



**BUILDING
HEALTHCARE**
Innovation & Design Show

2016 POST SHOW REPORT

- buildinghealthcare-exhibition.com
- buildinghealthcare@informa.com
- +971 (0)4 407 2461

**SAVE THE
DATE**
11 – 13 SEPTEMBER
2017
DUBAI WORLD TRADE CENTRE



NEW FOR 2017

Co-location with Cityscape Global

As part of its new and exciting revamp, Building Healthcare 2017 will be co-located with Cityscape Global.

Entering its 16th year in 2017, Cityscape global is the largest and most influential real estate exhibition in the Middle East and attracts more than 43,000 visitors including:

- ▶ **Service Providers** - Architects, Designers, Urban Planners, Consultants, Engineering Consultants, Contractors, Project Management Companies, Construction Companies, Property Advisors
- ▶ **Developers** - from various industry sectors as well as healthcare
- ▶ **Cities & Regional Authorities** - Investment Promotion Agencies, Economic Development Authorities, Development & Investment Zones, Planning Authorities
- ▶ **Institutional Investors** - Banks and Financial Institutions, Investment Companies, Fund Management Companies, Private Investors, Venture Capitalists, Insurance Companies, Asset Management Companies

Find out more about Cityscape at www.cityscapeglobal.com

CITYSCAPE GLOBAL

Together, Building Healthcare and Cityscape Global 2017 will bring in the region's most influential decision makers in construction, design and development across multiple sectors in the region.

Hosted Delegation

Building Healthcare 2017 will host a VIP delegation from key Gulf countries to meet with exhibitors and view the latest products and innovations available to them for their upcoming projects. The delegation will consist of government ministries, public and private investors, consultants and developers directly involved in building or refurbishing new healthcare facilities.

The Building Healthcare Report

The team at Building Healthcare will be commissioning a report that will highlight all the upcoming healthcare projects within the region. The report will highlight the type of project, key investors, overview of the project and what services and solutions are required.

NEW Networking Opportunities

In response to exhibitor demands, Building Healthcare 2017 will feature multiple networking opportunities throughout the show.

- ▶ Business Matchmaking Service for exhibitors
- ▶ Executive breakfast or lunch opportunities
- ▶ Welcome Reception
- ▶ Focused Industry Seminars

Small Business Hub

Are you a small business wanting to showcase your product or services? Participate in the Small Business Hub at Building Healthcare 2017, and showcase to a room full of infrastructure decision-makers, project leaders, investors, government representatives and senior level healthcare professionals, for a limited and special package deal.

Contact Kamille Marchant kamille.marchant@informa.com for more information and to book your stand.

www.buildinghealthcare-exhibition.com buildinghealthcare@informa.com

SHOW SUMMARY

3,800 attendees

77 exhibitors

10 conferences

9 workshops

82 speakers

21 exhibiting countries

We would like to extend special thanks to our 2016 sponsors and partners for their continued support:

Platinum Sponsors



MAQUET
GETINGE GROUP

Gold Sponsor



Networking Sponsor



VIP Room Sponsor



Workshop / Seminar Sponsor

I·C·M·E·
HEALTHCARE

Supporting Bodies



"We have been exhibiting at Building Healthcare for the past 8 years. It has always been a great avenue for us to put Tahpi's name in the industry"

Kalun Mohamed, Marketing Manager, TAHPI pty Ltd

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THE EXHIBITION

Overview

The Building Healthcare 2016 Exhibition featured 77 leading companies showcasing the latest developments in the industry. The exhibition floor - featuring a dedicated VIP room sponsored by **ProVita**, networking areas sponsored by **AMMT**, and all conference rooms - provided prevalent opportunities for client and prospect engagement.



VIP opening

Building Healthcare 2016 was officially inaugurated by **His Excellency Abdul Rahman Bin Mohammed Al Owais, UAE Minister of Health & Prevention** and the Keynote sessions opened with a talk by **His Excellency Amin Al Amiri, Assistant Undersecretary of Public Health Policy and Planning, Ministry of Health & Prevention, Dubai, UAE**.

