

**AMT**



**Arab  
Medical Travel**  
EXHIBITION & CONFERENCE



# POST-SHOW REPORT 2018



Under the Patronage of  
H.E. Sheikh Basel Al-Sabah  
Kuwait Minister of Health

# Event Brief

Dear Industry Colleagues,

The 2<sup>nd</sup> edition of Arab Medical Travel, along-side Kuwait Health took place from 3-5 April 2018 at the Kuwait International Fair, Mishref, Kuwait, inaugurated by Dr. Mohammad Al-Khashti, Deputy Undersecretary, Kuwait Ministry of Health.

The event hosted 50+ exhibitors from around 20+ countries across the globe. Over 2,000 decision-makers, including medical facilitators, corporate healthcare service buyers, insurance companies and patients to look for the services in the market. The event also featured the Buyers Concierge, a professional networking platform consisting of 50+ pre-selected buyers who met with the exhibitors during the show.

Medical Tourism has been a fast-growing industry across global markets with estimated annual revenues of US\$ 50-65 billion, the Middle East spends US\$ 25 billion and with over 740,000+ patients travelling yearly for medical treatment within the region and beyond. Advanced health services, specific medical procedures, low-cost treatments and opportunity to travel new places are some of the factors that affects the significant rise of outbound patients from Middle Eastern countries.

Have your share in the region's billion-dollar healthcare industry by exhibiting at the 3<sup>rd</sup> edition of Arab Medical Travel on 2-4 April 2019 at the Kuwait International Fair, Mishref, Kuwait.

Kind regards,



Jeano Pangan  
Group Director – Middle East & Africa  
ATEX International Exhibitions

## SHOW SUMMARY

1,000 m<sup>2</sup>  
Exhibition Space

50+  
Exhibitors

2,000+  
Trade Visitors and  
Professionals

50+  
Pre-scheduled Buyers

20+  
Countries  
Represented

3  
Days

# 2018 Sponsors and Partners

## GOLD SPONSOR



## SILVER SPONSORS



## SUPPORTED BY



## MEDIA PARTNERS



# Exhibitors

Arab Medical Travel 2018 provided a unique meeting place for exhibitors who were offering healthcare products and services to meet key decision makers and professionals. A one of a kind event that offered unlimited opportunities to network with thousands of buyers and business partners in the GCC.

