

Post show report 2019



Overview

With a brand new look for 2019, the 18th 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 *



135 countries represented



608 exhibitors

*11,526 visitors 4,673 delegates



51 exhibiting countries



13 country pavilions

Digital audience



1,070,401 page views



514,500 views



53,263 likes



18,826 followers

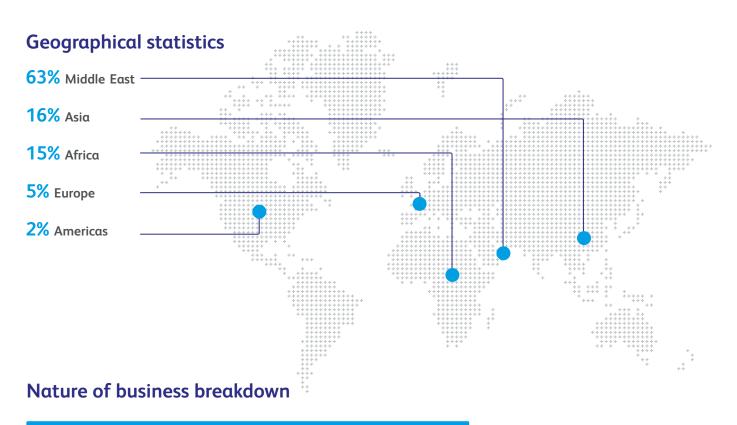


10,268 followers



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.



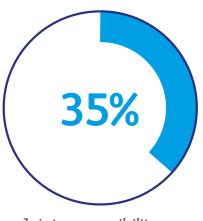
| 45% | Distributors |
|-----------|----------------------------|
| 10% | Hospital laboratory |
| 9% | Private Hospitals |
| 8% | Public Hospitals |
| 7% | Reference Laboratory |
| 6% | Clinics / Medical Practice |
| 4% | Manufacturer |
| 4% | Government |

Visitors

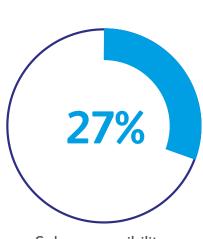
Level of seniority

| 84% senior decision makers | |
|----------------------------|---|
| 26% | Owner/Board director |
| 21% | Senior manager/ Manager |
| 17% | Director/ Head of department/ General manager |
| 15% | Junior manager/ Executive |
| 10% | Managing director/Vice president |
| 7% | C-Level/President/ Chairman |

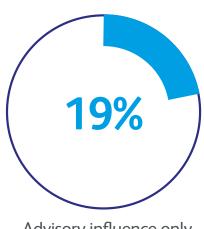
Purchasing authority







Sole responsibility



Advisory influence only



Visitors

Purchasing budget over the next 12 months

| Africα | Stable: 9% | | Growth: 87 % |
|-------------|---------------------|--|---------------------|
| Asiα | Stable: 11% | | Growth: 84% |
| Europe | Stable: 17% | | Growth: 77% |
| Middle East | Stable: 29 % | | Growth: 65% |
| | | | |
| GCC | Stable: 22% | | Growth: 70 % |

Key benefits of attending

| 41% | All the suppliers I need to meet are under one roof |
|-----|--|
| 39% | It's a great networking platform |
| 38% | It's the best place to discover the latest innovations and trends |
| 35% | Medlab Middle East is a brand I can trust |
| 35% | It's an efficient and effective way to source products (time and cost) |
| 20% | The great content/seminars/workshops provide insight into the market |



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

| 75% | Medical laboratory technologist/technician |
|-----|--|
| 8% | Pathologist |
| 5% | Phlebotomist |

Key challenges / benefits of attending

| 47% | Keeping up-to-date with the industry |
|-----|---|
| 38% | Finding reliable sources of information |
| 37% | Finding the latest products and solutions |
| 23% | Identifying key trends |
| 20% | Increasing competition in the market |

