

# Post show report 2019

Medlab Middle East



An Informa Experience

Together for a healthier world

# Overview

With a brand new look for 2019, the 18<sup>th</sup> edition of Medlab Middle East brought together phenomenal business exchange and education. Clinical laboratory manufacturers from around the world took pride in showcasing their latest devices, equipment, innovations and solutions to an international audience of industry visitors.



**25,661**

professional visits \*



**51**

exhibiting countries



**135**

countries represented



**13**

country pavilions



**608**

exhibitors

**\*11,526** visitors  
**4,673** delegates

## Digital audience



**1,070,401**

page views



**514,500**

views



**53,263**

likes



**18,826**

followers



**10,268**

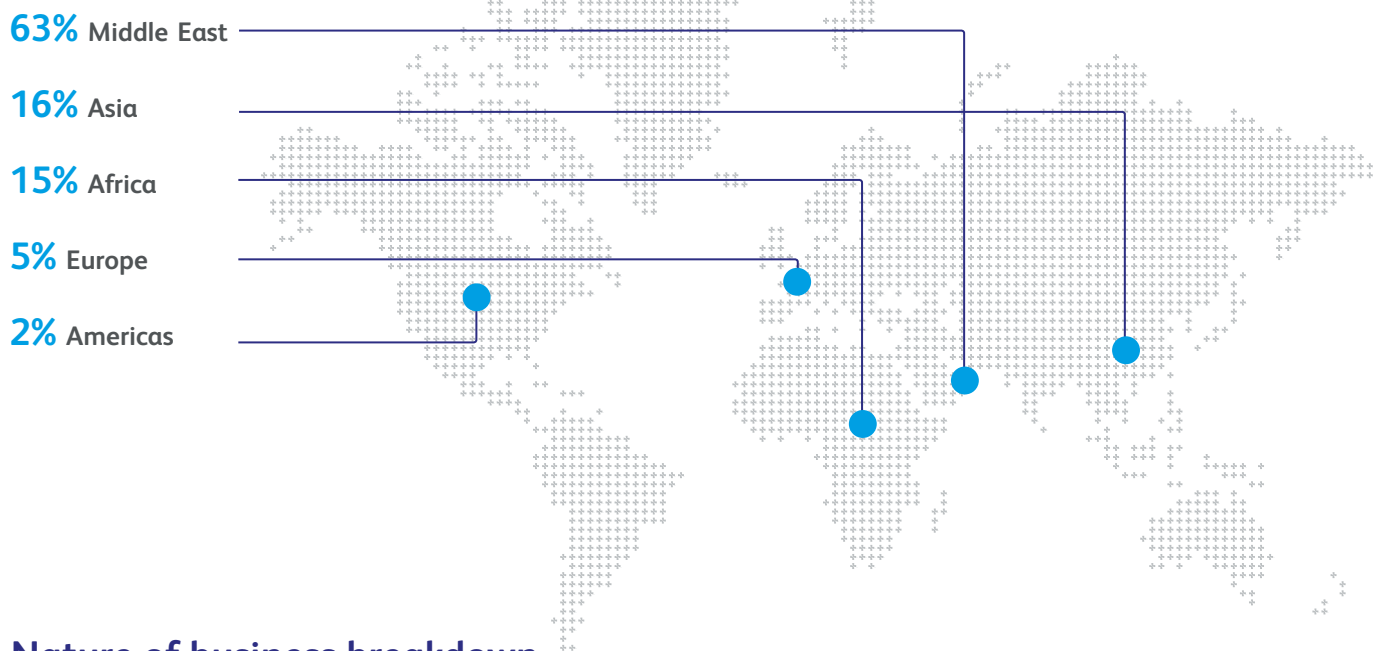
followers



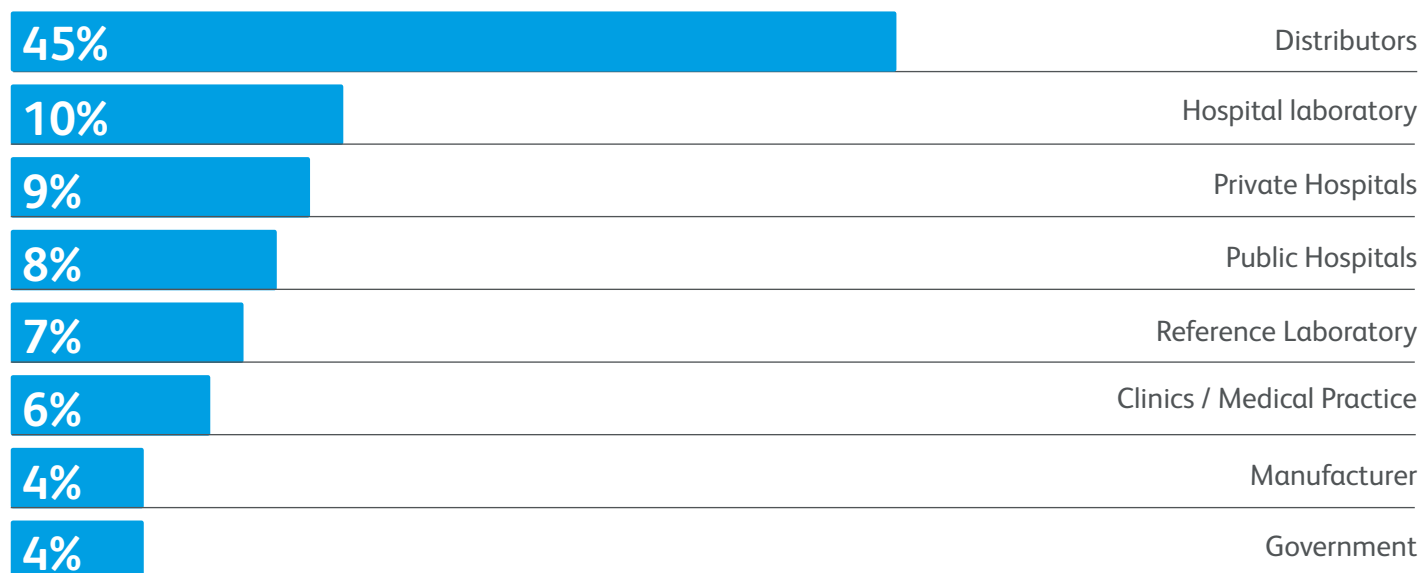
# Visitors

The 2019 edition shed light on the purchasing power of visitors. Post show survey results reveal that 72 % of Medlab Middle East visitors expect their purchasing budget to develop over the upcoming 12 months.

