



# Post show report 2020

Medlab Middle East 

By Informa Markets

Together for a healthier world

# Key stats from the event



**23,270**

total attendees



**140**

countries represented



**657**

exhibitors



**42**

exhibiting countries



**14**

country pavilions



**3,878**

delegates

\***10,350** unique visitors

## Digital audience



**751,056** **20%** ↑  
page views



**307,512**  
views



**59,661** **338%** ↑  
likes



**4,361** **70%** ↑  
likes



**1,507** **5096%** ↑  
likes



**9,258** **New for 2020**  
likes

# Top moments from Medlab Middle East 2020

## Executive Gala Dinner

90+ CEO's from international leading healthcare firms attended the CEO Forum to discuss current challenges, trends, and strategies in support off – *Transforming into the future*



## 12 CME accredited conferences

Medlab Middle East understands the importance of training and education for medical lab professionals and this year it offered 12 CME credited conference sessions on topics encompassing all disciplines in the medical laboratory field



## Transformation Hub

New to 2020, the Transformation Hub housed up and coming technological trends and products, addressed key questions and provided solutions to implementing advanced technology in the laboratory setting.



## Transformation Talks

Introducing the Transformation Talks as part of the Hub. The Talks witnessed leading industry experts sharing knowledge on the future of diagnostics, artificial intelligence, digital health and more



## Matchmaking

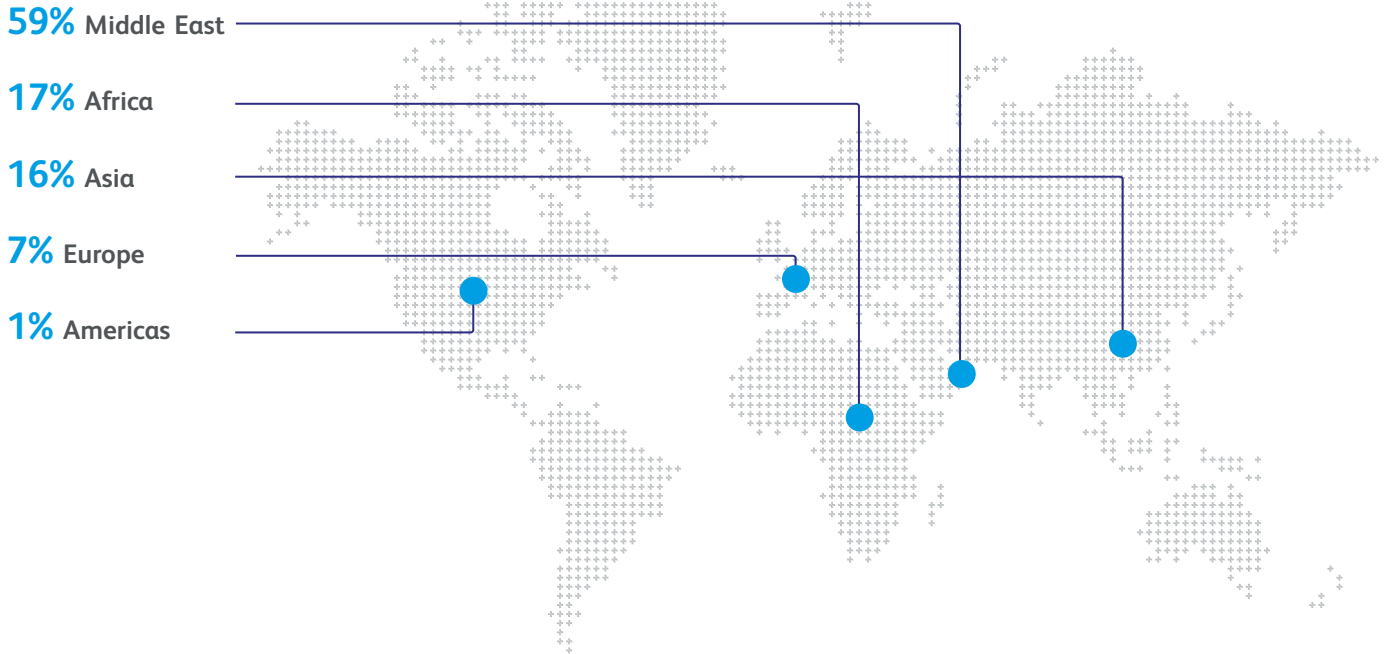
Our matchmaking service was introduced to connect you to the people you are in search for. This vital tool facilitated 567 number of meetings between exhibitors and visitors, enabling them to gage maximum benefit out of the show. Afterall, it's all about meeting the right people, in the right place, at the right time



