

NEW DATES



MEDLAB

6-9 February  
**2017**



THE  
WORLD'S  
LARGEST  
ATTENDED  
LABORATORY  
EXHIBITION AND  
CONFERENCE

# POST SHOW REPORT

# WE WOULD LIKE TO THANK ALL OUR 2016 SPONSORS FOR THEIR CONTINUED SUPPORT

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## Gold Sponsors



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## Supporting Bodies



## Leading Congress Supporter



## Organised by



Dear medical laboratory professional,

The 2016 MEDLAB Middle East Exhibition played host to over 589 exhibitors from 46 countries, including representation from 14 country pavilions. More than 26,000 visitors attended, testing and exploring the thousands of innovative diagnostic products, equipment and services on display.

The MEDLAB Middle East Congress saw a tremendous growth with more than 7,000 delegates attending the 6 scientific tracks we produced. As the largest global laboratory conference with over 150 speakers from all continents, the international expertise on offer prompted all tracks to completely sell out ahead of the show.

Expanding at a significant rate, the next edition of MEDLAB Middle East in 2017 will launch as a standalone event, a week after Arab Health. With even more exhibition space, housing over 700 exhibitors from across the globe, all are dedicated to sharing the most up-to-date and cutting-edge technology available in the IVD and medical laboratory market.

This 2016 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 MEDLAB Middle East 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 from **6-9 February 2017**, in **Za'abeel Halls** at the **Dubai International Convention and Exhibition Centre**.

Kind regards,

**Tom Coleman**  
Group Exhibition Director  
MEDLAB Series

# 14 YEARS OF SUCCESS

Exhibition Floor Space:  
**20,000 m<sup>2</sup>**

**38%** INCREASE FROM 2015

Number of Exhibitors:  
**589**

**14%** INCREASE FROM 2015

Country Pavilions:  
**14**

**15%** INCREASE FROM 2015

Exhibiting Countries:  
**46**

**11%** INCREASE FROM 2015

Total Attendees:  
**38,029**

**17%** INCREASE FROM 2015

Number of Visitors:  
**26,376**

**8%** INCREASE FROM 2015

Number of Delegates:  
**7,248**

**11%** INCREASE FROM 2015



*“MEDLAB for us is extremely important. We come every year to MEDLAB and display the most important new developments in our portfolio”*

**Dr. Michael Heuer**  
President of EMEA and Latin America,  
**ROCHE**

[medlabme/videos](https://www.youtube.com/watch?v=medlabme/videos)



# VISITOR SUMMARY

Year after year at MEDLAB, as the exhibition increases in size, hosting new country pavilions and the latest IVD and medical laboratory equipment from across the globe, the visiting audience numbers increase dramatically. With 26,376 visitors in 2016, from 101 countries, it is clear that MEDLAB is the annual meeting place for the industry, bringing together a wealth of knowledge and experience from all over the world.

In this way, MEDLAB is positioned to provide a networking platform to share ideas for the benefit of the industry, both regional and international.



## VISITOR JOB TITLE BREAKDOWN

|                                       |            |
|---------------------------------------|------------|
| » Lab Specialist                      | <b>53%</b> |
| » Senior Decision-Makers              | <b>30%</b> |
| » Clinicians/Healthcare Professionals | <b>11%</b> |
| » Academic                            | <b>4%</b>  |
| » Finance                             | <b>2%</b>  |

## AREA OF BUSINESS BREAKDOWN

|               |            |
|---------------|------------|
| Hospitals     | <b>26%</b> |
| Laboratories  | <b>24%</b> |
| Distributors  | <b>23%</b> |
| Manufacturers | <b>13%</b> |
| Government    | <b>9%</b>  |
| Academic      | <b>5%</b>  |

## VISITOR BREAKDOWN BY REGION



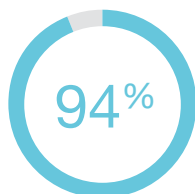


*"I have come to look for new suppliers for our medical developments...  
I come every year, and every year I always find what I'm looking for!"*