Delegate feedback

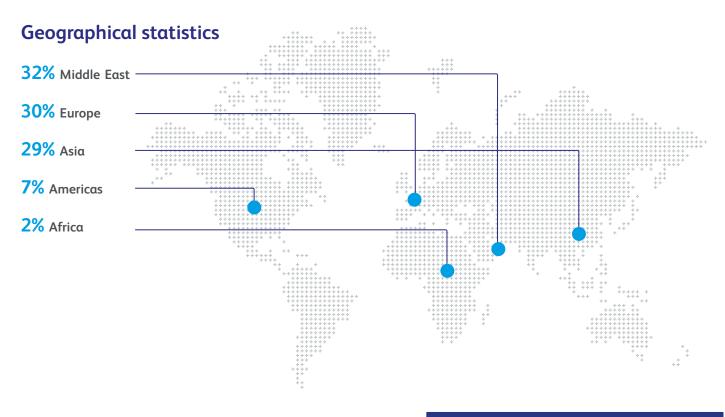
"A mega exhibition with an academic feast for laboratory professionals!"

Suhas Sakhare, Pathalogist, 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



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

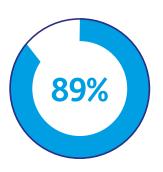
Survey results



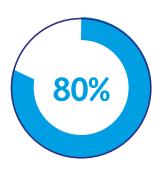
rated Medlab Middle East as an important platform for their business



will be exhibiting again next year in 2020



considered Medlab Middle East again next year



of exhibitors were seeking for new contacts for future business

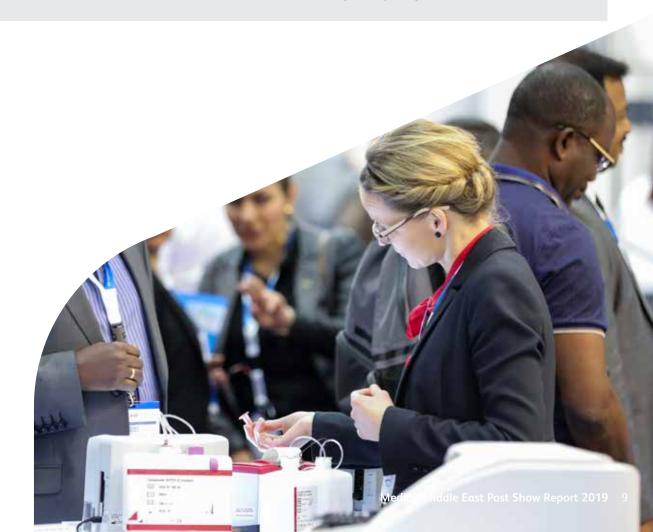
Exhibitor feedback

"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"

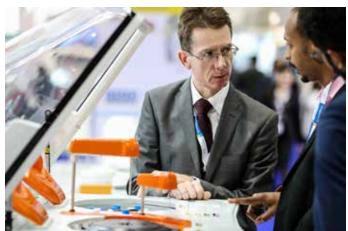
Ben Lockard, Systaaq Diagnostic Products



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

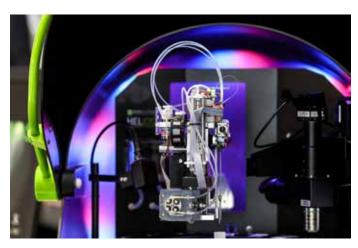














Thank you to our 2019 partners for their continued support

Diamond partner



Titanium partner



Platinum partners









Gold partners















































Silver partners





CME provided by

















In compliance with









Supporting bodies







Official airline partner



Official hospitality partner



Official exhibitor directory



Official magazine

medlab

Media partners





























Organised by

Start your planning for the upcoming edition

3-6 February 2020 Dubai World Trade Centre, Dubai, UAE

Get in touch:

Tom ColemanGroup Exhibition Director +971 (0) 55 9567772
medlabme@informa.com