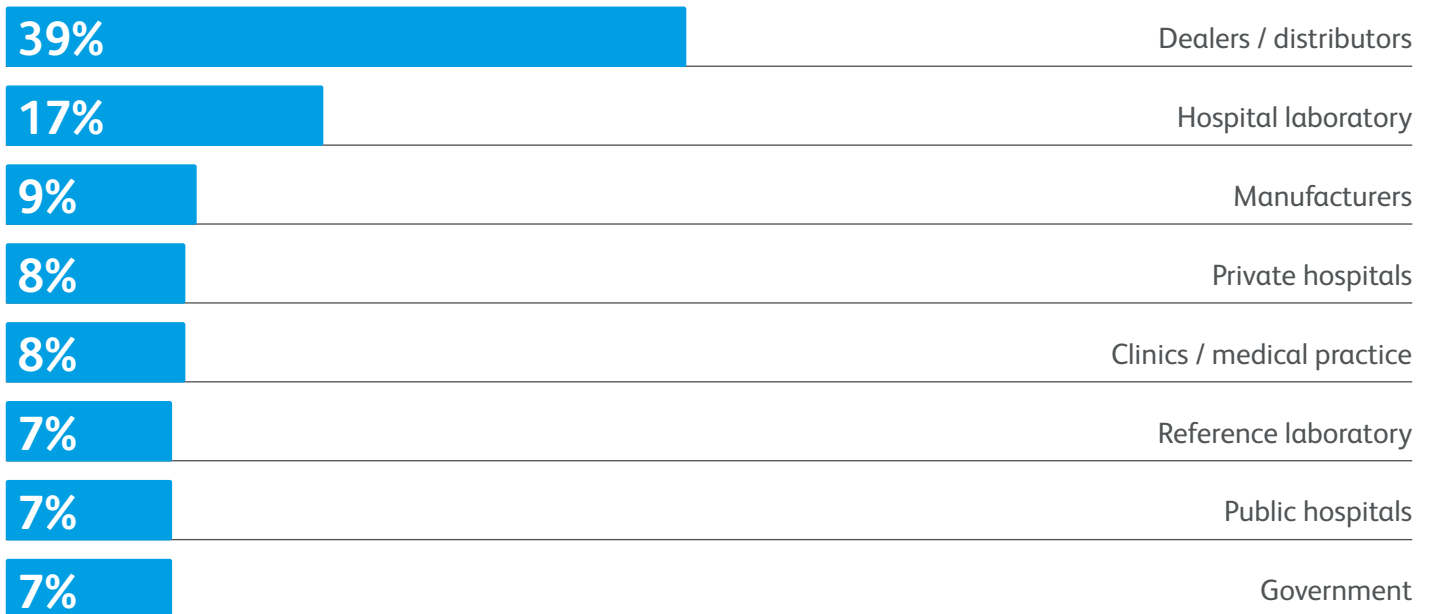
# Visitors

The 19th edition of Medlab Middle East brought together phenomenal business exchange and education.

