



ARAB HEALTH

WHERE THE
HEALTHCARE
WORLD COMES
TO DO BUSINESS

POST SHOW
REPORT 2016

SAVE THE DATES
30 JAN – 2 FEB
2017

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Dear healthcare and trade professional,

We were once again delighted to welcome all delegates, visitors, speakers, sponsors, and exhibitors to Arab Health in 2016.

We would like to take this opportunity to thank everyone involved in the show, particularly our supporters; the UAE Ministry of Health and Prevention, the Government of Dubai, Dubai Health Authority, Health Authority Abu Dhabi, Dubai Healthcare City and Jafza, without whom the show would not have been possible.

Arab Health 2016 hosted a total of 4,187 exhibitors across 23 halls achieving an increase of 8% on visitor numbers compared to the 2015 edition of the show.

We are continuously looking to enhance the visitor and exhibitor experience at Arab Health by showcasing new technologies and innovations, and 2016 saw the launch of the 3D Medical Printing Zone and Conference. The exhibition zone was a hugely popular educational experience for all who are interested in learning about the latest 3D printing technologies entering the MENA region for the first time. 2017 will be no different, and we look forward to bringing you new ideas and features at the next edition of the show.

The Arab Health Congress was attended by 13,768 delegates, which was an impressive 6% increase from 2015. The Congress featured 20 conferences, offering unmatched Continuing Medical Education (CME) opportunities to professionals from all healthcare disciplines.

This 2016 Post Show Report demonstrates how the show is continuing to grow and outlines the strategies that we use to deliver the event. If you are already involved with Arab Health as an exhibitor, visitor or delegate, we would like to thank you for your continued support in making the show such a great success.

With a number of significant changes being made to the next event – including the separation of the MEDLAB exhibition, we look forward to welcoming you to Dubai from 30 January – 2 February 2017, for what will be the biggest edition of the show yet.

Kind regards,

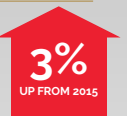


Ross Williams
Exhibition Director



Exhibition floor space:
65,135m²

Number of exhibitors:
4,187



Country pavilions:
35

Exhibiting countries:
64

Number of total participants
115,207
(excluding exhibitor attendees)

Number of visitors:
101,439



Number of delegates:
13,768



"Every year we are at Arab Health and it is a golden opportunity for us to connect and meet our customers."

Maher Abouzeid,
President & CEO, Middle East & Turkey,
GE Healthcare



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EXHIBITION SUMMARY

Arab Health was sold out months ahead of its 41st edition, highlighting its strength as the region's leading exhibition in the healthcare industry. 90% of exhibitors rebooked their space for 2017.

With the growing demand for exhibition space coupled with the separation of MEDLAB from the main show, more exhibition space is available to allow new companies to take part in Arab Health 2017.

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EXHIBITOR FEEDBACK

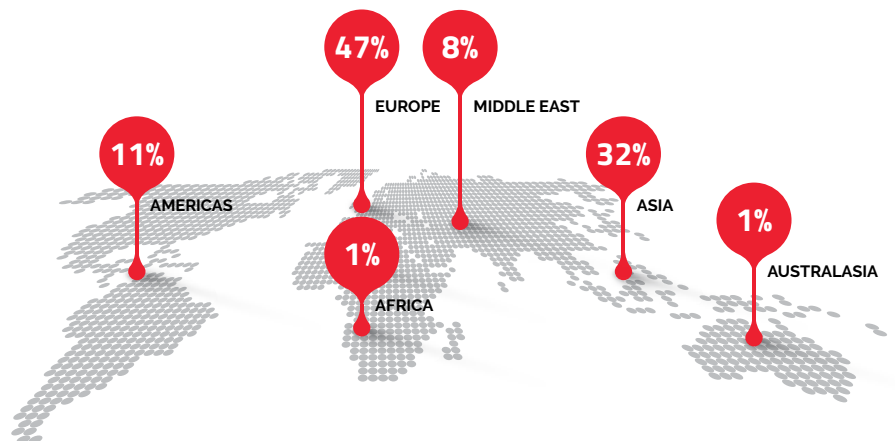
98% plan to exhibit again next year

95% rated the number and quality of visitors from good to excellent

93% were successful in meeting their overall objectives

85% were successful in generating new enquiries for their business

EXHIBITOR BREAKDOWN BY REGION



COUNTRY PAVILIONS

A total of 35 country pavilions further enhanced the range of hospital medical equipment, devices and technology on display at Arab Health 2016.



"Arab Health gets bigger and bigger every year, this is truly a global event."

Philip Kennedy, Chair, Association of British Healthcare Industries (ABHI)



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ARAB HEALTH - THE PERFECT PLATFORM TO DO BUSINESS



HRH Princess Haya, Wife of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Healthcare City Authority, launched the College of Medicine and its degree programme for medical undergraduates at the Mohammed Bin Rashid University of Medicine and Health Sciences.



