

The largest healthcare event in the Kingdom

# POST SHOW REPORT 2015

[www.saudihealthexhibition.com](http://www.saudihealthexhibition.com)

Under the Patronage of



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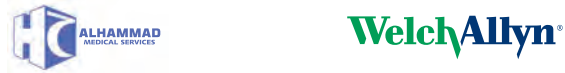
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Dear healthcare and trade professional,

Under the patronage of the Saudi Ministry of Health, the third edition of Saudi 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 for making it such a success.

The 2015 edition of Saudi Health hosted 551 manufacturers and distributors. Stakeholders from 42 countries displayed their technologies, innovations and best practice of care to an audience of more than 16,600 professionals.

Designed for all specialities, Saudi Health featured 13 accredited conferences, welcoming delegates from all around the Kingdom. 169 prominent regional and international experts contributed to the conferences with their thought-provoking presentations, addressing current challenges to aid better provision of care and achieve better outcomes.

Saudi Health 2015 continued to extend its international reach and hosted new country pavilions from the Czech Republic, Italy and the Netherlands.

This post show report summarises the 2015 event and demonstrates how the show has grown over the years, aiming to provide future participants with an overview of its attendees and content. If you are not involved in Saudi Health yet, we hope this report offers comprehensive information to help you decide whether it is the right platform to promote your business.

The 2016 edition of Saudi Health Exhibition and Conference will continue its legacy as the Kingdom's largest healthcare event and we look forward to welcoming you to Riyadh next May.

Best regards

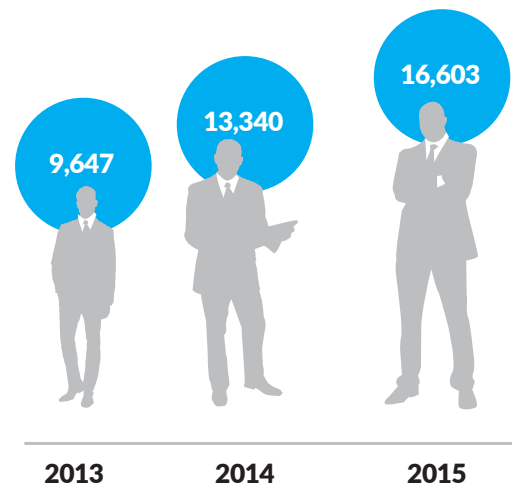
**Pyotr Bakass**  
Exhibition Sales Manager  
Informa Life Sciences Exhibitions

**Kamil Jawhari**  
Project Manager  
Riyadh Exhibition Company

# Show summary

Number of exhibitors	<b>551</b>
International pavilions	<b>12</b>
Exhibiting countries	<b>42</b>
Number of attendees	<b>16,603</b>
Number of speakers	<b>169</b>
Number of conferences	<b>13</b>

## Increase in attendees



"The Kingdom of Saudi Arabia continues to place huge importance on the healthcare sector and a significant portion of the budget has been allocated towards improving healthcare services in the Kingdom.

This year, Saudi Health has experienced a huge growth in numbers of both visitors and exhibitors. In addition to numerous new product and service launches, we have seen exhibitors from across the globe including USA, Canada and Germany, which conveys the importance of the Saudi healthcare market."

H.E. Khalid Al Araj,  
Minister of Civil Services, KSA

# Exhibition summary

The third edition of Saudi Health, the country's largest healthcare event, concluded with great success. The show attracted a record-breaking number of the world's leading providers of healthcare products and services, welcoming exhibitors from 42 countries. Saudi Health 2015 set a unique platform to showcase the latest innovations in healthcare products and technologies to government authorities and industry professionals from across the Kingdom.

The show facilitated a sum of business deals and partnership agreements valued to billions of Saudi Riyals. Saudi Health 2015 set an ideal stage for local and international healthcare companies to launch new products and discuss various training programmes that promote knowledge exchange and local workforce development to keep a stronghold of the Kingdom's position in the global market.



## Country pavilions

Saudi Health hosted a total of 12 country pavilions, further enhancing the range of hospital medical equipment, medical devices and medical technology on display at the event.

