

Healthcare

International Medical & Dental Exhibition

16 – 19 April 2009

Damascus Fairground, Syria

POST SHOW REPORT

Organized by:



ARABIAN GROUP
المجموعة العربية للمعارض

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The International Dental Exhibition

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The 11th edition of HEALTHCARE took place at Damascus Fairground from 16 – 19 April 2009. Numerous major pharmaceutical and medical local, Arab and International companies participated at 2009 edition indicating the growing interest in the event and the success they have heard about.

Participants achieved their objectives and goals through participating in HEALTHCARE which was created to provide adequate incentives to attract the largest number of visitors who are interested in the exhibition's



specializations; HEALTHCARE annually attracts participants from major pharmaceutical and medical local, Arab and International companies. HEALTHCARE provides a good opportunity for participants to promote their brands and to present their new products and services in a comprehensive platform to their targeted clients as well to the largest possible number of those who are interested to stay up to date with the latest developments, news and innovations in this important and vital sector.



HEALTHCARE 2009 coincided with 3 major conferences where a number of remarkable Arab and foreign speakers presented varied and diverse topics:

“The Third Damascus Doctors Conference”

“Third Congress in Dentistry”

“The Scientific Conference for Dental Technicians”

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Recent studies indicates that the annual medical expenditure for a Syrian citizen has been raised to US\$85 in 2007 from US\$60 in 2003 representing 4.5% of GDP.

Syrian Government allocated approximately 40 billion Syrian Pound (US\$850 millions) for improving the health and medical sectors In 2008, there were a total of 469 hospitals in Syria (114 public with 21,104 beds and 355 private with 7,646 beds) with an average of 667 persons per bed, in addition there are 1,315 health centers distributed across Syria.

The Syrian Investment Board has exempted / supported more than 25 investing medical projects. These projects included setting up hospitals and drug factories in addition to offering medical supplies with the cost of SP 4 billion (US\$85 millions). These developments came as a result for applying the rules of the Investment Law No. / 8 /.

Currently the Syrian Ministry of Health negotiates with the European Investment Bank to obtain fund for founding 22 new medical projects in 2009 and 2010 costing US\$300 millions. Some of these projects are Pediatric Hospitals in Damascus, Tartous, Rakka and Hassakah with sum of 360 beds, Heart - Disease Center in Deir Elzour with a capacity of 160 beds, Tumor Centers in Homs and in Aleppo with the capacity of 160 beds each.

Added to that, there will be several new 60-bed hospitals in the Syrian countryside for serving patients; thus helping big hospitals in Syrian cities present more medical services for all citizens.

The above Information is according to Directorate of Planning & International Cooperation – The Syrian Ministry of Health.

Huge medical projects and centers are under consideration. The Syrian Ministry of Health will be working on replacing the current medical equipments i.e. (CT-Scan, MRI, ... etc.), medical, first-aid supplies and furniture in 82 hospitals according to its annual balance sheet.

FACTS & FIGURES

Estimates of Population actually living in Syrian in 1st January 2008 was:

19,405,000 inhabitant
9,917,000 Male
9,488,000 Female

In 2007, there were:

29,506 Doctors (Average 683 persons per doctor)

13,742 Dentist (Average 1,395 persons per dentist)

14,895 Pharmacists

19,524 Health Technicians

30,672 Nurses

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HEALTHCARE 2009 attracted 125 companies representing 480 international and local brands from 42 countries

It is worth mentioning that the majority of participants announced that their participation was fruitful and successful as the size of the exhibition itself is increasing year-after-year and the number of visitors and participants is also on the rise.

Upon asking about exhibitors' objectives in attending HEALTHCARE 2009;

- | | |
|---|-------------------------------------|
| 67% to identify new clients | 50% to increase sales volume |
| 64% to promote new products | 28% to observe the market |
| 61% to reinforce company situation in the market | 8% to get new agencies |

69%

of exhibitors stated that their over all objectives had been met.

64%

of exhibitors stated that participating at the show has a high ROI.

76%

of exhibitors are intending to participate at Healthcare 2010



Countries Represented:

- | | |
|----------------|-----------------|
| Australia | Malaysia |
| Austria | Mexico |
| Belgium | The Netherlands |
| Brazil | Pakistan |
| China | Poland |
| Croatia | Portugal |
| Cyprus | Saudi Arabia |
| Czech Republic | Scotland |
| Denmark | Slovenia |
| Egypt | South Africa |
| France | Spain |
| Germany | Sweden |
| Hong Kong | Switzerland |
| Hungary | Syria |
| India | Taiwan |
| Ireland | Turkey |
| Italy | UAE |
| Japan | UK |
| Jordan | Ukraine |
| Korea | USA |
| Lebanon | |

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17,000 Professionals visitors attended Healthcare Exhibition 2009.

6,630 Doctors

1,870 Pharmacist

1,020 Labs Specialists

225 Nursing

4,590 Dentists

1,275 Businessmen

850 Student

510 Others

What did they think about it?



