



BUILDING HEALTHCARE

Innovation & Design Show

The leading business platform for the **development, design and management of healthcare facilities in the Middle East**

 buildinghealthcare-exhibition.com



2017 POST SHOW REPORT

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Organised by:

informa
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Dear healthcare and trade professionals,

I would like to take this opportunity to thank everyone who attended Building Healthcare 2017.

Led by the pioneers of the industry, this years exhibition hosted over **3,411 attendees** and showcased the latest in design, construction and new technologies and services that maximised healthcare facility operations and help improve the patient experience.

The 2017 show was co-located with Cityscape Global to create one unified business platform for the full spectrum of the construction, design and development industries in the region. Alongside the exhibition, the congress offered six dedicated conference sessions under the theme "Starting with the End in Mind, addressing the challenges involved throughout the entire lifecycle of a healthcare facility: Vision, Invest, Design, Build, Equip and Manage.

We continue to work with our advisory board, whose knowledge and expertise will help shape the direction and content for the 2018 show.

The team and I will be working tirelessly from now until then to continue to develop the show in all areas. If you are interested in exhibiting or sponsoring the 2018 event, please contact me on +971 4 4072427, or email buildinghealthcare@informa.com to discuss opportunities further.

Kind Regards,

Susan McKeen
Sales Manager



SHOW SUMMARY

3,411
attendees

41
exhibitors

54
speakers

17
workshops

6
conference tracks

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EXHIBITION SUMMARY

Building Healthcare Innovation & Design Show is the leading business platform for the development, design and management of healthcare facilities, featuring the latest updates on the healthcare industry throughout the region, including prospects for new business that aim to fill a growing gap in the market.

The show is a perfect platform for the leading key decision makers and trade professionals to do business with national and international exhibiting companies showcasing their latest solutions and services for the development, design and management of healthcare facilities.

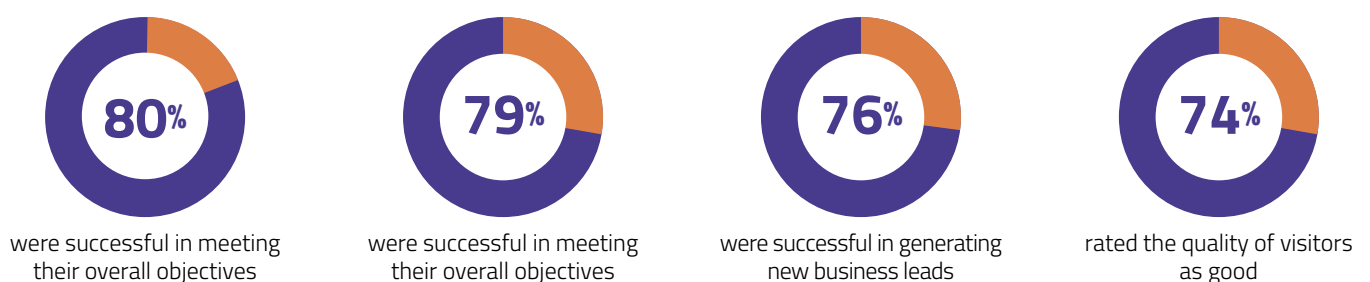
COUNTRIES REPRESENTED

 Canada	 France	 Germany	 Italy	 Lebanon	 Poland
 Portugal	 Saudi Arabia	 Sweden	 United Arab Emirates	 United Kingdom	 United States

EXHIBITOR PROFILE

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> ● Ambulance ● Architecture/design ● Architectural and Engineering ● Consultancy ● Bathroom fittings/furniture ● Clean rooms ● Construction ● Digital technologies ● Engineering ● Healthcare facility development ● Healthcare planning | <ul style="list-style-type: none"> ● Heating, ventilation, air conditioning ● Furniture and fixtures ● Infrastructure providers/consultants ● Interior/exterior ● landscaping ● Investment/finance ● IT systems and solutions ● Kitchen fittings/food systems ● (F&B) ● Management consultancy services ● Mechanical, electrical and plumbing | <ul style="list-style-type: none"> ● Medical equipment planning and devices ● Modular solutions ● Quality and accreditation services ● Real estate development ● Security ● Sterilisation ● Storage solutions ● Turnkey solutions ● Rehabilitation/long term care ● Waste management |
|---|--|--|

