



FAQs about the UAE, Arab Health and MEDLAB

“The MEDLAB gets bigger and better every year.”

*Mary Freeman, President
Awareness Technology*

“Appreciated the exhibitor registration desk (for Scherago’s MEDLAB clients) at the convention center, very helpful.”

*Karen Lackinger, Client Relations Manager
College of American Pathologists*

Note: FAQs 16 -19 pertain specifically to US companies

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. Many Europeans and Middle East residents vacation on its beaches.

Dubai, the commercial and financial center of the region, not only serves the Arabian Gulf States and Middle East, but also North Africa and West Asia. It provides tax-free opportunities, free trade zones and other specialized areas. More than 170 shipping lines and 90 airlines provide direct links to 130 cities worldwide. It has one of the most beautiful airports in the world and is operated under US FAA regulations. Politically stable, Dubai has a forward-looking, responsive government with a progressive, pro-business attitude and a strong commitment to the private sector.

2. What language is 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 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.

4. What is Arab Health?

Arab Health is one of the fastest growing general medical expos in the world. The show targets the Middle East, Arabian Gulf States, India, Africa, and West Asia. Stand space has grown over 30% per year for the last eight years and now occupies 86,000 m² or 920,000 sq. ft. of net space (2,653 companies).

In 2010, attendance reached 66,000, a 10% increase over the 2009 attendance of 55,000.

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5. Why is this region showing such dramatic growth?

The Gulf Co-operation Council (GCC) countries are committed to growth in basic infrastructure; 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, currently in various stages of construction, in a series 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 real estate projects in the region are suffering, not one hospital-related project has been cancelled or put on hold as a direct 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.

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 is 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 Suhwa 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 medical and laboratory practice in the region?

Medical and laboratory practice has achieved or is achieving the highest standards. Many of the MDs and PhDs in the region have received their education in Europe or the US. In the UAE, most scientific educational courses are CME accredited.

Regarding laboratory practice, the UAE Ministry of Health has decreed that all laboratories must be accredited by 2010 and recognizes the College of American Pathologists (CAP) accreditation as the gold standard. To remain competitive, other companies in the region will follow the UAE's example.

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.

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7. What is MEDLAB?

It is the largest IVD product show in the region.

As a distinct area (similar to Halls 1-3 at MEDICA), the **MEDLAB** exhibition is the *In Vitro* Diagnostics (IVD) area of Arab Health. Linked to it is a three-day conference/workshop program in laboratory medicine.

Prior to 2005, participating IVD companies were interspersed throughout the 13 halls in the Dubai Exhibition Center. In 2005 (the first year of **MEDLAB**), 18 IVD companies and distributors were physically in the **MEDLAB** area. The number of IVD companies participating in MEDLAB has grown significantly.

MEDLAB: Company Exhibitor Growth						
Year	05	06	07	08	09*	10
IVD Companies	18	48	73	115	130	169
% Change		167%	52%	58%	13%	30%

Note: 2009 growth was limited due to limited size of the venue.

Of the 66,000 visitors attending Arab Health, 28% (18,000) have an interest in medical laboratory products. Of this group, 59% are business executives (hospital management and distributors) and 41% are medical staff (clinical laboratory personnel).

8. What did 2009 MEDLAB exhibitors think of the show?

A survey sample of half the IVD exhibitors (34% response) rated the show:

Excellent:	34.0%
Very Good:	37.5%
Good:	25.5%
Fair:	2.0%

9. How does this compare to previous years?

MEDLAB Exhibitor Evaluations: 07-10				
	07	08	09	10
Type Survey	Onsite	Onsite	Web	Web
% Response	35%	38%	31%	34%
<i>Evaluations</i>				
Excellent	15.0%	15.0%	26.0%	34.0%
Very Good	46.0%	41.0%	36.0%	37.5%
Good	35.0%	33.0%	38.0%	25.5%
Fair	4.0%	11.0%	0.0%	2.0%

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 MEDLAB?

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 three options:

- **Indoor (bare) Space** - includes space, general cleaning and hall
Minimum size is 21 m² at \$575 / m² or \$ 12,075
- **Shell Scheme** – Includes rear & sidewalls, name board, cleaning, hall security, and lighting
Minimum size is 9 m² at \$645/ m² or \$5,805
- **Americas Pavilion**) - Includes rear & sidewalls, name board, general cleaning, hall security, and lighting. table & four chairs, display cabinet, literature rack, waste bin
Minimum Size is 9 m² at \$695 / m² or \$6,225

13. How is MEDLAB promoted?

MEDLAB is promoted through the magazine *MEDLAB*, a controlled circulation publication that is sent to 12,000 clinical laboratory personnel and dealers throughout the Middle East. It is also promoted through *Arab Health* magazine (29,000 audited circulation), e-newsletters (60,000 per month), mailed entry tickets (500,000), conference brochures (mailed to 100,000), press conferences, press releases, fax campaigns, poster campaigns, trade publications, and personal invitations.

14. What are the targeted countries for the MEDLAB promotion?

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.

15. What is the difference between MEDLAB and Arab Lab

Arab Lab focuses primarily on the analytical, environmental and petroleum lab market. MEDLAB, being part of Arab Health, focuses exclusively on the IVD market.

FAQ's for US Companies

16. Is there an American presence in the UAE?

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

17. How are US IVD products perceived?

US medical 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 countries.

18. What does it cost to travel from the US to Dubai?

Depending on the location in the US, round-trip coach airfare is between \$1,000 and \$1,500. Five star hotels are currently (May 2010) quoting an average of \$250/night. It should be noted that due to the over building of hotels and the metro system that stops at the Dubai Exhibition Center, hotel prices have dropped significantly.

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19. 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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