



THE WORLD'S LARGEST LABORATORY
EXHIBITION AND CONGRESS

2017 POST SHOW REPORT

SAVE THE DATE: 5-8 FEB 2018
Dubai, UAE

www.medlabme.com



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Dear medical laboratory professional,

The 16th edition and first year of MEDLAB as a stand-alone show proved itself to be the world's largest medical laboratory exhibition and congress. Playing host to over 575 exhibitors from 38 countries worldwide, including representation from 12 country pavilions, MEDLAB cemented itself as the annual must-attend event for the medical lab industry.

Welcoming 20,420 attendees in 2017 from 129 countries, coming to MEDLAB to do business, this year has been the most concentrated and targeted, allowing all medical lab professionals the opportunity to meet, learn and do business with their relevant target audience.

The Congress experienced tremendous growth with 6,320 delegates attending the 11 multi-disciplinary CME-accredited conferences. Having introduced bespoke tracks to bridge the gap between lab professionals and clinicians, it was evident that the industry was in demand of such, as 4 out of 11 tracks were completely sold out ahead of the show.

Now an established, stand-alone event, MEDLAB 2018 will inspire more business opportunities in the MENA region and globally with 35,000 m² exhibition space, inviting over 600+ international exhibitors to connect with more than 25,000 lab and trade professionals.

If you are already involved with MEDLAB as an exhibitor, visitor, delegate or speaker, we would like to thank you for your continuous support in making the show such a great success.

The subsequent **MEDLAB** will take place from **5 – 8 February 2018** at the **Dubai World Trade Centre**.

We look forward to seeing you next year!

Kind regards,

Tom Coleman
Group Exhibition Director
MEDLAB Series

SHOW SUMMARY

30,000m²

EXHIBITION SPACE

575

EXHIBITORS

12

COUNTRY PAVILIONS

38

EXHIBITING COUNTRIES

10,028

VISITORS

11

CONFERENCES

6,320

DELEGATES

20,420

TOTAL PARTICIPANTS

“

No doubt MEDLAB is now considered as one of the main destinations in the Middle East, GCC and Africa to explore the newest and latest technologies”

Dr. Ahmed M. Abdelazim

Regional Business Manager,
MEA, IVD Group - Medical Systems, **Fujifilm**, UAE

EXHIBITOR SUMMARY

The first stand-alone edition of MEDLAB officially validated itself as the flagship medical laboratory management and diagnostic exhibition worldwide. Occupying 30,000 m², the exhibition sold out 3 months ahead of the show, demonstrating the industry's demand for such a critical, annual platform to satisfy the GCC's rising lab testing market growth within the healthcare industry.

With 75% of exhibitors rebooking to partake in MEDLAB 2018, the consecutive years to come are proving to show steady growth on par with the industry's development.

Act quick and reserve your space now! Premium locations are first come, first served.