## Geographical statistics

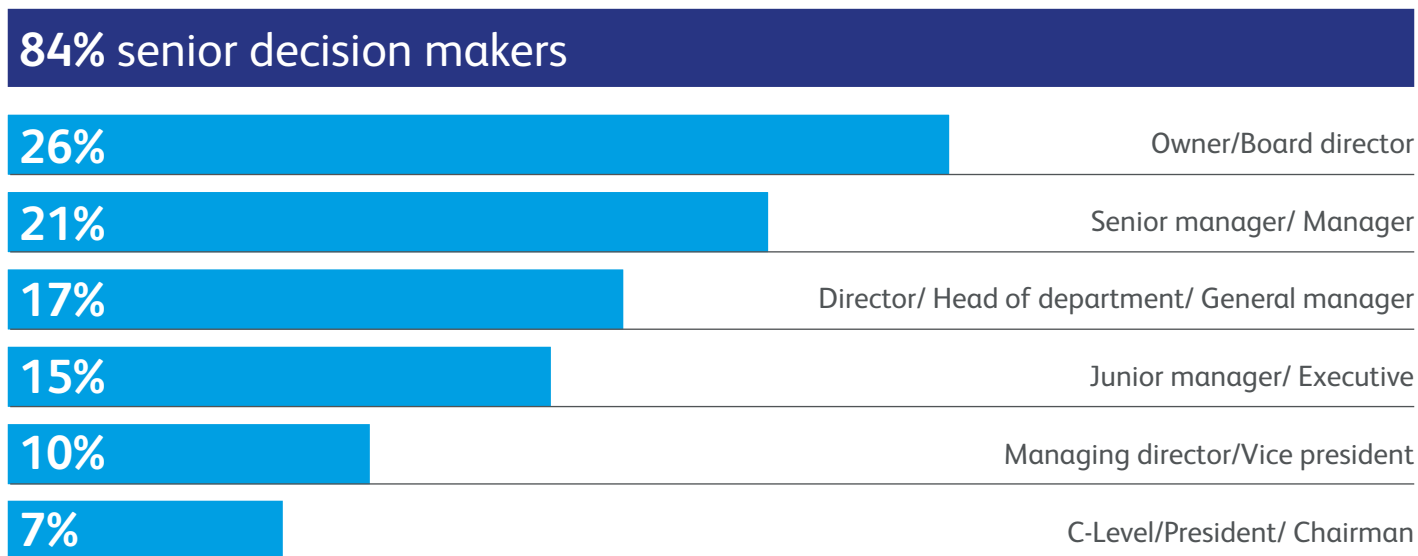


## Nature of business breakdown

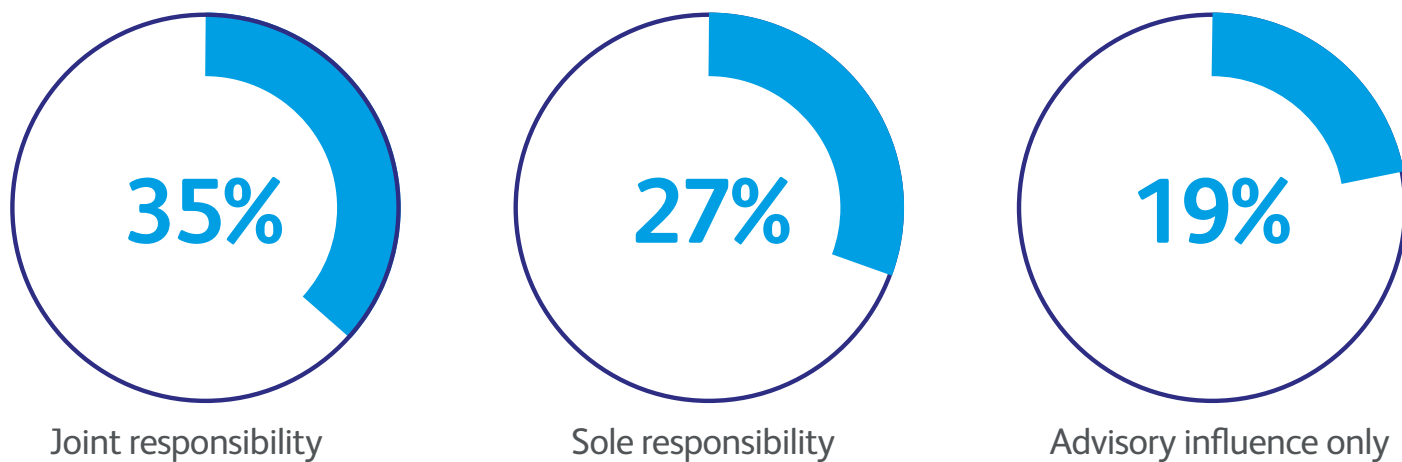


# Visitors

## Level of seniority

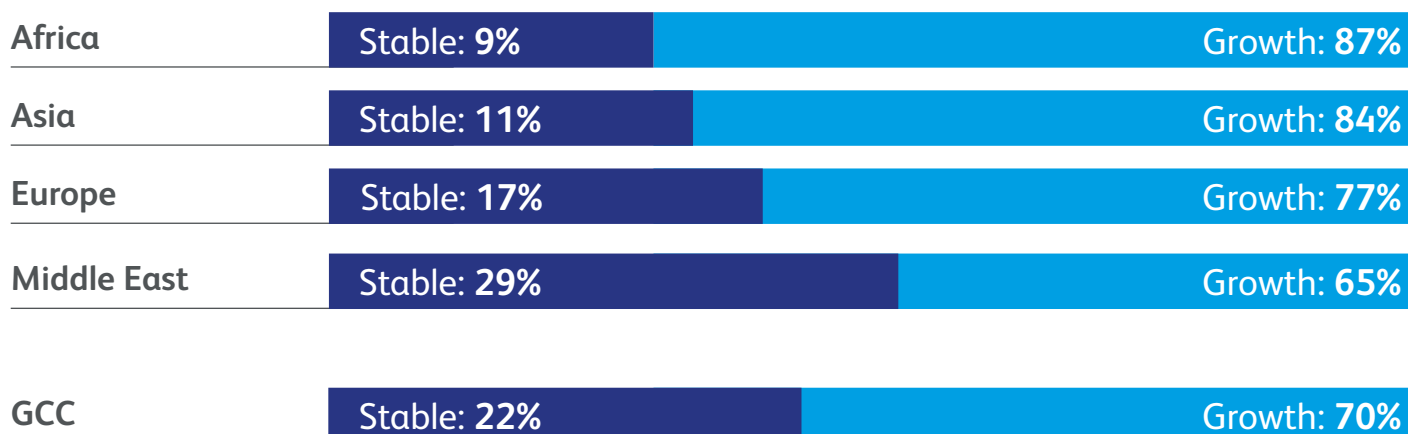


## Purchasing authority

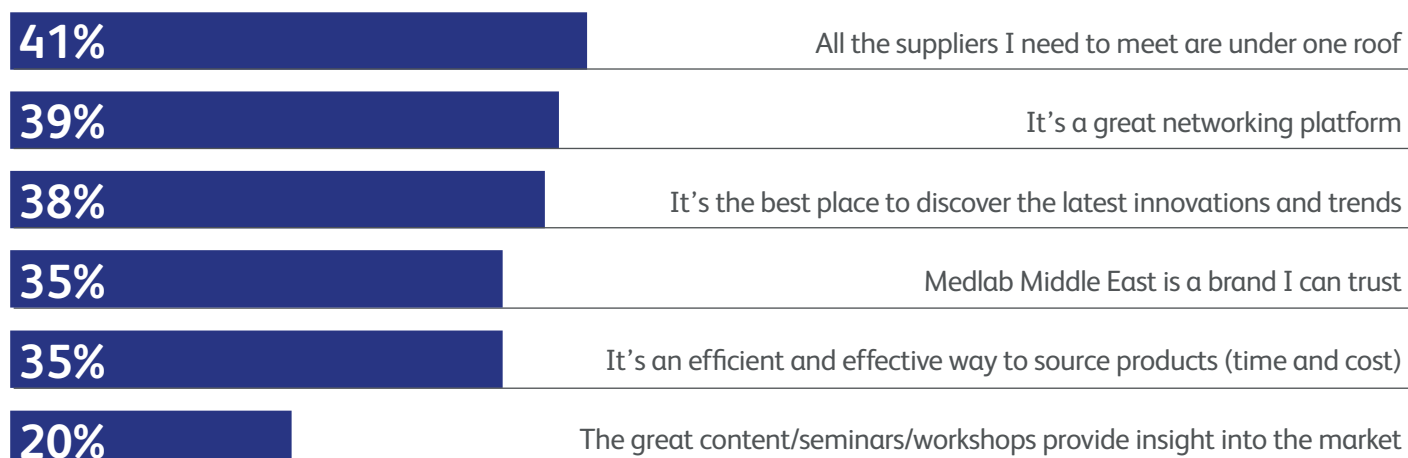


# Visitors

## Purchasing budget over the next 12 months



## Key benefits of attending





# Delegates

While staying in touch with industry trends and gaining accreditation were beneficial to delegates, they also expressed discovering the latest products and solutions as a key interest.

