



ARAB HEALTH



Independent Post Show Report 2008

Organised by:



Members of:



The data for this report was independently compiled by:



www.arabhealthonline.com



ORGANISED BY:



IIR MIDDLE EAST

CONFERENCES EXHIBITIONS TRAINING

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IIR Middle East

PO Box 28943, Dubai
United Arab Emirates

Tel: + 971 4 3365161

Fax: + 971 4 3364021

Email: arabhealth@iirme.com

URL: www.iirme.com

www.arabhealthonline.com

DATES & VENUE:

28th – 31st January 2008

Dubai International Convention and
Exhibition Centre
United Arab Emirates

EXHIBITORS SUMMARY:

| | |
|---------------------------------------|-------------------|
| Years Show Has Run: | 33 years |
| Floor Space Occupied: | 65,000 sqm |
| Number of Exhibitors: | 2,154 |
| Exhibiting Countries: | 60 |
| National / Industry Pavilions: | 30 |

VISITORS / PARTICIPANTS SUMMARY

| | |
|-------------------------------|---------------|
| Total Attendance: | 49,202 |
| Visitors: | 44,390 |
| Delegates: | 4,812 |
| Average Days Attended: | 2.75 |

FUTURE DATES & VENUE

26th – 29th January 2009

Dubai International Convention and
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



Department of Health
and Medical Services



Health Authority
Abu Dhabi

ARAB HEALTH VERTICAL SECTIONS



SPONSORS:

ABHI - UK Pavilion
AGFA
American Heart of Poland
American Hospital Dubai
Arabian Automobiles
Aruba
Bayern International
Carestream Health
Cleveland Clinic
Cryo-save
Dubai Healthcare City
Dubai Bone & Joint
Dubiotech
Egypt Pavilion
Emaar Healthcare
Fenin
GE Healthcare
Herman Miller
IBA Worldwide
IBM
Italian Trade Commission
Karl Storz
Lawson
Lenovo
Mednet
Microsoft
MSD
Mubadala
Olympus Keymed
Perot Systems
Philips
ROCHE
Satyam
Saudi German Hospital
Siemens
Singapore Medicine
Spacelabs
UBI France

THE LEADING INTERNATIONAL HEALTHCARE EVENT

The 2008 edition of the Middle East's largest healthcare event, Arab Health concluded at the Dubai International Convention and Exhibition Centre after achieving record success through display of the latest medical breakthroughs and technical developments and attracting participants from over 130 countries.

The multi-track Arab Health Congress encompasses 18 internationally accredited conferences in specialised areas of medicine, surgery and healthcare management. Featuring more than 400 internationally respected speakers and thousands of delegates Arab Health Congress 2008 continued to dominate the healthcare literary events around the globe as the largest event of its kind in the world.

MARKET BACKGROUND

International reports estimate the Middle East's healthcare sector is worth US\$74 billion, and is growing at a rate of 16% annually. The sector, analysts suggest, is emerging as one of the fastest growing and most attractive markets for the world's hospital equipment and services companies, with expenditure on healthcare in the region predicted to continue rising for several years to come. The healthcare spending alone in the Gulf Cooperation Council (GCC) countries is forecast to reach \$60 billion annually by 2025 – a fivefold increase over current spending, indicating massive continuous demand for the foreseeable future and triggering phenomenal response from the international manufacturing and service industry.

New models of private and public sector collaboration in healthcare are emerging in the Arabian Gulf as the region grapples with the challenge of unprecedented growth, according to industry experts.

Arab Health presents the perfect opportunity for industry players from around the world to benefit from the burgeoning demand in healthcare sector, not only in the Middle East, but around the world by meeting some of the biggest buyers and users at an event that offers unmatched lucrative opportunities.



EXHIBITORS CONFIRM SUCCESSFUL SHOW

RESULTS FROM EXHIBITOR SURVEY CONDUCTED ONSITE

The main reasons for exhibiting were:

- 80.8% Seek contacts for future business
- 64.5% Meet existing clients or partners

Other reasons...