EXHIBITOR SURVEY



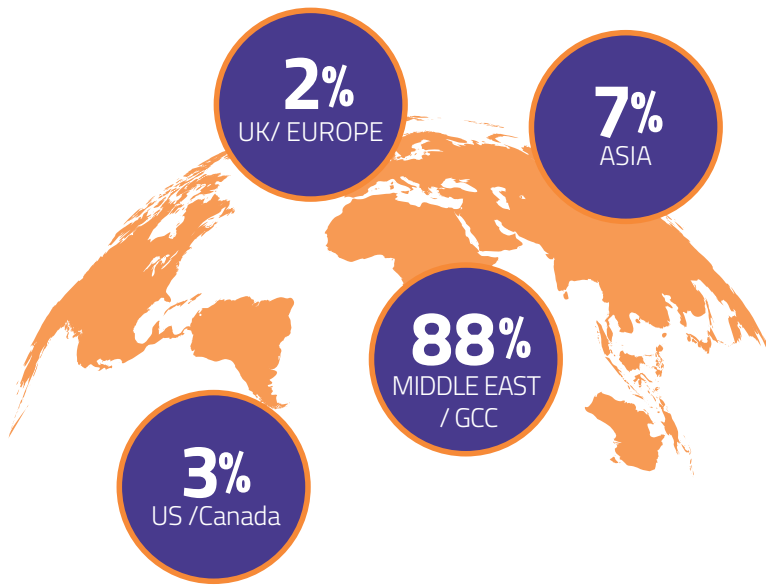
VISITOR SUMMARY

Building Healthcare 2017 hosted over **3,411** attendees and attracted Architects, Head of Departments and C-suite from across the region to learn about the latest global and regional developments in the industry and to see the latest products and solutions available.

Together, the industrial workshops, the conference tracks based on the lifecycle of the hospital build and the exhibition gave the region's healthcare key decision makers the opportunity to network and to share their knowledge and best solutions to current challenges faced by a healthcare facility.



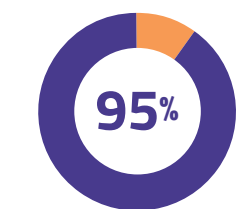
VISITOR BREAKDOWN BY REGION



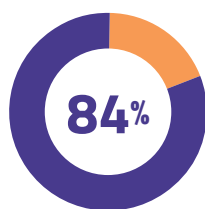
AREA OF BUSINESS



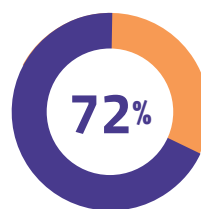
VISITOR SURVEY



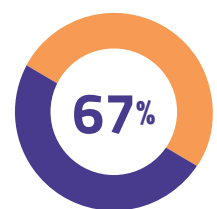
confirmed they will attend the show in 2018



met their overall objectives



learned about the latest healthcare projects in the region



attended both exhibition and congress

VISITORS AT A GLANCE

- ▶▶ CEO, Al Zahra Private Hospital, United Arab Emirates
- ▶▶ President & CEO, Attieh Medico, Saudi Arabia
- ▶▶ Medical Director, Emirates Hospital Rehabilitation & Homecare, United Arab Emirates
- ▶▶ CEO Managing Director & CFO, ICME International AG, Germany
- ▶▶ Managing Director & CEO, Riyadh Healthcare, United Arab Emirates
- ▶▶ CEO, University Hospital Basel, Switzerland
- ▶▶ CEO, Abiz Group, Azerbaijan
- ▶▶ CEO, Acalis, Belgium
- ▶▶ Vice President, Addis Araba Chamber of Commerce, Ethiopia
- ▶▶ Principal & Founding Partner, AGI Architects, Kuwait
- ▶▶ CEO, AL Moosa Specialist Hospital, Saudi Arabia
- ▶▶ Chief Operating Officer, Al Zahra Hospital, Dubai, AE
- ▶▶ CEO, Azizi Developments LLC, United Arab Emirates
- ▶▶ Managing Director, Cairo International Medical City, US
- ▶▶ Director - Biomedical Engineering, Emirates Hospital Group, United Arab Emirates
- ▶▶ Managing Partner / CEO, Enerapharm, Turkey
- ▶▶ Deputy CEO, Fars Heart Foundation Kowsar Hospital, Iran, Islamic Republic Of
- ▶▶ Managing director, GOWS architects, Egypt
- ▶▶ Assistant Vice President, HDFC Bank, United Arab Emirates
- ▶▶ Global Director Health, HDR, United States
- ▶▶ Chairman, HKIS Invest, Saudi Arabia
- ▶▶ Project Director, Hospital-57357, EG
- ▶▶ Partner & Director, K Med Co WLL, Kuwait
- ▶▶ CEO, Karamed Consulting Engineers Co, Iran, Islamic Republic Of
- ▶▶ Projects director, King Fahd Medical city, SA
- ▶▶ Chairman, Medland Health Services, ZM
- ▶▶ Director, MGM Healthcare, India