## 11 CME-accredited conferences

Laboratory Management **NEW**

Artificial Intelligence **NEW**

Clinical Chemistry

Histopathology & Cytology

Immunology **NEW**

Microbiology

Molecular Diagnostics & Genetics

Laboratory Informatics

Haematology & Blood Transfusion **NEW**

Point of Care Testing (POCT)

Cytogenetics & IVF **NEW**

## Geographical statistics

**88%**

United Arab Emirates

**6%**

Saudi Arabia

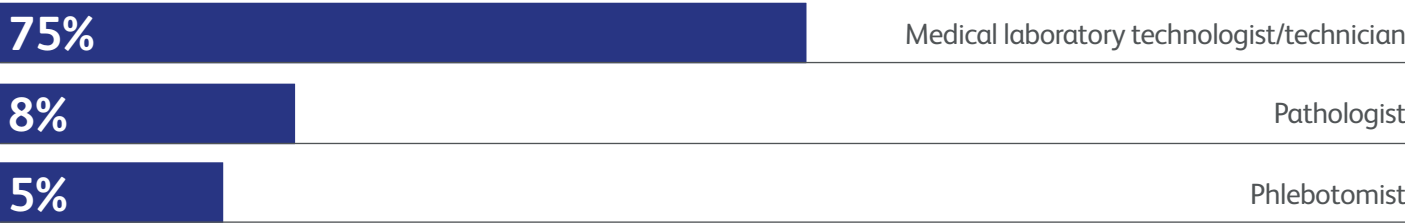
**6%**

GCC

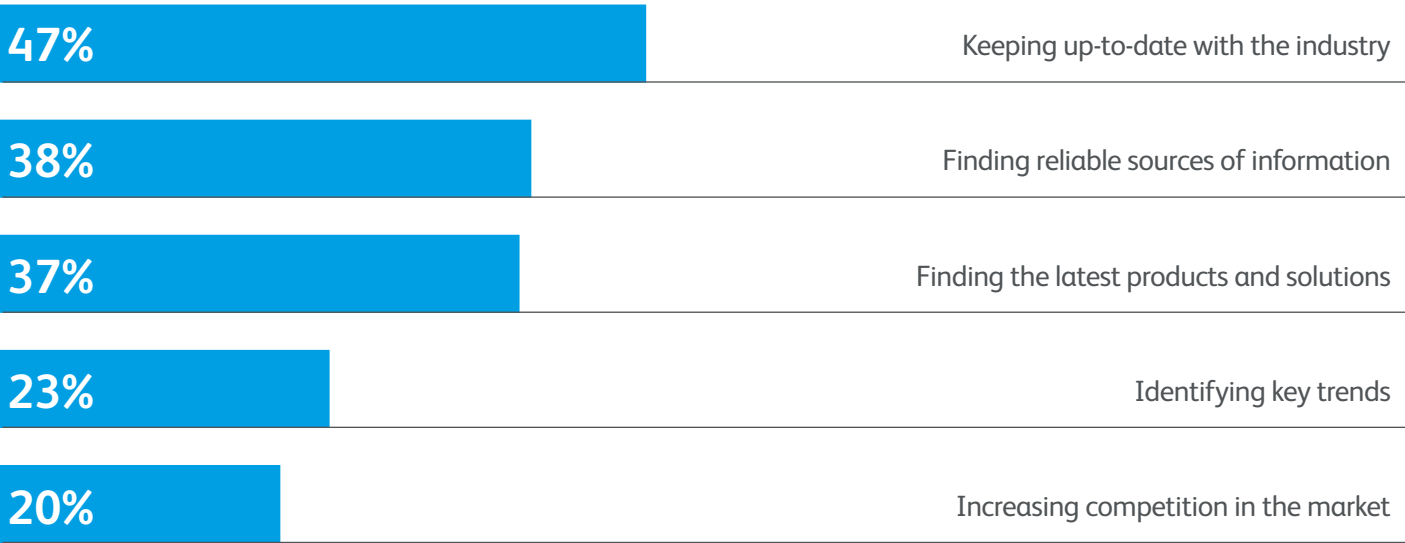


