

2020 Sectorisation



Arab Health 

An Informa Experience

Together for a healthier world

2020 Sectorisation

The Arab Health 2020 exhibition show floor will be split into sectors according to main product categories.

- Targeted traffic flow
- Fast tracking connections
- Increasing leads

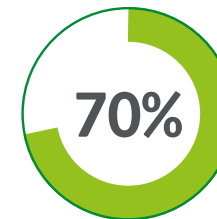
Why Sectorisation

Better quality leads: The traffic within the halls will increase with the relevant audience interested in the product category, increasing quality leads for your business.

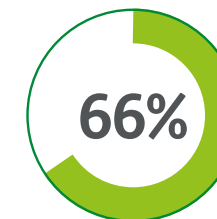
More leads: Close proximity of related exhibitors in a hall will increase the number of visitor meetings that can take place in a time frame, versus walking through 64,000+ SQM of exhibition space.

Industry standard: We are bringing the event layout in line with the rest of the industry. It's becoming standard practice.

Improve visitor experience: Changing to sectorisation by product categories is in line with how visitors search for exhibitors. Increased satisfaction results in increased time on the show floor, resulting in increased business.



Visitors navigate the show by product categories.



Total mobile app activity was product category filtering.

8 product sectors



Medical equipment & devices



Disposables & consumer goods



Imaging & diagnostics



Preventive & post-diagnostic treatments



Healthcare & general services



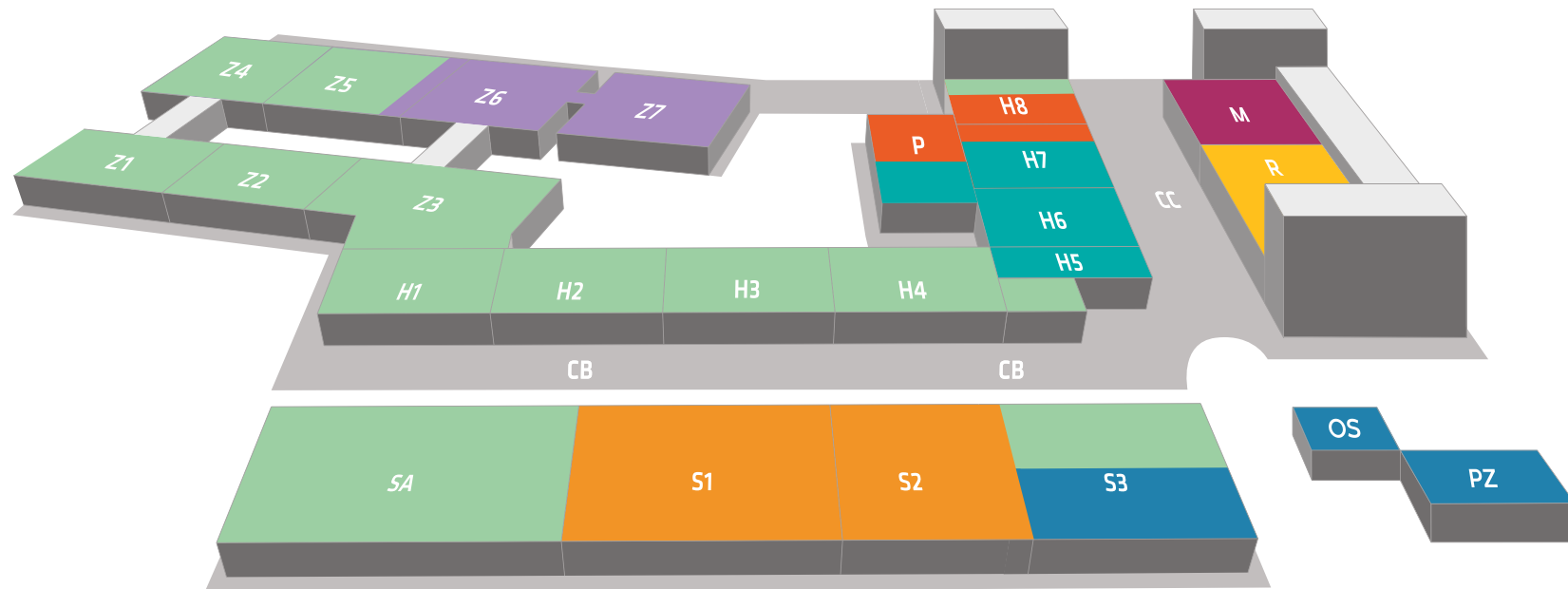
Healthcare infrastructure & assets



IT systems & solutions



Orthopaedics & physiotherapy / rehabilitation

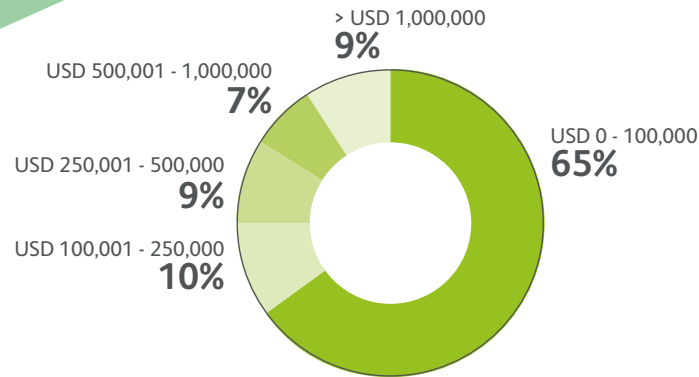




Medical equipment and devices

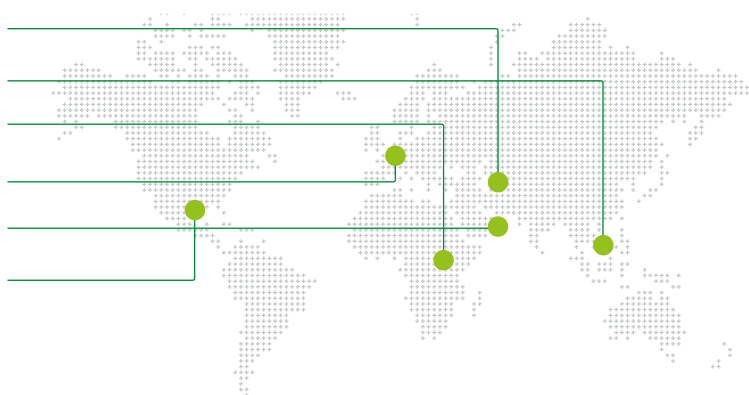