Contact us for more info ✉ medlabme@informa.com



30,000m²

EXHIBITION SPACE

575

EXHIBITORS

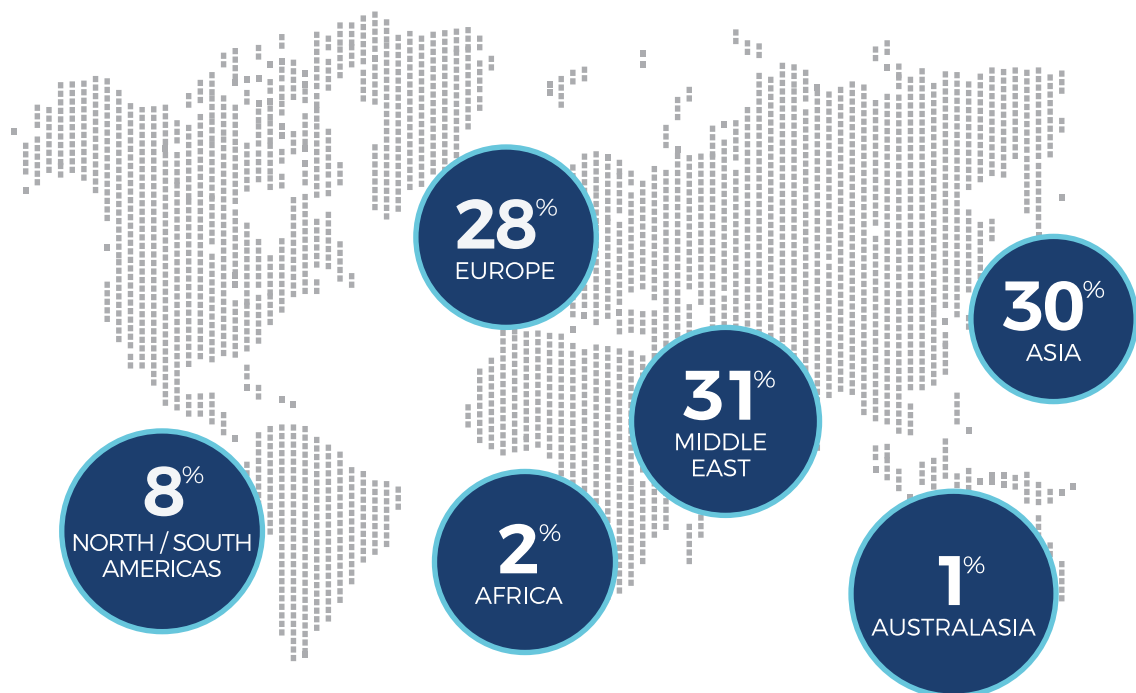
38

EXHIBITING COUNTRIES

12

COUNTRY PAVILIONS

EXHIBITOR BREAKDOWN BY REGION



“

It allows us to see a lot of our distributors in the region and most of them also come with customers. People from the Ministry of Health and Directors of Hospital Laboratories. MEDLAB is one of the shows for us that remains very much customer orientated. That's why we are very happy to be here”

Olivier Pov, Distributor Network Director, **Horiba**, France



“

A wonderful opportunity to connect with hospital laboratory colleagues from throughout the MENA region.”

Fred Schutte,
Regional Director,
Mayo Clinic Laboratories,
United States

38 COUNTRIES REPRESENTED

The exhibition reinforced its position as an international hub showcasing a truly international base of suppliers spanning across 38 countries worldwide.



EXHIBITORS FEEDBACK

94%

plan to exhibit again in 2018

88%

were successful in generating
new enquiries for their business

86%

were successful in meeting
their overall objectives

82%

rated the quantity and
quality of visitors as good

VISITOR SUMMARY

Solely featuring medical laboratory manufacturers, this year's MEDLAB was the most targeted and concentrated. Consequently, the 16th edition welcomed a soaring 10,028 visitors from 129 countries, demonstrating MEDLAB's global reach.

Strengthening its position as an international hub connecting the industry's buyers and sellers, MEDLAB is a unique opportunity to meet, do business with and learn from all professionals within the medical lab marketplace.

Additionally, the show offered a mix of lab specific dealers and distributors, alongside senior decision-making end users, which therefore encouraged a high percentage of business leads to be born out of MEDLAB.



