



ARAB HEALTH



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CONGRESS



MEDLAB

POST-SHOW REPORT 2010



Data for this report was independently compiled by:



Organised by



Report Summary:

Organised by:

IIR Middle East

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Dates & Venue:

25 – 28 January 2010
Dubai International Exhibition Centre
United Arab Emirates

Exhibitor Summary:

Floor Space Occupied: 86,000sqm
Number of Exhibitors: 2653
Exhibiting Countries: 58

Visitor / Delegate Summary:

Total Attendance: 66,612
Visitors: 61,274
Delegates: 5,338
Average days attended: 3.15

Future Dates & Venue:

24 – 27 January 2011
Dubai International Exhibition Centre
United Arab Emirates

Inaugurated by:

His Highness Sheikh Mohammed Bin Rashid Al Maktoum,
Prime Minister and Vice President of the UAE and Ruler of Dubai

Supported by:



Ministry of Health
UAE



هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY



Health Authority
Abu Dhabi

Arab Health Show Sections:



Sponsors/Commercial Supporters

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American Hospital, Dubai
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Olympus Medical
Philips
Roche
SEHA
SHI Consulting
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Siemens
Super Religare

Market background

Research into the healthcare market in the Middle East indicates positive growth and we can expect further expansion on all levels.

Dubai-based research firm Proleads has released the latest figures on current investment in both the public and private healthcare sectors in Saudi Arabia, which is leading regional growth. The Proleads figures show government investment in healthcare-related projects in Saudi Arabia is currently running at more than US\$5 billion, compared with around US\$1 billion of private sector investment.

Another report by Alpen Capital also forecasts the GCC may need in excess of 25,000 additional beds by 2020 to address growing demand for in-patient treatments. The largest share of demand is accounted for by Saudi Arabia followed by the UAE. The growth will be driven by both an increase in demand [increased number of treatments] and the cost of health care provision [average cost per treatment].

Last year, 46 million medical treatments were conducted across the region, of which 91 per cent were outpatients, generating \$18 billion in revenue.

"Going forward, we expect GCC per capita health care spending to grow faster than the global average. Growth in income levels as well as an increase in health insurance coverage will boost demand for health care services."

Alpen Capital Report

"Per capita health care requirements and spending will also increase as the GCC population ages and the disease mix changes." Alpen Capital Report

The Gulf's healthcare market has a strong potential to grow. Dubai, the regional hub, is already attracting patients from other GCC countries. There will be more patients coming to the UAE for treatment and, once the Dubai Healthcare City takes off fully, the region's health care tourism landscape will change dramatically." Dr Azad Moopen, Chairman, Dr. Moopen's Group, quoted in Gulf News

Healthcare development in figures

- **46 million** treatments in region in 2008
- **\$18 billion** value of the total treatments taking place in the GCC in 2008.
- **91%** of GCC patients in 2008 were outpatients
- **9%** of GCC patients in 2008 were in-patients
- **\$47-55 billion** estimated value of the GCC healthcare market by 2020
- **9%** compound annual growth rate expected over the next 12 years
- **200** hospital projects have been announced or are under construction, due to be delivered by 2015
- **27,000** beds cumulative capacity of GCC health care by 2015.
- **25,000** additional beds could be required by 2020
- **\$631** is the 2006 annual per capita healthcare spending in the GCC
- **\$716** is the annual per capita healthcare spending globally
- **\$6,719** - registered annual per capita healthcare spending in the US
- **\$3,332** - registered annual per capita healthcare spending in the UK

*Exhibitors at Arab Health 2010 were also in agreement that the healthcare industry in the region was set to grow even further. **97%** of surveyed exhibitors confirmed that they have positive prospects for development of the healthcare sector in the region.*

Highlights of Arab Health 2010



2,653 exhibitors and over **66,000 visitors** from **141 countries**



With the opening of the new Sheikh Saeed halls providing a further **20,000 m²**, **Arab Health 2010** grew by more than 20 per cent in size from last year



30 national country pavilions and 58 exhibiting countries including France, Germany, United Kingdom, China, India, Korea, Spain, the USA, Brazil and Canada



MEDLAB 2010, part of Arab Health, is the largest medical laboratory and instrumentation event in the Middle East. MEDLAB 2010 attracted over 300 exhibitors and 18,000 visitors.