EDUCATION SUMMARY

Based on the theme "Starting with the end in mind", the Building Healthcare congress provided an integrated content addressing the challenges involved throughout the entire lifecycle of a healthcare facility; **Vision, Invest, Design, Build, Equip and Manage**, to encourage higher quality builds and increase in patient care.

Alongside the congress, the exhibition hosted **17 free-to-attend industrial workshops**. These educational sessions examined ongoing projects in MENA region and discussed the investment opportunities in new markets and assessed case studies of planning, design, and construction that can be used in future projects.

6

CONFERENCE TRACKS

990

DELEGATES

17

WORKSHOPS

678

WORKSHOP ATTENDEES

MIDDLE EAST HEALTHCARE AT GLANCE



KSA and the UAE accounts for **80%** of the total number of hospitals



37 mega hospital projects underway in the GCC worth **\$28.2 billion** adding 22,500 new beds



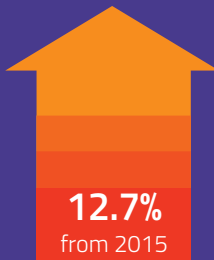
\$133 billion invested by 2018



\$2-3 billion invested in healthcare technologies (source: Ardent Advisory & Accounting)

UAE |

UAE healthcare market is projected to reach **\$19.5 billion** in 2020, with an annual average growth of ...



KUWAIT |

The outpatient market is projected to grow from an estimated US\$ 3.0 billion in 2015 to **\$5.5 billion** in 2020



SAUDI ARABIA |

Saudi Arabian healthcare market is forecasted to reach **\$27.4 billion** in 2020, registering a CAGR of



from 2015

BAHRAIN |

Healthcare market in Bahrain is projected to grow at an annual average of 12.2% from an estimated \$1.1 billion in 2015 to **\$2.0 billion** in 2020



OMAN |

Oman's hospital bed requirement is forecasted to grow at an annual average of 3.1% in the next five years, suggesting a demand of more than **7,600 beds by 2020**



EXHIBIT IN 2018

REINFORCE

your company image

ENGAGE

with key decision makers

NETWORK

with mega hospital project representatives

GATHER

market insights

SHOWCASE

your products & services

INCREASE

your brand awareness

COMMERCIAL OPPORTUNITIES

Registration area

Be among the first brands to be noticed. We will brand the registration point with your corporate logo and have staff wear your branded uniforms.*

Lanyards

Your logo will appear on all lanyards. The lanyards are worn by visitors and exhibitors throughout the event. Your company logo will appear on all lanyards.

Badges

Have your logo and key messaging placed on all the badges worn by the Building Healthcare Event attendees.

