



2019 Post Show Results

Arab Health 

An Informa Experience

Together for a healthier world

Show overview

The 44th edition of Arab Health took place from 28-31 January 2019 at the Dubai World Trade Centre, Dubai, UAE.

The MENA region's largest healthcare event welcomed more than 84,700 healthcare & trade professionals from 159 countries across the four days of the show.

Under the theme of 'Innovation', the event showcased the latest technological advances in medical equipment and devices from 64 countries. Arab Health is truly where the healthcare world comes to do business.



4,262
exhibitors



64
exhibiting countries



37
country pavilions



159
countries represented



106,972
professional visits



51,985
visitors



5,328
delegates

Digital audience



1,070,401
page views



514,500
views



53,263
followers
53,363 likes



18,826
followers



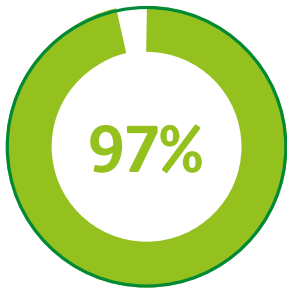
10,268
followers



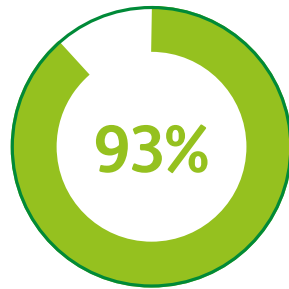
1,516
followers

Exhibitor feedback

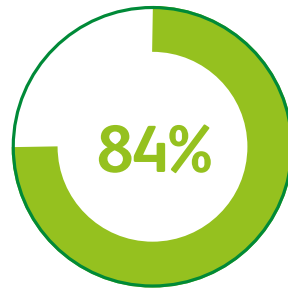
Total value of business generated was **US\$ 824 million***



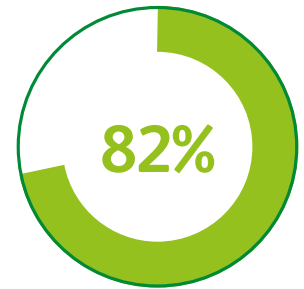
97%
rated Arab Health as an important platform for their business



93%
were overall satisfied with Arab Health



84%
will be exhibiting again next year



82%
of overall exhibitors have exhibited before!

What our exhibitors had to say:

“Exceptionally well done, great footfall and we met very relevant customers and partners.”

Mr Vignesh S Unadkat,
Thumbay Group, United Arab Emirates

“This is 6th Arab Health that we have participated in and we have found a lot of new clients from Middle East and African countries.”

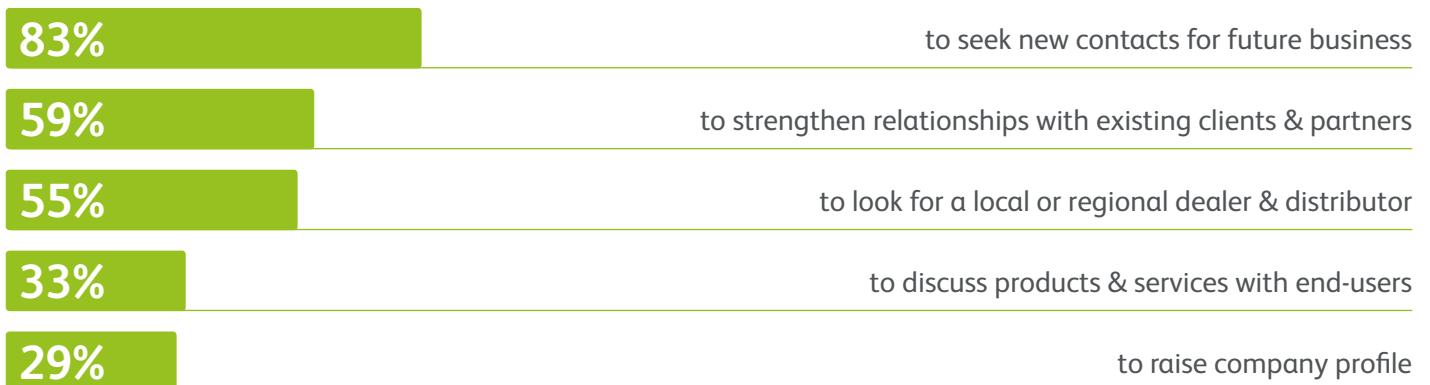
Maggie Yow,
AXG Industries Sdn Bhd , Malaysia

* GRS Explori Survey. As of 31st January 2019.



