



Saudi's Premier Healthcare Business Platform

OVERVIEW

6,000
SQM EXHIBITION
FLOOR SPACE

122
EXHIBITORS

20
EXHIBITING
COUNTRIES

6
COUNTRY
PAVILIONS

9,792
TOTAL
ATTENDEES

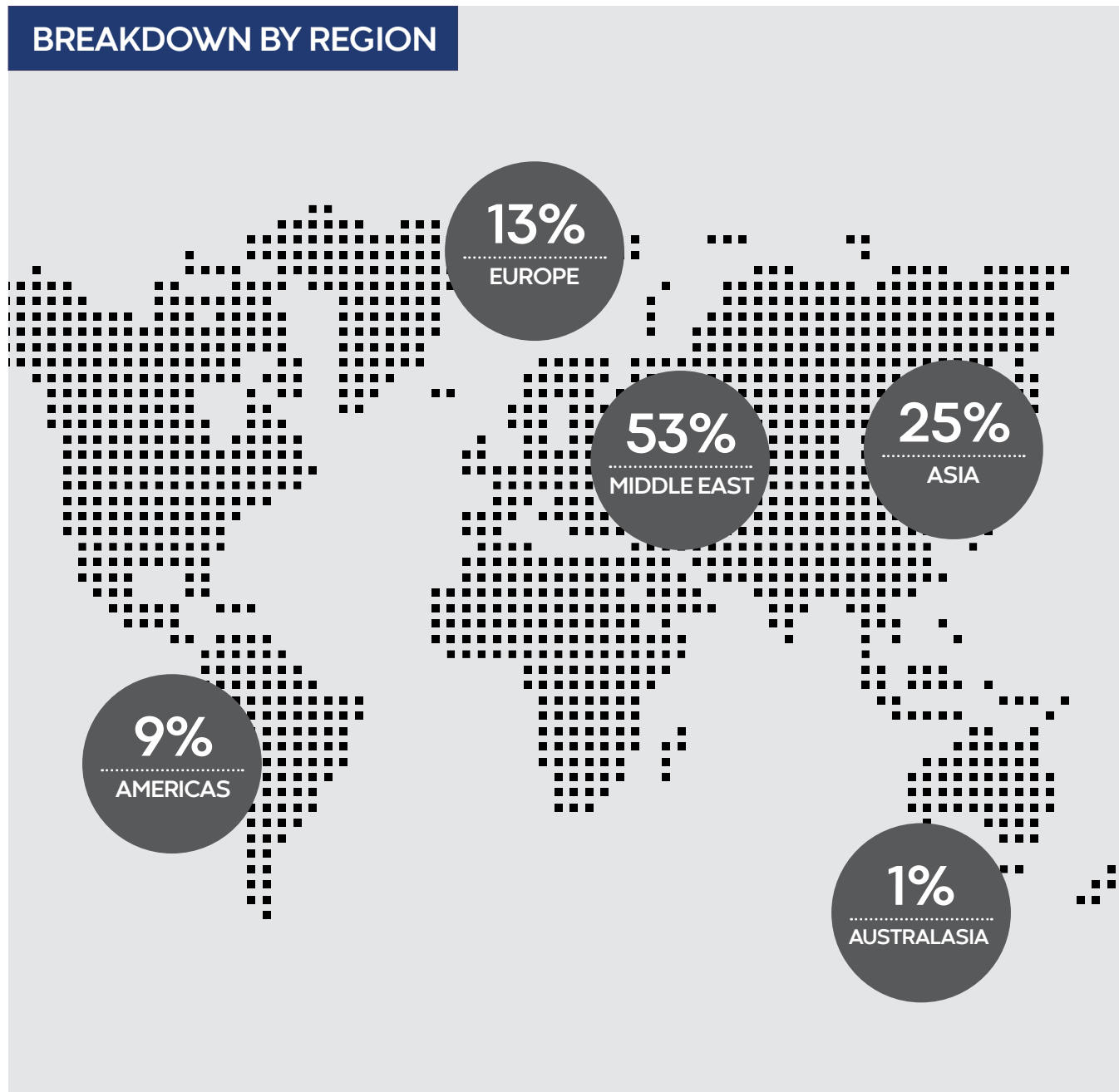
32
COUNTRIES
REPRESENTED

// We were proud to participate in this year's event. The number and quality of attendants was high. The exhibition can be an opportunity for global and local healthcare experts to exchange ideas and experiences and drive the transformation of healthcare in the Kingdom.//