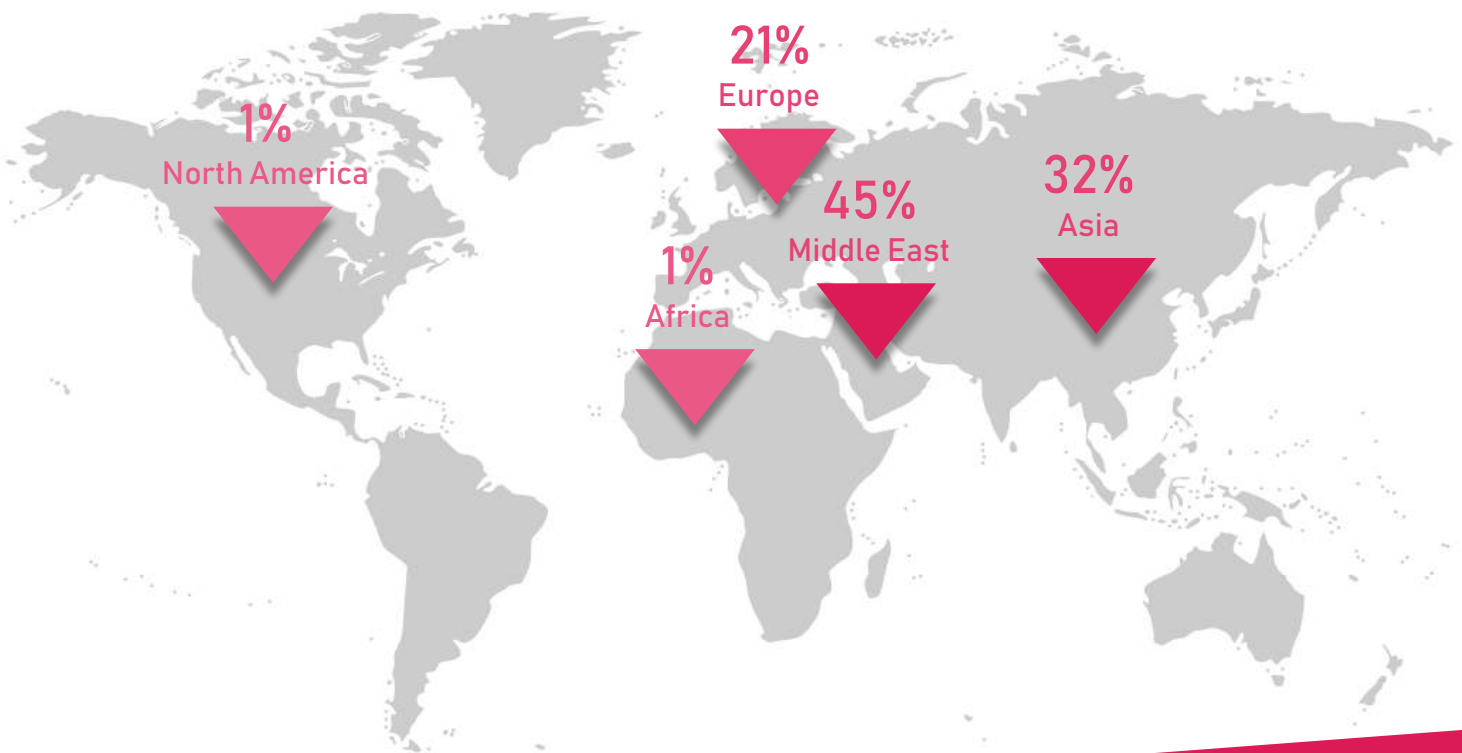
## Reasons to Exhibit

- 85%** Generate new customer leads and business partners within the region
- 70%** Penetrate the GCC market or launch new products or services
- 55%** Brand awareness / Re-affirm position as a leading product manufacturer or service provider in the region
- 40%** Catch up with existing clients and re-establish relationships

Arab Medical Travel was a well-organised event that helped us meet the right professionals and decision-makers from all over the GCC region. We are definitely participating again next year!

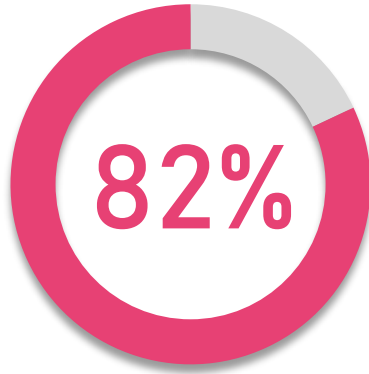
Dr. Veronica Fernandes  
International Regions Group  
Kuwait.

## Exhibitors by Region

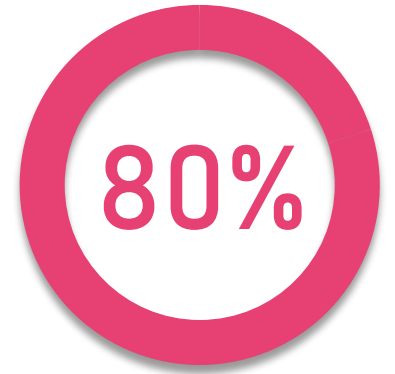


Arab Medical Travel has become an important event for us to close deals with new and existing businesses since 2017. Every year the event gets better and better in terms of quality and quantity of attendees. We look forward to exhibiting again in 2019.

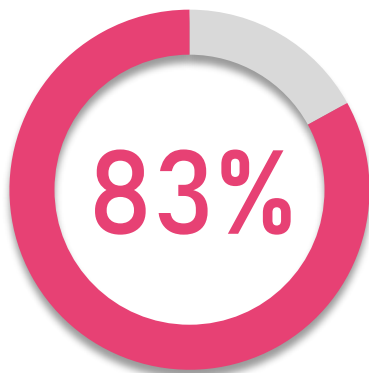
Mrs. Evelyn Yumul  
Sales & Marketing  
Director  
The Medical City Clark  
Philippines



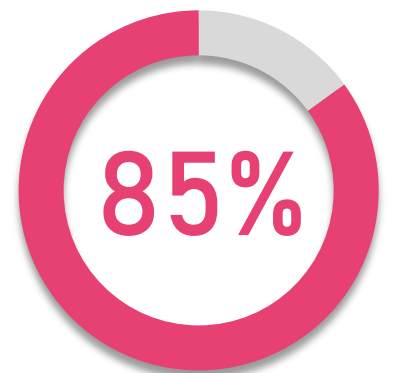
of the exhibitors said that the event was an effective marketing tool for their company



of the exhibitors said that the number of visitors are adequate and excellent



of the exhibitors said that the quality of visitors are adequate and excellent



of the exhibitors said that they will most probably exhibit again in 2019

## Exhibitors by Product

72%

- Local and International Hospital Groups
- Medical Travel Organisations
- Medical Facilitators
- Health Services companies

17%

- Healthcare Facilities Management
- Insurance Companies
- Wellness Tourism

9%

- Consumer Goods
- Insurance Companies

2%

- Government Associations
- Medical Societies
- Business Councils
- Publication



# Visitors

Arab Medical Travel 2018 witnessed a growth of 40% in visitor number from 2017 and offered both new and returning visitors an unforgettable networking experience in a course of three days. Over 2,000 professionals from all around the world came to find the latest products and services for their business.

