

# KuwaitHealth

exhibition & conference  
معرض الكويت الطبي



# POST-SHOW REPORT 2018



Under the Patronage of  
H.E. Sheikh Basel Al-Sabah  
Kuwait Minister of Health

# Event Brief

Dear Industry Colleagues,

The 2<sup>nd</sup> edition of Kuwait Health took place from 3-5 April 2018 at the Kuwait International Fair, Mishref, Kuwait, inaugurated by Dr. Mohammad Al-Khashti, Deputy Undersecretary, Kuwait Ministry of Health.

The event hosted 100+ exhibitors from around 25+ countries across the globe. Over 2,000 decision-makers, including hospital owners and directors, hospital build contractors, medical facilitators, regional distributors, healthcare professionals and walk-in patients came to look for the best products and services in healthcare. The event also featured the Buyers Concierge, a professional networking platform consisting of 50+ pre-selected buyers who met with the exhibitors during the show.

Alongside the exhibition, we welcomed over 100+ delegates who attended the Future of Healthcare Conference, Advancements in Surgery Conference and Hospital Build Conference.

Kuwait is home to one of the more advanced and modern healthcare systems that can be found in the Middle East. Healthcare spending remains a priority for the government, Kuwait awarded projects worth US\$11 billion in the construction of new infrastructure for healthcare, as it seeks to prioritize the transformation of its healthcare sector. In terms of project value, Kuwait accounts for nearly 17% of the total value of upcoming healthcare projects in the GCC.

Have your share in the region's billion-dollar healthcare industry by exhibiting at the 3<sup>rd</sup> edition of Kuwait Health on 2-4 April 2018 at the Kuwait International Fair, Mishref, Kuwait.

Kind regards,



Jeano Pangan  
Group Director – Middle East & Africa  
ATEX International Exhibitions

## SHOW SUMMARY

**1,800 m<sup>2</sup>**  
Exhibition Space

**100+**  
Exhibitors & Brands

**2,000+**  
Trade Visitors and  
Professionals

**500+**  
Products on display

**25+**  
Countries  
Represented

**3**  
Day Conference

# 2018 Sponsors and Partners

## GOLD SPONSOR



## SILVER SPONSORS



## SUPPORTED BY



## MEDIA PARTNERS



# Exhibitors

Kuwait Health 2018 provided a unique meeting place for exhibitors who were offering healthcare products and services to meet key decision makers and professionals. A one of a kind event that offered unlimited opportunities to network with thousands of buyers and business partners in the GCC.

