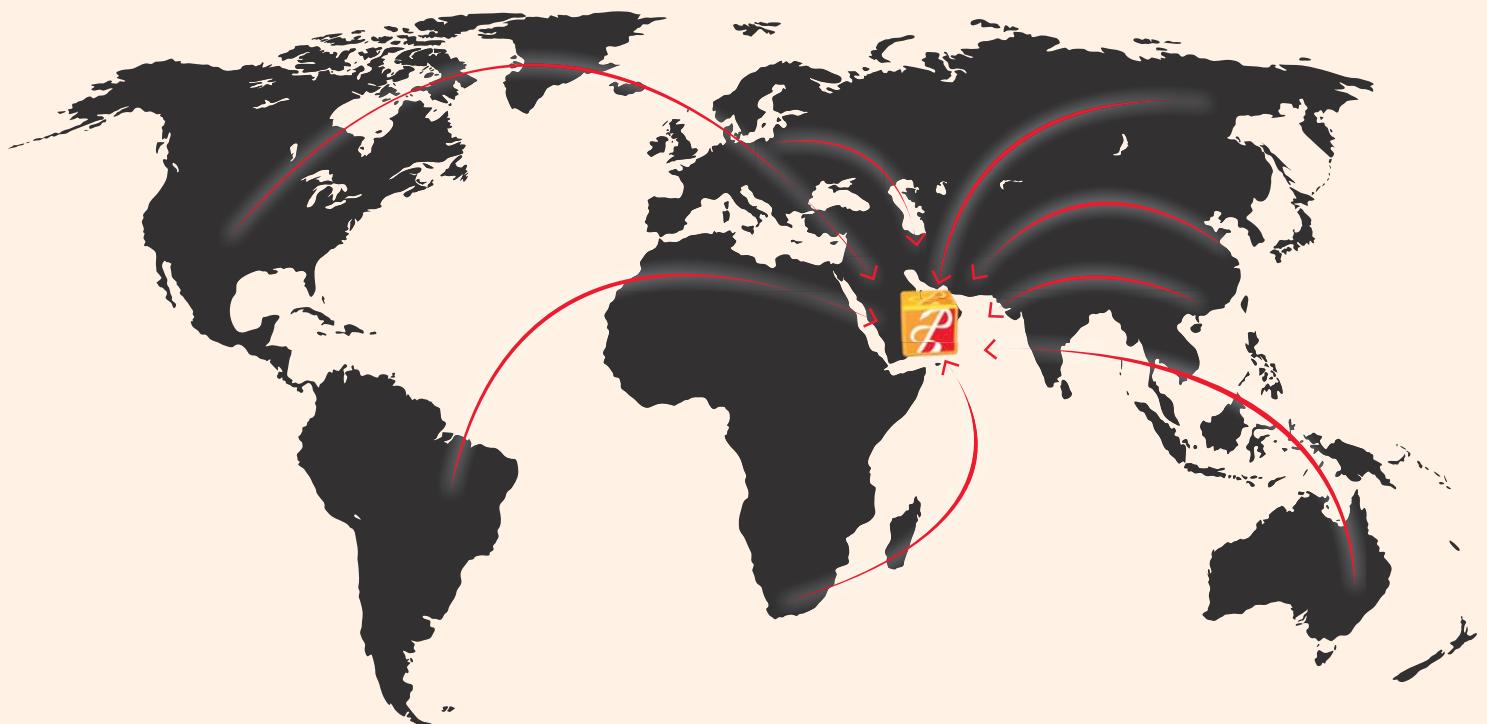




ARAB HEALTH



WHERE THE HEALTHCARE WORLD COMES TO DO BUSINESS...

2011 POST-SHOW REPORT



Show features:

 ARAB HEALTH CONGRESS

 LEADERS IN
HEALTHCARE

 MEDLAB

 ARAB HEALTH AWARDS 2011

Report summary

Organised by:

IIR Middle East

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informa
exhibitions

Dates & Venue:

24 – 27 January 2011

Dubai International Convention & Exhibition Centre,

Dubai, UAE

Exhibitor Summary:

Floor space occupied: 86,000sqm

Number of exhibitors: 2,814

Number of exhibiting countries: 61

Number of official country pavilions: 32

Visitor / Delegate Summary:

Total attendance: 71,940

Visitors: 66,175

Delegates: 5,765

Average days attended: 2.54

Inaugurated by:

His Highness Sheikh Hamdan bin Rashid Al Maktoum,
Deputy Ruler of Dubai, UAE Minister of Finance and Industry.

