



2020 Post Show Results

Arab Health 

By Informa Markets

Together for a healthier world

Show overview

The 45th edition of Arab Health took place from 27-30 January 2020 at the Dubai World Trade Centre, Dubai, UAE.

The MENA region's largest healthcare event welcomed more than 57,000 healthcare & trade professionals from 170 countries across the four days of the show.

Under the theme of '**Connectivity for Better Healthcare Delivery**', the event showcased the latest technological advances in healthcare from 66 countries. Arab Health is truly where the healthcare world comes to do business.



4,142
exhibitors



66
exhibiting countries



39
country pavilions



170
countries represented



106,308
professional visits



51,670
visitors



5,069
delegates

Digital audience



2,805,178
page views



667,601
views



59,675
followers
57,850 likes



19,748
followers



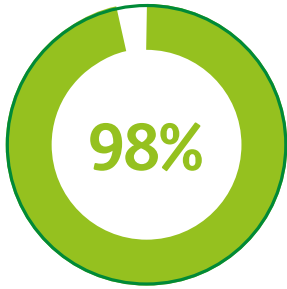
2,565
followers



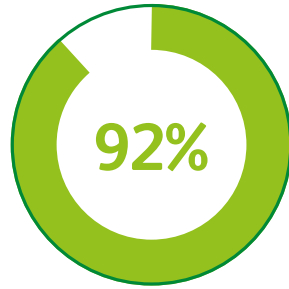
3,559
followers

Exhibitor feedback

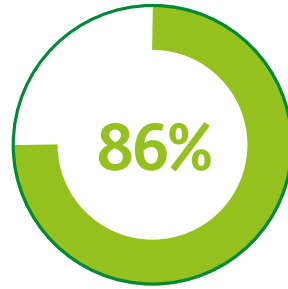
Total value of business generated was **US\$ 868 million***



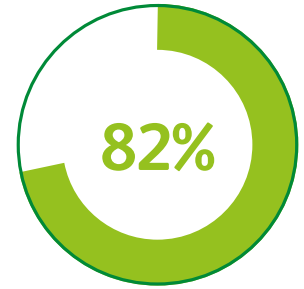
rated Arab Health as an important platform for their business



were overall satisfied with Arab Health



will be exhibiting again next year



of overall exhibitors have exhibited before

What our exhibitors had to say:

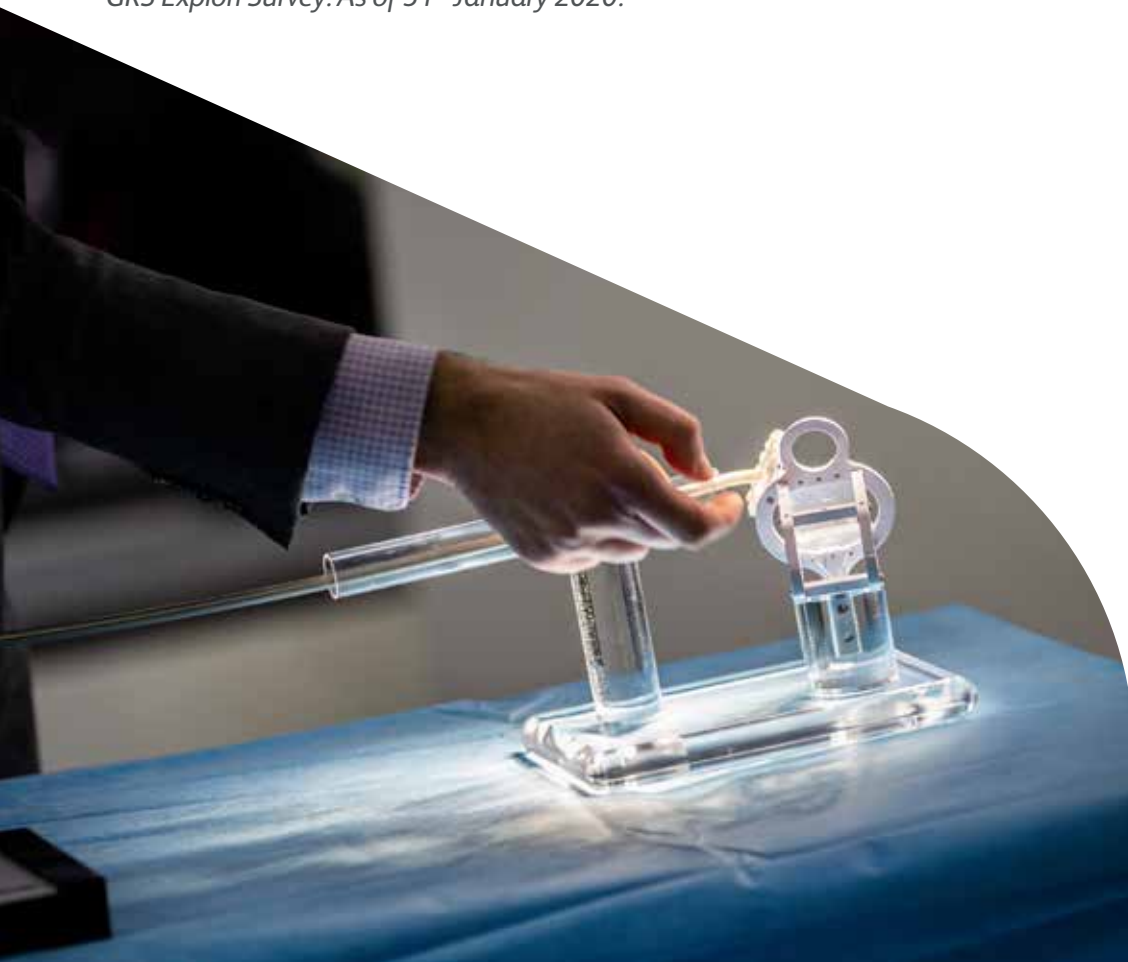
"A vital opportunity to meet our worldwide partners and form new partnerships."