- |  |   |
|--|---|
|  Canada         |  Netherlands |
|  China          |  Pakistan    |
|  Czech Republic |  Taiwan      |
|  Germany        |  Turkey      |
|  Italy          |  UK          |
|  Korea          |  USA         |

## Exhibitor survey results

**93%** plan to exhibit at Saudi Health 2016

**91%** were successful in generating new business leads and contacts

**88%** were successful in meeting their overall objectives

**85%** rated the number and quality of visitors as great



*"Being present at Saudi Health 2015 enabled us to promote the Life Sciences and healthcare sector of the Kingdom and to promote the services and products of more than 30 Dutch companies. Because of our fruitful participation and the great interest of Dutch companies in 2015, the Embassy of the Kingdom of the Netherlands has the intention to be present again at Saudi Health 2016."*

**Ms. F.J.M. Huisman – First Secretary ,  
Embassy of the Kingdom of the Netherlands**

# Visitor summary

Saudi Health 2015 played host to healthcare professionals, medical services providers, health insurance companies, medical technicians, pharmacists, drug manufacturers and government officials.

The remarkable turnout once again confirmed the event's important role in offering a valuable insight to top market opportunities, expertise, best practices and leading products and solutions.

The show presented visitors with an unrivalled setting to meet face-to-face with the healthcare industry's major suppliers, witness live product demonstrations and participate in free-to-attend educational seminars.



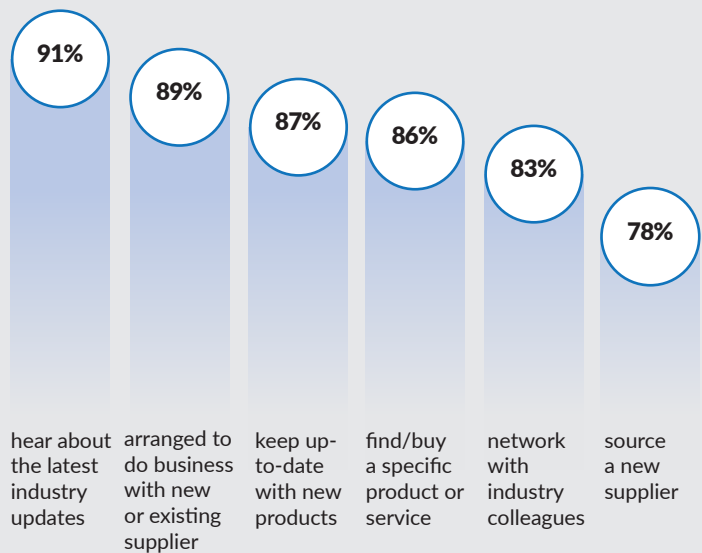
*"It was an excellent platform and provided us the opportunity to strengthen our presence in the market and allowing us to meet the key opinion leaders of the medical industry in KSA. We look forward to being a part of this show in the upcoming years as the potential for the show is rapidly increasing."*

Maha Saleh, Event Coordinator, Leader Healthcare

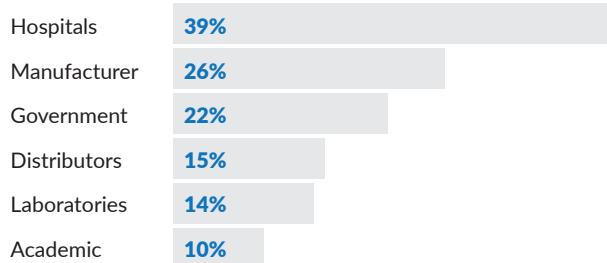
## Visitor survey results

- 94%** confirmed they will attend Saudi Health 2016
- 91%** were successful in establishing new contacts and relations for future
- 86%** learned about new products and services
- 62%** attended Saudi Health in previous years

## What visitors gained from attending



## Breakdown of business areas



# Delegate summary

Supported and accredited by the Saudi Commission for Health Specialties (SCFHS), the conferences discussed important and relevant topics to the local and regional healthcare sector. The conference continued to build on the general needs of the Saudi healthcare market with particular emphasis on the training needs of the Kingdom.

## Within the guidelines of the Ministry of Health, Saudi Health 2015 conferences included:

- 3<sup>rd</sup> Healthcare Leadership Conference
- Emergency Medicine Conference
- 3<sup>rd</sup> Biomedical Engineering Conference
- Health Informatics Conference (Real Utilisation of PACS)
- 3<sup>rd</sup> Nursing Conference
- Public Health Conference
- Infection Prevention and Control Conference
- Diagnostic Radiology Conference (Modern Trend in Diagnostic Radiology)
- 3<sup>rd</sup> Cardiology Conference
- 2<sup>nd</sup> Saudi Radiology Technologists' Conference 2015 by (SSMRT)
- 3<sup>rd</sup> Medical Lab Conference
- 2<sup>nd</sup> Rehabilitation Conference
- Medical Physics Conference

13

conferences

24%

increase in attendees from 2014

169

international speakers



*Saudi Health has greatly improved over the past years in terms of organization and number of attendees. The show has transformed from a pure "Trade Show" to an event with lots of engagement and scientific conferences which helped in driving return on investment for sponsors and participating companies. We look forward to participating next year.*

Mishal Shahin, Marketing Manager, Philips Healthcare Saudi Arabia Ltd.