Exhibitor profile

Building Healthcare is the ideal platform for anyone wishing to engage with the healthcare leaders of the Middle East region from a hospital or healthcare design and development perspective. For 2016, exhibitor profiles included:

- ▶ Ambulance
- ▶ Architecture/design
- ▶ Architectural and Engineering Consultancy
- ▶ Bathroom fittings/furniture
- ▶ Clean rooms
- ▶ Construction
- ▶ Digital technologies
- ▶ Engineering
- ▶ Healthcare facility development
- ▶ Healthcare planning
- ▶ 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
- ▶ 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

"Excellent show, one of the best. Great contacts."

Petra Krucken, Manager - Business Development, **Trevira**

99%
Overall business objectives met

99%
Good quality of attendees

83%
Satisfactory number of attendees

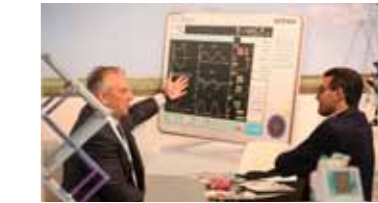
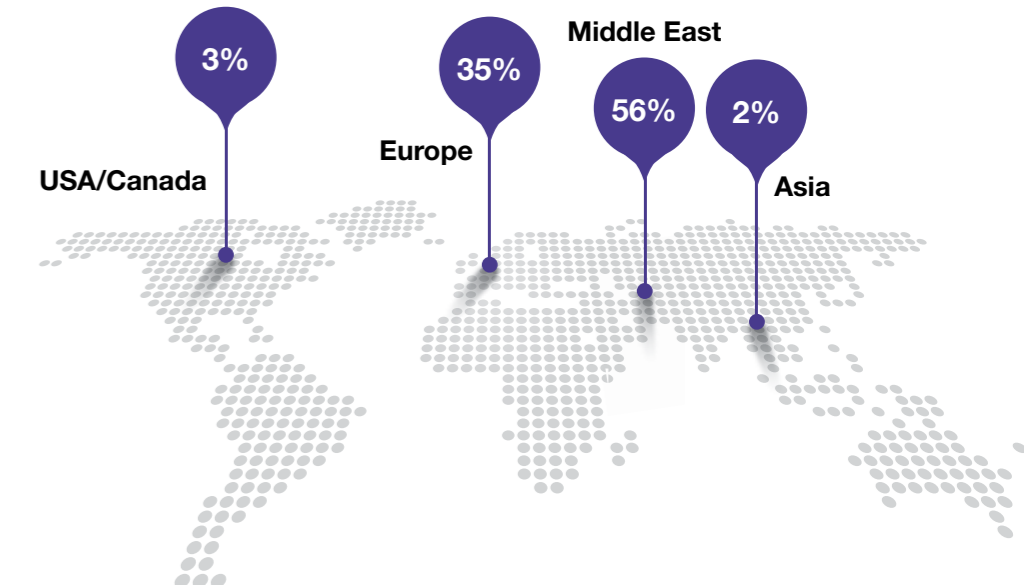
100%
Generated new business leads

95%
Want to exhibit in 2017

"As a systems integrator, we had a great learning experience where we met different stakeholders from various healthcare providers."

Kripa Raj Devkishin, Pre Sales Engineer, **Adapt Middle East Trading LLC**

Exhibitor breakdown by region



Exhibitor survey results

VISITORS

Overview

Building Healthcare 2016 attracted C-suite attendees 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 high-calibre conferences and the specifically targeted exhibition gave the region's healthcare decision-makers the opportunity to network, knowledge-share, and decipher the best solutions to current challenges and demands.

2016 Conferences and a glance at who attended

Keynotes

- ▶ CEOs
- ▶ Managing Directors
- ▶ Architects
- ▶ Biomedical Engineers

Mega Projects and Investments

- ▶ CEOs
- ▶ Managing partners
- ▶ Directors

Long Term Care Facilities

- ▶ CEOs
- ▶ Managing Directors
- ▶ Directors

Architects Congress

- ▶ CEOs
- ▶ Directors
- ▶ Project Managers
- ▶ Architects

3D Printing

- ▶ Directors
- ▶ Biomedical Engineers
- ▶ Consultants

Healthcare Management

- ▶ Managing Directors
- ▶ Heads of Departments
- ▶ Directors of departments

Facilities Management

- ▶ CEOs
- ▶ Managing Directors
- ▶ Project Managers
- ▶ Heads of Facilities Management