# Delegates

## Job title breakdown



## Key challenges / benefits of attending



## Delegate feedback

*“A mega exhibition with an academic feast for laboratory professionals!”*

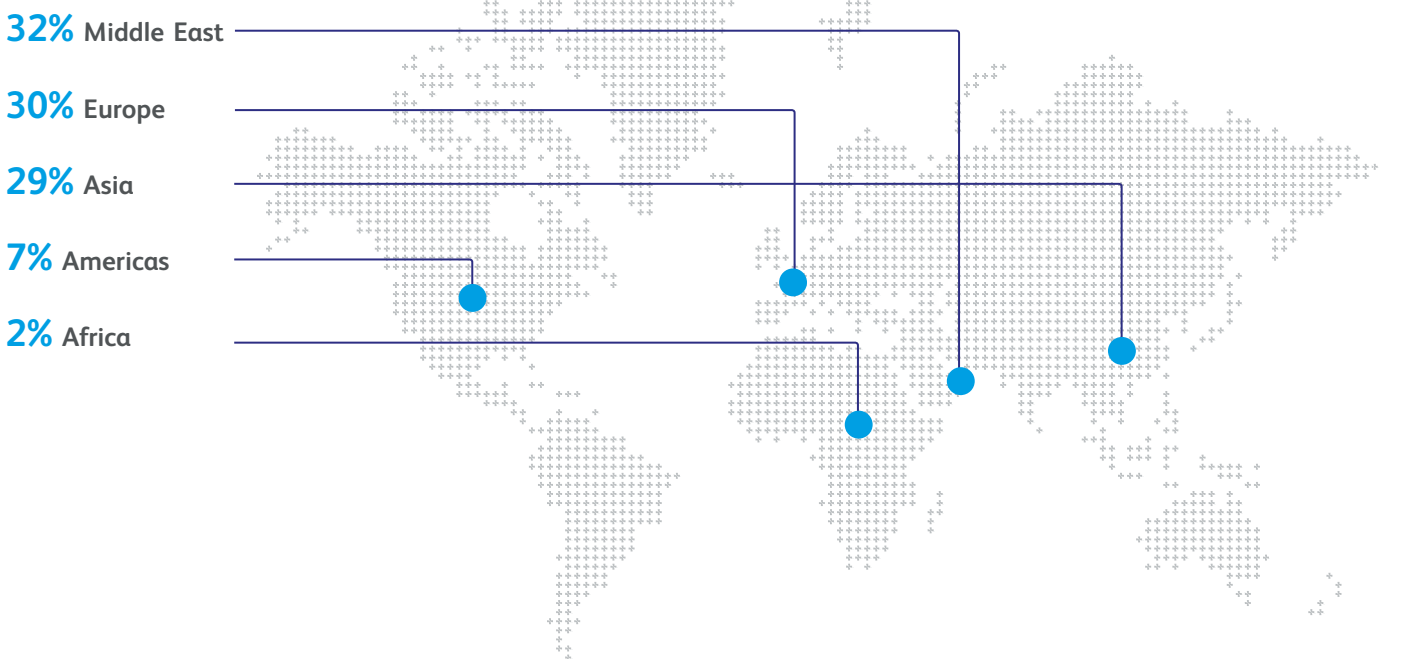
**Suhas Sakhare, Pathologist, Specialized Medical Care Hospital**

*“I’ve been attending Medlab Middle East 7 years now and it’s brought career growth for me. New things come up each year to motivate me in my profession and it changes one’s career perspective”*