Advertising

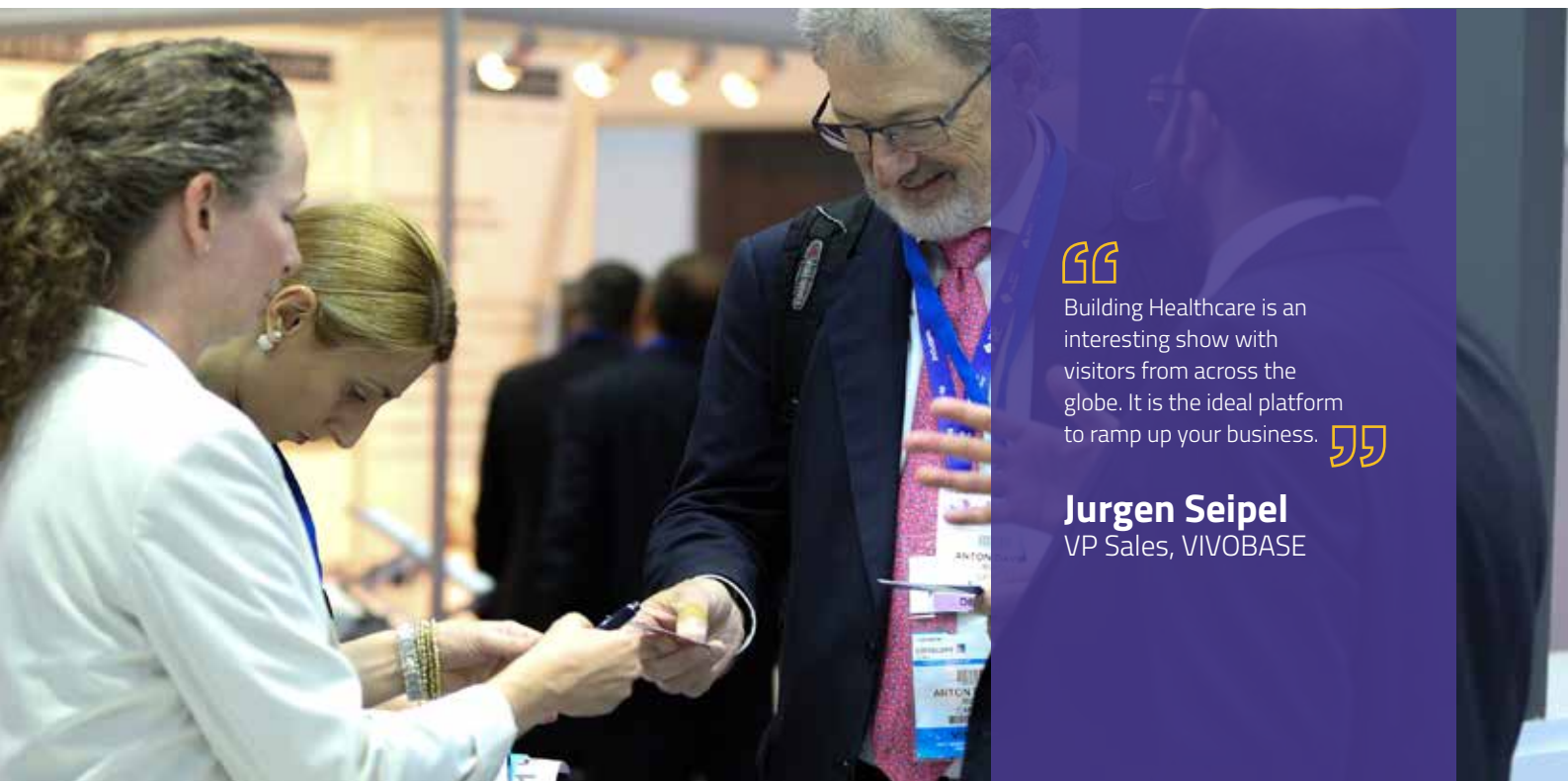
The official show guide is a fantastic opportunity to direct attendees to your stand.

Floor tiles on exhibition floor

Directional-style floor tiles positioned in close proximity to your stand not only enhance the visibility of your stand but also remind the visitors of your presence and extend an invitation to visit your stand

Custom

Unique solutions to suit your company's objective and budget.



Building Healthcare is an interesting show with visitors from across the globe. It is the ideal platform to ramp up your business.



Jurgen Seipel
VP Sales, VIVOBASE

START DOING BUSINESS TODAY



DUBAI WORLD TRADE CENTRE

SUSAN MCKEEN

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buildinghealthcare-exhibition.com



Organised by:

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Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 27 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 230,000 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 have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click. www.informallifesciences.com