory.

- **Randox** showcased how their RX series of clinical chemistry analysers continues revolutionise a variety of laboratory types including; physician’s office laboratories, hospital laboratories, research & educational institutes, veterinary, and food & wine laboratories. The RX series combines robust hardware and intuitive software with the world leading RX series test menu, including routine chemistries, specific proteins, lipids, therapeutic drugs, drugs of abuse, antioxidants and diabetes testing.

- **Bio-rad** created a lot of buzz during MEDLAB with an awesome dancing robot demonstration related to the launch of the IH-500, a new immunohaematology fully automated platform for ID-cards, combining functionality and compact design that operates using 6-axis robot technology. Bio-rad is the first company to introduce such technology in immunohaematology testing.

**Exhibition floor space:**
```
14,491m²
```

**Number of exhibitors:**
```
519
```

**Country pavilions:**
```
13
```

**Exhibiting countries:**
```
37
```

**Number of total participants:**
```
32,459
```

**Number of exhibitor attendees:**
```
1,486
```

**Number of visitors:**
```
24,422
```

**Number of delegates:**
```
6,551
```

**EXHIBITOR BREAKDOWN BY REGION**

**COUNTRY PAVILIONS**

- **Austria**, **Belgium**, **Brazil**, **China**, **Egypt**, **France**, **Germany**, **Italy**, **Morocco**, **Poland**, **Spain**, **UK**, **USA**
Arab Health 2015 edition was successful for Sysmex! Our booth was always full and to top it off, the Sysmex Middle East Sales and Marketing Director had the honor to present our lab automation solution to UAE Vice President, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum. We have already saved the date for the next Arab Health 2016 edition... see you there!

Sysmex Middle East

“MEDLAB, without a doubt, is the region’s premier pathology conference and attracts global attention. Every year I look forward to this event as key pathology constituents gather in Dubai.”

Aaron Han, MD, PhD, FCAP, Chief, Department of Pathology, American Hospital Dubai, UAE

“THE MEDLAB CONGRESS

Laboratory Management 1,595 DELEGATES
Molecular Diagnosis 1,274 DELEGATES
Microbiology 1,289 DELEGATES
Histopathology 336 DELEGATES
Clinical Chemistry 1,376 DELEGATES
Haematology 681 DELEGATES

“The 14th MEDLAB Congress was the largest we have had to date, the growth of this event over the years has been remarkable. With several tracks covering all disciplines of the clinical laboratory, the programme provided valuable updates for the thousands of laboratory specialists who attended.”

Dr Mansour Al-Zarouni BSc[USA], MSc & PhD[UK] Consultant Medical & Molecular Microbiologist, Executive Director, EML Diagnostics, Sharjah, UAE

VISITOR BREAKDOWN BY REGION

VISITOR AREA OF INTEREST

THE MEDLAB CONGRESS

DELEGATES BY REGION

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The Arab Health Innovation & Achievement Awards is an exceptional opportunity designed to recognise the outstanding achievements by individuals and institutions that have contributed to the growth and development of the region’s healthcare industry. The Awards ceremony took place on 27 January 2015 at the Bubble Lounge, Dubai International Convention & Exhibition Centre.

Excellence in Radiology Award
This award was presented to the organisation or department that made the greatest contribution in the field of imaging and diagnostics.

**WINNER:** Radiology Department, King Abdul Aziz University, Jeddah, KSA

Excellence in Surgery Services Award
This award was presented to the organisation or department that made the greatest contribution in the field of surgery.

**WINNER:** Burjeel Hospital for Advanced Surgery Dubai, UAE

Roche Excellence in Laboratory Award
This award was presented to the organisation or department that made the greatest contribution in the field of medical laboratory.

**WINNER:** King Faisal Specialist Hospital and Research Centre, Riyadh, KSA

Excellence in Patient Centred Care Award
This award was presented to the hospital or institution that developed the most effective patient-centred care approach in the region.

**WINNER:** Dr Sulaiman Al Habib Olaya Medical Complex, Riyadh, KSA

Cleveland Clinic Young Clinician Award
This award was presented to a physician (under the age of 40 years) who made the greatest contribution to making a difference in the lives of their patients in the Middle East.