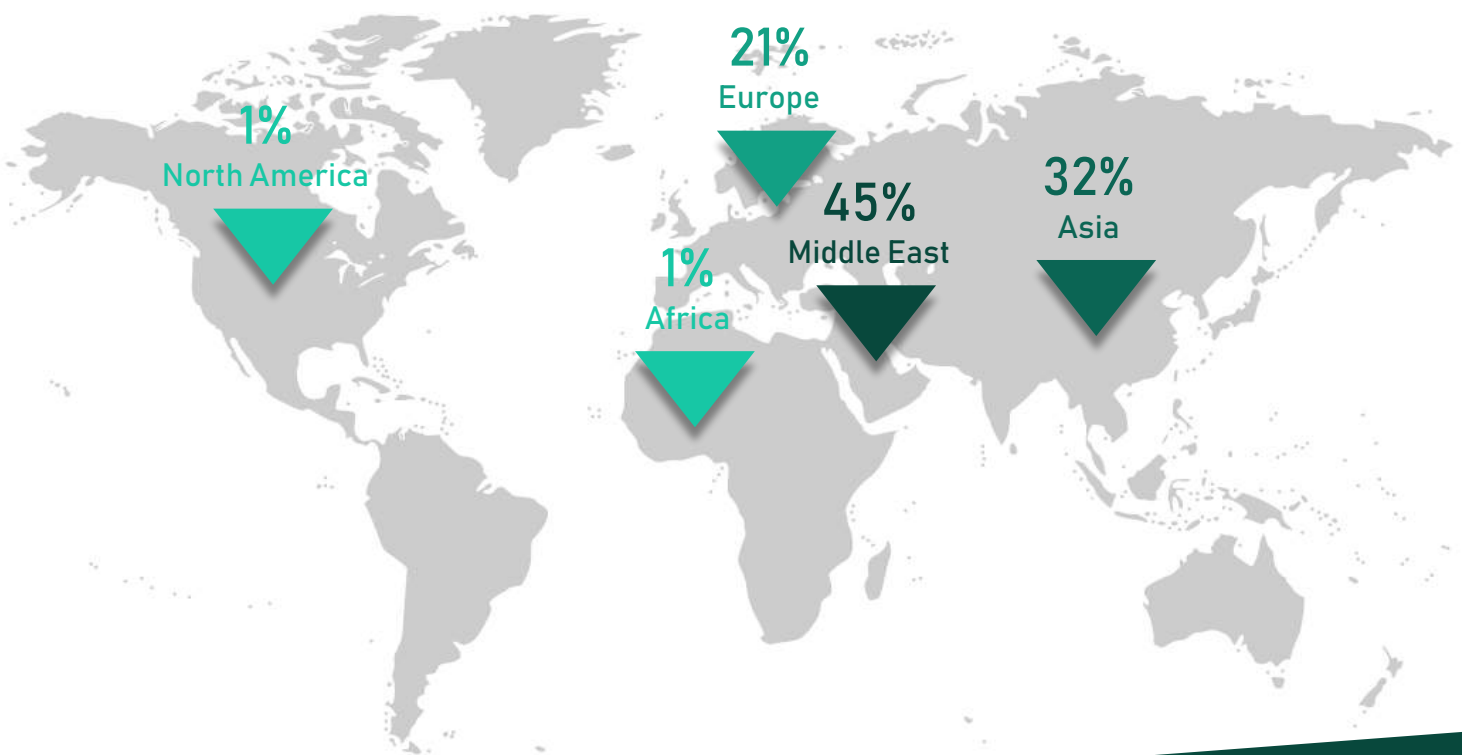
## Reasons to Exhibit

- 85%** Generate new customer leads and business partners within the region
- 70%** Penetrate the GCC market or launch new products or services
- 55%** Brand awareness / Re-affirm position as a leading product manufacturer or service provider in the region
- 40%** Catch up with existing clients and re-establish relationships

Kuwait Health was a well-organised event that helped us meet the right professionals and decision-makers from all over the GCC region. We are definitely participating again next year!

Dr. Veronica Fernandes  
International Regions Group  
Kuwait.

## Exhibitors by Region



Kuwait Health has become an important event for us to close deals with new and existing businesses since 2017. Every year the event gets better and better in terms of quality and quantity of attendees. We look forward to exhibiting again in 2019.

Mrs. Evelyn Yumul  
Sales & Marketing  
Director  
The Medical City Clark  
Philippines



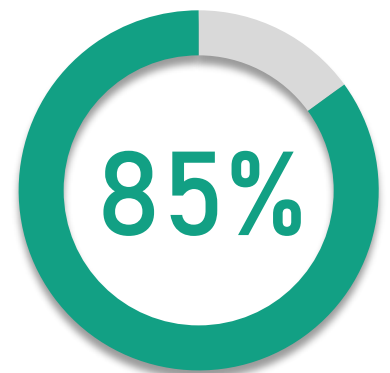
82% of the exhibitors said that the event was an effective marketing tool for their company



80% of the exhibitors said that the number of visitors are adequate and excellent



83% of the exhibitors said that the quality of visitors are adequate and excellent



85% of the exhibitors said that they will most probably exhibit again in 2019

## Exhibitors by Product

41%

HEALTH PRODUCTS

- Medical Devices
- Diagnostics
- Surgical Equipment
- Healthcare Technology
- Disposables

31%

HEALTH SERVICES

- Medical Travel & Tourism
- Hospitals & Clinics
- Health & Wellness Services
- Gym & Spa

17%

HOSPITAL BUILD & DESIGN

- Hospital Build
- Architecture
- Design
- Hospital Furniture
- Healthcare Facilities Management

9%

PHARMA

- Pharmaceutical Manufacturing & Distribution
- Consumer Goods
- Fitness & Sports Supplements

2%

OTHER

- Government Associations
- Medical Societies
- Business Councils
- Publication

# Visitors

Kuwait Health 2018 witnessed a growth of 40% in visitor number from 2017 and offered both new and returning visitors an unforgettable networking experience in a course of three days. Over 2,000 professionals from all around the world came to find the latest products and services for their business.