Supported by:



Ministry of Health
UAE



Sponsors / Commercial Supporters

Abu Dhabi Health Services Co (SEHA)

Austrian Pavilion

Bavarian Pavilion

Beckman Coulter

Carestream Health

Czech Republic

Dr. Soliman Fakeeh Hospital

Egypt

Elekta

Fenin - Spanish Pavilion

GE Healthcare

Gyrus ACMI

Huron Consulting

Karl Storz

MAQUET

MEPH - Iran

Microsoft

Miele Professional

Mubadala Healthcare

NDS Surgical Imaging

Olympus

Philips

Qatari German Medical Devices

Roche Diagnostics

Siemens

Sultan Bin Abdulaziz Humanitarian City

Swiss Pavilion

Ubi-France

Market background

In a report released by KFH Research Limited about the future status of the healthcare sector in the GCC, experts expect the healthcare market to triple within the coming years to reach USD \$55 billion in 2020, a year-on-year growth of 9%.

This offers proof of the immense potential for all aspects of medical provisioning in the region, namely in the transfer of know-how, training, the building of clinics and hospitals and in the import and export of pharmaceutical products and medical supplies.

The report also indicates that the estimated value of forthcoming GCC healthcare projects will reach USD \$10 billion alone. The rapid growth in population rate and the increment of expenditure per capita in the GCC on healthcare is considered to be the most important factors.

These factors have caused governments in the region to pay closer attention to meeting the healthcare needs in their respective countries by putting in place plans for several large-scale projects in the sector as well as reforming rules and regulations governing the industry with the view of attracting more private sector investment in the space.

Healthcare development in figures

- An estimated **USD \$10 billion** worth of healthcare projects are planned or underway in the GCC.
- Healthcare cost in GCC expected to reach **USD \$55 billion in 2020**.
- The population in the GCC is projected to double to approximately **80 million** over the next two decades.
- More than **200** hospital projects have been announced or are under construction with a cumulative capacity of up to **27,009 beds** most of which are due to be delivered in **2015**.
- At present, GCC governments shoulder more than 75% of healthcare expenditure.
- The UAE capital, Abu Dhabi, will need up to **102%** more doctors over the next decade alone, a rise from **5,300** to **10,700**.

“98.5% of surveyed exhibitors predict their Middle East healthcare business to either remain stable or grow in turnover / volume over the next 12 months.”

Source: Arab Health 2012 exhibitor survey



Show highlights



The exhibitors

The main reason(s) for exhibiting at Arab Health were:

To seek contacts for future business	86.0%
Meet existing clients or partners	72.3%
To raise profile of company / organisation	45.2%
To look for a local agent	34.5%
To seek immediate business	31.5%
Support local existing agent	21.1%
To monitor activity of competitors	16.1%
To test the Middle East market for the first time	8.3%

96% of exhibitors stated that their business objectives had been met

95% of exhibitors thought both the quality and quantity of visitors had met expectations

94% of exhibitors have successfully made contacts for future sales

Based on completed surveys, exhibitors are expecting to **generate sales worth more than a combined USD \$1 billion**

95% of exhibitors cite Arab Health as either important or very important to their marketing activity within the region, and **97% would recommend exhibiting at this event in the future**

"As the World's second largest Medical Exhibition, Arab Health really joins healthcare professionals from around the globe. This was the first year SenaCare exhibited, but we have already marked our calendar for next year's event."

Cassandra Cipoletti, Managing Director of US Operations, SenaCare – USA

"Sony Professional has been a part of the Arab Health Exhibition for the last few years. We keep coming back because of the one-stop platform it provides us to meet interested buyers, as well as network with customers and partners across the Middle East healthcare industry. We take this opportunity to showcase our state-of-the-art technology and demonstrate the value that our solutions offer to experts in the field."

Hiidenori Taguchi, Head of B&I Marketing, Sony Professional Solutions MEA

We were very impressed with the number of visitors attending the show and the interest we stimulated on our stand. We came away with some excellent contacts and are hopeful of developing new business in the Middle East.

Jerry Smith, Director, Primera Ltd. - UK

Arab Health 2011 was a very impressive trade show, especially the quality of both the exhibitors and visitors. The energy and the spirit of innovation and entrepreneurial drive was exceptional, contagious and inspiring. We will be back next year!

Anthony Siregar, VP Global Business Development, Gulf Region & Asia Pacific - Diagnos Inc.

"It has been a very busy Arab Health for us this year; the French pavilion has seen huge interest and we have made some solid industry leads. We were thinking of moving to a bigger stand next year and are likely to stay in the pavilion as it has been very beneficial."