According to a latest Global Medical Device Market Research report for 2018-2022, the global medical device market size is set to achieve an incremental growth of nearly US\$120 billion, registering a compound annual growth rate (CAGR) of more than 5 per cent during the forecast period. A recent report by Dubai Exports further highlighted that the Pharmaceuticals and Medical Equipment sector is one of the six target sectors of the Dubai Industrial Strategy (DIS) 2030. Reportedly, the domestic market will alone be worth about AED 5 Billion in 2021, while the MENA market will reach almost US\$10 Billion by 2021 growing at around 7 per cent per annum.

Purchasing power



Geographical breakdown

- 49% GCC
- 22% Asia
- 11% Africa
- 8% Europe
- 8% Middle East
- 2% Americas



Nature of business

Agent / Dealer / Distributor	29%
Hospital / Clinics	28%
Government	8%
Other	8%
Manufacturer	7%
Medical Travel	4%
Consultancy	4%
Investment / Finance	3%
Technology	3%
Education	3%
Project Management	3%

Job function

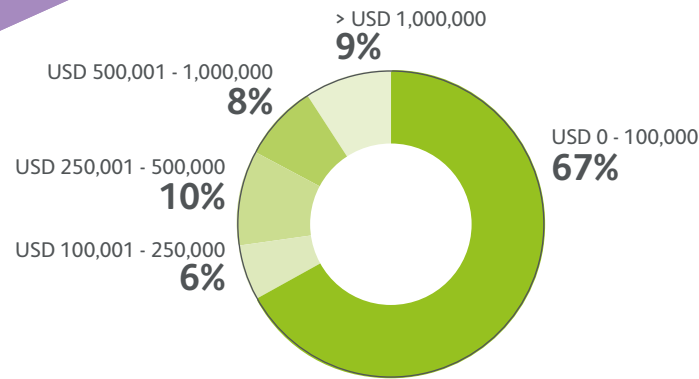
Sales/Business Development/ Sales Agent	21%
Senior Management (Director / C-level)	17%
Clinician / Healthcare Professional	12%
Engineering	11%
Admin / Office Management / HR	8%
Marketing / Public Relations	7%
Other	7%
Production / Manufacturing / Operations	5%
Procurement / Supply Chain / Logistics	5%
Academic	3%
Finance and Accounting	2%
IT and Management Info	2%



Disposables & consumer goods

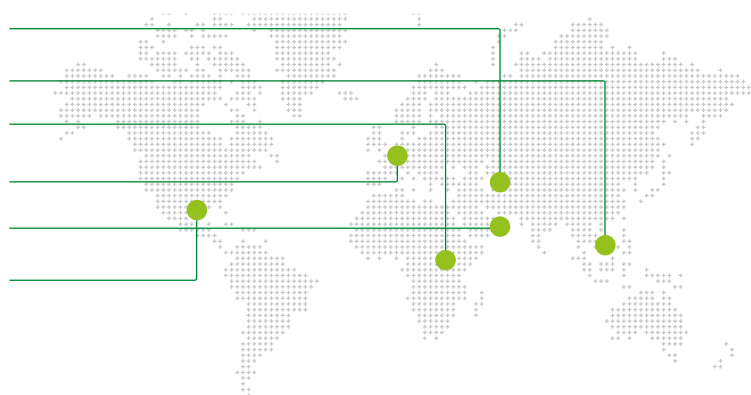
The medical disposables market is largely driven by the increasing number of elderly populations, growing the need to limit the causes of infection, better performance, cost reliability, and shelf life. A recent report highlighted that the medical disposables market is anticipated to reach over US\$365.1 billion by 2026. In 2017, drug delivery dominated the worldwide medical disposable industry. Reportedly, Asia-Pacific has been one of the leading contributors to the global market revenue. The increasing number of technologically advanced products and continuous research and development also continue to drive market growth in this segment.

