

2018 POST SHOW RESULTS



In a strategy to improve the quality of the show for exhibitors and visitors, Arab Health 2018 saw the implementation of new targeted marketing tools and paid visitor registration. More investment into the visitor and exhibitor experience quality has resulted in one of the most satisfactory editions of the show to date.

OVERVIEW

64,469

SQM EXHIBITION
FLOOR SPACE

4,176

EXHIBITORS

66

EXHIBITING
COUNTRIES

39

COUNTRY
PAVILIONS

78,509

VISITORS

5,984

DELEGATES

84,493

TOTAL ATTENDEES

163

COUNTRIES
REPRESENTED

DIGITAL AUDIENCE



50,300

FOLLOWERS AND
50,568 LIKES



17,900

FOLLOWERS



9,750

FOLLOWERS



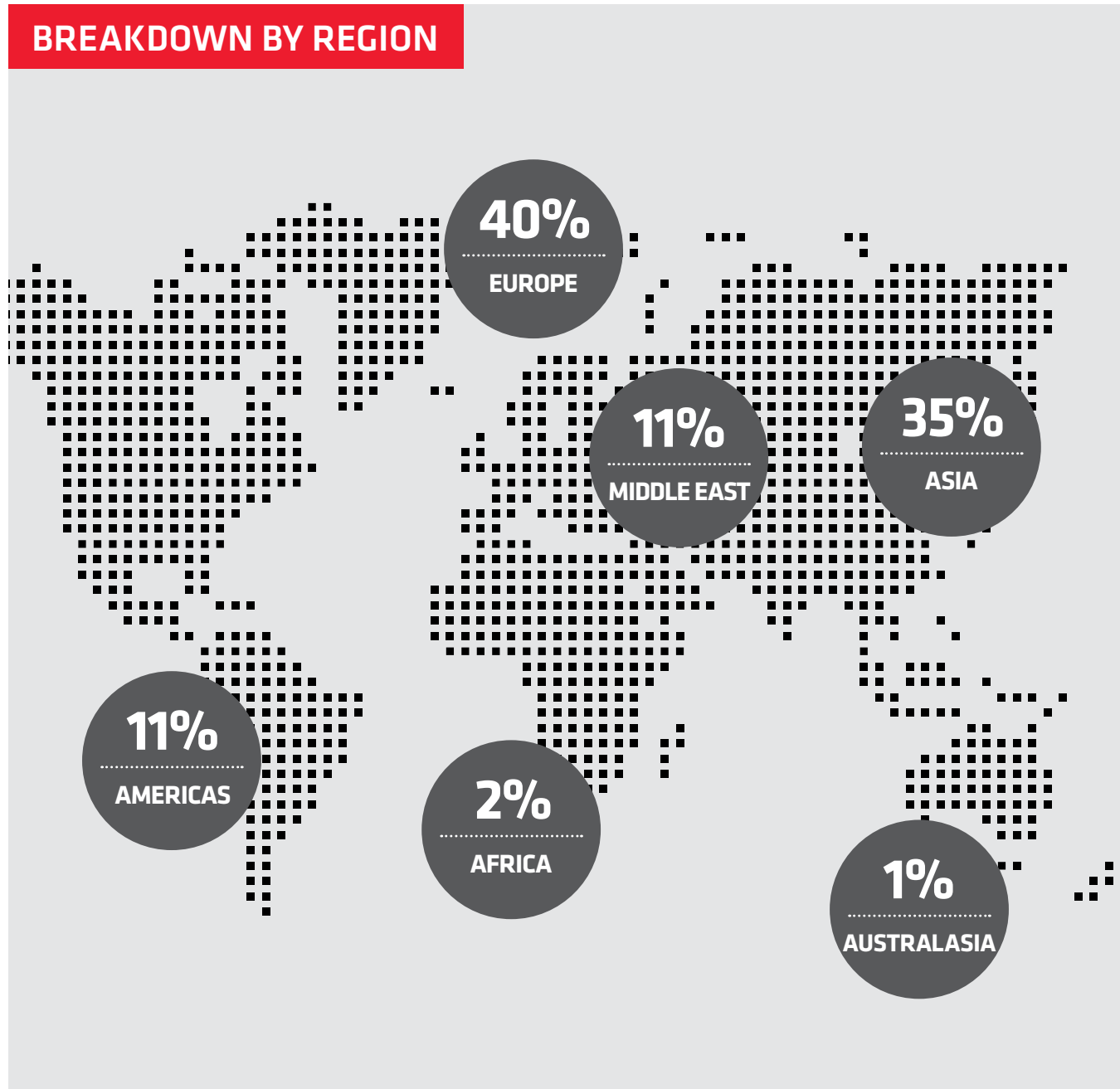
339,390

VIEWS IN 2018

Where the healthcare world
comes to do business

EXHIBITOR OVERVIEW

BREAKDOWN BY REGION



*AS OF 1 FEBRUARY 2018 FROM EXHIBITORS WILLING TO SHARE FIGURES

FEEDBACK

US\$ 778M+

total value of business generated*

96%

rated Arab Health as an important platform for their business

92%

rated the quality of visitors from good to excellent

82%

will be exhibiting again next year

20%

exhibited for the first time

TOP 5 REASONS FOR EXHIBITING

82%

To seek new contacts for future business

61%

To strengthen relationship with existing clients & partners

56%

To look for a local or regional dealer & distributor

36%

To discuss products & services with end-users

30%

To raise company profile

SURVEY RESULTS ARE PROVIDED BY GRS EXPLORI

VISITOR OVERVIEW

BREAKDOWN BY REGION



AREA OF BUSINESS

37%
Dealer & Distributors

23%
Hospitals

18%
Government

15%
Manufacturers

7%
Other

FEEDBACK

97%

rated Arab Health as an important platform to attend for their business

80%

will attend Arab Health next year

91%

rated their experience from good to excellent

80%

are involved in their business' purchasing process

82%

sourced new suppliers

70%

expect their purchasing budget to grow in the next 12 months

80%

attend 2+ days of the show

41%

attend the show every year

THANK YOU TO ALL OUR 2018 PARTNERS FOR THEIR CONTINUED SUPPORT

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



COUNTRY PARTNERS



PHARMACY PARTNER



EXCLUSIVE MEDICAL TOURISM PARTNER



SUPPORTING BODIES



FREE ZONE PARTNER



OFFICIAL KNOWLEDGE PARTNER



OFFICIAL AIRLINE PARTNER



LEADING CONGRESS SUPPORTER



OFFICIAL DIRECTORY & PUBLICATIONS



OFFICIAL ARABIC TV PARTNER



MEDIA PARTNERS





START YOUR PLANNING FOR 2019



28-31 JANUARY 2019

Dubai International Convention &
Exhibition Centre

**CONTACT US TO BOOK
YOUR STAND:**

TEL: +971 4 4072797

EMAIL: arabhealth@informa.com

WEB: www.arabhealthonline.com

ORGANISED BY

informa
life sciences exhibitions