## Visitor Demographics



- 45% Medical Facilitators, Medical Travel Organisations, Hospitals, Clinics
- 38% Patients
- 12% Insurance Companies,
- 4% Government Organisations, Associations
- 1% Other



- 41% CEO, Owners, Directors, Managers
- 38% Consumers
- 19% Healthcare Professionals
- 2% Other



- 80% Middle East
- 10% North Africa
- 5% Asia
- 4% Europe
- 1% ROTW

## Buyers Concierge

This year, we introduced The Buyers Concierge - a featured area for pre-selected buyers and exhibitors. It served as one of the most important element of the show where deals were signed and businesses were made during the show. In 2018, Arab Medical Travel managed to find 50 + buyers who were looking to purchase products and services within the next 6 months.

“Best event in Kuwait for professionals who are interested in finding healthcare products and services”

Muhammad Al-Mashari  
Chairman  
Mayar General Trading, Kuwait

“The exhibition was really good for its second edition, there are a lot of international attendees to do business with”

Mr. Akf Salama,  
Owner  
Hearing & Speech World Center, Egypt

“Very good exhibition, will definitely visit every year”

Dr. Ahmed Al Hussein  
Director  
Chest Diseases Center, Saudi Arabia

“Arab Medical Travel offered a wide variety of products that we can purchase for our upcoming hospital projects.”

Dr. Amal Khraiber  
Medical Equipment Department  
Ministry of Health, Kuwait



# 87%

of the visitors successfully met potential suppliers, manufacturers, service providers and business partners



# 83%

of the visitors said that the event was an effective platform to do business



# 75%

of the visitors learned about latest trends in healthcare through live product demonstrations and service presentations



# 90%

of the visitors said that they will attend the event again in 2019

Arab Medical Travel is indeed the largest medical travel event in Kuwait and GCC! It is the only event in the country that offers a great variety of exhibitors, products and services in the field of medical tourism - Dr. Mohammad Al-Khashti, Deputy Undersecretary, Kuwait Ministry of Health.



# Marketing Activities

Our events comprehensive marketing campaigns draws significantly on the resources of ATEX International Exhibitions, as well as on key event partners and supporters. Our marketing campaigns reach to thousands of professionals in the GCC.

## Marketing Campaigns at Arab Medical Travel 2018

- Email campaigns to over 25,000+ visitor, delegate and exhibitor database in the GCC
- 5,000 personal invitation cards
- 20+ Press Releases on leading industry websites, newspapers, press and magazines
- Advertisements on leading newspapers, radios, press and magazines
- Billboards, street banners and posters
- Interview on radio and TV
- Press coverage during the event across major English and Arabic TV/Radio/Publications
- SMS campaigns weekly - 2 months before the event and daily 1 week before the event
- Daily "Show News " sent daily to attendees during the show
- Social Media Campaigns - running 4 months before the event up to the last day of the event (Facebook, Twitter, Instagram and LinkedIn)
- Telemarketing Campaign - running 1 week before the event up to the last day of the event
- 25+ Media Partnership across the region
- Live Media Centre during the event
- Visitor competitions and cash prizes during the event







**Arab  
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EXHIBITION & CONFERENCE

**2-4 April 2019**  
Kuwait International Fair  
Mishref, Kuwait

## What's new in 2019?

Arab Medical Travel is the best way of winning profitable new business in the GCC, no other event in Kuwait can bring together service providers who are looking to increase their presence and meet with key decision makers and patients in the GCC's healthcare sector.

**1,500 m<sup>2</sup>**

Exhibition Space

19% increase from 2018

**3,000+**

Trade Visitors & Professionals

25% increase from 2018

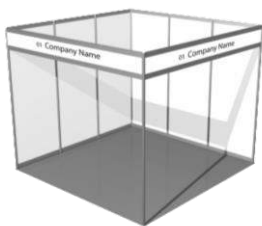
**75+**

Pre-selected Buyers

33% increase from 2018

Arab Medical Travel provided us the opportunity to find distributors and buyers in 2018, we already confirmed our participation at Arab Medical Travel 2019 to further continue our business presence in the GCC – Ms. Maha Ali, International Business Director, Ascot Rehab, United Kingdom

## Exhibiting Options



**Shell Scheme Package (minimum 9 m<sup>2</sup>):**

Includes rear and side walls, name board, power, carpet, lighting, hall security, 1 table, 1 counter and 2 chairs

**Rate: US\$ 425.00 per m<sup>2</sup>**



**Space Only Package (minimum 18 m<sup>2</sup>):**

Bare space only – you will need to hire a stand builder of your choice for this option. Your stand design needs to be approved by the Organisers (1 month before the event) before you can build your stand during build-up.