Purchasing power

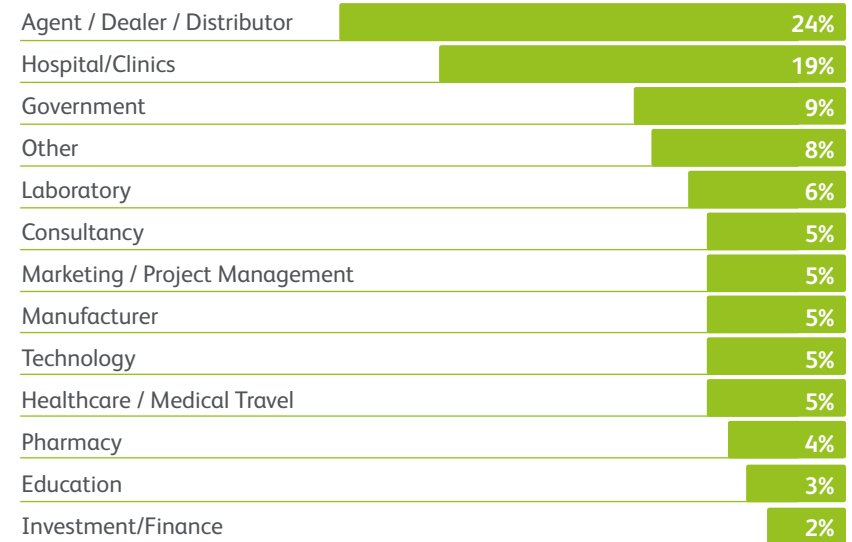


Geographical breakdown

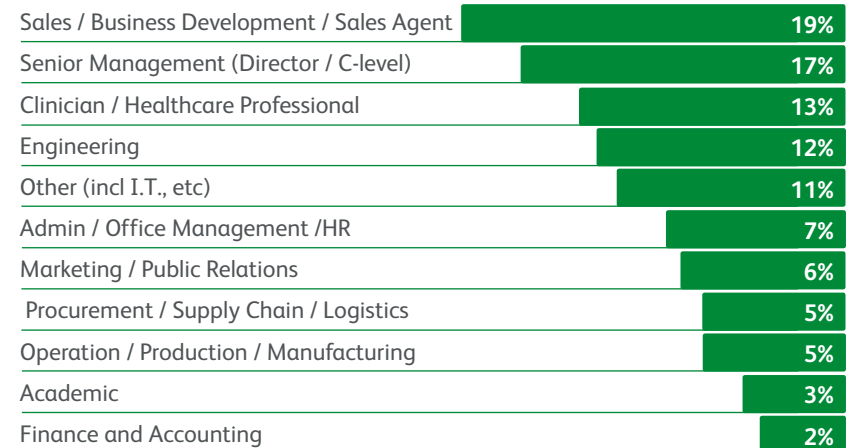
- 46% GCC
- 24% Asia
- 12% Africa
- 7% Europe
- 8% Middle East
- 3% Americas



Nature of business



Job function

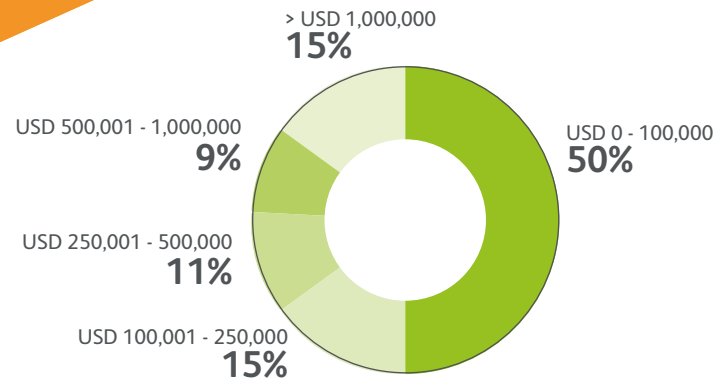




Imaging & diagnostics

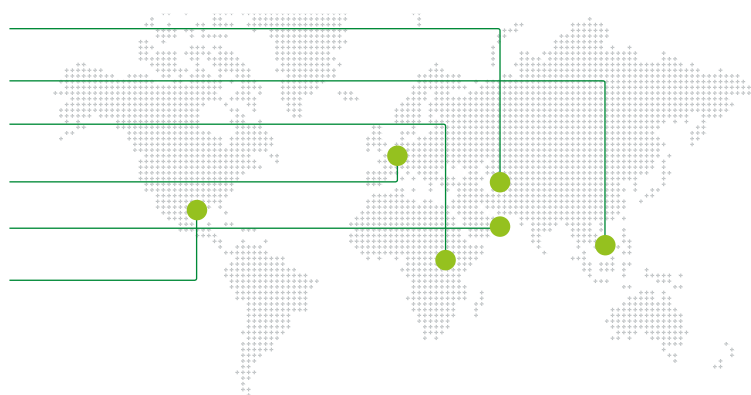
The global medical digital imaging systems market size was valued at US\$ 14.55 billion in 2017. It is likely to expand at a 7.7 per cent Compound Annual Growth Rate (CAGR) between 2019 to 2025. Plus, the Global 3D medical imaging market was valued US\$ 15.9 billion in 2017 and is expected to reach US\$ 30.3 billion by 2026, at a CAGR of 8.39 per cent till 2026. Surging demand for effective early diagnostic methods have been instrumental in driving the market. Furthermore, technological advancements and increasing investments and funds by governments, especially in developing countries such as India and China, have been augmenting the market.