- To look for local agent 42.36%
- To raise profile of company/org 33.50%
- Support local existing agents 22.17%
- To test the Middle East market for first time 15.60%
- To seek immediate business 16.26%
- To monitor activity of competitors 15.60%

91% of exhibitors would recommend exhibiting at Arab Health

90.3% of exhibitors stated that the Number of visitors met or surpassed their expectations

95.5% of exhibitors stated that the Quality of visitors met or surpassed their expectations

84% of exhibitors expressed satisfactions over return on investment by exhibiting at Arab Health

94% of exhibitors had met or surpassed their overall objectives for participating at Arab Health

80% of exhibitors confirmed their stand booking for 2009 onsite at Arab Health 2008

EXHIBITORS BY COUNTRY

| | | | |
|----------------|-----|-----------------|-------------|
| Argentina | 1 | Malaysia | 25 |
| Australia | 29 | Mexico | 1 |
| Austria | 26 | Monag | 1 |
| Austrian | 1 | Netherlands | 23 |
| Bahrain | 1 | Oman | 1 |
| Bangladesh | 1 | Pakistan | 4 |
| Belgium | 55 | Poland | 17 |
| Brazil | 39 | Portugal | 1 |
| Canada | 27 | Qatar | 2 |
| China | 209 | Russia | 4 |
| Czech Republic | 27 | Saudi Arabia | 20 |
| Denmark | 18 | Singapore | 15 |
| Egypt | 53 | Slovak Republic | 1 |
| Finland | 13 | Slovenia | 2 |
| France | 105 | Spain | 44 |
| Germany | 358 | Sudan | 1 |
| Greece | 2 | Sweden | 16 |
| Holland | 1 | Switzerland | 34 |
| Hong Kong | 10 | Syria | 2 |
| Hungary | 6 | Taiwan | 90 |
| India | 86 | Thailand | 7 |
| Indonesia | 3 | Tunisia | 2 |
| Iran | 27 | Turkey | 45 |
| Ireland | 5 | UAE | 166 |
| Italy | 121 | UK | 134 |
| Japan | 12 | Ukraine | 3 |
| Jordan | 6 | USA | 139 |
| Korea | 82 | WALES | 4 |
| Kuwait | 4 | Yemen | 1 |
| Latvia | 1 | | |
| Lebanon | 10 | | |
| Lithuania | 1 | TOTAL 62 | 2154 |

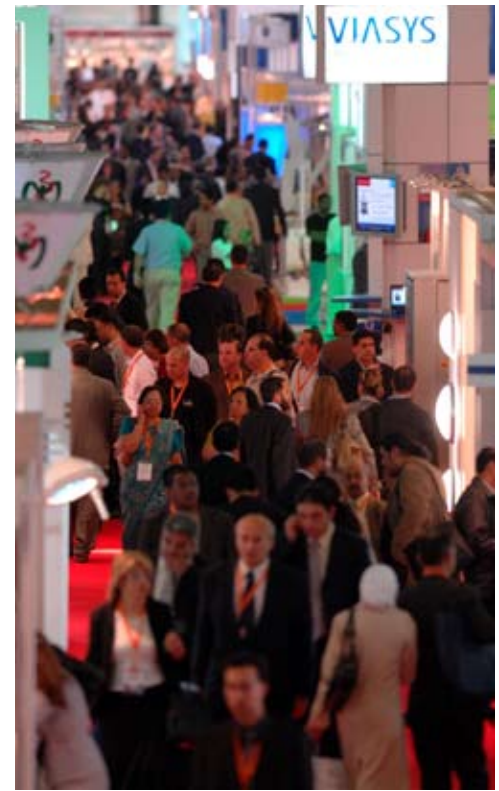


“Arab Health is the greatest science gathering in the Middle East and the Arab world. It is a world class medical and healthcare event where the latest medical technologies are revealed and healthcare achievements are addressed. I am confident that all the expertise brought to Arab Health by the health industry and the scientists will benefit the development of the medical sector and health knowledge, which will eventually serve the entire the world’s population.”

His Excellency Mr. Humaid Al Qutami
Minister of Health, United Arab Emirates

COUNTRY PAVILIONS

| | | |
|----------------|-----------|----------|
| Australia | Finland | Spain |
| Austria | France | Sweden |
| Belgium | Germany | Syria |
| Brazil | India | Taiwan |
| Canada | Iran | Thailand |
| China | Italy | Turkey |
| Czech Republic | Korea | UK |
| Denmark | Malaysia | USA |
| Holland | Poland | |
| Egypt | Singapore | |



“Arab Health’s importance is growing, both in terms of attending participants and the overall interest it generates. The event allows us to showcase our full range of leading solutions... ensuring we are able to properly and effectively inform the healthcare industry in the Middle East of our capacities and capabilities.”