Exhibitor feedback

Top 5 reasons for attending



What our exhibitors had to say:

“Excellent show! Strong attendance by a large number of relevant potential customers.”

Peter McMahon,
GreenSleeve Surgical, Inc.,
United States of America

“Without a doubt the busiest show we have attended with a truly global attendance.”

Isabel Jagoe,
York Instruments Ltd, United Kingdom

“First time at the fair as an exhibitor, very satisfied with good contacts.”

Flavia Moraes,
Opuspac, Brazil

“Absolutely loved being a part of Arab Health and will definitely return next year.”

Jacqueline Bradley,
Global CPR Technologies Inc., United States of America



Visitors overview

Visitors breakdown by region

51% GCC

17% Asia

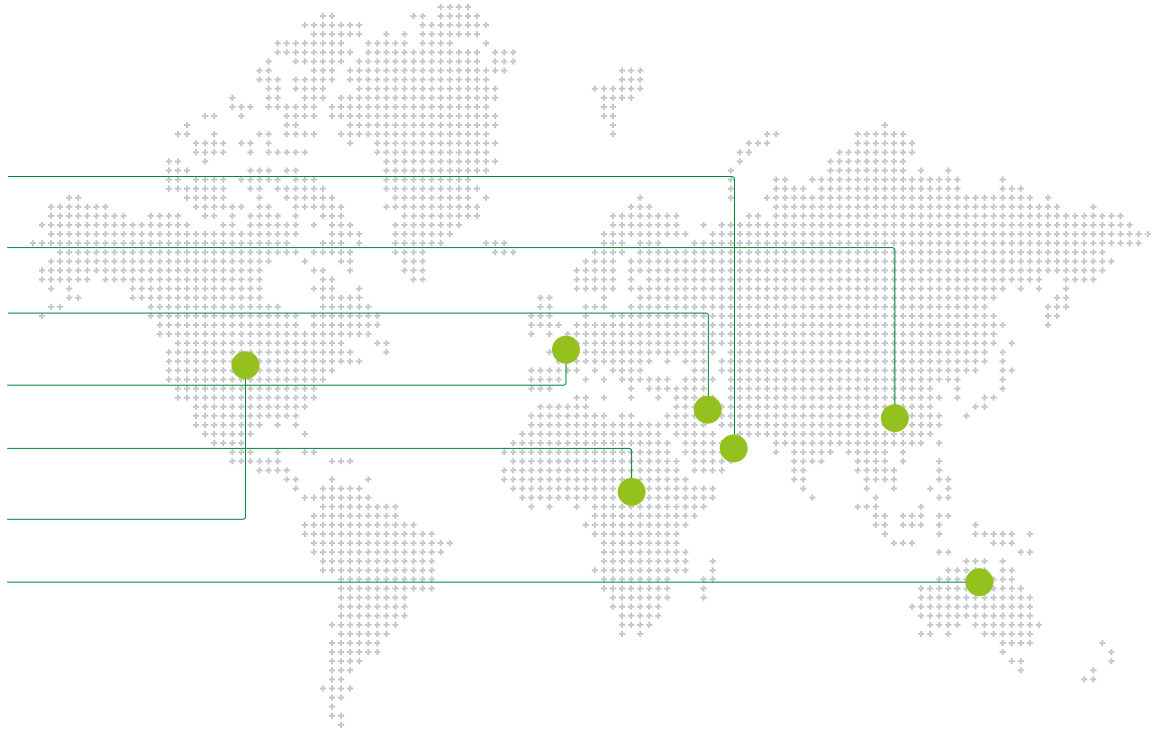
10% Middle East

10% Europe

9% Africa

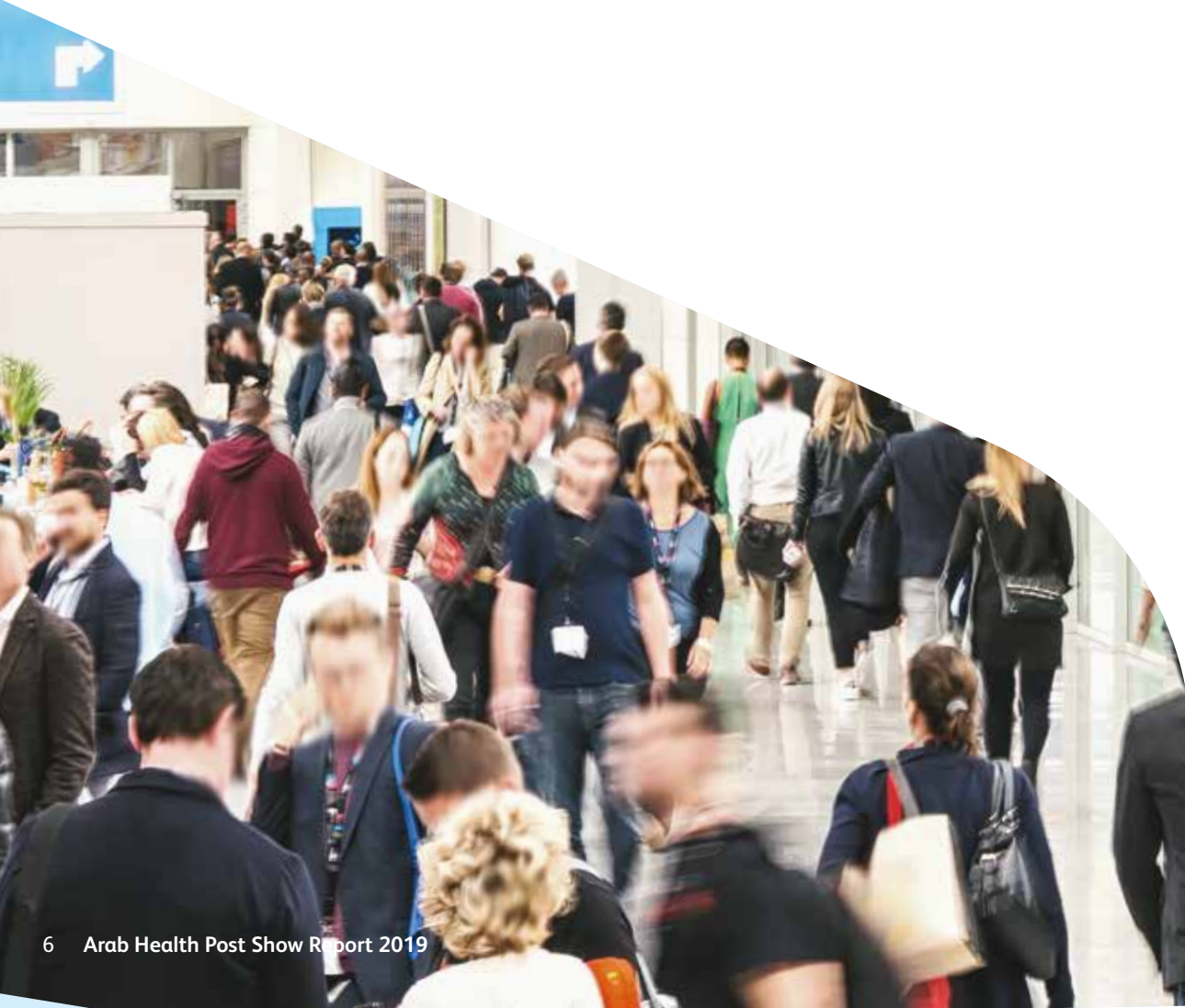
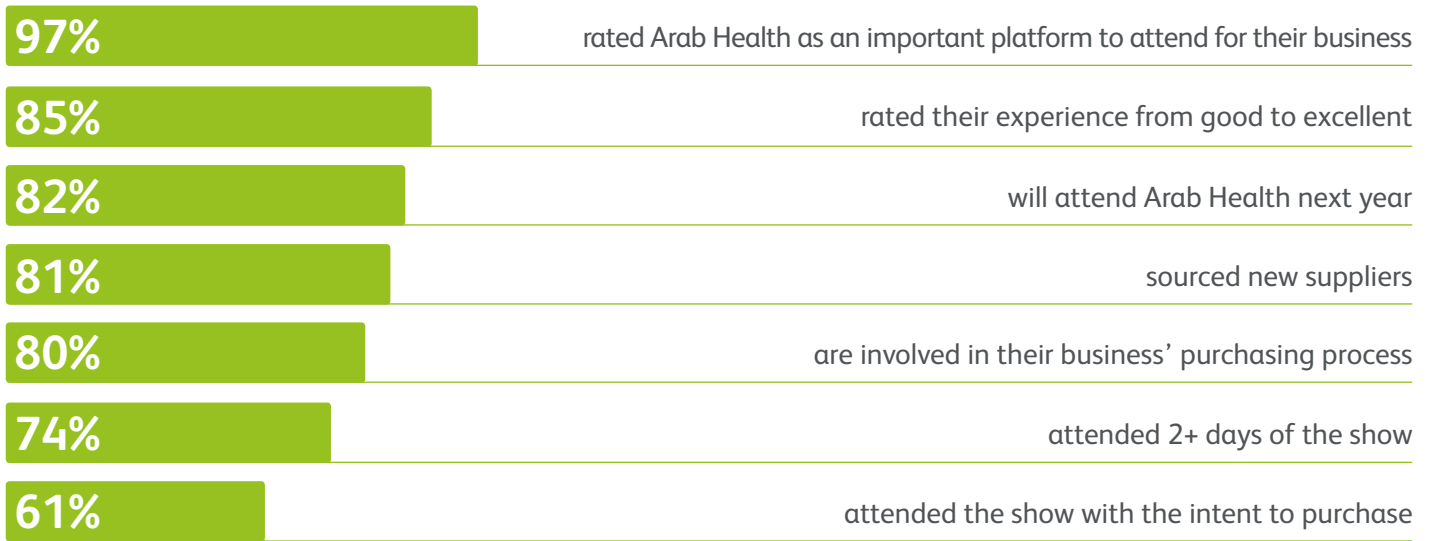
2% Americas