Purchasing power

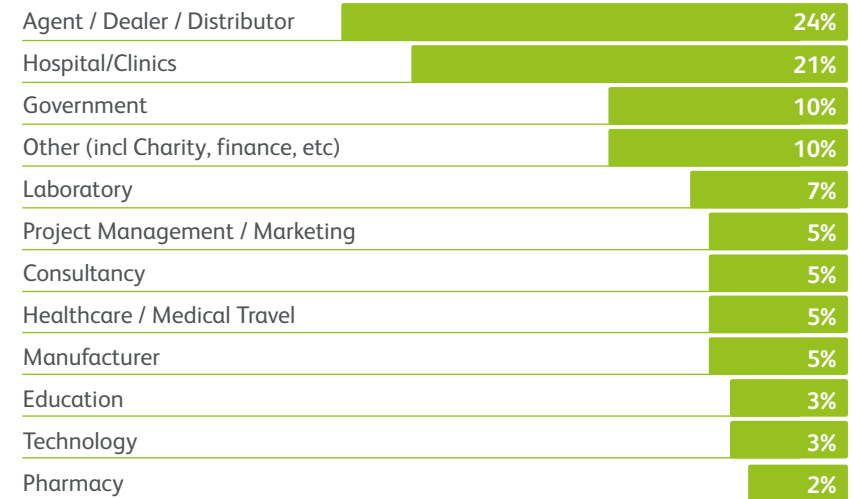


Geographical breakdown

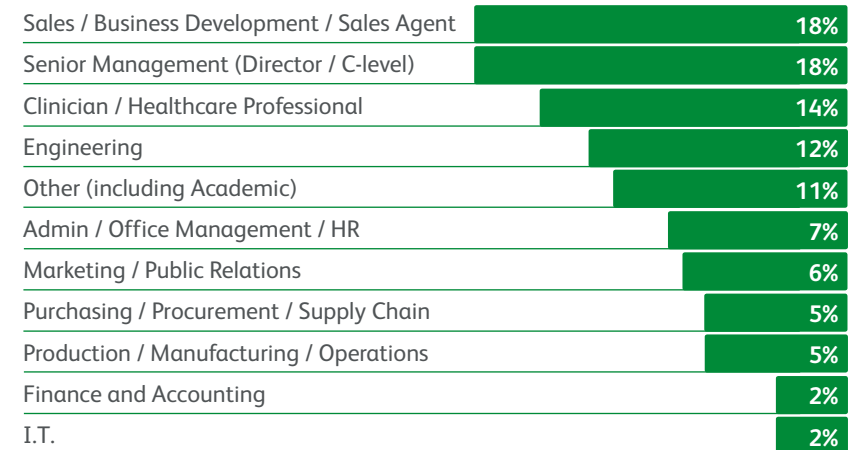
- 45% GCC
- 22% Asia
- 14% Africa
- 9% Europe
- 8% Middle East
- 2% Americas



Nature of business



Job function





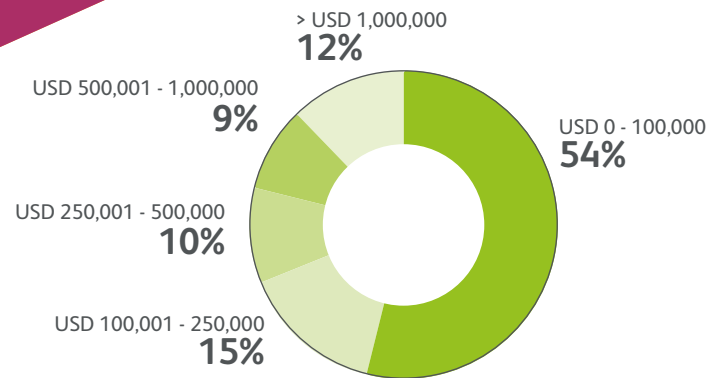
Preventive & post-diagnostic treatments

The global preventive healthcare technologies and services market size was valued at US\$ 139.1 billion in 2015 and is projected to grow at a CAGR of over 12.0 per cent between 2018 to 2024. This growth can be attributed to the increasing prevalence of lifestyle-associated and other chronic diseases. The report further highlighted that pharmaceutical companies are also taking a keen interest in preventive medicine and consider it to be a growth area in the coming years. For example, as part of the Vision 2030 plan, Saudi Arabia's Ministry of Health plans to spend up to SAR 23 billion by 2020 to reform primary healthcare.

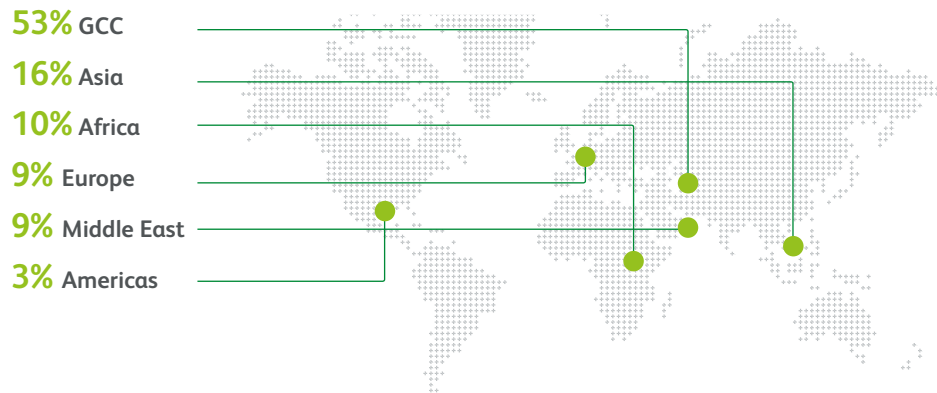
Nature of business

Agent/Dealer/Distributor	26%
Hospital / Clinics	19%
Other (incl education, etc)	10%
Manufacturer	8%
Government	8%
Project Management/ Marketing	5%
Consultancy	5%
Technology	4%
Pharmacy	4%
Laboratory	4%
Healthcare / Medical Travel	4%
Investment / Finance	3%

