



HEALTHCARE TRAVEL EXHIBITION & CONGRESS

2008 POSTSHOW REPORT

2 – 4 November 2008 • Al Bustan Rotana Hotel
Dubai - United Arab Emirates

Organized by



Healthcare Travel Exhibition and Congress was launched in 2008 and is a global event dedicated to the complete supply chain of the Medical Travel Industry. This event encourages a continuous discussion about the development of Healthcare Travel and Medical Tourism. To facilitate interaction throughout the year, the event takes place biannually – in Dubai and in Singapore.

Healthcare Travel Exhibition and Congress is organized by **IIR Middle East**, the region's leader in conferences and exhibitions. Arab Health is the flagship event of the Life Sciences division of IIR Middle East. Arab Health is the world's second largest medical event attracting over 50,000 visitors. Other events organized in the Life Sciences field are:

- Abu Dhabi Medical Congress
- Dentistry
- Hospital Build
- International Congress for Aesthetic, Anti Aging Medicine & Medical Spa
- Middle East update in Otolaryngology Conference
- Obs – Gyne Exhibition & Congress
- Pharmaceutical and Biotechnology Middle East & Pharma
- Rheumatology
- Sight
- Vet Middle East

Healthcare Travel Congress 2008 comprised of 4 industry dedicated conferences and was attended by over 500 participants. Conferences and Workshops held during the 3-day event:

Healthcare Travel Congress – Covered the entire supply chain of healthcare travel and how global partnerships and long term relationships help to expand and enhance businesses.

Global Healthcare Marketing – Discussed the latest marketing strategies that are being used to promote healthcare travel globally and puts organisations ahead of their competitors.

International Healthcare Operations – Best practices were shared by healthcare industry professionals and global industry peers to establish effective healthcare operations and implementation of savings on operational costs.

Financing & Insurance of Healthcare Travel – Highlighted the development of hospital networks, legal and task liability for healthcare planning and employer groups offering medical travel benefits.

Workshops

- ✓ Legal issues associated with Healthcare Travel
- ✓ Leveraging branding to create a sustainable competitive advantage

“We treated 420,000 foreign patients last year. In 28 years of treating foreign patients we haven't seen a decline. We have the world's largest outpatient facility and we have seen continued robust demand. Medical tourism is real, available and has immediate effect.”

Curtis Schroeder - Group CEO
Bumrungrad International Hospital



Show Profile

Date: 2 – 4 November 2008

Venue: Al Bustan Rotana Hotel, Dubai

Floor space occupied: 1536 sqm (gros)

Exhibitors

Number of stands: 27

Exhibiting Countries: 11

Participants

Delegates and visitors: 598

Countries represented: 38

The exhibition offered participating companies a cost effective opportunity to communicate directly with decision makers in the industry and gain immediate feedback on products and services. Exhibitors furthermore had exclusive possibilities to enter partnerships and long term strategic alliances with speakers, delegates and visitors alike.

“We’ve had good visibility here. We’ve had a lot of exchange of experience amongst colleagues from around the world. On the conference side the sessions were very informative. The topics are very important and I can only assume it will attract more delegates and exhibitors next year.”

Naser Saleh - Director of Marketing & Sales
American Hospital, Dubai, United Arab Emirates

The Healthcare Travel congress was officially opened by **Dr Haidar Al Yousuf, Transition Director at the Dubai Health Authority (DHA)**, who highlighted the importance the authority is placing on the future of medical tourism:

“We recognise the future role health will play in making Dubai an attractive place for others outside of Dubai seeking a wide range of healthcare services. The healthcare sector in Dubai will become an increasingly attractive place for international healthcare investors, providers, services, facilities and healthcare professionals,” he said in his opening speech. *“We want to harness this potential. By learning from the experience of others and by building strategic relationships with local, regional and international partners, health will continue to play its part in the exciting development of this very unique city.”*