1% Australasia



Visitors overview

Key statistics



Visitors overview

Seniority level



30%

Owner/Board Director/
C-Level/Chairman



21%

Senior Manager/
Manager



19%

Director/
Head of Department/
General Manager



15%

Junior Manager/
Executive



9%

Managing Director/Vice
President



3%

Senior Government
Official



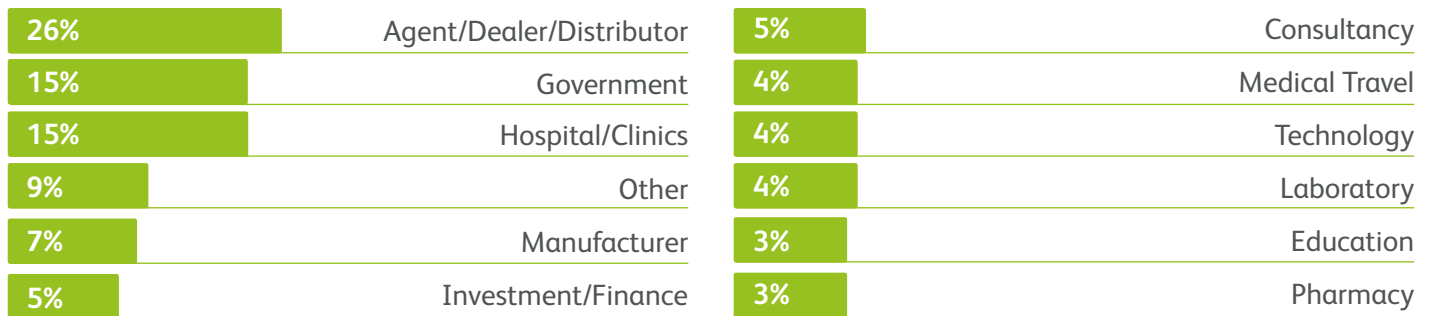
3%

Other

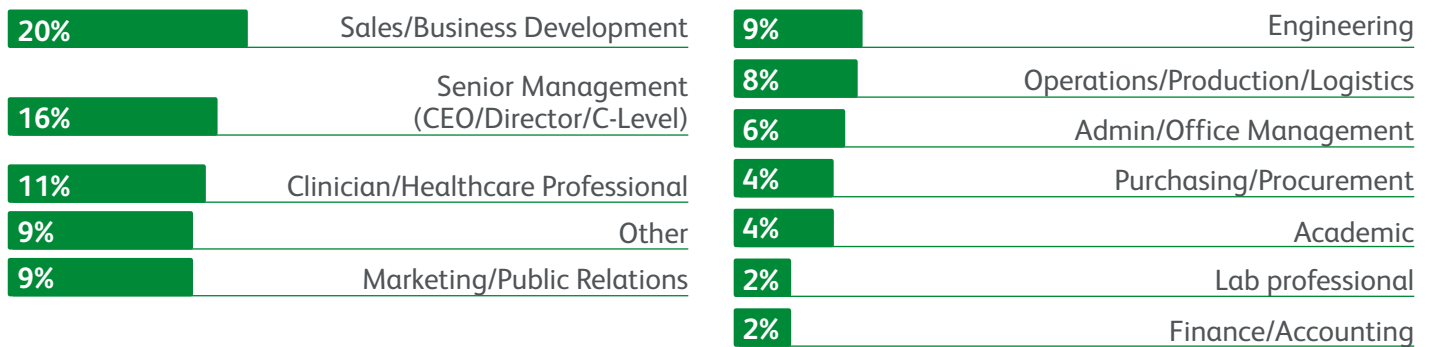


Visitors overview

Nature of business



Job function



We would like to thank all our 2019 partners for their continued support

Medical tourism partner



Premium healthcare partner



Delivering Better Health in the Middle East

Sustainability partner



Happiness partner



Health technology partner



Pharmacy partner



Platinum partners



Gold partners



Silver partners



Supporting bodies



Official knowledge partner

In compliance with



Official emergency medicine conference partner



Organised by



Arab Health 2020

27-30 January 2020, Dubai World Trade Centre, Dubai, UAE

Targeted traffic flow • Fast tracking connections • Increasing leads

What?

The Arab Health 2020 exhibition show floor will be split into sectors according to main product categories. Exhibitor stands will be located on the show floor according to a product category applicable to their business.

70% Visitors navigate the show by product categories.

66% Total mobile app activity was product category filtering.

Why?

Better quality leads:

The traffic within the halls will increase with the relevant audience interested in the product category, increasing quality leads for your business.

More leads:

Close proximity of related exhibitors in a hall will increase the number of visitor meetings that can take place in a time frame, versus walking through 64,000+ SQM of exhibition space.

Industry standard:









We are bringing the event layout in-line with the rest of the industry. It's becoming standard practice.