Announced Dubai's first multi-disciplinary clinic of Italian doctors and plans to develop a network of medical facilities in the UAE and other GCC countries.



Entered into a strategic alliance with the Children's Hospital of Philadelphia to provide world-class patient care in the UAE.



Announced an **AED 1.25 billion** investment plan for 7 new hospitals in the UAE.



Signed a distribution agreement with the UAE's City Pharmacy Co worth **US\$ 1 million**.



Announced a new partnership with UAE Ministry of Health and Prevention (MoH) and Abu Dhabi International Medical Services (ADI), and is expected to save MoH **US\$ 13.6 million** in capital expenditure.



The Indonesian pavilion achieved **US\$ 6.2 million** worth of deals at Arab Health 2016, an increase of 57.2 percent compared to US\$ 3.9 million in 2015.



Launched largest wellness centre project - WorldCare Wellness Village - the size of **16 football fields**.



Signed a distribution agreement worth **US\$ 3 million** with AB-Care Medical Technology.



In partnership with Wagner Health & Care lunched a rehabilitation centre worth **AED 35 million**.



Announced more than \$7.5 million in sales.

and many more...

CAPITALISE ON PROSPECTIVE BUSINESS OPPORTUNITIES AT ARAB HEALTH

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45%

of exhibitors generated
between \$250,000 -
\$1,000,000 of business

"Being at Arab Health is absolutely huge with the number of people visiting from across the world."

Peter Makowski, CEO,
American Hospital Dubai



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VISITOR SUMMARY

Arab Health continues to increase its global impact, receiving 101,439 visitors from 160 countries in 2016, bringing together a wealth of knowledge and experience from across the world.

The event is uniquely placed to deliver a networking platform to exchange ideas and practices for the benefit of the global healthcare community.



VISITORS FEEDBACK

96% confirmed they will attend Arab Health 2017

89% learned about new products

84% were successful in establishing new contacts and relations for future

31% gained new suppliers

"Arab Health is the largest consolidation of individuals associated with healthcare and providers of healthcare in the Middle East."

Jason Busby, Senior Manager, International Health Care Group, UK

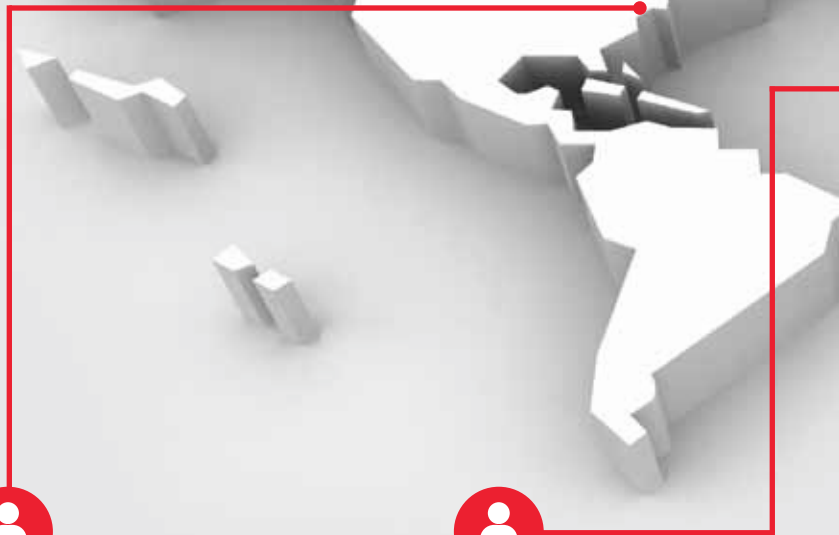


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101,439 VISITORS

BREAKDOWN BY REGION

Europe	9%
Africa	6%
GCC	56%
Middle East	14%
Asia	13%
Americas	1%
Australasia	1%



"Arab Health is a great place to network with colleagues in the region."

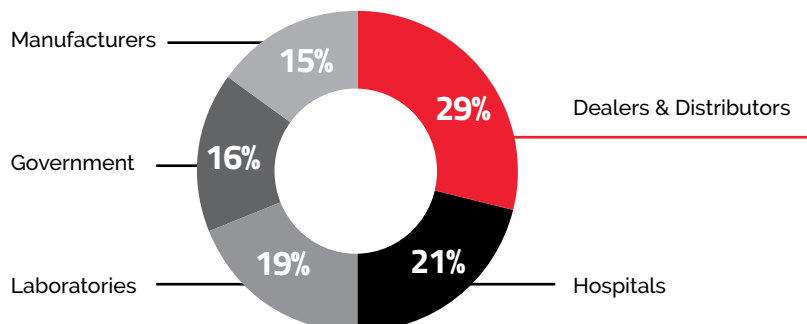
Nida Shekhani, Director, Institutional Collaborations, EMEA, New York-Presbyterian Hospital, New York, USA



"Arab Health is successful, new trades, new suppliers, new updates in the medical field."