Eng. Michel Atallah, Chief Executiv

EXHIBITOR OVERVIEW

BREAKDOWN BY REGION



*AS OF 12 SEPTEMBER 2018 FROM EXHIBITORS WILLING TO SHARE FIGURES

FEEDBACK

92%

rated Global Health as an important platform for their business

85%

rated the quality of visitors from good to excellent

75%

will be exhibiting again next year

64%

rated the value for money they get from this exhibition from average to excellent

TOP 5 REASONS FOR EXHIBITING

74%

to seek new contacts for future business

51%

to strengthen relationship with existing clients & partners

33%

to look for a local or regional dealer & distributor

64%

to discuss products & services with end-users

53%

to raise company

SURVEY RESULTS ARE PROVIDED BY GRS EXPLORI

ATTENDEES OVERVIEW

FEEDBACK

92%

rated Global Health as an important platform to attend for their business

82%

will attend Global Health next year

91%

rated their experience from good to excellent

73%

are involved in their business' purchasing process

72%

sourced new suppliers

49%

expect their purchasing budget to grow in the next 12 months

AREA OF BUSINESS

36%

Hospitals

31%

Dealer & Distributors

10%

Government

9%

Laboratory

8%

Manufacturers

6%

Other



CONFERENCE OVERVIEW

CONFERENCE AT A GLANCE

4,327
Delegates

60
Local &
international
speakers

5
Conferences

3
CME-accredited
medical forums

CONFERENCE & MEDICAL FORUM

- Embracing the Future Conference
- Healthcare Investment, Financing and Reimbursement Conference
- Value-based Healthcare Conference
- eHealth Conference
- Healthcare Innovation Conference
- Medical Laboratory KSA Conference - **CME-Accredited**
- Total Radiology KSA Conference - **CME-Accredited**
- Writing & Publishing Masterclass - **CME-Accredited**

FEATURED SPEAKERS

- **HE Dr Tawazun Al-Rabiah, Minister of Health, Saudi Arabia**
- **Dr Hani Jokhdar, Deputy Minister for Public Health, Ministry of Health Saudi Arabia, Riyadh, KSA**
- **Dr Khalid Al Shaibani, Deputy Minister, Leader, Vision Realization Ministry of Health - Saudi Arabia, Riyadh, KSA**
- **Abdullah AlKhasahan, Assistant Deputy Minister for Laboratories and Ministry of Health Saudi Arabia, Riyadh, KSA**
- **Dr Ahmed Al Amry, Secretary General, Saudi Health Council, Lead Ministry of Health - Saudi Arabia, Riyadh, KSA**
- **Dr Omar Shanqeety, CEO, Purchasing Programme, Ministry of Health - Saudi Arabia, Riyadh, KSA**
- **Karine Bachongy, Senior Inv C - International Finance Corporation, World Bank Group, Washington, District of Columbia, USA**
- **Dr Anjum M Ahmed, Global Director for Imaging Information Systems, Agfa Healthcare, Ontario, Canada**
- **Ihsan Bafakih, CEO, MASIC, Riyadh, KSA**
- **Sean Hogan, General Manager, IBM Healthcare & Life Sciences IBM, New York City, USA**
- **Kieran Murphy, President & CEO, GE Healthcare, Boston, Massachusetts, USA**



MARKETING & PROMOTION



Digital Marketing

Online AD campaign reached to 2.4 million impressions. An extensive online campaign was delivered through google campaign, social media, programmatic advertising. mobile advertising and placement of banners in leading website such as Alsharq Alawsat, El-Eqtisadh, Sabq, Arab News.



Tele-Invite

4,500 telemarketing calls were made to personally

professionals from across the region.



Email promotion

Our targeted email campaign included communicating with more than 42,000 professionals.



Direct Mailing & VIP invitations

Invitations were mailed to more than 3,800 trade professionals. VIP invitations were sent to consulates, embassies and various government organisations.



SMS promotion

SMS reminders and easy registration messages reached out to more than 22,000 contacts.



PR & Media Coverage

An extensive campaign was delivered through our

agency, focusing on the communication of clear,

messaging to our core audience and media.



Website

Our website provides the best online platform to communicate to a target audience of medical and trade professionals. The Global Health website attracted more than 52,500 unique visitors in the run up to the event.



Print

An intensive print advertising campaign across leading Saudi newspapers including Al-Sharq Alawsat, Al-Riyadh, Okaz, Arab News, Al-Jazirah, El-Iqtisad, Al-Youm.



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Strategic Partners



Partner



Innovation Partner



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START YOUR PLANNING FOR 2019



ملتقى الصحة العالمي
GLOBAL HEALTH EXHIBITION

17 - 19 SEPTEMBER 2019

Riyadh International Convention and
Exhibition Center, Riyadh, KSA

Space only

USD 495

per sqm

Shell scheme

USD 575

per sqm

CONTACT US TO BOOK YOUR STAND:

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