Maquet Getinge Group presented their engineering capacities by building 2 fully equipped and functional operating theatres on their stand, the biggest stand built in the history of Arab Health



The Arab Health Congress had **18 conferences** including 15 internationally accredited conferences



The workshop area on the exhibition floor featured over 13 workshops



Over **2,000 prizes** given away through our new Scratch & Win promotion as well as the one Kilo of Gold Raffle, the Car raffle and the Around the World Promotion

Exhibitor survey results

The main reasons for exhibiting at Arab Health were:

To seek contacts for future business	83.1%
To meet existing clients or partners	70.0%
To raise profile of company/organisation	29.1%
To seek immediate business	25.4%
To look for a local agent	21.8%
To support local existing agent	16.8%
To monitor activity of competitors	14.5%
To test the Middle East market for first time	6.8%

93% of exhibitors stated that their overall objective had been met

91% of exhibitors surveyed said that the number and quality of visitors had met or surpassed their expectations

89% of exhibitors said that the event was successful in establishing new business contacts, with a further 7% saying that it is too early to judge.

90% of exhibitors said that participating at Arab Health was crucially important to their marketing activity in the region and they would recommend exhibiting at Arab Health

Exhibitors by Country:

Argentina	3
Australia	49
Austria	23
Bangladesh	8
Belgium	50
Belize	1
Brazil	52
Bulgaria	1
Canada	29
China	303
Cyprus	5
Czech Republic	29
Denmark	14
Egypt	39
Finland	14
France	151
Germany	435
Greece	4
Hong Kong	6
Hungary	12
India	98
Indonesia	1
Iran	70
Ireland	8
Italy	147
Japan	11
Jordan	10
Kuwait	3
Lebanon	11
Luxembourg	1
Malaysia	28
Mexico	1
Netherlands	34
Norway	1
Pakistan	4
Poland	21
Portugal	3
Qatar	4
Russia	8
Saudi Arabia	21
Singapore	5
Slovakia	1
Slovenia	2
South Africa	2
South Korea	104
Spain	47
Sri Lanka	1
Sweden	18
Switzerland	41
Syria	1
Taiwan	110
Thailand	10
Tunisia	2
Turkey	56
Ukraine	4
United Arab Emirates	189
United Kingdom	185
United States	162
Grand total	2653

"At Arab Health we secured our biggest single order deal ever in the region, a \$69 million dollar contract with the Iraqi Ministry of Health. So it is very exciting times ahead!"

Maurice Faber, Vice President Siemens Healthcare Sector Middle East

"At Arab Health 2010 we were able to showcase our latest medical imaging and IT solutions to a large number of executive-level decision makers from all over the region. We were extremely pleased with the high caliber of delegates and visitor's at this year's event. We look forward to our participation at Arab Health 2011."

Mirna Bassil, Marketing Manager for Emerging Markets, Carestream Health

"Arab Health continues to be the 'Exhibition of the Year' for Karl Storz. We intend to participate in 2011 with a larger presence that reflects our image and our commitments to our customers and partners in the region."

Maher El Hassan, Marketing Director MENA, Karl Storz

"As a premier healthcare event we were pleased to have participated at Arab Health 2010. It was indeed great to have witnessed one of the largest gatherings of healthcare professionals from around the world. Unlike standard exhibitions, this attraction of health care professionals allows the exhibitors to target their branding purposefully. As a first time exhibitor we felt that the exposure and visibility we got for our products was commendable with many an inquiry left for constructive follow up. Our presence was also helpful in understanding immediate and eminent market needs which will be valuable for on going product development. As a whole we are happy to have invested at Arab Health 2010, especially as a sponsor."