Carla Antoun, Managing Director, GENEVA Clinic, UAE

AREA OF BUSINESS



FROM 160 COUNTRIES



"I have been visiting Arab Health for 3 years and it's the ideal destination to meet my customers from all over the world - very successful!"

Dilara Koksal, Export Manager, **Pharmasent, Turkey**



"It was very helpful for me to find products and I would recommend my colleagues to attend next year."

John Thomas, Product Specialist, **Gulf Advanced Trading Company, Kuwait**



"I was very much impressed with Arab Health, it was my first visit and found it informative. I would suggest others to attend this mega health event."

Ranjan Changkakoti, Area Manager, **SD Biosensor, India**



"I visited Arab Health to meet up with suppliers and see what is new, I would recommend my peers to attend the event even despite the long travel."

Roger Davis, Chief Executive Officer, **ATX Medical Solutions, Australia**



"Arab Health provides us with current knowledge from innovators and develops new partners from around the world."

Salah Uddin, GM Sales & Marketing, **Grace Health Care Pvt Ltd., Pakistan**



"By visiting Arab Health, I was able to update myself with the latest trends in the medical field, explore new products and meet up with principle companies."

KiaWei Law, Product Manager, **IDS Medical Systems, Singapore**

DEALERS & DISTRIBUTORS



Dealers & distributors made up 29% of Arab Health visitors, coming in from across the region. Arab Health features a Dealers & Distributors Wall which offers visitors the opportunity to post the products they are looking for. This allows exhibitors and manufacturers to identify distributors and dealers of interest and they can meet directly onsite.

Contact us to be involved in next year's Dealers & Distributors wall.

✉ arabhealth@informa.com

58% of exhibitors rated the wall as an excellent lead retrieval tool.

CONGRESS SUMMARY

Conferences:
20

Delegates:
13,768



Speakers:
500+



Provided by:  **Cleveland Clinic**

The Arab Health Congress featured 20 conferences offering Continuing Medical Education (CME) to attending medical professionals.

The show's flagship conference, Leaders in Healthcare, was once again honoured to receive the support of HRH Princess Haya Bint Al Hussein, Chairperson of Dubai Healthcare City Authority and wife of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The conference this year focused on the topical theme of Personalised Medicine, an interdisciplinary field which will drive the health research and innovation agenda for years to come in view to improve healthcare.

With the addition of five new conferences in 3D Medical Printing, Critical Care, Image Guided Interventions, Rheumatology and Middle East Travel Medicine, 2016 saw the congress achieve a richer and more extensive programme than ever before, allowing for healthcare professionals from a wider diversity of disciplines to participate and learn from the leading experts from across the region and the rest of the world.

2016 CONFERENCES:

- 3D Medical Printing
- Big Data
- Cardiovascular Disease and Intervention
- Diabetes
- Gastroenterology
- Hypertension
- Image Guided Interventions
- Leaders in Healthcare
- ME Travel Medicine - Infectious Disease Focus
- MEDLAB Congress
- Multidisciplinary Approaches to Critical Care
- Orthopaedics
- Paediatrics
- Physical Medicine and Rehabilitation
- Public Health
- Quality Management
- Rheumatology
- Surgery
- Total Radiology
- Wound Care

"Arab Health is the largest congress, convention and industry fair for the whole GCC region, including North Africa and Asia. It's very important for every healthcare professional to be here and attend this meeting."

Michael Fuchsjaeger, Professor and Chairman of General Radiology, **Medical University of Graz, Austria**



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Aiming to fill existing gaps in medical knowledge, the Arab Health Congress 2016 provided the very latest updates and insights into new procedures, techniques and skills for delegates to take away and apply in their day-to-day remit.

Contact us to become a supporter of the 2017 conference programme.

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ARAB HEALTH FEATURES THE FUTURE OF HEALTHCARE

3D MEDICAL PRINTING ZONE

3D MEDICAL PRINTING TECHNOLOGY IS SET TO REVOLUTIONISE HEALTHCARE

Visitors attended the 3D Medical Printing Zone that hosted leading global research groups and pioneering technology companies showcasing the latest major medical advances of 3D printing. They were able to gain first-hand experience of the remarkable anatomic models that were on display and being printed live on the show floor.

The impact of 3D printing in healthcare has already been ground-breaking, with vascular tissue being produced and developments now pointing towards printing entire functioning organs for transplant and not just models to assist in medical procedures.

Leading international experts also gave insights on how 3D printing is being used today, and what the realistic timelines are for future developments of the phenomenon at the 3D Medical Printing Conference.