Herman Raats
General Manager Export, Agfa HealthCare

‘Siemens Healthcare is proud to partner with Arab Health. Arab Health 2008 has been beneficial to all providing an important platform on which to interact with leading healthcare experts from across the globe.’

Maurice Faber
Head, Siemens Healthcare - Middle East



INTERNATIONAL VISITORS BREAKDOWN

Country of Origin

GCC States:

| | |
|--------------|--------|
| UAE | 43.90% |
| Saudi Arabia | 9.10% |
| Kuwait | 2.60% |
| Oman | 2.10% |
| Qatar | 1.30% |
| Bahrain | 1% |

Middle East & Northern Africa

| | |
|---------|-------|
| Iran | 8.30% |
| Egypt | 2.20% |
| Jordan | 1.90% |
| Syria | 1.50% |
| Lebanon | 1.20% |
| Sudan | 1% |
| Libya | 0.98% |
| Yemen | 0.97% |

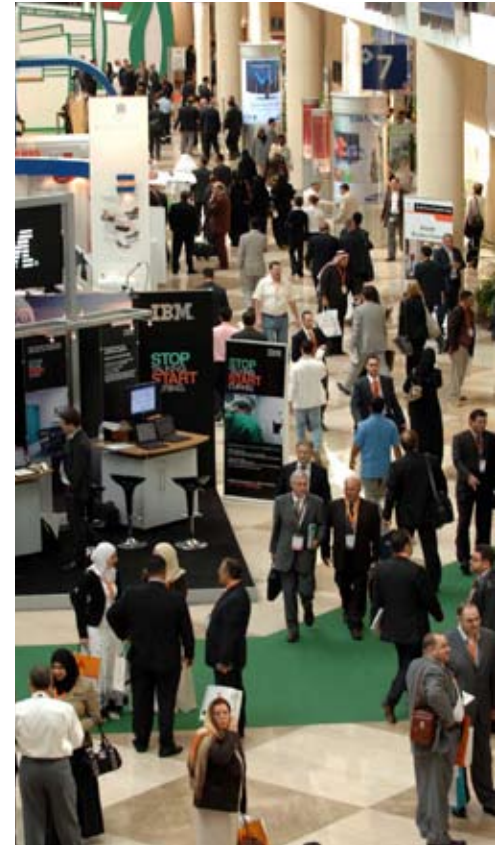
Rest of the world **21.88%**

“The Middle East market provides an opportunity to really implement the healthcare systems of the future, instead of taking existing old healthcare systems and trying to change them into a system for the future. That is the reason why we are so excited to be a part of Arab Health.”

Jan De Witte
General Manager, International Services at GE Healthcare

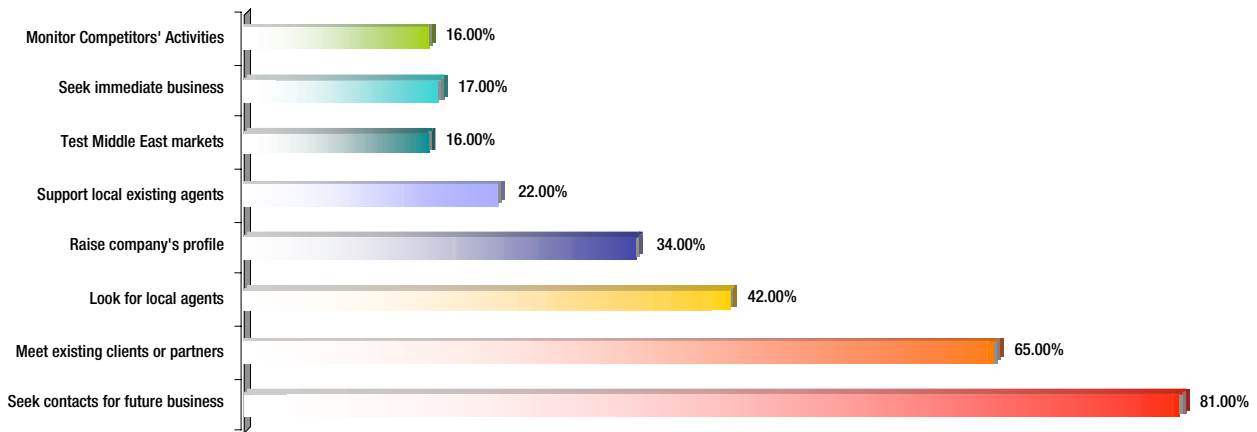
“Regional leaders should be commended for striving to adopt lessons learned from throughout the world. Arab Health demonstrated that healthcare can be transformed through the appropriate deployment of technologies.”