Chaminda Serasinha, Shigadrywithearth Co

"Philips was extremely pleased with Arab Health 2010. Both the quantity and quality of the attendees continues to improve year after year and we are very proud to be a sponsor and participant of this world class event."

Peter DeBenedictis, Area Marketing Officer, Philips Middle East

Visitor survey results

Geographical breakdown of visitors

Arab Health 2010 saw visitor representation from 141 countries across the globe. In 2010 we aimed for increased visitor representation at Arab Health from the West and East Europe, Russia, CIS Countries, Africa, as well as key countries in Asia. As a result, the number of visitors from from the East Europe, Russia and CIS countries has increased by 32% and the number of visitors from Africa has almost doubled in comparison to the previous year.

Gulf States	50.3%
Bahrain	0.7%
Kuwait	1.5%
Oman	1.4%
Qatar	1.1%
Saudi Arabia	6.7%
United Arab Emirates	38.9%
Middle East	20.5%
Egypt	4.0%
Iran	9.2%
Jordan	2.8%
Lebanon	1.9%
Syria	2.6%
Asia	12.0%
Africa	4.0%
Europe	8.2%
Rest of the world	5.0%

"Definitely one of the best shows that I have ever been to."

P.S Padmakumar, Axis Technologies, UAE

"This is a very successful show, and highly professional! This was my first time at the show and I will definitely make sure that I come back next year."

Jason Song, Taiwan External Trade Development Council, Taiwan

"I am very impressed this year with Arab Health, there are so many companies, you need four days just to look around the exhibition."

Salimah Al Saradi, Dibba Hospital, UAE

Main products of interest:

Imaging & Diagnostics	30%
Medical Disposables	24%
Medical Laboratory	22%
Surgery	20%
Healthcare Services	18%
Cardiology	11%
Healthcare Management	10%
Orthopaedics	8%
Healthcare Facility Management	8%
Information Technology for Healthcare	7%

Actions taken by visitors to Arab Health 2010

Ask for a quotation/specification	30%
Decide on a new supplier	28%
Take away sales/technical literature	23%
Request a visit from a sales representative	12%
Confirm an order	8%

Reasons visitors attended Arab Health

Keep up to date with new product developments	47%
Establish new business contacts	35%
Obtain general information/literature	33%
Look for a new business supplier	23%
Find/buy a specific product/service	17%
See a specific business supplier/s	13%
Meet up with colleagues in the industry	11%

87% of visitors attended two or more days of Arab Health 2010

71% of visitors said that they had done business with one or more existing supplier at Arab Health

68% of visitors said that they have arranged to do business with one, or more new supplier while at Arab Health 2010

95% of visitors said the variety and quality of exhibitors had met or surpassed their expectations

Visitors to the NEW Saeed Halls said:

83% of visitors said that they visited the New Saeed Halls

93% of visitors who visited the Saeed Halls said that the quality and variety of exhibitors there had met or surpassed their expectations

Arab Health Congress 2010

The Arab Health Congress 2010, with over 5,500 delegates, is by far the most extensive scientific and educational platform for healthcare professionals not just in the Middle East, but in the world..

The 2010 Arab Health Congress featured 18 conferences addressed by 500 internationally acclaimed speakers. Sponsored by the Cleveland Clinic Centre for Continuing Education, 15 conferences provided professionals with high-level CME accreditation approved as American Medical Association Physician's Recognition Award (AMA PRA) Category One credit.

"Collaboration with Arab Health allowed broader quality continuing medical education activities benefiting the local medical community as well as the region and beyond. Providing AMA PRA Category One credit at Arab Health 2010 significantly expanded accredited post-graduate education in the Middle East."