Francisco Reig, Area Export Manager, Rifair Technical Systems - France

Exhibitors by Country:

Argentina	13
Australia	23
Austria	47
Bahrain	1
Bangladesh	8
Belgium	48
Brazil	45
Bulgaria	1
Canada	35
Chile	1
China	416
Cyprus	5
Czech Republic	31
Denmark	10
Egypt	42
Finland	16
France	126
Germany	380
Greece	6
Hong Kong	1
Hungary	8
India	92
Indonesia	4
Iran	85
Iraq	2
Ireland	6
Israel	1
Italy	157
Japan	20
Jordan	7
Korea	64
Kuwait	3
Lebanon	10
Lithuania	2
Luxembourg	2
Malaysia	29
Netherlands	28
Norway	2
Oman	1
Pakistan	9
Poland	19
Portugal	8
Qatar	2
Romania	1
Russia	8
Saudi Arabia	17
Singapore	16
Slovakia	1
South Africa	2
South Korea	70
Spain	45
Swaziland	2
Sweden	20
Switzerland	42
Syria	3
Taiwan	116
Thailand	11
Tunisia	6
Turkey	79
UAE	191
UK	190
Ukraine	2
USA	176
Grand Total	2814

The visitors

Each year Arab Health becomes an even more international event, attracting healthcare and medical professionals from the region as well as from across the globe. In 2011, more than 65,000 visitors came from 137 countries, proving that Arab Health is truly, where the healthcare world comes to do business.

97% of visitors intend to visit Arab Health 2012.

73% of visitors have arranged to do business with either a new or existing supplier whilst at Arab Health (a 5% increase from 2010).

6.2% of visitors (or more than 4,000 unique buyers) were directly responsible for an annual healthcare spend of more than USD \$5 million each... that's **spending power of USD \$9 billion** alone!

"Arab Health is the best place to discover industry knowledge and new technologies. To see these products demonstrated and elaborated by their experts is amazing."

**Sunny D'souza,
Biomedical Engineer - Jebel Ali Hospital**

"No exhibition can compare to Arab Health. It takes place at a wonderful venue with 100% support from the organisers and visitors. The conference programme is very accessible and Dubai also provides an effective transport network."

**Uchechukwu Daniel Ezeigbo,
CEO - Ond Global Services**

"A superb show which has the potential to beat Medica in Germany as Dubai is the more exciting city, and also much more centric for many other nations."

Suresh Chandrasekaran, Business Unit Head - CPC Diagnostics

"Arab Health 2010 was amazing to visit, interesting and useful to the visitor... There are no negative comments because everything was organized superbly!"

Adel Shaban, Conference Manager, Al Atheen



Arab Health Congress

The Arab Health Congress is the world's largest CME accredited multi-track medical congress. 2011 attracted over 5,600 delegates, featured 18 CME-accredited conferences and was addressed by more than 500 internationally recognised speakers.

Sponsored once again by the Cleveland Clinic Centre for Continuing Education, all 18 conferences provided the opportunity for thousands of healthcare professionals to earn valuable CME credits.

The Arab Health Congress 2011 featured the following leading conferences:

- Leaders in Healthcare 2011
- MEDLAB 2011 – Featuring five conferences
- 4th Middle East Anaesthesia Conference
- 3rd Middle East Clinical Cardiology Conference
- 3rd Middle East Gastroenterology Conference
- Multi-Disciplinary Approach to Cancer Therapy Conference
- 11th Middle East Medical Imaging & Diagnostics Conference
- 7th Middle East Orthopaedics Conference
- 4th Middle East Paediatrics Conference
- 10th Middle East Surgery Conference
- 4th Middle East Urology Conference
- Chronic Respiratory and Sleep Diseases (CRSD)
- Multiple Sclerosis (MS) Conference
- 2nd Middle East Quality Management in Healthcare Conference



Comments from the 2011 Congress

"I have been at the Arab Health conference for the last four days attending the Neurology and Gastroenterology sessions which have been fantastic. The lectures have been rewarding and the conference was run like a Swiss clock... perfect!"

Dr Ahmad Abbas Sayed Mostafa Kuwait Oil company, Ahmadi Hospital, Kuwait.



"This has been yet another fantastic conference put on by Arab Health. The X-ray imaging session and Cardiology were the highlight for me and I look forward to being part of Arab Health 2012."

Dr Enaam H. Oudah, UAE

"This is my fourth time attending and found the Paediatrics conference even better than previous years. The speakers were excellent and I will be back again if the speakers and topics are just as good."