Chris Scott
Managing Director & Founder, Pharmahouse Ltd

"Amazing show! Very well attended. Easy to network and meet dealers and distributors."

George Kowalski
Business Development Manager, Orcha

* GRS Explori Survey. As of 31st January 2020.



Exhibitor feedback

Top 5 reasons for attending

82%

to seek new contacts for future business

59%

to strengthen relationships with existing clients & partners

54%

to look for a local or regional dealer & distributor

34%

to discuss products & services with end-users

28%

to raise company profile

What our exhibitors had to say:

“Amazing networking and worldwide exposure for our business. Ability to engage with embassy contacts to expand business relationship internationally.”

Diane Lynn
Director Global Healthcare Services, Atrium Health

“An excellent place to find partners and new business. Also, a great exhibition for market research, getting feedback on your solutions find product-market fit.”

Sohini De
Managing Director & Founder, Empeal

“Arab Health has become increasingly significant to our industry at least in the middle east and especially in KSA.”

Bashar Lulu
Senior Business Development Manager,
Advanced Technology Company KSCP

“Arab Health 2020 was beyond our expectations we had a lot of people especially from Africa, Middle East and Asia in our booth.”

Moslem Pazkhk
AtlantaMed

“An excellent opportunity to showcase to an international audience.”

Amanda Potter
International Trade Manager, Leeds City Region



Visitors overview

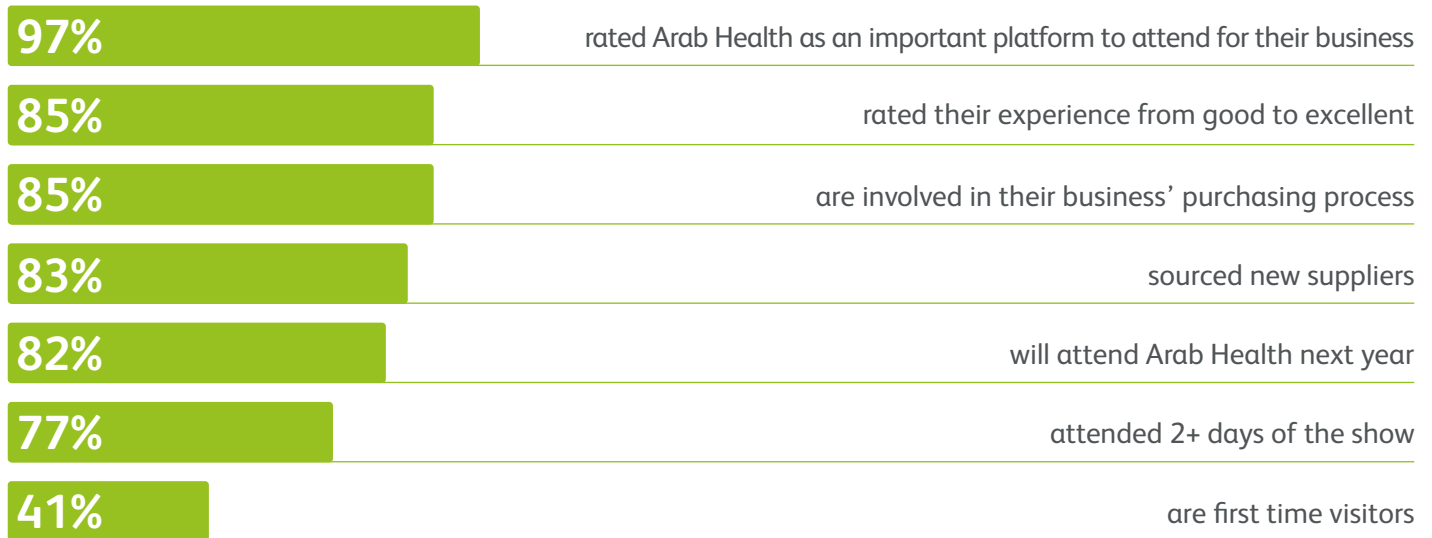
Visitors breakdown by region

- 52% GCC
- 18% Asia
- 10% Africa
- 9% Europe
- 8% Middle East
- 2% Americas
- 1% Australasia



Visitors overview

Key statistics



What our visitors had to say:

"Young-oriented and startuppy - but with governmental and regulatory presence. Thanks for a wonderful multi-faceted event."

Shaikha Alothman,
CEO, Oraxle

"Would like to recommend all professionals to attend Arab Health in order to witness and learn latest information, technology and interface with world top agencies."

Ajay Chaturvedi
Manager, Prime Hospital



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



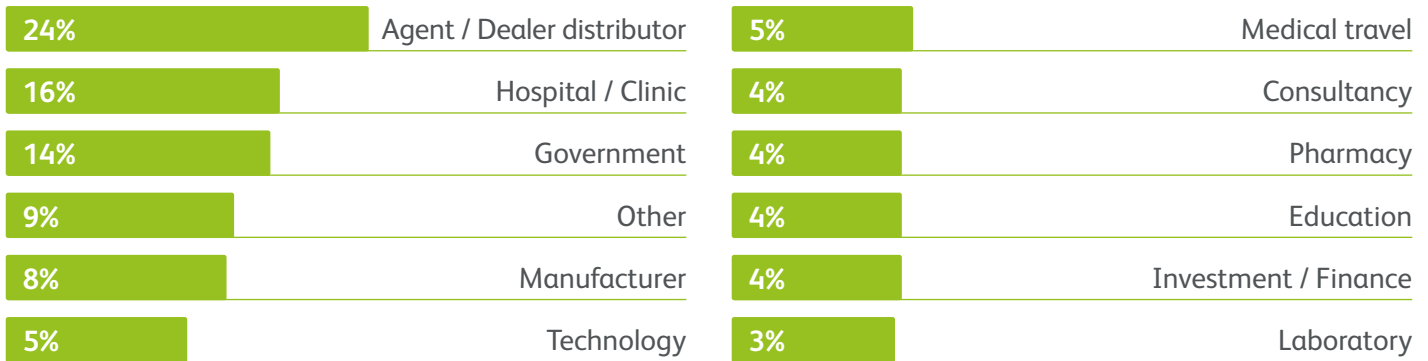
3%

Other

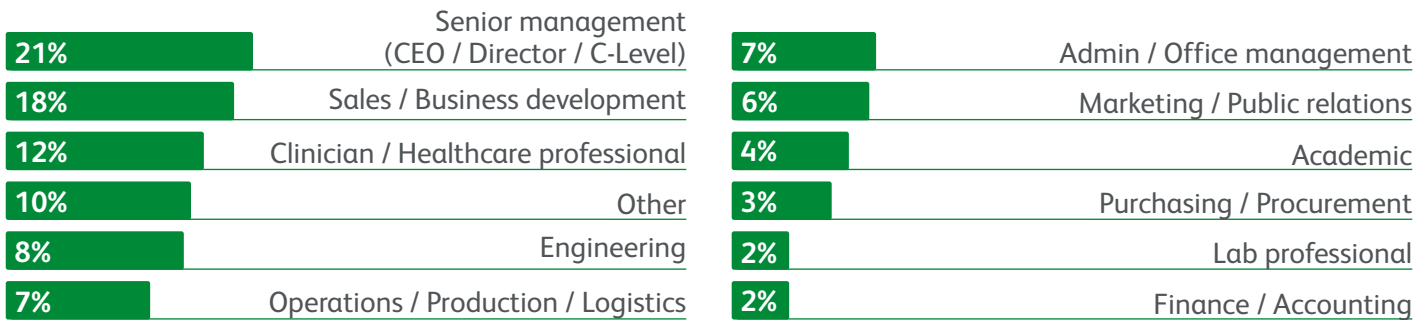


Visitors overview

Nature of business



Job function



What our visitors had to say:

"This is by far the most important annual event in the global healthcare sector. It is unsurpassed in bringing all the right people together to do business and in a beautiful location."