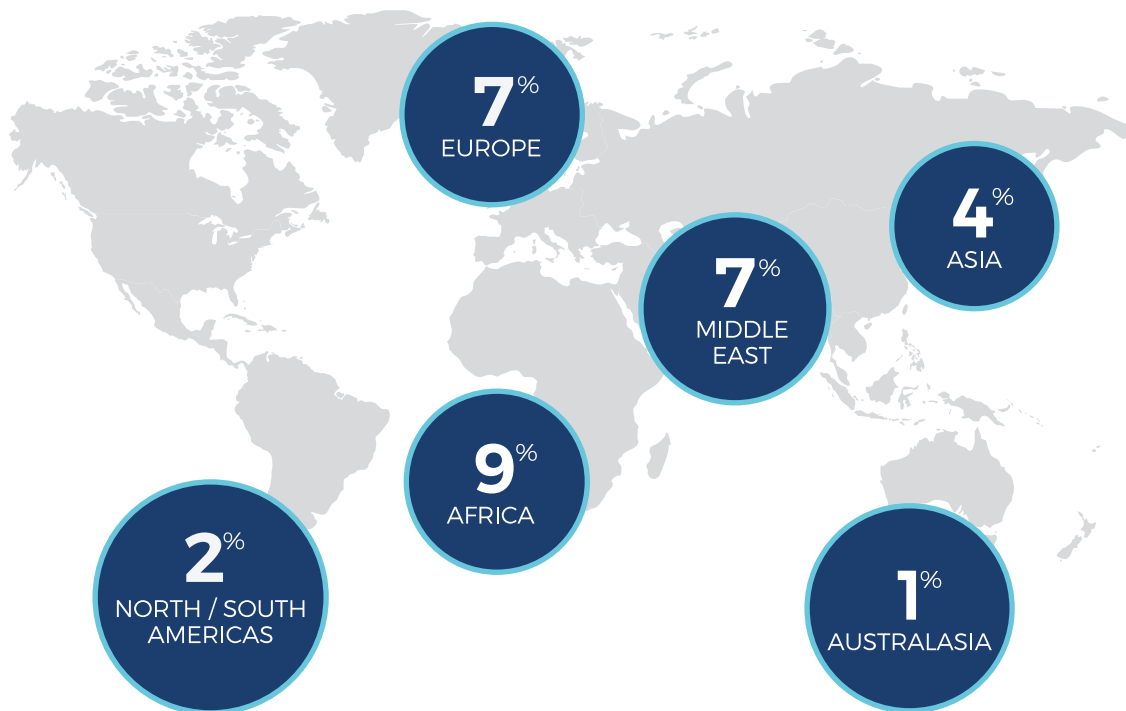
10,028

VISITORS

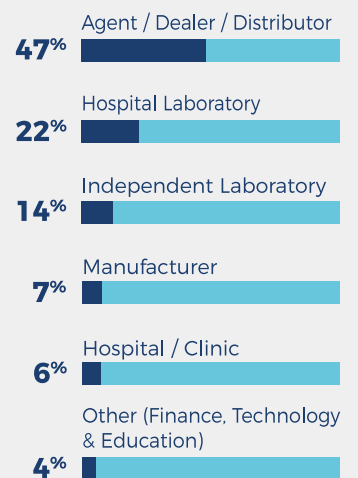
129

COUNTRIES

VISITOR BREAKDOWN BY REGION

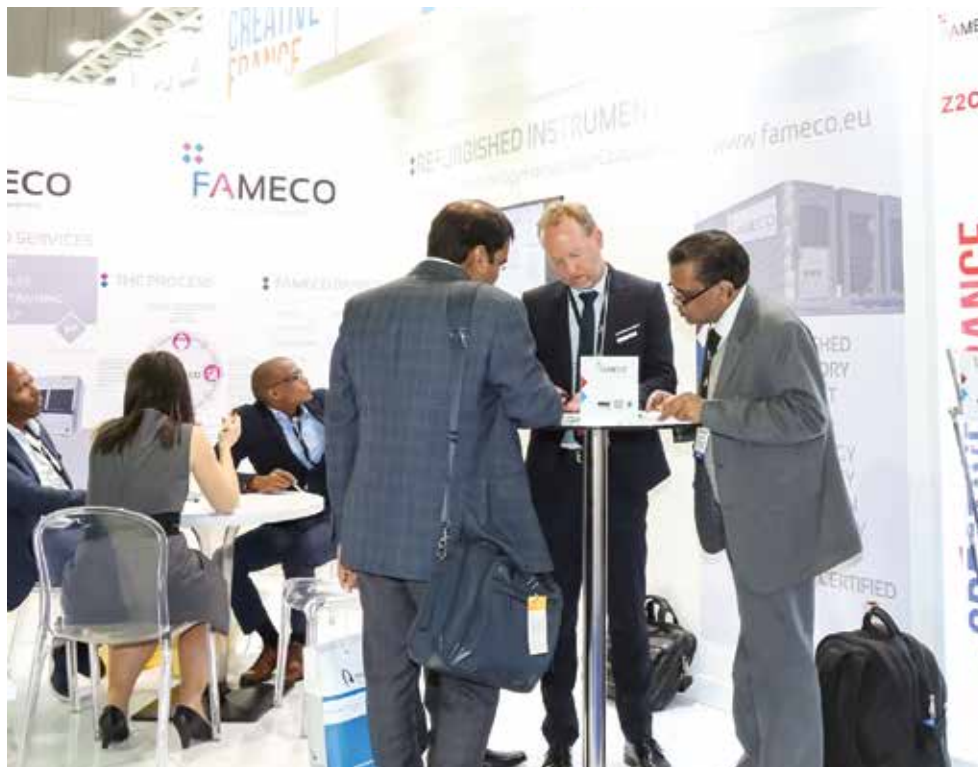


AREA OF BUSINESS BREAKDOWN



“Biggest forum to explore new products for every category related to the laboratory”

Muhammad Ijaz Aziz, General Manager, **The Biotech Scientific International**, Pakistan



“MEDLAB keeps you abreast of present and future global innovations and trends in the industry.”