# Marketing & Promotion

## PRINT

The Saudi Health marketing strategy consisted of a diverse print advertising campaign that reached leading trade publications, magazines and newspapers throughout the Kingdom. A total of **81 adverts** appeared as part of the campaign, covering a range of the most renowned titles.

## WEBSITE

Our websites provide the best online platform to communicate to a target audience of healthcare professionals across the KSA. The Saudi Health website attracted **143,921 visits** and **106,303 unique visitors**.

## DIRECT MAIL

Visitor invitations were mailed to healthcare professionals across the Kingdom inviting them to Saudi Health 2015. **More than 25,300** contacts were carefully selected from our extensive and ever-growing database.

## EMAIL MARKETING

Our targeted and extensive email campaign was our most comprehensive to date, communicating with **53,434 people**. We have carefully analysed the results and trends to build and grow the data for the 2016 event.

## VIP INVITATION

**1,103 VIP invitations** were sent to key decision-makers and influencers in the Middle East healthcare industry, including regional and international consulates, embassies and various governmental organisations.

## SMS

With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to **106,046 contacts** across the Kingdom of Saudi Arabia.

## HOSPITAL MAILING

Posters, invitations and show information was sent to more than **130 hospitals** in the Kingdom of Saudi Arabia, helping to promote the event to healthcare professionals within their workplace.

## SOCIAL MEDIA

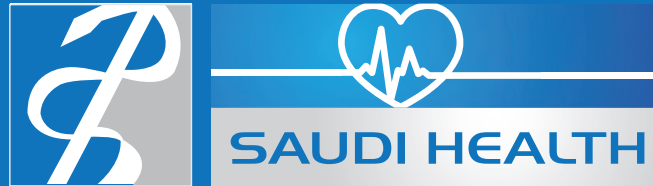
Through the active use of social media, Saudi Health has built a strong following and presence on various platforms including: Facebook with **16,769 likes**, Twitter with **20,457 followers** and YouTube with a total of **14,602 views** in 2015.

## Follow us on

 [facebook.com/SaudiHealthexhibition](https://facebook.com/SaudiHealthexhibition)

 [twitter.com/Health\\_Saudi](https://twitter.com/Health_Saudi)

 [youtube.com/saudihealthexpo](https://youtube.com/saudihealthexpo)



SAVE THE DATE FOR

2016

16-18 May 2016

If you are interested in exhibiting at Saudi Health 2016,  
contact us at [info@saudihealthexhibition.com](mailto:info@saudihealthexhibition.com)  
or call +971 4 407 2793 / +966 11 2295604

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life sciences exhibitions

*Bringing together the world of healthcare*

Informa Life Sciences Exhibitions runs the healthcare portfolio of Informa Exhibitions including 21 exhibitions and more than 100 conferences yearly covering the African, Middle Eastern and Asian markets. Over the course of the year, the events attract more than 7,000 exhibitors, 150,000 visitors and 32,000 conference delegates.

The division also publishes four healthcare magazines, as well as Dothealth, an online healthcare portal showcasing more than 40,000 healthcare companies, and Healthy Change, an online jobs portal for healthcare careers based in the Middle East.

For further information about our events, please visit  
[www.informallifesciences.com](http://www.informallifesciences.com)



Riyadh Exhibitions Company (REC) is the leading organiser in Saudi Arabia. The company has organised more than 330 shows in the last 32 years, and has attracted international participation from more than 40 countries.

REC works across a wide range of sectors and has delivered the region's most important events. The company's international trade fairs are designed to be ideal and dynamic platforms for foreign and local companies doing business in Saudi Arabia and the Middle East and seeking exposure to top regional buyers and decision-makers.

Our unique blend of services enables both participants and visitors to reach qualified buyers and key decision-makers, generate new leads, and gain solid access to Middle East's lucrative markets. Our leading events are all certified by UFI, the Global Association of the Exhibition Industry. UFI approved events are reserved for exhibitions of high quality that meet or exceed internationally recognised standards of organisation.

For further information about our events, please visit  
[www.recexpo.com](http://www.recexpo.com)