James Clarke
Principal, Fox Lewis Consulting

"Wonderful organization and thoughtful attention to the last detail, everyone knows what it has to do, all respect and appreciation to all those responsible for this event."

Osama Mustafa
Medical Laboratory Specialist, Biolab

"This is always a good event for us. We have, in prior years, met with suppliers and started to build relationships. Now, we are approached for services as a result of those relationships."

Eduard Stander
CFO, Brittan Healthcare

"Was a great trade show and had a lot of meeting with lots of suppliers. Thank you!"

Huseyin Sahin
Company Owner, Selam Medical Turkey

Arab Health 2020 conferences

Empowering the healthcare community to provide the most current medical care

With the aim of bridging the gap in medical knowledge, the carefully designed conferences and trainings at the Arab Health provide the very latest updates and insights into cutting-edge procedures, techniques and skills.



5,069
delegates



400
regional &
international speakers



29.25
CME credits



14
CME conferences



3
industry forums

The 45th edition of Arab Health hosted 14 CME conferences and 3 industry forums from 27-30 January 2020 at the Dubai World Trade Centre and the Conrad Dubai Hotel.

CME conferences

- 20th Total Radiology
- 19th Surgery
- 16th Orthopaedics
- 12th Obs & Gyne
- Midwifery ^{NEW}
- Anaesthesia & Pain Management ^{NEW}
- GI Endoscopy ^{NEW}
- 6th Diabetes
- 4th Emergency Medicine
- Patient Experience ^{NEW}
- Physical Medicine, Rehabilitation & Sports Medicine ^{NEW}
- Primary Care ^{NEW}
- 11th Quality Management
- From Prevention to Innovation: A SEHA-Mayo Clinic Collaboration ^{NEW}

Industry forums

- Healthcare Investment Forum ^{NEW}
- Healthcare Infrastructure Forum ^{NEW}
- Innov8 Talks

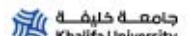
2020 Supporting partners

Official congress supporter



Academic partners

CME provided by



Official supporting partner



In compliance with



Supporting bodies



Organised by



What delegates said

"It was my first time attending Arab health. It was beyond expectations. It was very well organized and one of the largest exhibitions I have been to. The conference was very well structured with learned speakers. Excellent event overall."

Muhammad Saif Rehman
Consultant Emergency Medicine, Cleveland Clinic Abu Dhabi

"Excellent conference with plenty of international speakers and program. It's worth attending and I definitely will come again. International speakers are essential."

Dr Wendy Noble
Head of Obstetrics and Gynaecology,
American Hospital Dubai

Conferences at the Conrad Dubai

The Total Radiology, Obs & Gyne and Midwifery Conferences took place at the Conrad Dubai Hotel and included presence from leading companies in their fields.

Key players in radiology

Attended by 2,000+ delegates

Premium partners



Partners



Key players in Obs & Gyne

Attended by 500+ delegates

Premium partners



Obs & Gyne Conference supporter



Partners



From Prevention to Innovation: A SEHA-Mayo Clinic Collaboration

To highlight the agreement between the two institutions, the first SEHA-Mayo collaborative meeting was held at Arab Health in the format of a two-day conference, that offered insights from over 20 expert speakers and a chance for 300 delegates to earn up to 13.75 CME points.