## Geographical statistics



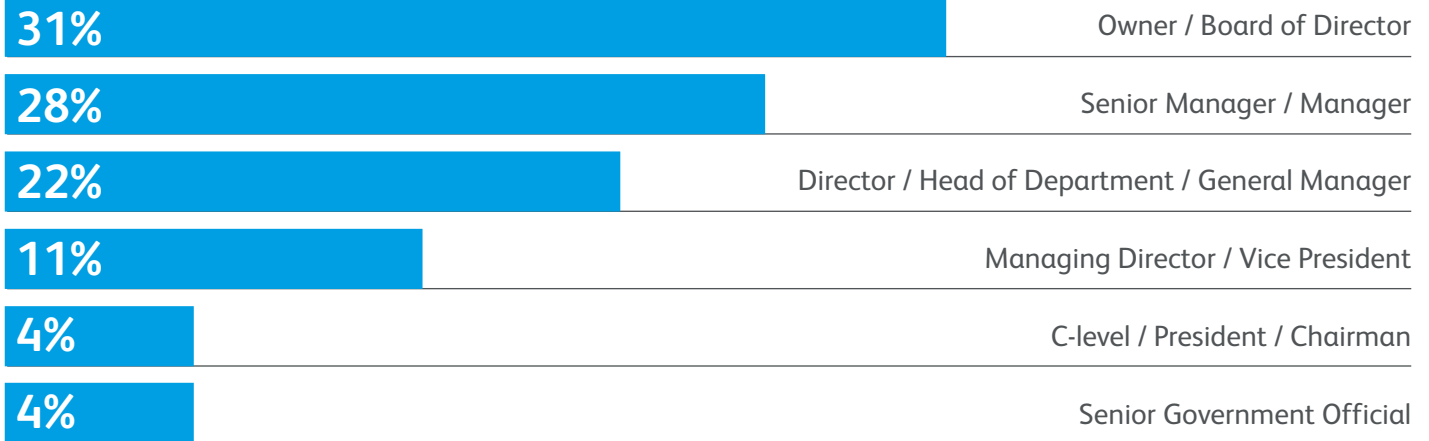
## Nature of business breakdown



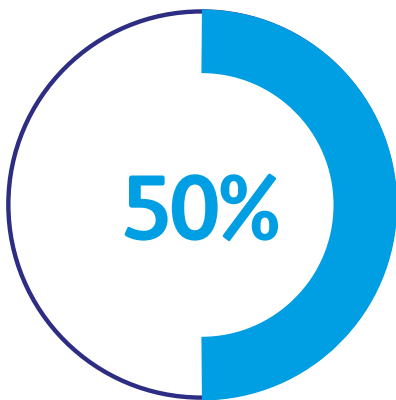
# Visitors

## Level of seniority

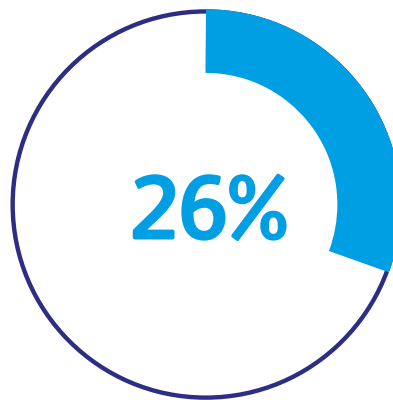
78% senior decision makers



## Purchasing authority



Sole and joint responsibility



Advisory influence only

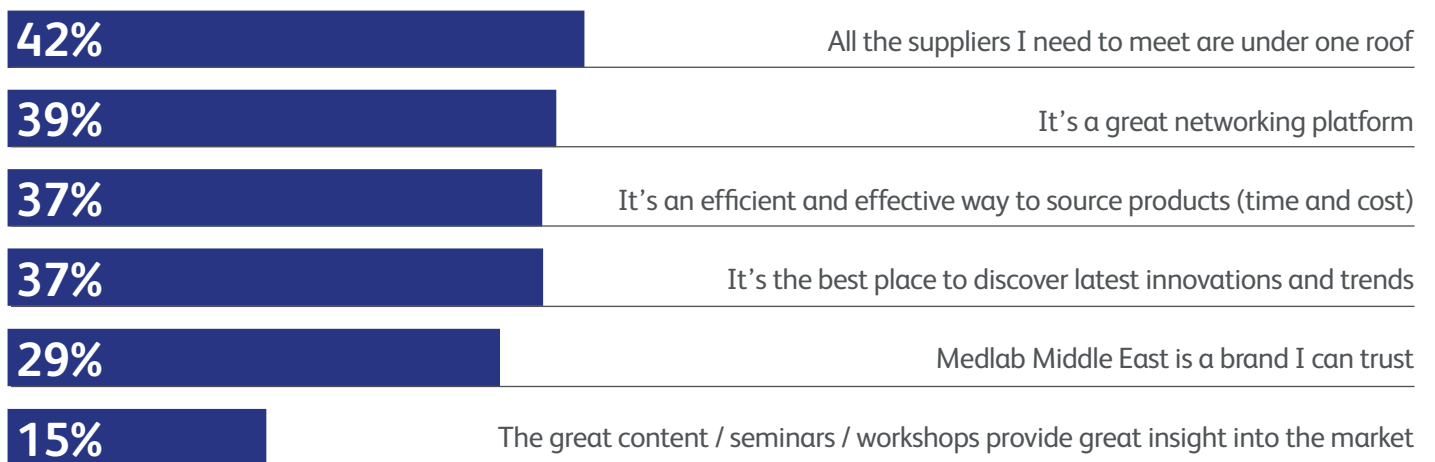


# Visitors

## Purchasing budget over the next 12 months



## Key benefits of attending the show



*"I met existing contacts, made new ones and expanded my customer base in several regions, all by attending a show in Dubai which is a great centralised place to meet."*