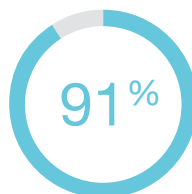
**Cecelia Thomson**

Healthcare Consultant, **Cocoakvo UAE**

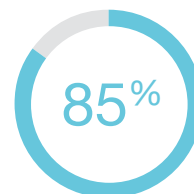
## VISITORS FEEDBACK



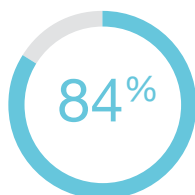
confirmed they  
will attend  
MEDLAB 2017



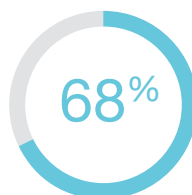
learned about  
new products



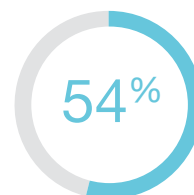
were successful in  
establishing new contacts  
and relations for future



attended to source a  
new supplier



attended MEDLAB  
in previous years



came to look  
for a job

## DEALERS & DISTRIBUTORS WALL



The Dealers & Distributors Wall offered visitors the opportunity to display their contact details, along with the products they were looking for on a dedicated board.

This allowed exhibitors and other visitors to identify which distributors and dealers were looking for specific products and to set up a meeting onsite.

To be involved in next year's Dealers & Distributors Wall, email us at

✉ [medlabme@informa.com](mailto:medlabme@informa.com)



*"MEDLAB is the regional and global  
exhibition where all the clinical  
diagnostics laboratories are present."*

**Anwar Abu Eida**

Sales Manager,  
Al Hayat Pharmaceuticals

 [medlabme/videos](https://www.youtube.com/channel/UC...)

# EXHIBITOR SUMMARY

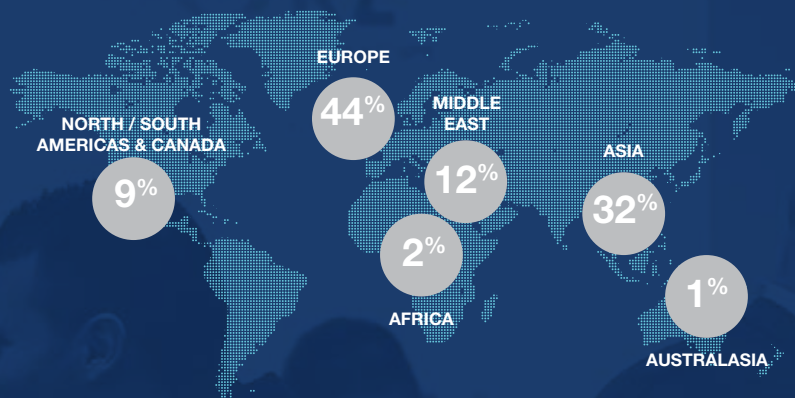
Following 14 successful years, the flagship MEDLAB has demonstrated its domineering, global presence as the world's largest attended laboratory exhibition and conference, having sold out of floor space by September 2015, subsequently utilising the temporary Za'abeel Hall 7 to accommodate the high demand.

As MEDLAB moves to a new location with new dates in 2017, more opportunities for potential exhibitors to showcase the latest diagnostic innovations and services to a purely international market are available.

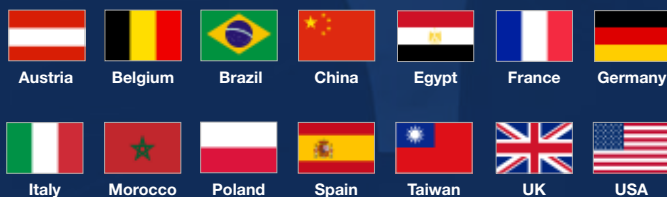
A 50% increase in floor space now means that an additional 100 companies can take part in 2017.

With 85% of the exhibition floor space already sold out, the separation from Arab Health is well underway to bring about a more targeted and concentrated event.