Find out how we can help you meet your end users at Arab Health 2021

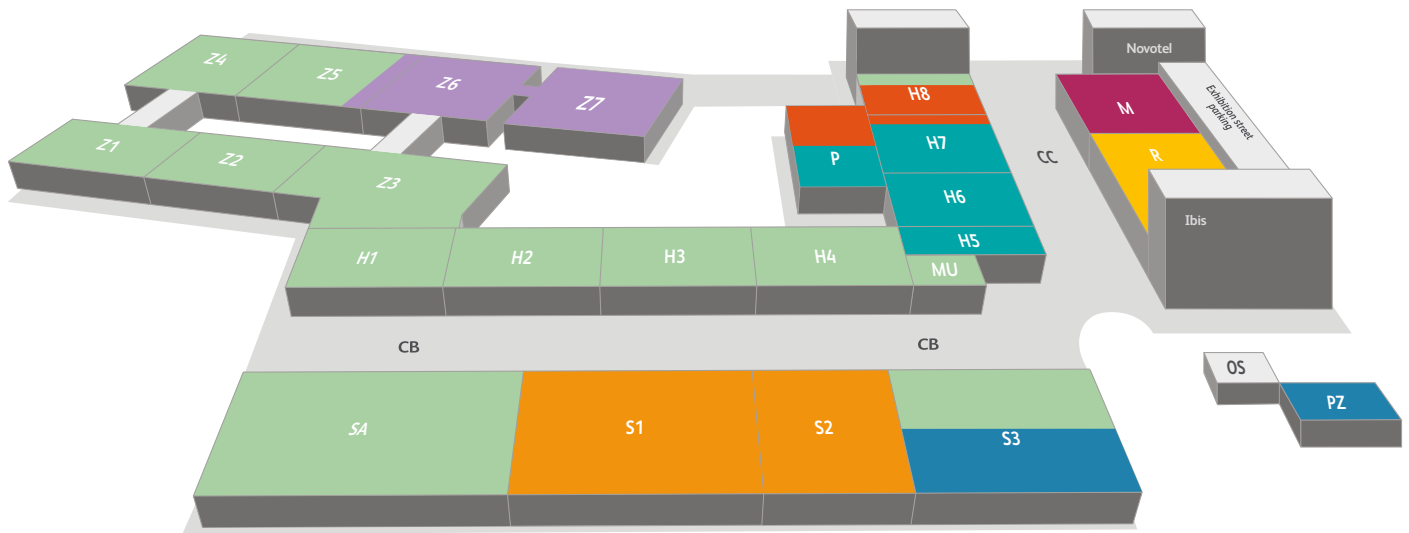
Contact us today

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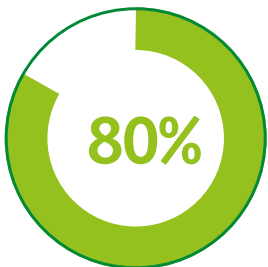
Arab Health 2020 Sectorisation

The Arab Health 2020 exhibition show floor was split into sectors according to main product categories. Sectorisation was a big focus for this year, with the show floor split into eight distinct sectors in order to promote targeted traffic, fast-track connections and generate an increased number of better-quality leads for exhibitors. Exhibitors were located on the show floor according to a product category applicable to their business. 8 sectors according to main product categories:

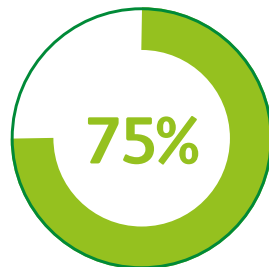
-  Medical equipment & devices
-  Disposables & consumer goods
-  Imaging & diagnostics
-  Preventive & post-diagnostic treatments
-  Healthcare & general services
-  Healthcare infrastructure & assets
-  IT systems & solutions
-  Orthopaedics & physiotherapy / rehabilitation



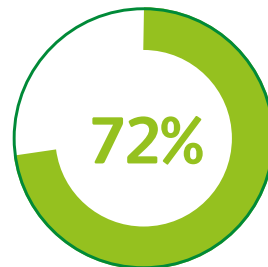
Exhibitor feedback



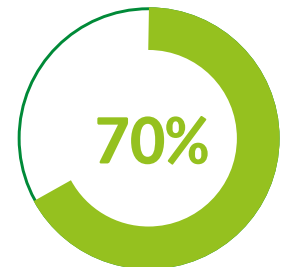
of the exhibitors said it was easier for visitors to find them



of the exhibitors said their quality of meetings increased



of the exhibitors said they benefit from the new layout



of the exhibitors said they had more meetings

Type of exhibitors at Arab Health



1,846

Medical equipment & devices exhibitors



843

Disposables & consumer goods exhibitors



414

Orthopaedics & physiotherapy / rehabilitation exhibitors



314

Imaging & diagnostics exhibitors



309

Healthcare & general services exhibitors



184

IT systems & solutions exhibitors



141

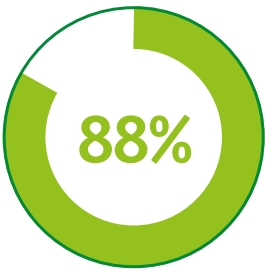
Healthcare infrastructure & assets exhibitors