Michael Emenoge,
Manager,
Providian Medical Centre,
Nigeria

HOSPITAL & INDEPENDENT LABORATORIES

MEDLAB saw representation from key hospital and independent laboratories from across the globe, in attendance to source the latest equipment for their facilities. Below is a sample of the international gathering of laboratories:

HOSPITAL LABS

Shinozada Hospital	Afghanistan	
Caspian International Hospital	Azerbaijan	
Children Cancer Hospital	Egypt	
Grenoble Alps University Hospital	France	
University Of Patras	Greece	
King Abdullah University Hospital	Jordan	
Albert Haykel Hospital	Lebanon	
Livermore Chemica Sdn BHD	Malaysia	

Khawla Hospital	Oman	
Fauji Foundation Hospital	Pakistan	
Dubai London Speciality Hospital	Philippines	
Hamad Medical Hospital	Qatar	
King Abdulaziz University Hospital	Saudi Arabia	
American Hospital	UAE	
Tibbiyot Dunyosi	Uzbekistan	

And many more...

INDEPENDENT LABS

El Amel Laboratory	Algeria	
Bahrain Medical Laboratory	Bahrain	
Labo Nuytinck	Belgium	
Labofine	Canada	
Unilabs	Denmark	
International Clinical Laboratories	Ethiopia	
Labmed Dortmund GmbH	Germany	
Sochibga Medical Laboratory		
& Diagnostic Services	Ghana	
Allergolab KFT	Hungary	
Sankalecha Pathology Laboratory	India	
Sadra Medical Laboratory	Iran	

Bayan Group For Advanced		
Lab Diagonoin	Iraq	
Modern Hawally Medical Laboratory	Kuwait	
Biohem Medika	Macedonia	
Gyals Llc	Mongolia	
Labo Claridge	Morocco	
Samyak Diagnostic Pvt. Ltd.	Nepal	
Funbell Diagnostics	Nigeria	
Al Borg Medical Laboratories	Saudi Arabia	
Aljazeera Medical Laboratory	Sudan	
National Reference Laboratory	UAE	

And many more...

VISITORS FEEDBACK

96%
confirmed they will
attend MEDLAB 2018

62%
learned about
new products

48%
successfully established
new contacts

43%
sourced a
new supplier

DEALERS AND DISTRIBUTORS

The Dealers & Distributors Zone is a platform that MEDLAB offers to expedite the process of exhibitors sourcing new dealers & distributors.

We provide the opportunity for visitors to display their contact details, along with the products they are looking to source. Exhibitors and other visitors can then identify which agents are interested in their specific products / services, allowing for meetings to be set up directly onsite.

To be involved in next year's Dealers & Distributors Wall, email us at medlabme@informa.com



514

PARTICIPANTS

81

COUNTRIES

120

PRODUCT CATEGORIES

DEALER / DISTRIBUTOR BREAKDOWN BY REGION

41%

Middle East

23%

Asia

15%

Africa

11%

Europe

7%

North / South Americas

3%

Australasia

omnia
GLOBAL MEDICAL DIRECTORY

MEDLAB saw the launch of Omnia – Global Medical Directory – a unique platform brought to you by Informa Life Sciences. It is a supplier, manufacturer and product database providing you with information 365 days of the year. This new digital platform allows you to connect with people and products in one simple click.

Fulfil your annual business needs in one place. Contact us at medlabme@informa.com if you are interested in arranging training at MEDLAB 2018.



DON'T JUST TAKE OUR WORD FOR IT...

“

MEDLAB is a truly an exceptional opportunity to meet companies specialised in the field of laboratory and the event is actually a turning point in this respect”

Khalil Khana, Chief Executive Officer, **Assouriya Medical Supplies**, UAE



“

We recognise the value of MEDLAB in giving us the opportunity to share our customers with our latest innovations. This is the first year that we saw MEDLAB separated from Arab Health and we are extremely happy”

Saad Kayali, Managing Director, **Sysmex**, UAE



“

A wide range of products, features and UAE based dealers available, in addition to the international offering”

Murukesan Vattakkavil, Procurement Manager, **Gulf Healthcare International**, UAE



“

MEDLAB is a unique opportunity for us at Siemens Healthineers to share with our customers, to display our latest innovations, and let them see how we can help them take healthcare to the next level”

Romain Fournials, Vice President, Laboratory Diagnostics, **Siemens Healthineers**, UAE



“

Excellent experience to know the latest developments in pathology instruments and diagnostic kits”

Dr Jayantilal Mandot, Director, **Dr Jayant Mandot's Diagnostic Centre**, India



“

A wonderful platform to grow decades of knowledge and experience from the experts”

Madhu Sudanan Panicker, Laboratory Director, **Lifecare Hospital**, UAE



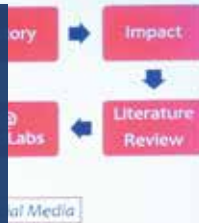
CONGRESS SUMMARY

The 16th Annual MEDLAB Congress featured 11 CME-accredited conference tracks. This year's primary focus was to bridge the gap between test utilisation and test interpretation, concentrating on the correlation of roles between laboratory professionals and clinicians to ultimately improve patient care.