Purchasing power



Geographical breakdown



Job function

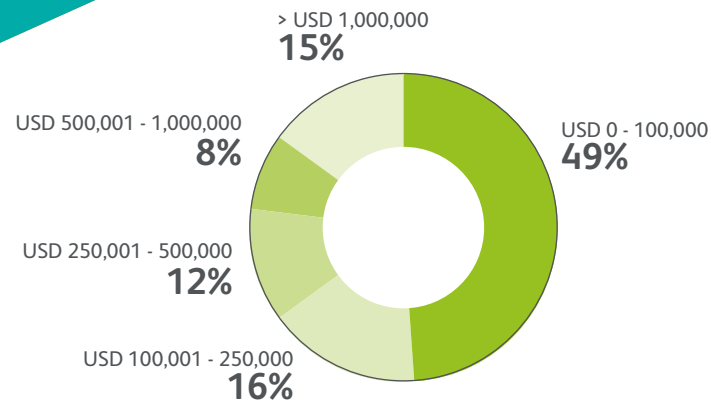
Sales / Business Development / Sales Agent	23%
Senior Management (Director / C-level)	20%
Clinician / Healthcare Professional	10%
Other (incl IT, etc)	9%
Marketing / Public Relations	7%
Admin / Office Management / HR	7%
Engineering	7%
Procurement/Supply Chain / Logistics	5%
Academic / Training	5%
Production / Manufacturing / Operations	5%
Finance and Accounting	2%



Healthcare & general services

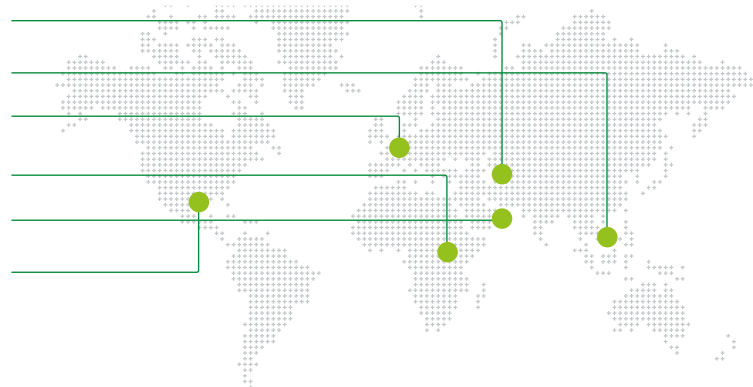
The emergence of personalised medicine, increased use of technologies, entry of disruptive and non-traditional competitors, the demand for expanded care delivery sites, and revamped payment models are all impacting the financial performance of the healthcare ecosystem. Current Healthcare Expenditure (CHE) in the GCC is projected to reach US\$ 104.6 billion in 2022, registering a CAGR of 6.6 per cent from an estimated US\$76.1 billion in 2017. An Alpen Capital report highlighted that the UAE and Oman are likely to witness growth rates of above 9 per cent in the coming years, in anticipation of a fast-growing population, implementation of mandatory health insurance and above regional average medical inflation rates.