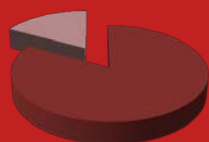
72.5%

of visitors stated that their objectives had been met.



84.4%

of visitors said that variety of exhibitors are between good and very good.



83%

of visitors said that variety of exhibits are between good and very good.

80% of visitors are returning visitor &

94% of them intend to visit Healthcare 2010



4. Visitors Statistics
and Geography

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Healthcare continues to grow year on year and succeeded to attract more visitors over the years.



5. Growth Rate

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1000 Doctors, 700 Dentists and 1000 Dental Laboratory Technicians attended the 3 medical conferences

These 3 major medical conferences were inaugurated on Thursday 16 April, 2009 at Damascus Fairground along with the 11th edition of the International Healthcare and Healthcare Dental exhibitions organized by the Arabian Group for Exhibitions and Conferences.

More than 1000 doctors attended the “**The Third Damascus Doctors Conference**” organized under the patronage of the Syrian Ministry of Health and Damascus Medical Association.

700 Dentists attended the “Third Congress in Dentistry”, organized by Office of Practicing the Profession and Dental University. This congress covers scientific topics about Implantology, recent Diagnostic methods in dentistry, and free topics by elite of group of arab and foreign professors

1000 Dental Laboratory technicians attended “The Scientific Conference for Dental Technicians” organized by the Syrian Committee of Technicians in Damascus.

6. Conferences

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Medifest
A Vintage Trade Fair
BUYER'S GUIDE 08

ENRICHING GIFTS INTERNATIONAL
Promoting Unique Gifts Across the World by Strengthening Business Relationships

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16-19/4/2009
Dammam Fairground - Syria

Health care
THE INTERNATIONAL MEDICAL & DENTAL EXHIBITION
معرض الرعاية الصحية السنوية

16-19/4/2009
Dammam Fairground - Syria

علم الصحة

1+60

سندلتي

صحة أفضل

6

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THE INTERNATIONAL MEDICAL & DENTAL EXHIBITION
معرض الرعاية الصحية السنوية

16-19/4/2009
Dammam Fairground - Syria

علم الصحة

62

20

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THE INTERNATIONAL DENTAL EXHIBITION
معرض التجهيزات السنية والمخبرية

16-19/4/2009
Dammam Fairground - Syria

EASY DENTAL

تكنولوجيا الأسنان غير السنية

قيادة عوالم التفاعلي

خدمات المعالجة التلقائية

MADE IN SYRIA
صنع في سورية

Healthcare
معرض الرعاية الصحية السنوية

2009 / 4 / 19 - 16

2009

Technical Opportunities

التقنية
المنشأة

Healthcare
معرض الرعاية الصحية السنوية

2009/4/19-16

5 رحلات إلى شرم الشيخ

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THE INTERNATIONAL DENTAL EXHIBITION
معرض التجهيزات السنية والمخبرية

16-19/4/2009
Dammam Fairground - Syria

طب الأسنان الحديث
Journal of Modern Dentistry

Healthcare
معرض الرعاية الصحية السنوية

2009 / 4 / 19 - 16

الدكتور محمد الشجاع

والمختصين بأعراض العين وجراحتها

Healthcare
معرض الرعاية الصحية السنوية

2009/4/19-16

Ever Young

5 رحلات إلى شرم الشيخ

الجنوب

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معرض الرعاية الصحية السنوية

2009/4/19-16

5 رحلات إلى شرم الشيخ

كل شئني

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معرض الرعاية الصحية السنوية

2009/4/19-16

5 رحلات إلى شرم الشيخ

Healthcare DENTAL
THE INTERNATIONAL DENTAL EXHIBITION
معرض التجهيزات السنية والمخبرية

16-19/4/2009
Dammam Fairground - Syria

الوسطى

STEM CELLS SOURCE

DENTAL MEDIUM

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البعث

المستأجر لعام
ولتوقع عملات
لتحجزة فوق
الترزفاتان

مؤتمرا
في البعث
مؤتمرا
مؤتمرا

معرضي الرعاية الطبية والتجهيزات الطبية

معرضي الرعاية الطبية والتجهيزات الطبية
معرضي الرعاية الطبية والتجهيزات الطبية
معرضي الرعاية الطبية والتجهيزات الطبية

Raising the Prizes of Scratch & Win 103 Prizes

The Public Establishment for International Fairs & Exhibitions has announced that it has decided to raise the prizes of its special annual event of Scratch & Win to 103 prizes to reward those who play the game. The event features 103 prizes, including a car, a house, and a holiday trip. The prizes are awarded to those who play the game and win. The event is open to all citizens and is a great opportunity to win big prizes.

مؤتمرا أطباء دمشق مع معرض Healthcare

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المعارض والأسواق

معارض وأسواق
معارض وأسواق
معارض وأسواق

معارضنا مرآة اقتصادنا

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معارضنا مرآة اقتصادنا

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قريباً Reebok

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See you next year:

15 – 18 April 2010

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