**John Quinn**  
Head Of Business Development - Asia  
Biomolecular Systems



# Congress Delegates

## 12 CME-accredited conferences

- Laboratory Management
- Roundtable Discussions
- Immunology
- Clinical Chemistry
- Microbiology
- Histopathology & Cytology
- Blood Transfusion Medicine
- Molecular Diagnostics & Genetics
- Laboratory Innovation
- Haematology
- Point of Care Testing
- Digital Pathology

## Geographical statistics

91%

United Arab Emirates

5%

International

4%

Saudi Arabia

*Brilliant conference with speakers who are providing “expert opinion” in their field. Already excited about attending next year.*

**Abdulrazak Hassan**  
Medical Technologist, Life Diagnostics

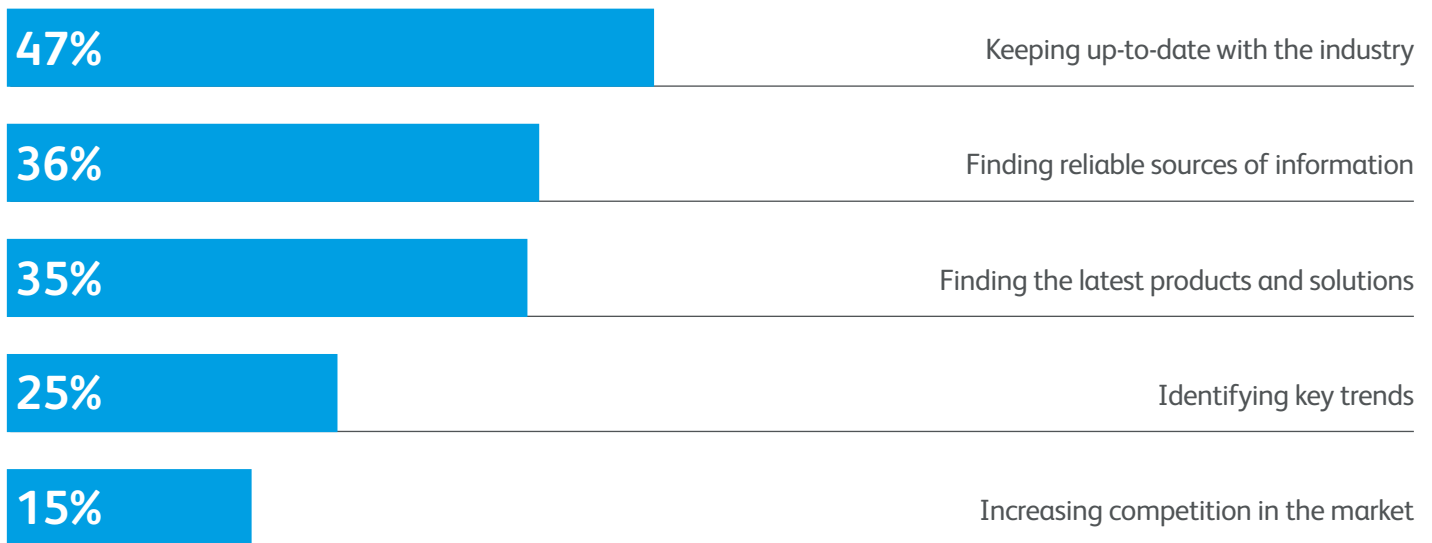


# Congress Delegates

## Job title breakdown



## Key challenges / benefits of attending





# Exhibitors

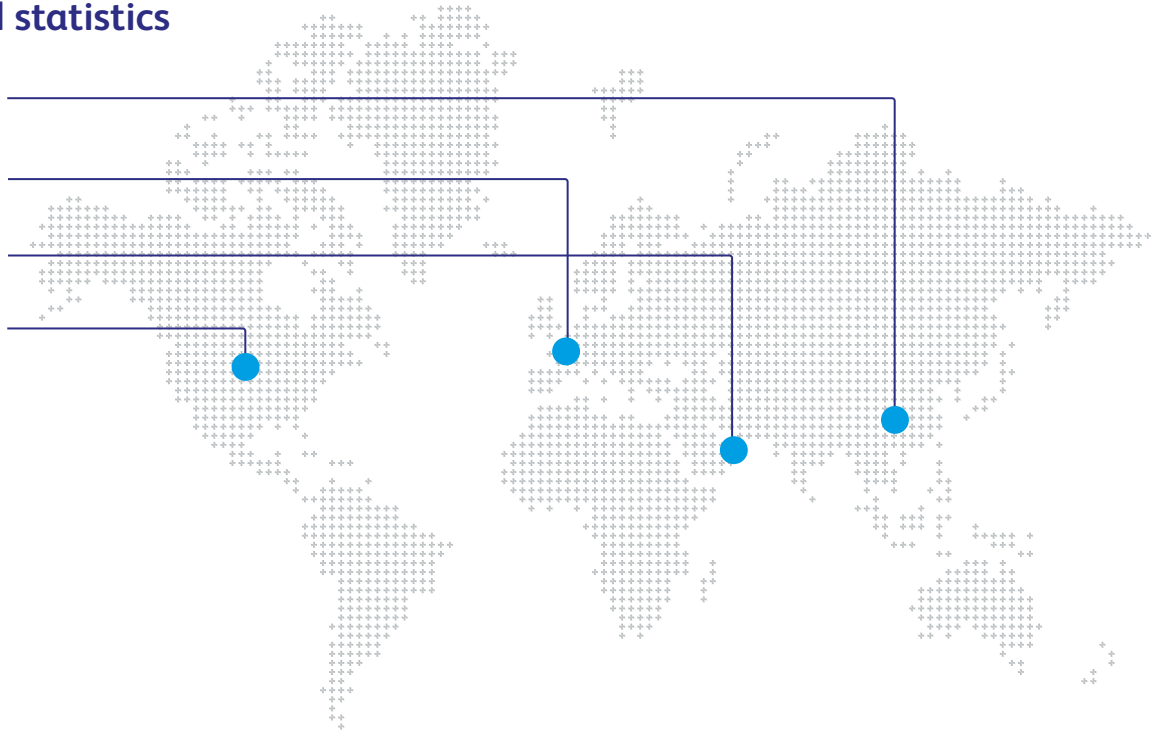
## Geographical statistics

40% Asia

39% Europe

11% Middle East

11% Americas



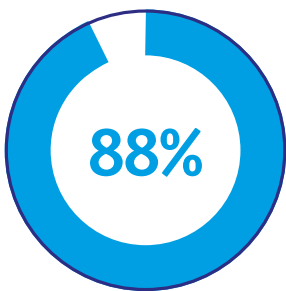
Total value of business generated onsite:

US\$ 144 million

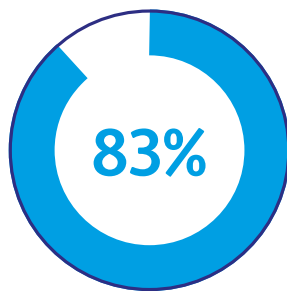
Total value of business expected to generate over the following 12 months:

US\$ 372 million

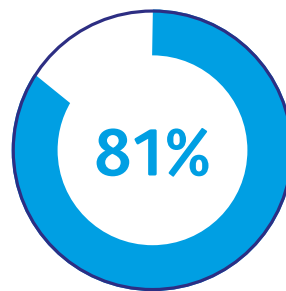
## Exhibitor feedback



will be exhibiting again next year in 2021



rated Medlab Middle East as an important platform for their business






of exhibitors were seeking for new contacts for future business



# Look back at the event

Don't just take our word for it



Following us on social media is one of the best and easiest ways to stay connected:

-  medlabseries
-  medlabseries
-  medlab.series

-  Medlab Series
-  Medlab Series

# Thank you to all our 2020 Sponsors for their continued support

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## Platinum partners



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Biomnis Middle East LLC



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## CME provided by



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## In compliance with

## Supporting bodies



## Media partners



## Official magazine

## Official exhibitor directory

## Organised by



## Save the date

8-11 February 2021  
Dubai World Trade Centre

## Book your stand

**Shane Fleming**  
Exhibition Manager  
medlabme@informa.com  
+971 4 407 2683

## Become a sponsor

**Lorena Diaz Palle**  
Sponsorship Manager  
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