Medical Equipment Planning

- ▶ CEOs
- ▶ Architects
- ▶ Project Managers
- ▶ Biomedical engineers

Digital Health

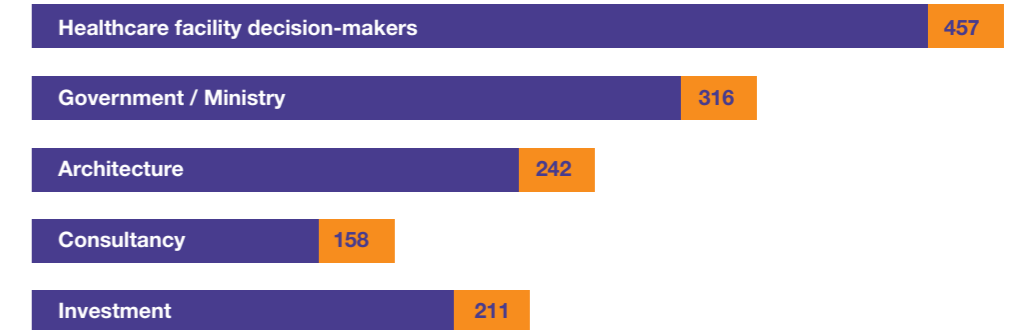
- ▶ CEOs
- ▶ Directors
- ▶ Managing Directors
- ▶ Consultants

"The conference has given me new insight and information on the current trends in healthcare facilities."

Romeo Magyani, Biomedical Engineer,
Emirates Hospital



Attendees by Industry



VISITORS

At a glance - 2016 VIP profiles:

- ▶ Assistant Undersecretary of Public Health Policy and Planning, Ministry of Health, UAE
- ▶ Assistant Executive Director, Hamad Medical Corporation, Qatar
- ▶ Assistant Hospital Director, Ministry of Health, UAE
- ▶ Associate Manager, RAK Investment Authority, UAE
- ▶ Chairman of Elderly Health Services Division, Ministry of Health, Kuwait
- ▶ Chief Architect, Ministry of Health, Iraq
- ▶ Chief Executive Officer, Dubai Health Authority, UAE
- ▶ Chief Executive Officer, Medicare, UAE
- ▶ Director General of Safety & Security Ministry of Health, UAE
- ▶ Director General, Quality & Patient Safety, Ministry of Health, UAE
- ▶ Director General, Royal Oman Police Hospital, Oman
- ▶ Director Medical Records, American Hospital Dubai, UAE
- ▶ Director of Projects and Engineering Affairs, King Khalid Medical City, Saudi Arabia
- ▶ Director Project Management, Dr. Sulaimain Fakeeh Hospital, Saudi Arabia
- ▶ Executive Director for Engineering, King Saud Medical City, Saudi Arabia
- ▶ Executive Director, Ministry of Health, UAE
- ▶ Executive Director, Shifa International Hospital, Pakistan
- ▶ Facility & Support Services Director, Dar Al Shifaa Hospital, UAE
- ▶ Managing Director, Halo Investment Management, UAE
- ▶ Managing Director, Universal Hospitals, UAE
- ▶ Operating Partner, Qatar First Investment Bank, Qatar
- ▶ Quality Director, Oasis Hospital, UAE

Nature of Business

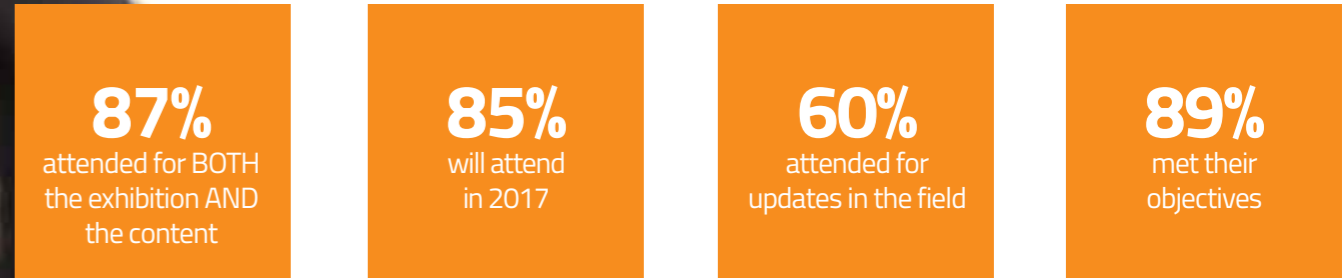
Design & build	26%
Operations & management	14%
Technology	11%
Financing & investment	4%
Patient care	6%
Laboratory	4%
Regional healthcare system development	13%
Other	22%

"It was a great experience and I was very satisfied."