Supported by

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86% of visitors would like to see the zone return in 2017

"3D-printing in the UAE is 'still young' but it is at the forefront of medical technology, there has been so much interest in 3D printing in medicine here, I can really see it taking off."

Lee Kean Sang, Osteopore International, Singapore

"3D printing is already being used in the region with much success, and it truly does revolutionise healthcare"

Dr Nizar Zein, Chairman Global Patient Services & Chief of Hepatology, Cleveland Clinic, Ohio, USA

The technology has yet to establish itself in the Middle East region, giving 3D print companies the opportunity to tap into this market. Contact us to participate [✉ arabhealth@informa.com](mailto:arabhealth@informa.com)

MARKETING ACTIVITIES

By promoting the event we promote you...



ARAB HEALTH TV

In 2016, Arab Health introduced the ARAB HEALTH TV, dedicated to providing the latest product launches and technology updates at the show through our Youtube channel. Total views as of Feb 2016 is **303,194**.



PRIZE GIVEAWAYS

In keeping with tradition, Arab Health had an excellent range of fantastic prizes on offer at the show with an **Audi A5**, **iPad Air** and many exciting prizes were won through the social media channels.



PRINT

The Arab Health marketing strategy consisted of a print advertising campaign that extended itself across leading international and regional trade publications, magazines and newspapers. A total of **810 adverts** appeared as part of the campaign, covering a range of the most renowned titles.



WEBSITE

Our website provides the best online platform to communicate to a target audience of healthcare professionals across the Middle East and Africa. The Arab Health website attracted more than **695,975 visits** and **413,773 unique visitors** in the run up to the show.



VIP INVITATION PACK

8,000 VIP invitation packs were sent to key decision-makers and influencers in the Middle East healthcare industry, including regional and international consulates, embassies and various governmental organisations.



SMS

With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than **189,666 contacts** across the GCC.



MOBILE APP

Arab Health also featured a mobile app that was used more than **988,427 times**. The app included exhibitor listings, floor plans, and event schedules to enhance the attendees' experience.



EMAIL

our targeted email campaign was our most comprehensive to date, communicating with more than **250,000 people**. We have carefully analysed the results and trends to build and grow the data for the 2017 event.



DIRECT MAIL

Invitations were mailed to healthcare professionals across the globe, welcoming them to Arab Health 2016. More than **150,000 contacts** were carefully selected from our extensive and ever-growing database.



HOSPITAL MAILING

Posters, invitations and show information was sent to more than **300 selected hospitals** in the UAE, Saudi Arabia, Kuwait and Qatar helping to raise awareness of the event to healthcare professionals within their workplace.



PR & MEDIA COVERAGE

An extensive international Public Relations campaign was delivered through a combination of our experienced in-house PR team and a specifically commissioned PR agency, focusing on the communication of clear, specific and targeted messaging to our core audience and media. The PR campaign covered more than 900 articles published in the GCC.



SOCIAL MEDIA

Through the active use of social media, Arab Health has built a strong following and presence on various platforms including Facebook with more than **38,247 likes**, Twitter with **13,700 followers**, LinkedIn with **8,042 members** and YouTube with a total of **303,194 views** as of Feb 2016.



SHOW DAILIES

Four issues of a total of **14,000 copies** of the Arab Health show daily newspaper, Daily Dose, were distributed during the show to create greater awareness amongst visitors about a variety of events taking place on each day. Exhibitors were also able to advertise in the newspaper in order to attract greater visitor numbers to their stands.



LIFE SCIENCES PUBLICATIONS

Informa Life Sciences' portfolio of publications is the leading independent group of English language magazines in the MENA region and has been successfully serving the market since 2002. Published by Informa Exhibitions, the titles include Arab Health, MEDLAB, Total Radiology, Building Healthcare and several health directories.

As the official publication of the Arab Health Exhibition & Congress, Arab Health magazine is an excellent tool for keeping up-to-date with the region's healthcare trends and developments. With a print circulation reaching more than **35,000 medical professionals** in the MENA region, the magazine provides readers with a unique insight into healthcare issues, management and technological developments in the region.

The magazines are all free to subscribe to, and www.arabhealthmagazine.com allows users to search back through archives of articles from all fields of medicine.

"Arab Health is beneficial for Toshiba because it's the biggest healthcare event in the Middle East..."

Chikao Kamijima, Vice President,
Toshiba, Japan



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"Arab Health is a very important part of Masimo's global marketing outreach."

Antony Sloan, Vice President Marketing
Communication, **Masimo**



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PLANNING TODAY

30 JAN – 2 FEB
2017

EXHIBIT

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VISIT

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visit to the exhibition:
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life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions publishes four international healthcare magazines, offers Dothealth, a healthcare portal showcasing over 40,000 healthcare companies and runs Healthy Change, an online recruitment portal.

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