Dr William Carey, Director of the Cleveland Clinic Centre for Continuing Education

The Arab Health Congress 2010 featured the following conferences:

- 3rd Middle East Anaesthesia Conference
- 2nd Middle East Cardiovascular Diseases Conference
- 10th Medical Imaging & Diagnostics Conference
- 6th Middle East Orthopaedics Conference
- 9th Middle East Surgery Conference
- MEDLAB 2010 included 5 conference tracks
- 3rd Middle East Urology Update
- 2nd Middle East Gastroenterology Conference
- 3rd Middle East Paediatrics Conference
- 1st Middle East Quality Management in Healthcare Conference
- 4th Middle East Molecular Imaging & Nuclear Medicine Conference
- Leaders in Healthcare 2010
- Health Insurance Forum
- Health Management Forum

What delegates said about the Arab Health Congress:

88% of the delegates said that the educational benefit of the Congress was very good.

95% of the delegates were satisfied with the Congress speakers

92.5% of the delegates said that the conference topics had met or surpassed their expectations.

98% of the delegates plan to attend the Arab Health Congress in 2011

"The Clinical Chemistry Conference was extremely good and it was very interesting to hear from the speaker who came from Carolina in the USA. I look forward to seeing such high level of speakers again next year."

Mr Mohammed Nasir, King Abdul Aziz University Hospital, Saudi Arabia

"For the UAE and the Dubai Health Authority, attendance at Arab Health provides an outstanding global platform for healthcare, enabling the industry leaders to network on an International level. The Arab Health Congress and its continuing medical education programme delivers innovative topics from world leading speakers. Having signed a Memorandum of Understanding with the Life Sciences division of IIR Middle East earlier this year, we continue to work together to identify areas for healthcare excellence here in the United Arab Emirates. The Dubai Health Authority is pleased to provide its support to the Arab Health conference for it greatly benefits the medical community as well as creates awareness about healthcare issues amongst the general public."

H.E. Qahdi Saeed Al Murooshid, Director General, Dubai Health Authority

Highlights of the Arab Health Congress 2010

- Leaders in Healthcare Conference:** The Leaders in Healthcare Conference, in its sixth year, has become the must attend event for the Arab Health Congress. This year's theme "Sustainable Healthcare Systems" provided timely information from industry experts on issues that affect every healthcare organisation. The 500 participants voted on the Leaders in Healthcare Business Forum Outcome Statements and will have the opportunity to offer their solutions to these issues which will be presented in a follow up forum next year.
- The 2010 edition of the Medical Imaging & Diagnostics Conference** was the tenth anniversary edition of this extremely popular conference which saw more than 1000 delegates attending this event.
- The 3rd Middle East Urology Update**, also experienced a steady increase in delegate numbers compared to last year. In 2010 more than 100 core specialist urologists attended the conference.
- Another popular conference for 2010 was the sold-out **Middle East Laboratory Management & Medicine Congress (MEDLAB 2010)**. An impressive panel of regional and international experts presented new ideas, updates and insights on diagnostics testing to the 1500-strong audience.

"The Leaders In Healthcare conference was very beneficial and very good. I will definitely look at sustainability in a new way"

Nasim Ahmad, HAS Officer Al Noor Hospital, Abu Dhabi

"The Medlab conference was perfectly organised, the information provided was fantastic and it was an ideal opportunity to meet with people from all over the world"

Dr Jiri Skalicky, Regional Hospital, Czech Republic

Arab Health Awards



Healthcare pioneers in the United Arab Emirates, the Kingdom of Saudi Arabia and Jordan were honoured for their contributions towards regional innovation and development in the Arab Health Achievement and Innovation Awards.

The awards were presented in front of more than 700 of the region's leading healthcare professionals at a gala dinner on 26 January 2010 at the Grand Hyatt Hotel, Dubai.

Abu Dhabi Health Services Company (SEHA) was the diamond sponsor of this year's Arab Health Awards. The gold sponsors were Roche, Miele, Cerner, dothealth, Microsoft Health Vault and Microsoft Amalgam.