## EXHIBITOR BREAKDOWN BY REGION



## COUNTRY PAVILIONS



## EXHIBITORS FEEDBACK



*“Next year we will have an additional added portfolio of products that we will showcase at MEDLAB.”*

**Saad Kayali**  
Managing Director, **Sysmex**



[medlabme/videos](https://www.youtube.com/channel/UCmedlabme/videos)

EXHIBITION IS  
**85%**  
SOLD OUT

**DON'T DELAY**  
BOOK YOUR STAND TODAY

[medlab@informa.com](mailto:medlab@informa.com)





# DELEGATE SUMMARY

The MEDLAB Congress featured 6 conferences offering Continuing Medical Education (CME) credits to attending medical professionals.

With the aim of bridging the gap in medical knowledge, the MEDLAB Congress 2016 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.

*“Attending the conference was a really good and enriching experience. There’s so much to learn, so much knowledge on offer and so many people gathered from around the world.”*

**Lojaine Taher**

Clinical Instructor, **Prince Sultan Hospital**



## DELEGATE JOB TITLE BREAKDOWN

|                                      |            |
|--------------------------------------|------------|
| » Lab Specialist                     | <b>78%</b> |
| » Clinicians/Healthcare Professional | <b>12%</b> |
| » Senior Decision-Makers             | <b>6%</b>  |
| » Academic                           | <b>3%</b>  |
| » Finance                            | <b>1%</b>  |

## CONFERENCE ATTENDEES BREAKDOWN

|                                    |            |
|------------------------------------|------------|
| Laboratory Management              | <b>25%</b> |
| Clinical Microbiology & Immunology | <b>20%</b> |
| Molecular Diagnostics              | <b>19%</b> |
| Clinical Chemistry                 | <b>19%</b> |
| Haematology                        | <b>12%</b> |
| Histopathology                     | <b>5%</b>  |

**11%**  
INCREASE IN NUMBER OF DELEGATES FROM 2015

MORE THAN  
**115**  
SPEAKERS FROM ALL CONTINENTS



 [medlabme/videos](https://www.youtube.com/channel/UCmedlabme/videos)

*“Our Conference’ Speakers come from all places of the world from North America to Europe. We are the leaders in Laboratory Medicine in terms of the coverage of the diseases and latest technology and information that comes up in this field of medicine.”*

**Dr. Mansour Al Zarouni**

Chairman, MEDLAB Conference & Executive, **EML Diagnostics**

# MARKETING & PROMOTION



**MEDLAB VIDEOS**  
56,161 views



**PRINT**  
810 adverts



**VIP INVITATION PACK**  
8,000 VIP invitations



**MOBILE APP**  
more than 45,000 hits



**PRIZE GIVEAWAYS**  
Audi A5 & iPad Air



**WEBSITE**  
more than  
244,501 visits



**SMS**  
189,666 contacts



**PR & MEDIA COVERAGE**  
900 articles published



**DIRECT MAIL**  
150,000 contacts



**HOSPITAL MAILING**  
300 selected



**EMAIL**  
250,000 reached



**SHOW DAILIES**  
14,000 copies



**LIFE SCIENCES PUBLICATIONS**  
reaching more than 35,000  
medical professionals

## SAVE THE DATES 6-9 February 2017

### EXHIBIT

Book your stand today, contact us at:  
[medlabme@informa.com](mailto:medlabme@informa.com), +971 4 407 2508 or  
[medlabme.com](http://medlabme.com)

### VISIT

Register now to confirm your free visit to the exhibition:  
[medlabme.com/register](http://medlabme.com/register)

### TRAVEL

Benefit from MEDLAB discounted rates.  
Contact our hospitality team on +971 4 407 2694,  
+971 4 407 2710 or email [hotels@informa.com](mailto:hotels@informa.com)



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Informa Life Sciences Exhibitions publishes four international healthcare magazines, offers Dothealth, a healthcare portal showcasing over 40,000 healthcare companies and runs Healthy Change, an online recruitment portal.

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