**Mary Ann Uy, Lab technician, Scientific Clinical Laboratories**

# Exhibitors

## Geographical statistics



Total value of business generated onsite: **US\$ 152 million**

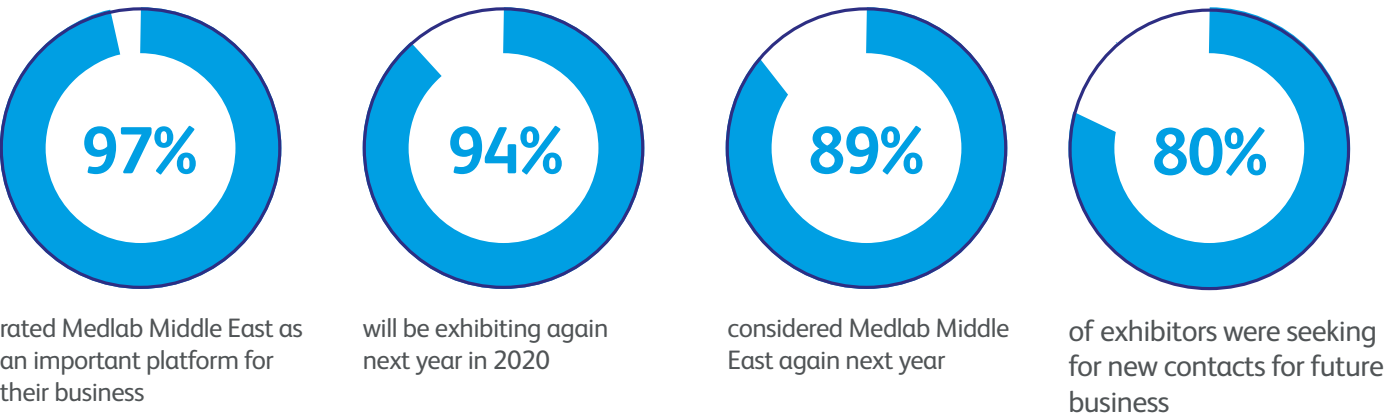
Total value of business exhibitors expect to generate over following 12 months: **US\$ 329 million**