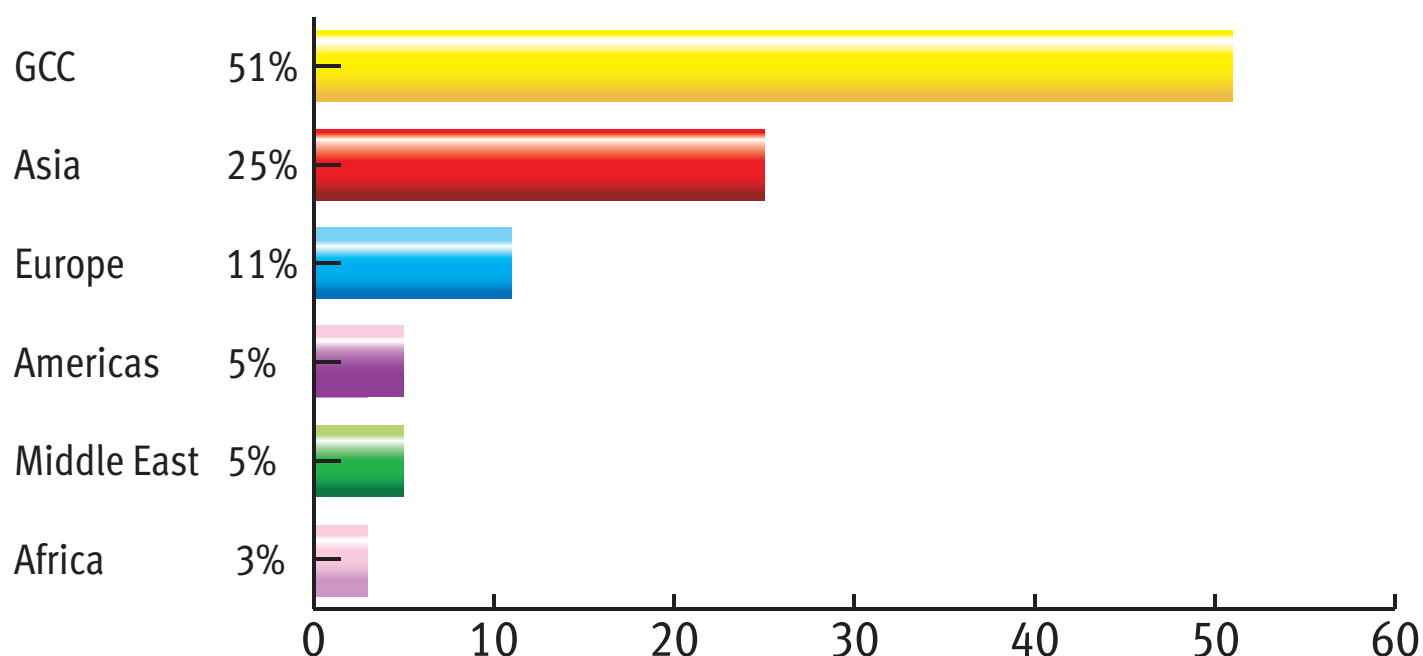


Participants profile

- **Medical**
 - Hospitals
 - Medical centers and clinics
 - Ambulance services
- **Government**
 - Medical Authority
 - Department of Tourism
- **Hospitality**
 - Spa & Holistic Centers
 - Hotels
- **Travel Agents**
 - Medical Travel Companies
- **Insurance**
 - Medical Tourism & Health Insurance Centers
- **Medical Information Technology Companies**
- **Media**

Geographical breakdown of participants

Healthcare Travel figures post show report





Supported by

UAE Ministry of Health
Dubai Health Authority
Health Authority of Abu Dhabi
Medical Tourism Association

In Association with

International Medical Travel Association

Online Media Partners:

Placidway
Medical Travel Today
Medinet India
ArabMedicare.com
Treatment Abroad
IMTJ

Exhibitor Feedback

“First time to exhibit in Dubai, very impressed, great opportunity to meet interesting people. Excellent feeling and vibe to the show. Lots of interest from delegates to learn about our services – very well organised”

Joanna Matsentides - Director
Picture Perfect Medical Coordinators, Cyprus

“In the near future medical travel will become big business, so a congress like this is very important. We expect this development to happen soon so this event has come along at the right time. Japan will become a promising market for people interested and involved in Global Healthcare, Medical Tour International & Healthcare Travel Middle East will be pivotal in making this happen.”

Dr Kazunori Fujimoto - Managing Director
Medical Tour International

Delegate feedback

“I would like to thank you all for this great event, at all levels. It was extremely interesting and rich in new ideas and concepts concerning the Healthcare Tourism Industry worldwide. Also the speakers’ presentations, exhibitors, etc. were all great! Thanks again for all your efforts, and hope to see you all very soon (in Beirut maybe).”

Sami A. Rizk - V.P. & Deputy G.M.
Clinique Dr. Rizk, Beirut, Lebanon

Healthcare Travel magazine

Healthcare Travel magazine is a quarterly magazine entirely dedicated to the supply chain of the medical travel industry. Under the guiding theme of “the Globalisation of Healthcare” and with a circulation of over 5,000 copies, it brings together the entire cluster involved in medical travel in one publication completely devoted to this growing sector. The magazine’s content includes:

- Global healthcare marketing
- International healthcare operations
- The financing and insurance of healthcare travel
- Enabling medical travel through technology
- Challenges in healthcare travel

Travelling abroad for medical treatment is one of the major trends in medical care. The healthcare travel industry is growing at 15-20% annually and it is estimated that total gross medical tourism revenues will rise from \$56 billion to \$100 billion by 2012. The Healthcare Travel magazine offers advertisers and readers a unique opportunity to help them to stay ahead of the competition in this rapidly developing industry.



Promotional Activities

Media Coverage

A continuous press campaign runs throughout the year to global healthcare, travel, tourism and dedicated medical tourism publications featuring news about Healthcare Travel. Media activity includes print media such as magazines and newspapers as well as extensive on-line coverage.

E-Newsletter

The entire Healthcare Travel database is updated on a monthly basis with a comprehensive e-newsletter containing the latest news in the global industry.

Email and fax broadcasts

Information about the event is regularly communicated to potential exhibitors, delegates and visitors worldwide.

Direct Mail

Sales brochures, conference brochures, postcards and visitor tickets are mailed on a regular basis both regionally and internationally.

Telemarketing

A dedicated team of sales professionals regularly contacts key delegates and professionals from the industry to ensure their attendance.

Website

This is the primary medium from which the event is promoted. Since its launch in May 2008, the website has attracted over 15,000 unique visitors.

Future Dates & Venue

27 - 29 October 2009
Dubai International Exhibition Centre
United Arab Emirates

Healthcare Travel Exhibition & Congress Singapore

The Singapore edition of Healthcare Travel Exhibition and Congress is scheduled to take place from 28 - 30 June 2009 at the Fairmont Hotel, Singapore.

Healthcare Travel Exhibition & Congress Singapore will continue as a groundbreaking platform bringing together macro level decision makers on healthcare policy with payees of medical travel, specialized medical suppliers, travel providers, medical facilities and representatives from major medical tourism destinations all under one roof making this exhibition and congress truly representative of the total international medical travel industry.