**Rate: US\$ 385.00 per m<sup>2</sup>**

To book your exhibition space, please complete the Space Application Form and send to [amt@atexinternational.com](mailto:amt@atexinternational.com)

# Sponsorship & Branding Opportunities

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive.

By sponsoring at Arab Medical Travel 2019, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

	Platinum Sponsor \$15,500.00	Gold Sponsor \$10,500.00	Silver Sponsor \$8,000.00
Exhibition Stand	36 m <sup>2</sup>	24 m <sup>2</sup>	18 m <sup>2</sup>
Logo in all pre-event and post-event marketing campaigns	Platinum	Gold	Silver
Logo in all onsite event branding	Platinum	Gold	Silver
Exclusive email campaign	2x	1x	-
Full page advertisement in the official show catalogue	2x	1x	1x
Company logo + 100 words company description in the official show catalogue	Yes	Yes	Yes
Conference speaking opportunity	1x	1x	-
Conference passes	10pax	5pax	3pax

## Lanyards (Exclusive)

Logo on all visitor and exhibitor lanyards

US\$ 5,000.00

## Visitor Bags (Exclusive)

Logo on all visitor and exhibitor bags

US\$ 5,000.00

## Registration Area (Exclusive)

Logo on the registration desks with pens and uniforms

US\$ 5,000.00

## Badges (Exclusive)

Logo on all visitor and delegate badges - Front

US\$ 5,000.00

## Dedicated E-shot

Targeted email marketing campaign

US\$ 1,000.00

## Floor Tiles

Logo and stand number on directional floor tiles

US\$ 1,000.00

## Online Registration Forms

Logo on all online visitor and delegate registration forms

US\$ 3,000.00

## Full Page Advert

Advertisement in the official show catalogue

US\$ 500.00

# SEE YOU NEXT YEAR!

## 2-4 April 2019

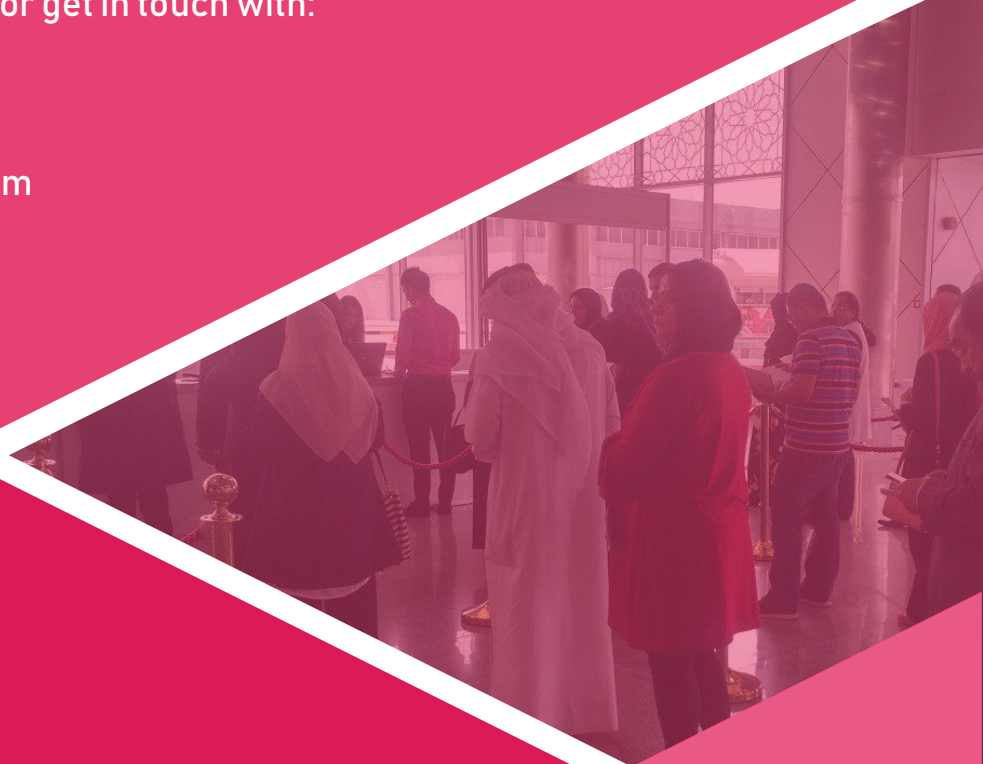
Kuwait International Fair, Mishref

If you are interested to know more about the Arab Medical Travel, please contact us at [amt@atexinternational.com](mailto:amt@atexinternational.com) or get in touch with:

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