## Visitor Demographics



- 45% Distribution Companies
- 22% Medical Tourism, Public and Private Hospitals, Clinics, Insurance
- 17% Building & Construction Consultants, Architecture, Design
- 13% Government Organisations, Associations
- 2% Other



- 40% CEO, Owners
- 21% Directors
- 19% Medical Facilitators, Healthcare Professionals
- 13% Architects, Engineers, Project Managers
- 7% Other



- 80% Middle East
- 10% North Africa
- 5% Asia
- 4% Europe
- 1% ROTW

## Buyers Concierge

This year, we introduced The Buyers Concierge - a featured area for pre-selected buyers and exhibitors. It served as one of the most important element of the show where deals were signed and businesses were made during the show. In 2018, Kuwait Health managed to find 50 + buyers who were looking to purchase products and services within the next 6 months.

“Best event in Kuwait for professionals who are interested in finding healthcare products and services”

Muhammad Al-Mashari  
Chairman  
Mayar General Trading, Kuwait

“The exhibition was really good for its second edition, there are a lot of international attendees to do business with”

Mr. Akf Salama,  
Owner  
Hearing & Speech World Center, Egypt

“Very good exhibition, will definitely visit every year”

Dr. Ahmed Al Hussein  
Director  
Chest Diseases Center, Saudi Arabia

“Kuwait Health offered a wide variety of products that we can purchase for our upcoming hospital projects.”

Dr. Amal Khraiber  
Medical Equipment Department  
Ministry of Health, Kuwait



# 87%

of the visitors successfully met potential suppliers, manufacturers, service providers and business partners



# 83%

of the visitors said that the event was an effective platform to do business



# 75%

of the visitors learned about latest trends in healthcare through live product demonstrations and service presentations



# 90%

of the visitors said that they will attend the event again in 2019

Kuwait Health is indeed the largest healthcare event in Kuwait! It is the only event in the country that offers a great variety of exhibitors, products and services in the field of healthcare - Dr. Mohammad Al-Khashti, Deputy Undersecretary, Kuwait Ministry of Health.

# Conference

Kuwait Health 2018 presented a 3-day conference which was a unique definitive meeting place for healthcare professionals to learn the latest concepts and methodology, discover techniques in effectively implementing procedures, acquire advanced knowledge in the industry and improve their skill, offering attendees up to 10.5 CME points.

## Future of Healthcare Conference

The agenda covered new healthcare methodology, technology and practice in the ever-changing medical sector and focus on fostering key leadership outcomes such as adaptability to change, delivery and coordination of care across the patient continuum, promoting health and lowering costs within the challenges of a changing healthcare system accreditation standards.



## Advancements in Surgery Conference

The agenda covered the latest surgical technology and practice intended for physicians who are interested in performing advanced procedures. The scientific programme incorporates components that offer education for surgeons from senior to mid-levels of expertise, from consultant surgeons to chiefs of surgery.

## Hospital Build Conference

The agenda focused in keeping construction project on track, discuss the importance of patient centred hospital design, sourcing the right contractors and how to make processes as efficient as possible, which in turn will help to increase revenue through minimizing the time spent in the construction phase.





# Marketing Activities

Our events comprehensive marketing campaigns draws significantly on the resources of ATEX International Exhibitions, as well as on key event partners and supporters. Our marketing campaigns reach to thousands of professionals in the GCC.