Purchasing power

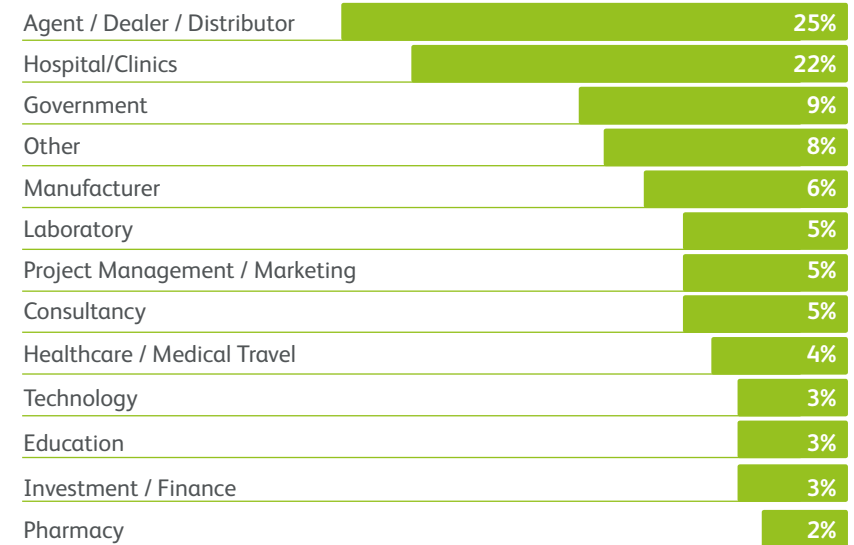


Geographical breakdown

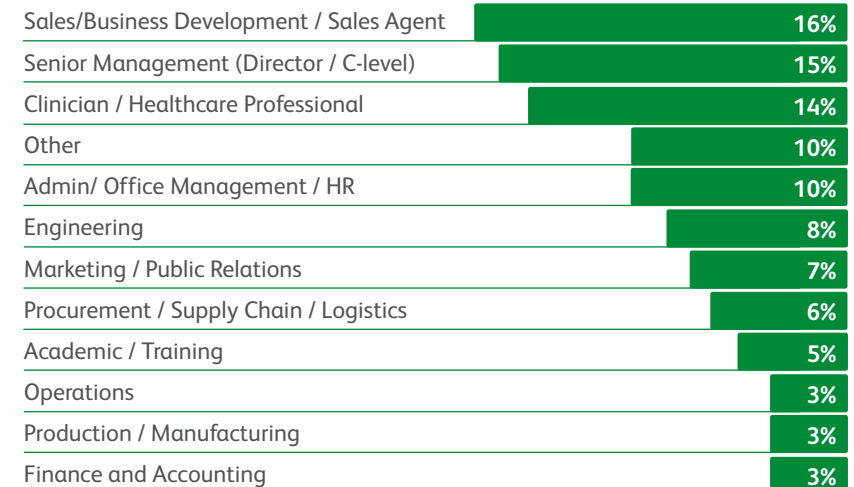
- 66% GCC
- 12% Asia
- 8% Europe
- 7% Africa
- 5% Middle East
- 2% Americas



Nature of business



Job function

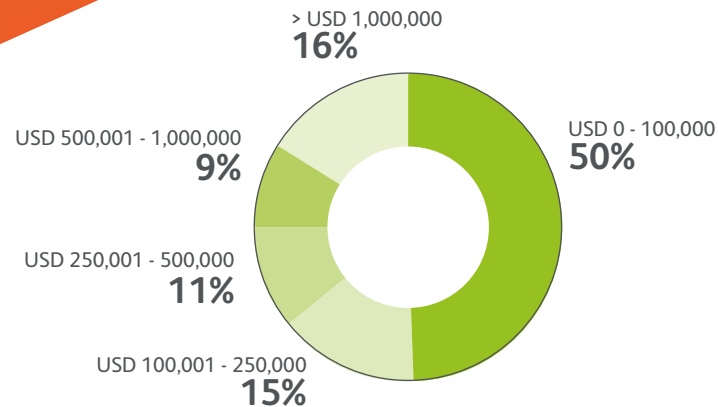




Healthcare Infrastructure & assets

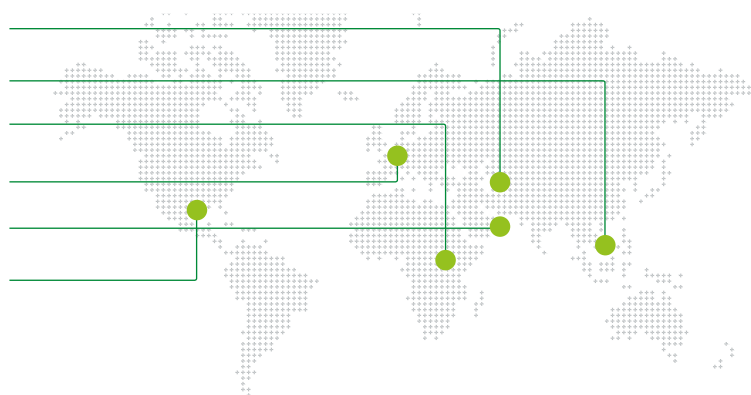
The GCC has over 700 healthcare projects worth US\$ 60.9 billion under various stages of development. More than 85 per cent of the projects, by value, are hospital projects and rest are clinics and research centres. Of the total, 264 projects worth US\$ 24.7 billion are under the construction stage. Furthermore, the anticipated rise in the number of patients in the region is expected to require 12,358 new hospital beds by 2022, according to an Alpen Capital report. The need for beds is rising particularly in areas of specialised care, long-term care and rehabilitation care.