# Exhibitors

## Survey results



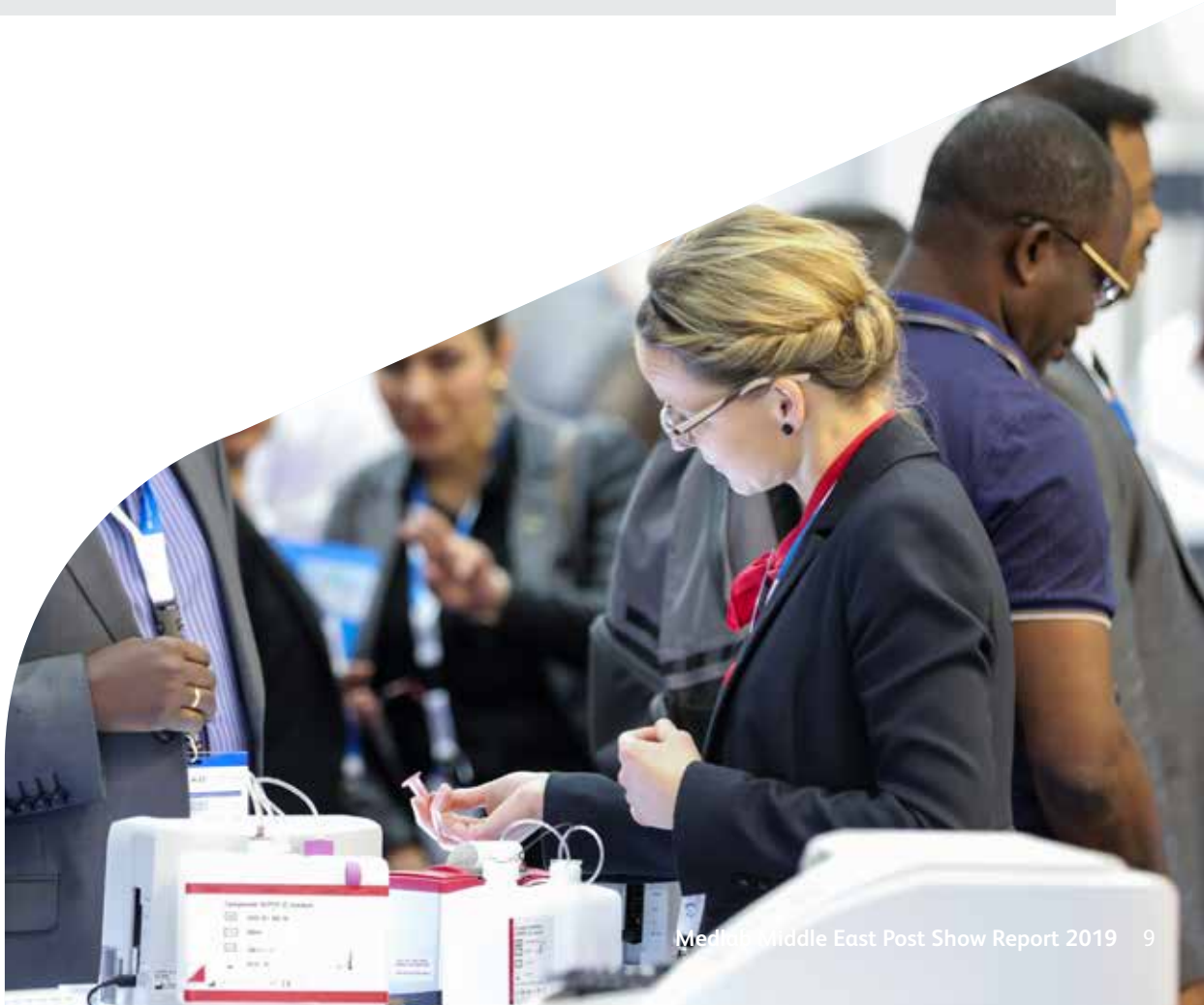
## Exhibitor feedback

*“Beckman has been present at every Medlab Middle East for years and is always happy to showcase solutions to end users”*

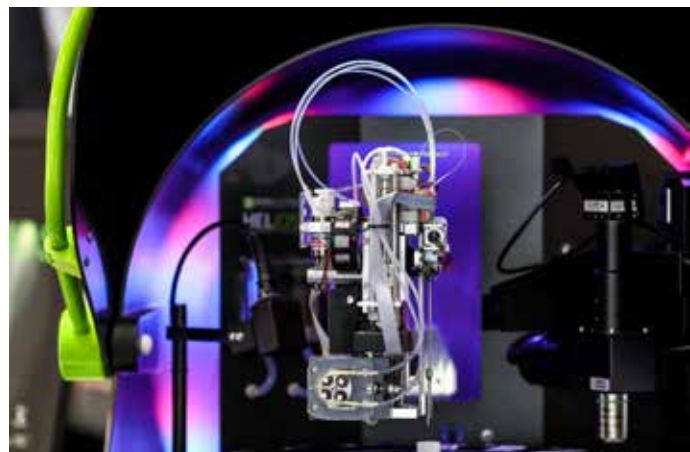
**Alexandra Awad, Beckman Coulter International SA (Dubai Branch)**

*“Medlab Middle East was a fantastic opportunity to promote our brand to a wide, multinational audience”*

**Ben Lockard, Systaaq Diagnostic Products**



# Developing the role of laboratory medicine in shaping the future of healthcare



# Thank you to our 2019 partners for their continued support

Diamond partner



Titanium partner



Platinum partners



Gold partners



Silver partners



CME provided by



Supporting bodies



In compliance with



Official airline partner



Official hospitality partner



Official exhibitor directory



Official magazine



Media partners



Organised by





## Start your planning for the upcoming edition

**3-6 February 2020**

Dubai World Trade Centre,  
Dubai, UAE

### Get in touch:

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