## Marketing Campaigns at Kuwait Health 2018

- Email campaigns to over 25,000+ visitor, delegate and exhibitor database in the GCC
- 5,000 personal invitation cards
- 20+ Press Releases on leading industry websites, newspapers, press and magazines
- Advertisements on leading newspapers, radios, press and magazines
- Billboards, street banners and posters
- Interview on radio and TV
- Press coverage during the event across major English and Arabic TV/Radio/Publications
- SMS campaigns weekly - 2 months before the event and daily 1 week before the event
- Daily "Show News " sent daily to attendees during the show
- Social Media Campaigns - running 4 months before the event up to the last day of the event (Facebook, Twitter, Instagram and LinkedIn)
- Telemarketing Campaign - running 1 week before the event up to the last day of the event
- 25+ Media Partnership across the region
- Live Media Centre during the event
- Visitor competitions and cash prizes during the event



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2-4 April 2019  
Kuwait International Fair  
Mishref, Kuwait

## What's new in 2019?

Kuwait Health is the best way of winning profitable new business in the GCC, no other event in Kuwait can bring together manufacturers, distributors and service providers who are looking to increase their presence and meet with key decision makers in the GCC's healthcare sector. Alongside the exhibition will be the 3<sup>rd</sup> Future of Healthcare Conference and Hospital Build – a bigger and more comprehensive conference for industry professionals.

**2,200 m<sup>2</sup>**

Exhibition Space

**2,500+**

Trade Visitors & Professionals

**75+**

Pre-selected Buyers

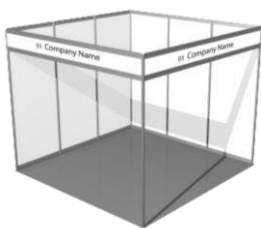
19% increase from 2018

25% increase from 2018

33% increase from 2018

“Kuwait Health provided us the opportunity to find distributors and buyers in 2018, we already confirmed our participation at Kuwait Health 2019 to further continue our business presence in the GCC – Ms. Jamila Boubkour, Sales Manager, MEDASYS, France”

## Exhibiting Options



Shell Scheme Package (minimum 9 m<sup>2</sup>):

Includes rear and side walls, name board, power, carpet, lighting, hall security, 1 table, 1 counter and 2 chairs

Rate: US\$ 425.00 per m<sup>2</sup>



Space Only Package (minimum 18 m<sup>2</sup>):

Bare space only – you will need to hire a stand builder of your choice for this option. Your stand design needs to be approved by the Organisers (1 month before the event) before you can build your stand during build-up.

Rate: US\$ 385.00 per m<sup>2</sup>

To book your exhibition space, please complete the Space Application Form and send to [kuwaithealth@atexinternational.com](mailto:kuwaithealth@atexinternational.com)

# Sponsorship & Branding Opportunities

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive.

By sponsoring at Kuwait Health 2019, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

	Platinum Sponsor \$15,500.00	Gold Sponsor \$10,500.00	Silver Sponsor \$8,000.00
Exhibition Stand	36 m <sup>2</sup>	24 m <sup>2</sup>	18 m <sup>2</sup>
Logo in all pre-event and post-event marketing campaigns	Platinum	Gold	Silver
Logo in all onsite event branding	Platinum	Gold	Silver
Exclusive email campaign	2x	1x	-
Full page advertisement in the official show catalogue	2x	1x	1x
Company logo + 100 words company description in the official show catalogue	Yes	Yes	Yes
Conference speaking opportunity	1x	1x	-
Conference passes	10pax	5pax	3pax

## Lanyards (Exclusive)

Logo on all visitor and exhibitor lanyards

US\$ 5,000.00

## Visitor Bags (Exclusive)

Logo on all visitor and exhibitor bags

US\$ 5,000.00

## Registration Area (Exclusive)

Logo on the registration desks with pens and uniforms

US\$ 5,000.00

## Badges (Exclusive)

Logo on all visitor and delegate badges - Front

US\$ 5,000.00

## Dedicated E-shot

Targeted email marketing campaign

US\$ 1,000.00

## Floor Tiles

Logo and stand number on directional floor tiles

US\$ 1,000.00

## Online Registration Forms

Logo on all online visitor and delegate registration forms

US\$ 3,000.00

## Full Page Advert

Advertisement in the official show catalogue

US\$ 500.00

# SEE YOU NEXT YEAR!

## 2-4 April 2019

Kuwait International Fair, Mishref

If you are interested to know more about the Kuwait Health, please contact us at [kuwaithealth@atexinternational.com](mailto:kuwaithealth@atexinternational.com) or get in touch with:

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