Purchasing power

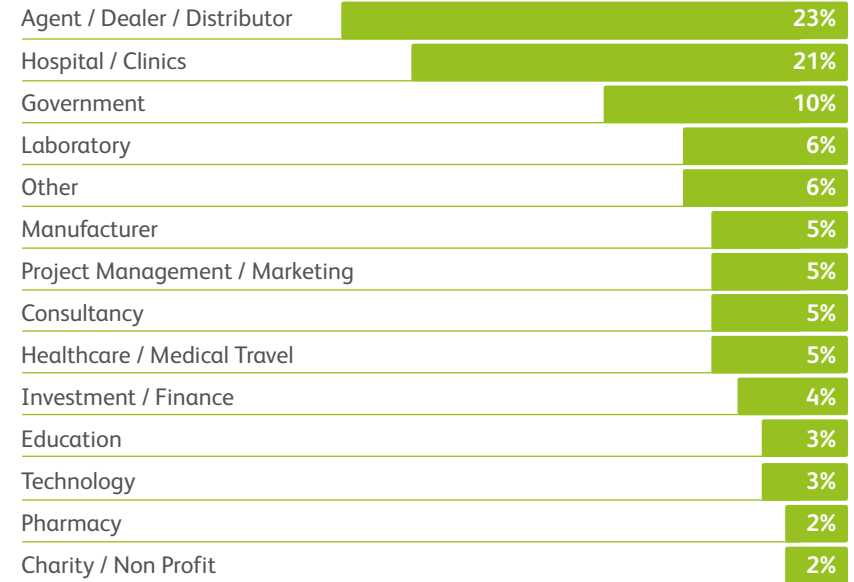


Geographical breakdown

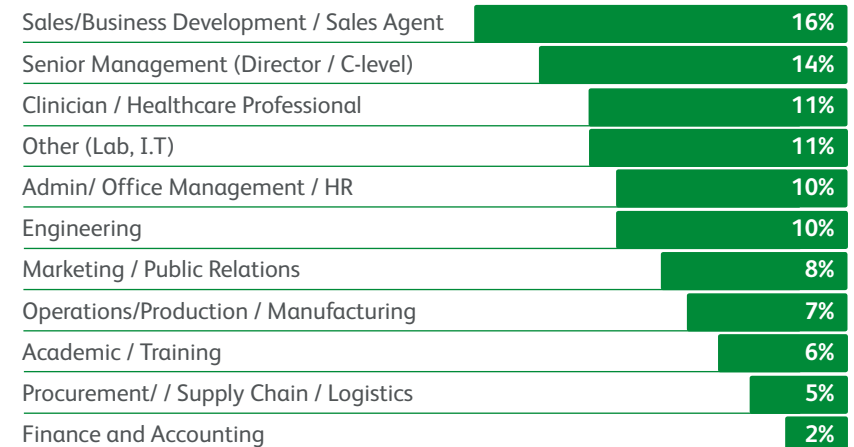
- 61% GCC
- 17% Asia
- 8% Africa
- 7% Europe
- 5% Middle East
- 2% Americas



Nature of business



Job function





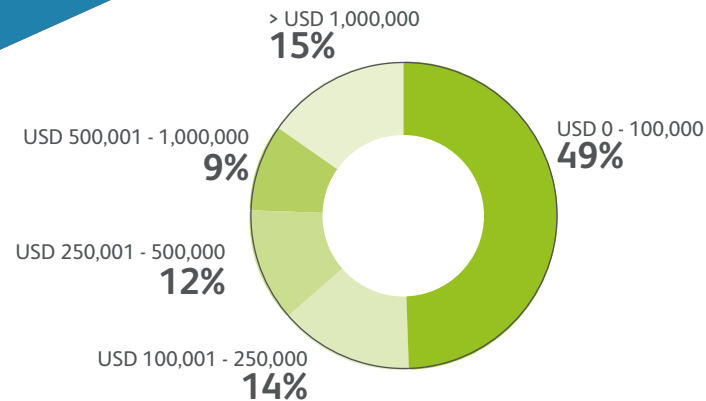
IT systems & solutions

The governments and private healthcare providers in the GCC are investing heavily in technology implementation and up-gradation. Most of the governments are working on electronic medical records (EMR) to monitor and improve health outcomes. For instance, the Dubai Health Authority (DHA) launched a unified electronic system project in February 2016 to cover all hospitals across the Emirate for access to electronic patient records. The project was fully implemented by end-2017. According to a survey in hospitals across Saudi Arabia and the UAE, nearly half of them said that they have adopted a range of Internet of Things-based solutions.

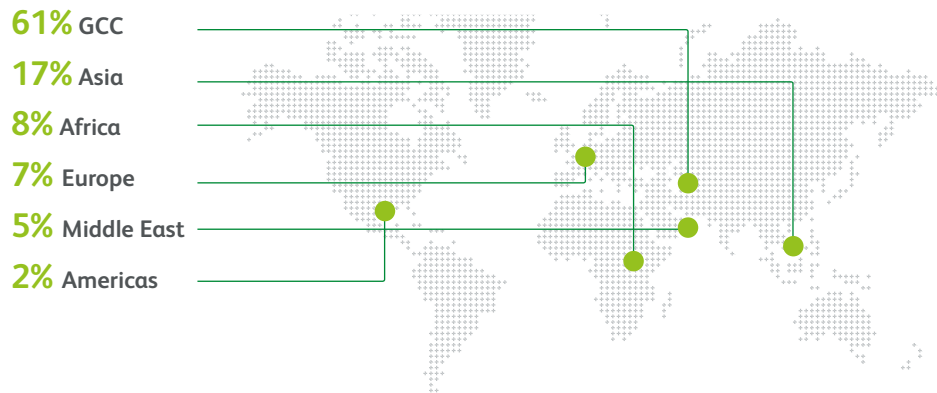
Nature of business

Agent / Dealer / Distributor	22%
Hospital / Clinics	22%
Government	11%
Other (incl. Charity, etc)	7%
Project Management / Marketing	6%
Consultancy	5%
Healthcare / Medical Travel	5%
Laboratory	5%
Manufacturer	4%
Education	4%
Investment / Finance	4%
Technology	3%
Pharmacy	2%