Headed up by 128 local and international industry-leading speakers, this year's multi-disciplinary programme offered content and educational partnerships to arise from all avenues within the medical lab space.

Welcoming 5 new tracks, including Blood Transfusion Medicine, Cardiac Markers and Laboratory Informatics to name a few, these were greatly received by the industry as topical and focal areas fundamental to the development of healthcare in the MENA region.

Road Map



The Cleveland Clinic Foundation Center for Optimizing the Laboratory in Health Care Transformation grants a number of laboratory testing

Maximum Abstract Limit: 1000 words
CME: 10 hours (100% attendance)

11

CONFERENCES

6,320

DELEGATES

128

EXPERT SPEAKERS

CME PROVIDER:  **Cleveland Clinic**

2017 CONFERENCES

- Laboratory Management
- Cardiac Markers **NEW**
- 5th Middle East Diabetes Conference **NEW**
- Molecular Diagnostics
- Blood Transfusion Medicine **NEW**
- Clinical Microbiology & Immunology
- Haematology
- Laboratory Testing & Management of Diabetes **NEW**
- Clinical Chemistry
- Histopathology
- Laboratory Informatics **NEW**

NEW FOR 2018

- Leaders in Laboratory Medicine
- Infectious Diseases
- Cardiology and Cardiac Markers
- Oncology and Tumour Markers
- Critical Care and Point-Of-Care-Testing
- Obs-Gyne and Women's Health

THANK YOU TO OUR GRANTORS

Abbott Laboratories SA
Beckman Coulter
Siemens Healthcare FZ LLC

“

A great experience meeting medical professionals from all over the world, sharing their knowledge and updates into new procedures to be applied in our everyday working environment”

Maria Honnacinta Boco,
Medical Laboratory Technician, **Al Rahba Hospital, UAE**

MARKETING & PROMOTION

WEBSITE

The MEDLAB website attracted more than 421,251 visits and 246,520 unique visitors in the run up to the show.



MOBILE APP

The official MEDLAB App featured all essential show information that was used more than 28,188 times by all show attendees.



MEDLAB VIDEOS

The MEDLAB YouTube channel is a dedicated, growing providing the latest product launches and technology updates at the show. Total views as of February 2017 are over 1,500.



EMAIL

The targeted email campaign was the most comprehensive to date, communicating with more than 95,952 people. We have carefully analysed the results and trends to build and grow the data for the 2018 event.



SOCIAL MEDIA

MEDLAB engaged through Facebook and Twitter to reach out to laboratory professionals from around the globe. MEDLAB's Facebook has 6,920 likes and Twitter is followed by 800+ people.



SMS

22,679 SMS reminders and easy registration messages were circulated to contacts across the GCC in the run up to MEDLAB.



VIP INVITATION PACK

654 VIP invitation packs were sent across the Middle East healthcare industry, including regional and international consulates, embassies and various government organisations.



DIRECT MAIL

Invitations were mailed to laboratory and trade professionals across the globe. More than 8,000 contacts were carefully selected from our extensive and ever-growing database.



PR & MEDIA COVERAGE

An extensive international campaign was delivered through a combination of our specifically commissioned PR agency. The campaign was published in 122 articles in the GCC.



MEDLAB NEWSPAPER

Two issues with a total of 3,000 copies per day of the MEDLAB show daily newspaper, the Daily Dose, were distributed during the show to create greater awareness of key activities taking place.



LIFE SCIENCES PUBLICATIONS

With a print circulation reaching more than 12,410 medical professionals in the MENA region, the four issue MEDLAB magazine provides a unique insight into the latest laboratory issues and advancements throughout the year.