Dr Kevin Fickenscher
Chief Medical Officer, Perot Systems

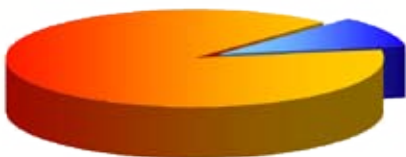


More than 130 countries from around the world were represented by visitors at Arab Health 2008

Reasons Visitors Attended Arab Health



89.7% of visitors stated that variety of exhibitors met or surpassed their expectations



84.5% of visitors had their expectations met or surpassed on quality of exhibitors

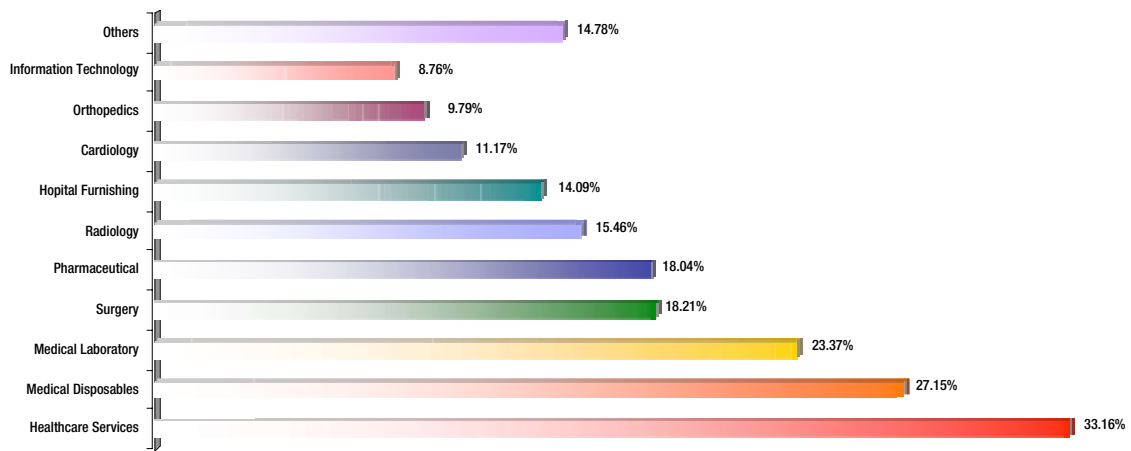


61% of visitors had planned their visit up to 3 months before the show





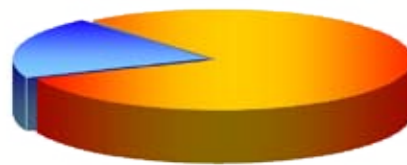
Visitors Products of Interest



79.7% of visitors had received invitations / promotion material from organisers



79.9% of visitors intended to attend 2 or more days of the exhibition



ARAB HEALTH CONGRESS

The Arab Health Congress is the world's largest multi-track series of conferences providing high caliber CME accredited education to medical professionals in the Middle East. The 2008 edition of Arab Health Congress featured 18 conferences running concurrently with the exhibition throughout the four days of the event.

Attended by thousands of delegates from worldwide, Arab Health Congress is a unique forum for the medical professionals to equip themselves through interaction with leading researchers, scholars and renowned speakers as well as information on latest practices and technologies. The Congress is a unique platform and an excellent opportunity for companies to meet the end users and promote their products directly to a highly targeted audience.



AACME Accreditation

As part of Arab Health's endeavors to remain at the forefront of continuous medical education within the region, all conferences are accredited with the American Academy of Continuing Medical Education (AACME), recognised in more than 90 countries as one of the world's most respected accreditation bodies.



Delegates attending the Arab Health Congress are issued with an AACME certificate, which can be used towards maintaining their annual quota of CME credits.