The 2010 winners were:



Show promotion

PR

Arab Health 2010 benefited from a continuous PR campaign conducted by our in-house Public Relations team and supported at the event by Shamal Marketing Communications. Over 538 articles in English and 231 articles in Arabic were published about Arab Health. Over 500 media personnel from more than 20 countries attended Arab Health 2010 to cover the event.

Website

www.arabhealthonline.com received over 213,000 visitors in 2009. The website also facilitates online visitor and delegate registration, various downloads and subscriptions. The Arab Health website received over 850 sales enquiries for conference booking or exhibiting every month. The number of visitors pre-registering online increased by 30% in comparison to the 2009 event.

Email Campaign

Monthly e-newsletters and email broadcasts were sent to targeted segments of the Arab Health database. Over 2,800,000 email shots have been sent out during the year to promote the event.

Fax Campaign

Visitor and delegate fax campaigns were conducted across the Middle East to raise awareness of the show, drive traffic to the website and encourage visitor pre-registrations via a fax back facility and the online pre-registration facility. Over 15,600 fax shots have been sent to a segmented database.

Opt-in text reminding

Nearly 30,000 individuals from across the UAE opted in to receive updates and reminders on their cell phones, making it an excellent tool to ensure maximum attendance at the event.

Direct Marketing

Over 246,000 targeted mailings including brochures, postcards and free visitor tickets were sent to segments of the Arab Health database over a six month period leading up to the show, encouraging people to pre-register their visit to the exhibition.

VIP Invitation Pack

6,421 VIP invitation packs and invitations were sent to key decision makers and influencers in the Middle East healthcare industry.

Poster Campaign

A series of posters promoting both the exhibition and congress were placed in all UAE hospitals, clinics and Ministry of Health locations to further increase awareness of the event and to encourage greater visitor numbers.

On-site promotions/Raffle draws

In 2010 the organisers of Arab Health ran four different promotions to encourage visitor traffic to the show. During Arab Health, the organizers gave away over 2,000 prizes. All pre-registered visitors, delegates and VIP visitors had two entries for our promotions.



Car raffle prize draw

The prize draw was open to visitors and delegates of the Arab Health Exhibition and Congress.

One kilo of Gold Raffle

This promotion was open only to practising healthcare professionals.



Around the World with Arab Health

This promotion was open only to dealers and distributors.



Scratch and Win promotion

All attendees including exhibitors participated in this promotion.

As a result of these promotions, the conversion rate of the pre-registered visitors to attendees has increased by 24% in comparison to Arab Health 2009 and 42% of visitors said that these promotions encouraged them to attend the show. 80% of visitors liked the promotions and want them to be held in 2011 again.



Advertising

Over 80 advertisements were published in leading regional and international healthcare journals and magazines promoting Arab Health including Arab Health Magazine, MEDLAB Magazine and Imaging and Diagnostic Magazine with a regular readership of over 150,000 medical professionals..



Arab Health 2010 cooperated with different international media partners throughout the year including Arab Dental, Arab Medico, The Arab Hospital, Concept Media, HospiMedica, LabMedica, Medical Imaging International, International Hospital, Clinical Laboratory International, Infomedix, Indiamart.com, KIMES, MENA Health World, MEPH. The Arab Health media partners exhibited in Media Village, a special area for Healthcare Media companies. Visitors could also relax and read the Arab Health partner publications in the Media Zone.

Show Dailies

Four issues of the Arab Health show daily magazine were distributed during the show to create greater awareness amongst visitors about a variety of events taking place on each day. Exhibitors were also able to advertise within the publication in order to attract greater visitor numbers to their stands.



About the Organiser

IIR Middle East's Life Sciences Division produces more than 50 conferences and forums which enable medical professionals to understand better the latest trends in the Middle East healthcare sector, as well as of course producing major healthcare exhibitions such as Arab Health, the Abu Dhabi Medical Congress and Pharmaceuticals & Biotechnology Middle East.



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