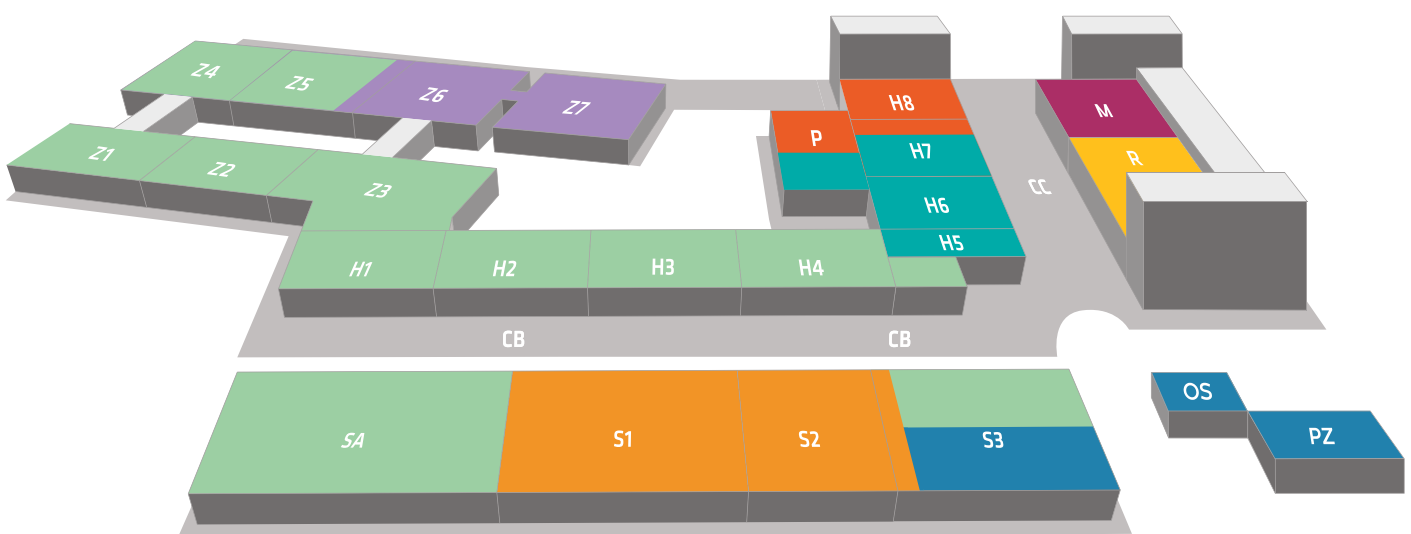
Improve visitor experience:

Changing to sectorisation by product categories is in line with how visitors search for exhibitors. Increased satisfaction results in increased time on the show floor, resulting in increased business.

How?

8 sectors according to main product categories:

-  Medical equipment & devices
-  Preventive & post-diagnostic treatments
-  IT systems & solutions
-  Disposables & consumer goods
-  Healthcare & general services
-  Orthopaedics & physiotherapy/rehabilitation
-  Imaging & diagnostics
-  Healthcare Infrastructure & assets



- | | | | |
|--------------------------|----------------------|------------------|-------------|
| SA - Trade Centre Arena | Z1 - Za'abeel Hall 1 | P - Pavilion | H1 - Hall 1 |
| S1 - Sheikh Saeed Hall 1 | Z2 - Za'abeel Hall 2 | PZ - Plaza | H2 - Hall 2 |
| S2 - Sheikh Saeed Hall 2 | Z3 - Za'abeel Hall 3 | CB - Concourse 1 | H3 - Hall 3 |
| S3 - Sheikh Saeed Hall 3 | Z4 - Za'abeel Hall 4 | CC - Concourse 2 | H4 - Hall 4 |
| M - Sheikh Maktoum Hall | Z5 - Za'abeel Hall 5 | | H5 - Hall 5 |
| R - Sheikh Rashid Hall | Z6 - Za'abeel Hall 6 | | H6 - Hall 6 |
| | Z7 - Za'abeel Hall 7 | | H7 - Hall 7 |
| | | | H8 - Hall 8 |

Start planning for your participation at the MENA region's largest medical event

27-30 January 2020

Dubai World Trade Centre,
Dubai, UAE

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