Conferences at Arab Health 08

- Leaders in Healthcare
- 8th Medical Imaging and Diagnostic Conference
- Hospital Design and Upgrade - HDU
- Information Technology in Healthcare
- Healthcare Insurance Forum
- Healthcare Management Forum 2008
- Molecular Imaging and PET/CT Conference
- Musculoskeletal Conference 2008
- Middle East Laboratory Management and Medicine Conference
- Middle East Anaesthesia Conference
- Middle East Paediatrics
- Surgery Congress
- Vascular Interventional Therapy
- Interventional Cardiology
- Orthopaedics Congress
- Global Healthcare Marketing
- Middle East Urology 2008 Updates
- Middle East Obs-Gyne Conference



SHOW MARKETING & VISITOR PROMOTION

The principle target areas for visitor promotional activities for Arab Health 2008 were GCC countries, including the UAE, Saudi Arabia, Kuwait, Oman, Qatar and Bahrain as well as important healthcare buying countries from the Middle East and Northern Africa (MENA) region, including Lebanon, Jordan, Syria, Egypt, Yemen and Iran.

Other targeted regions included South, Central and West Asia, Africa and Europe.

Marketing activities promoting the show amongst all targeted visitor groups included:

Press Releases

Shamal Marketing Communications were appointed as the Official PR Company for Arab Health 2008. SMC added value to the already established brand equity that Arab Health enjoys through being continuously carried in various forms of the media. More than 1,000 pieces were written on Arab Health 2008 within only 3 months before the event.

Press Conference

A major press conference was held before the show underscoring the importance of Arab Health. This press conference was addressed by:



Mr. Nasser Khalifah Al Bodoor, Assistant Undersecretary for International Relations and Health Affairs, Director for the Minister's Office, Ministry of Health

Dr Ayesha Abdulla, Chief Officer of the Center for Healthcare Planning and Quality, Dubai Healthcare City

Mr. Omar Al Shunnar, Executive Director, EMAAR Healthcare Group

Mr. Simon Page, Group Director of Life Sciences at IIR Middle East



Media Packs and Online Press Information

Press releases and complete media information was made available to key regional and international healthcare industry media as well as newspapers, public relations agencies and free lance reporters through the Press Centre at show website. The website was also open to online media pre-registrations for journalists and members of press & media to gain preferential entry into the show.

“The Arab Health conferences and exhibition are the perfect places to showcase our advanced technologies. They were also the best medium to communicate our latest breakthrough solutions to an audience of high profile executives in healthcare sector.”

Takreem El-Tohamy
General Manager IBM Middle East, Egypt, and Pakistan

“Arab Health keeps getting better every year. It is the premier conference and exhibit venue in the Middle East. If you are serious about doing business in the GCC, your participation at Arab Health is a must.”

Jim Blazar
Cleveland Clinic – Mubadala

Achievements Acknowledged at Arab Health 2008



The Arab Health awards recognise excellence and outstanding achievement of individuals, hospitals, departments, teams and organisations that have contributed to the growth and development of the Arab health industry.

The winners were:

Specialist Achievement - Imaging and Diagnostics
NMC Specialty Hospital, Dubai, for an integrated radiology information and image management system.

Specialist Achievement – Surgery
Tawam Hospital, Al Ain, for advances in cardiovascular intervention therapy.

Specialist Achievement – Laboratory
American Hospital, Dubai, for the Department of Pathology and Laboratory Medicine

Specialist Achievement - Quality Healthcare Improvement Initiative
Tawam Hospital, for a contractors partnership programme.

Special Achievement - Emergency Medical Services
The leadership team of InterHealth Canada at the Rashid Hospital Trauma Centre, Dubai.

Special Achievement - Information Technology
Dubai Healthcare City for a healthcare information reporting and analysis system.

Hospital Education/Training
Saudi German Hospitals Group for initiating an evidence-based medicine project.

Infection Control Initiative
Tehran Heart Centre, Tehran University of Medical Sciences, Infection Control Committee.



Arab Health Golf Classic
– A Leisurely Retreat for the Participants

“Arab Health has been a very important event for many years. This year I wanted to see this amazing healthcare congress and trade show with my own eyes. As Philips, we prefer to listen and exchange ideas before we come to solutions. This visit to Arab Health has been a unique occasion to do exactly that.”

Steve Rusckowski,
CEO, Philips Healthcare



Website

The show website, www.arabhealthonline.com had been a major component of visitor promotion throughout the year, offering up to date news on the industry as well as the show itself, new promotions, incentives and the complete list of exhibitors together with the products that they deal in. The website allowed easy access to online visitor pre-registrations, various downloads and subscriptions. Receiving more than 10 million page hits each year, the Arab Health website served as an ideal promotional tool for the sponsors.