Purchasing power



Geographical breakdown



Job function

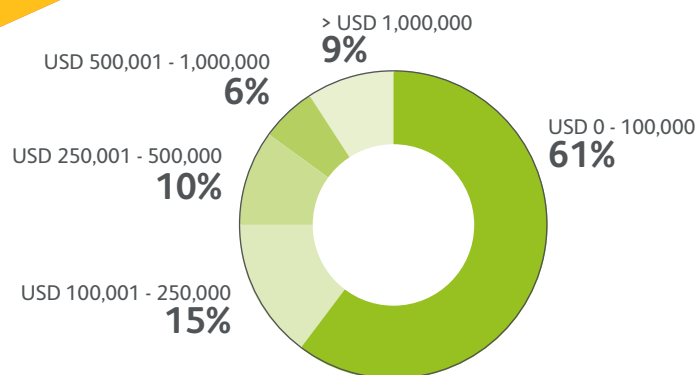
Sales / Business Development / Sales Agent	18%
Senior Management (Director / C-level)	16%
Other (incl IT, etc)	11%
Clinician / Healthcare Professional	10%
Engineering	9%
Marketing / Public Relations	7%
Academic / Training	6%
Procurement /Supply Chain / Logistics	5%
Operations	4%
Production / Manufacturing	3%
Finance and Accounting	2%



Orthopaedics & physiotherapy / rehabilitation

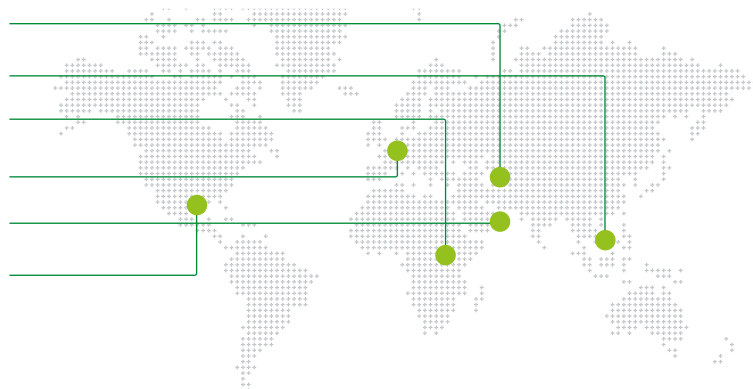
High prevalence of orthopaedic conditions such as degenerative bone disease coupled with early onset of musculoskeletal conditions triggered by obesity and sedentary lifestyle are expected to advance the growth of the market. The rapidly growing lifestyle diseases in the GCC has prompted investments in specialised hospitals and clinics. Such centres are being built with a focus on a few specialisations, such as orthopaedics and offer state-of-the-art technology, enhanced patient-centric care and high-quality standards. Technological advances in 3D printing, robot-assisted surgical procedures, and smart implants further represent high impact driving factors for the global rehabilitation industry.

Purchasing power

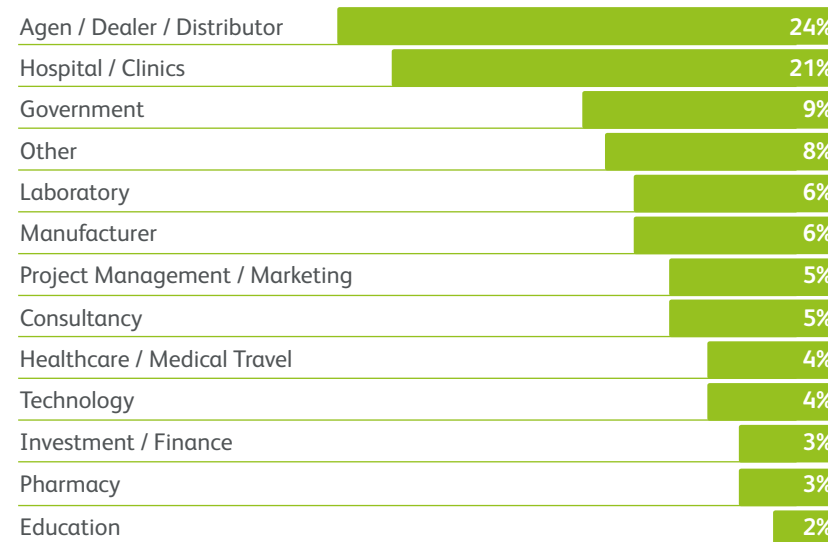


Geographical breakdown

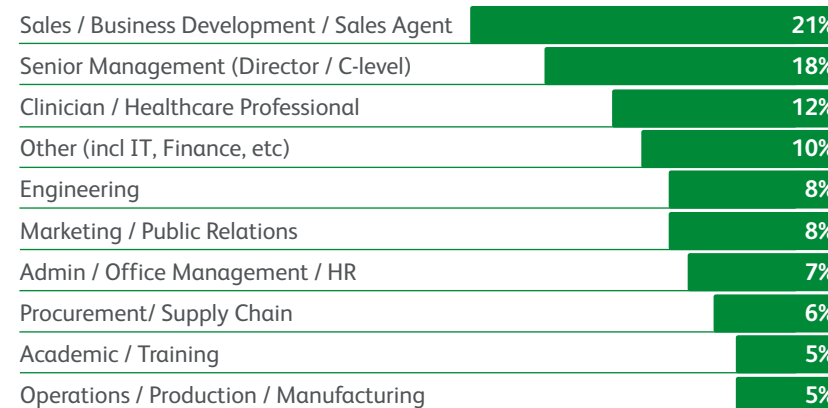
- 47% GCC
- 22% Asia
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Nature of business



Job function



Start planning for your participation at Arab Health 2020- where the world comes to do business

27-30 January 2020

Dubai World Trade Centre,
Dubai, UAE

For more information, contact:

Lorena Roxas

Sales Manager

+971 (0)4 4072660

Pinkesh Vaishnav

Sales Manager

+971 (0)4 4072483

arabhealth@informa.com