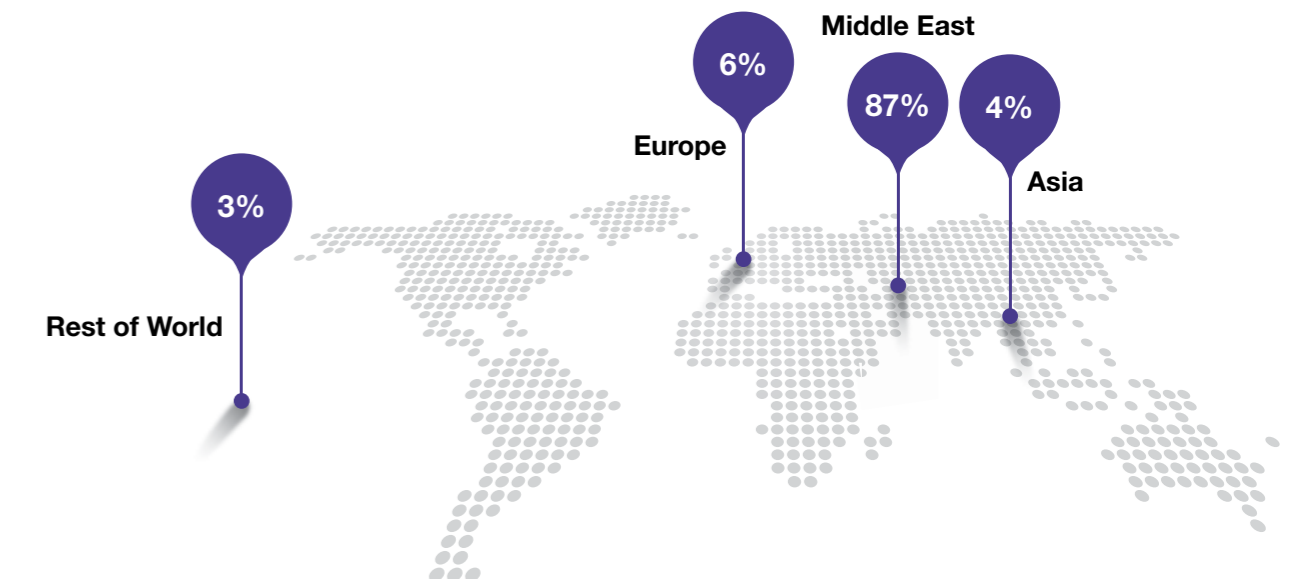
Aliyah Abdulshaffar,
Director of Patient Safety, MOH



Attendee Survey Results



Attendee breakdown by region



WORKSHOPS OVERVIEW

Building Healthcare 2016 featured 9 workshops across the 3 days of the show, hosted by ICME and GE Healthcare.



The workshops provided an exclusive opportunity for these companies to come face-to-face with their key audiences in an intimate environment, while discussing their products and services in conjunction with common challenges and providing possible solutions.

"I came to building healthcare because I wanted to attend the GE Healthcare workshops on creating efficient hospital departments"

Eng. Fathia Faisal Suliman, Clinical Engineer,
Ministry of Higher Education, KSA

Marketing and Promotion



PRINT



EMAIL



SOCIAL MEDIA



SMS



PR & MEDIA
COVERAGE



WEBSITE



PARTNERS



VIP INVITATION



ONSITE COMPETITION

RAISE YOUR BRAND AWARENESS

In today's ambitious business landscape, it has become even more important to develop a strategy that ensures a competitive advantage within your industry.

INCREASE
your brand recognition
and awareness

REINFORCE
your company image

SHOWCASE
your product/service

ATTRACT
traffic to your stand

Commercial Opportunities

- ▶ Exclusive/Unique Packages
- ▶ Host a workshop/seminar
- ▶ Host a VIP Luncheon with our hosted delegation
- ▶ Registration area
- ▶ Visitor badges/lanyards
- ▶ Visitor bags
- ▶ Hanging banners/Additional branding
- ▶ Floor tiles

Contact **Kamille Marchant** to discuss opportunities:

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