GET INVOLVED IN MEDLAB 2018

REASONS FOR EXHIBITING

35,000 m²
EXHIBITION SPACE

600+
EXHIBITORS

10,000
DELEGATES

25,000
PARTICIPANTS

15
COUNTRY PAVILIONS

85%
SOLD OUT

GET IN TOUCH TODAY

TOM COLEMAN

Group Exhibition Director
☎ +971 4 407 2508

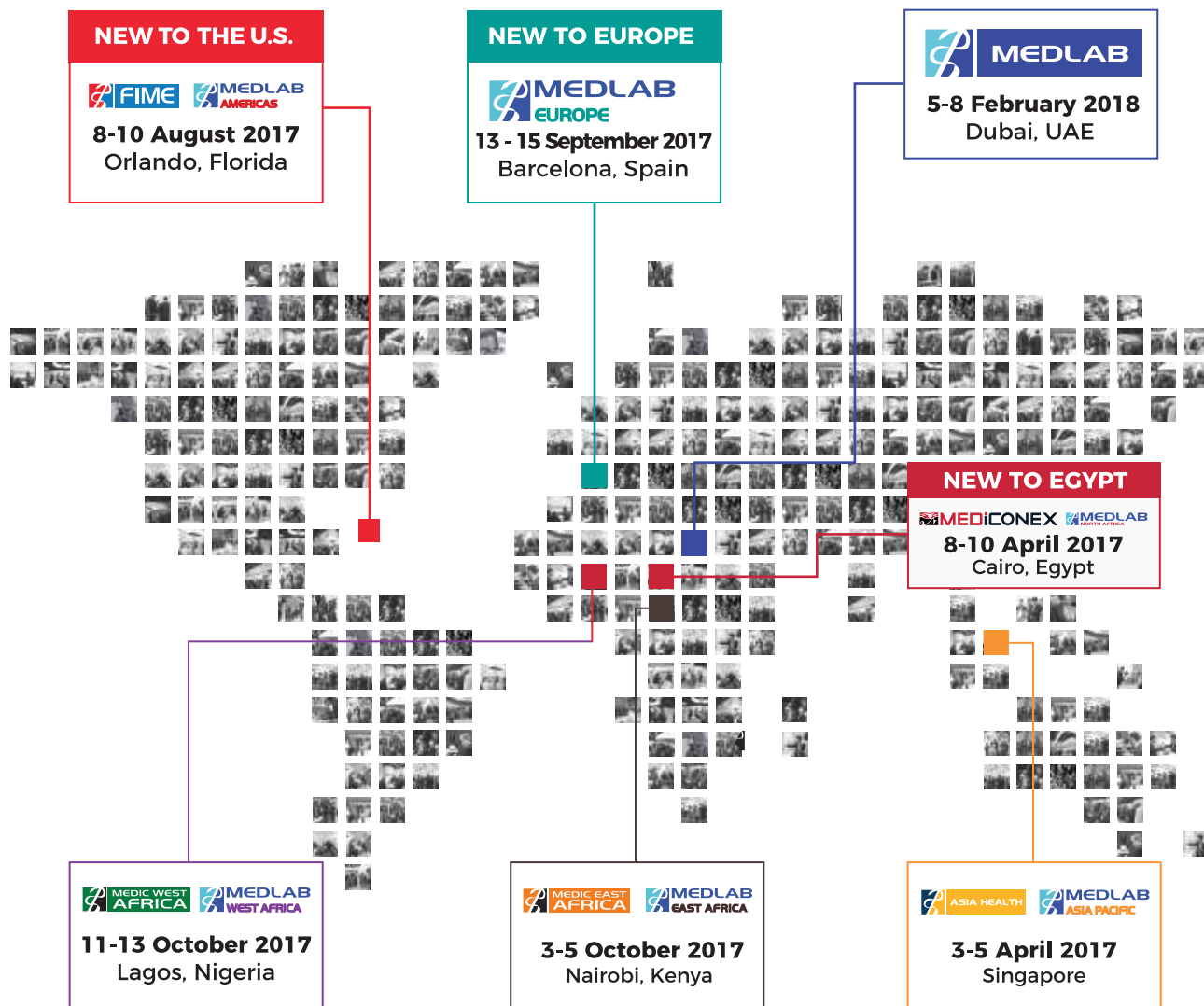
SHANE FLEMING

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MEDLAB SERVES LABORATORY MANAGEMENT & DIAGNOSTIC NETWORKS GLOBALLY

OUR PORTFOLIO:



SAVE THE DATE

5-8 FEBRUARY 2018

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Organised by:

informa
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 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.

For more information visit: informalifesciences.com