Monthly E-newsletter

The monthly newsletter, reaching out to more than 80,000 subscribers worldwide, carries the latest news in regional healthcare industry and serves as an excellent tool to attract participation to the show. The newsletter highlights important information for the benefit of its readers and supports sponsors through providing instant access to relevant information for the readers.



VIP Invitation Pack

A VIP invitation pack was mailed to all the important decision makers and key influencers in the Middle East healthcare industry, including CEO's of hospitals in the GCC. This included regular visitors from past three years to acknowledge their support to the show.

Fax Campaign

Visitor fax campaign was carried out successfully in two phases, targeting hospitals and individual healthcare professionals across the region. The fax campaign encouraged online pre-registrations while providing an option for pre-registration through a fax back form.

Direct Marketing

This comprehensive campaign included mailing of postcards and free visitor tickets at different times to different sets of the database at varying times over a 5 months time period leading up to the show.

Email Campaign

Regular email broadcasts, specifically targeting different segments of the healthcare industry individually, were sent. These supported the fax and mail campaigns encouraging healthcare professionals to pre-register for the exhibition.

Visitors who had pre-registered their visits already were targeted differently with information on travel, commuting and accommodation to maintain continuous contact with them and ensure their convenient visit to Dubai for Arab Health.

Poster Campaign

Various Congress and exhibition promotion posters were produced and placed in all the leading hospitals, ministries, clinics etc across the GCC, encouraging staff and visiting faculty to register for Arab Health.

Free CME Giveaway

Following success in encouraging health professionals to attend Arab Health by providing continuing education opportunities through internationally accredited CME courses, more than 20,000 DVD's were produced and distributed at Arab Health 2008 offering 5-hour CME courses in 9 disciplines.

Raffle Draws

The raffle draws before and at Arab Health proved to be not only effective in drawing interest of the visitors into being part of the event, but also established this activity as a major source of creating brand awareness for new products to be introduced into the targeted regions served by Arab Health. One car and three laptops were given away at Arab Health 2008 benefiting the sponsors with massive brand awareness and sales leads.

Show Dailies

Adding to the pre-show promotional activities, Show Dailies proved effective in adding to the interest of visitors onsite while making sure they do not miss out on any important exhibitors or events running alongside the exhibition. The 4 issues of Arab Health Dailies effectively attracted greater number of visitors to the advertisers' stands at the show.

Advertising

Advertisements were run in all the major dailies in the UAE and across the GCC attracting visitors to the show. In addition, advertisements were published in all leading regional and international healthcare journals and magazines with editorial coverage on Arab Health.

Magazine Inserts

Adding to advertising campaign in 10 leading regional and international magazines, several magazine inserts were done to reach out to maximum number of prospective visitors and encourage them to visit Arab Health 2008.

Arab Health Magazine

The Arab Health Magazine is the highest circulated medical publication in the Middle East, with a regular readership of over 150,000 medical professionals in the region. The magazine provides readers with a unique insight into healthcare management in the region and is an excellent tool for branding the healthcare portfolio.

Medlab Magazine

Medlab Magazine is the region's only dedicated publication for the booming medical laboratory industry, with a circulation of nearly 15,000 individual contacts. The magazine offers ideal opportunity for specialist suppliers to reach this lucrative and growing industry sector in the Middle East.

Arab Health Imaging Supplement

The Arab Health Imaging Supplement aims to encourage debate and the exchange of information and opinion from within the field of diagnostic medical imaging as the only specialised industry publication with a quarterly circulation now nearing 10,000.

Opt-in Text Reminding

Nearly 20,000 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.



ABOUT THE ORGANISERS



IIR MIDDLE EAST

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Institute for International Research (IIR) is part of Informa plc. and is the world's leading knowledge and skills transfer company with a global network of over 45 companies and 109 operating units. IIR Middle East runs over 500 business conferences, seminars and trainings annually and manages a growing portfolio of over 20 industry-led exhibitions.

IIR Middle East

PO Box 28943, Dubai
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Tel: + 971 4 3365161

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THE VENUE

The Dubai International Convention and Exhibition Centre is the Arabian Gulf's largest, most up to date and purpose built exhibition venue featuring all facilities at par with international standards.



The Centre is in close proximity to the Dubai International Airport as well as major hotels, malls and business districts.

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