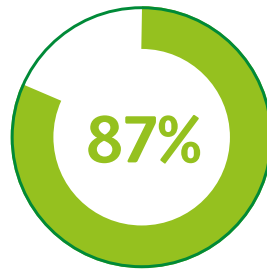
89

Preventive & post-diagnostic treatment exhibitors

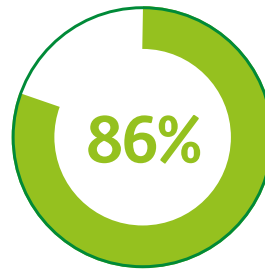
Visitor feedback



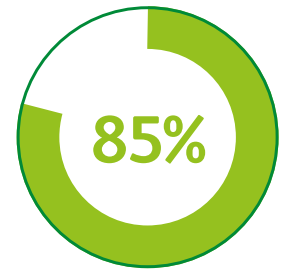
of visitors said that their overall value to visit the show has increased



of visitors said they benefit from the new product sector layout

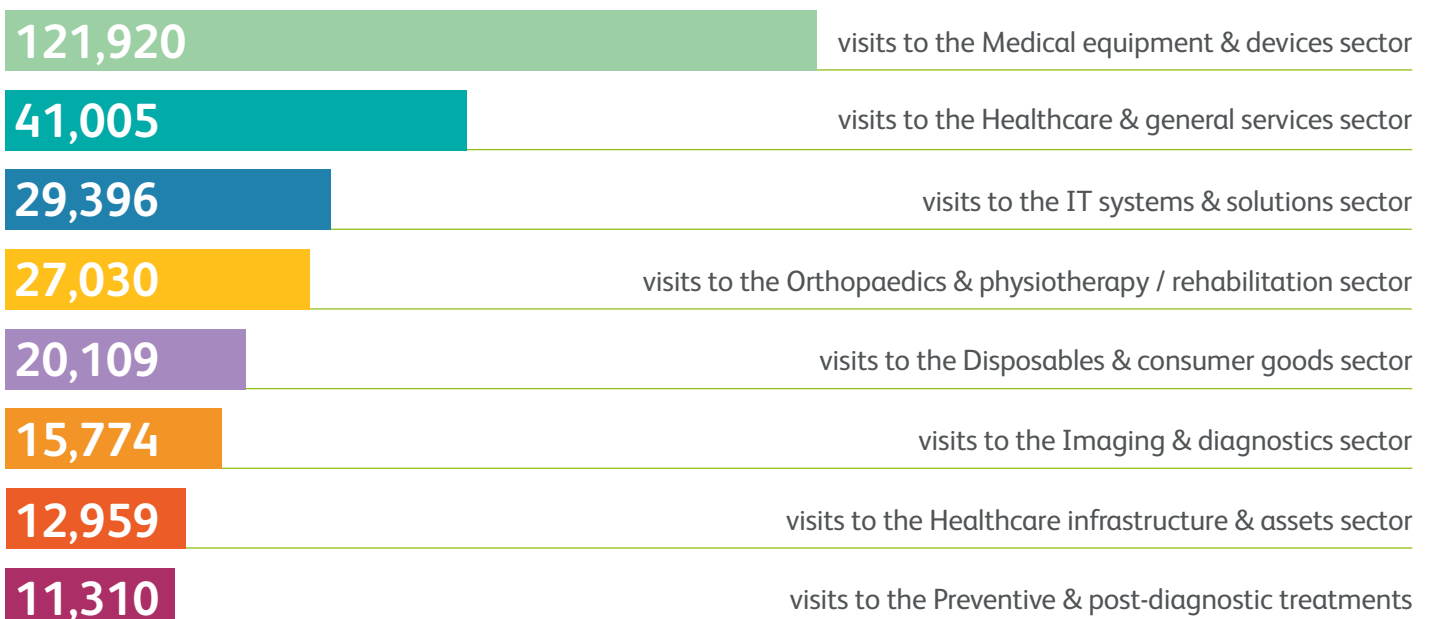


of visitors said the sectorisation made their visit more efficient



of visitors said they were able to have more meetings because of the new layout

Visitors by product area



*On average our attendees visited 3 halls per visit

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

1-4 February 2021

Dubai World Trade Centre, Dubai, UAE

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