**WINNER:** Dr Dima Abdelmannan, Dubai Diabetes Center

Young Surgeon of the Year Award
The Young Surgeon Award recognised the accomplishments of a young surgeon who is not more than 40 years old.

**WINNER:** Dr Ahmed Afifi, Aswan Heart Centre, Magdi Yacoub Foundation, Egypt

Outstanding Contribution of an Individual to the Middle East Healthcare Industry Award
This award recognised an outstanding healthcare professional that made a significant contribution to the healthcare industry in the Middle East. These contributions must have a lasting impact in the region and must have demonstrated a lifetime commitment to develop the industry.

**WINNER:** Prof Tawfik A. M. Khoja, The Health Ministers’ Council for Cooperation Council States, KSA

“I am overwhelmed and it feels fantastic to be conferred this prestigious honour from Arab Health. It is a great pride for my team and myself, and surely this award will make a difference in my career. It will spur me to continue and find even more innovative ways to upgrade healthcare in the region.”

Prof Tawfik A. M. Khoja, The Health Ministers’ Council for Cooperation Council States
In 2015, Arab Health introduced a free networking lounge exclusively for Dealers & Distributors visiting the event. The purpose of the lounge was for healthcare dealers and distributors to be able to conduct meetings with clients and network with colleagues during the busy exhibition.

We also introduced the Dealers & Distributors Wall, where dealers and distributors had the opportunity to display their company and contact details, along with the products they were looking for on a dedicated board in the Lounge. This allowed exhibitors to identify which distributors and dealers were looking for their products and to set up a meeting directly onsite.

To be involved in next year’s Dealers & Distributors Lounge, email us on arabhealth@informa.com.

More than 1,800 visitors attended the newly launched Future of Surgery Zone that saw participating companies showcase the latest in surgical methods and devices.

Visitors took part in free seminars at the Innovation Hub and gained hands-on experience on using state-of-the-art equipment.

Visitors explored the latest in:
- Minimally invasive devices and techniques
- Robotics
- Bloodless surgeries
- Laser applications
- Implantable devices and systems
- Imaging and image guiding technologies.

Visitors could also view the original 1867 edition of the medical journal The Lancet, containing pioneering articles from the ‘father of modern surgery’, Sir Joseph Lister, as well as take an educational journey through the history of surgery with educational material detailing surgical techniques dating back to Ancient Egyptian times.
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 710 adverts appeared as part of the campaign, covering a range of the most renowned titles.

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.

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

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.

Invitations were mailed to healthcare professionals across the globe, welcoming them to Arab Health 2015. More than 170,540 contacts were carefully selected from our extensive and ever-growing database.

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

Arab Health also featured a mobile app that was used more than 440,000 times. The app included exhibitor listings, floor plans, and event schedules to enhance the attendees’ experience.

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$9,021,198.

Arab Health also featured a mobile app that was used more than 440,000 times. The app included exhibitor listings, floor plans, and event schedules to enhance the attendees’ experience.


In keeping with tradition, Arab Health had an excellent range of fantastic prizes on offer at the show. A BMW 4 series Gran Coupe, a holiday trip worth AED 15,000, and four Samsung Galaxy Tabs were drawn over the four days.

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, Building Healthcare 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 www.arabhealthmagazine.com allows users to search back through archives of articles from all fields of medicine.
Our targeted 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 2016 event.

Through the active use of social media, Arab Health has built a strong following and presence on various platforms including Facebook with more than 32,7250 likes, Twitter with 10,765 followers, LinkedIn with 6,513 members and YouTube with a total of 23,714 views in 2015.

Four issues of a total of 14,000 copies of the Arab Health show daily newspaper, Daily Dose, were distributed during the show to create greater awareness amongst visitors about a variety of events taking place on each day. Exhibitors were also able to advertise in the newspaper in order to attract greater visitor numbers to their stands.
Informa Life Sciences Exhibitions is part of Informa Exhibitions and runs the healthcare portfolio of products including 21 exhibitions and more than 100 conferences yearly covering African, Middle Eastern and Asian markets. Over the course of the year, the events attract more than 5,000 exhibitors, 100,000 visitors and 15,000 conference delegates.

In addition to the events, the division also publishes 4 healthcare magazines and offer Dothealth, an on-line healthcare portal showcasing more than 40,000 healthcare companies.

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