Dr Carole Chidiac, GMC Clinics, Dubai, UAE



The Arab Health Awards



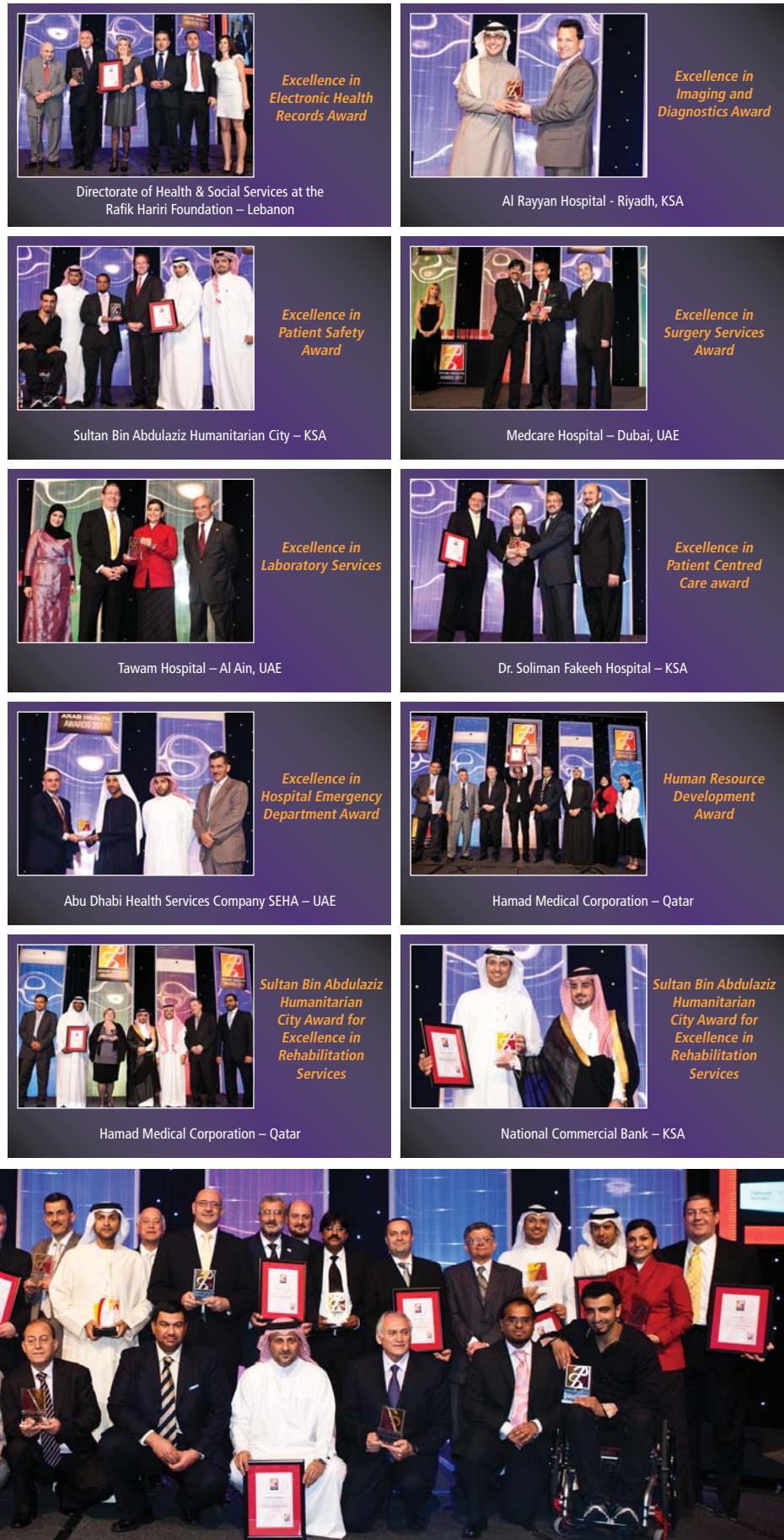
Pioneers of excellence in healthcare throughout the region were saluted by their peers for their considerable achievements and contributions towards innovation and development at the annual Arab Health Achievement and Innovation Awards 2011.

In all, ten awards categories were celebrated as more than 800 international and regional leading healthcare professionals gathered at a gala dinner on 25 January 2011 at the Grand Hyatt Hotel, Dubai.

A new award was introduced this year, the Sultan Bin Abdulaziz Humanitarian City Award for Excellence in Rehabilitation Services. The award was designed to acknowledge the vital role physiotherapy plays and recognises those who provide support for the increasing numbers of disabled people throughout the region.



Professor Hossam Hamdy, Vice-Chancellor of Medical & Health Sciences Colleges, University of Sharjah – UAE



The marketing campaign

PR

Arab Health 2011 once again benefited from an integrated PR campaign. Over 750 articles in English, Arabic and many other languages were published during the show cycle with a net worth of nearly USD \$3million. Also during the show, more than 200 media personnel from the local, regional and international press attended.

Website and social media

www.arabhealthonline.com received over 270,000 unique visitors in 2010/11 – a traffic increase of 26% year on year. The website has become the first point of contact for all brochure and conference downloads, visitor registration and the latest Arab Health and industry news.



New for 2011 was Arab Health's first presence on social networking sites including Facebook, LinkedIn and Twitter. Within two months, the Facebook page had attracted 1,750 fans who were actively commenting and interacting with the Arab Health team. This feed was placed on the website homepage during the show giving the very latest updates from the show floor, and gave our exhibitors additional coverage with thousands of page impressions.

Email marketing

Based on surveys completed by Arab Health, email marketing is the preferred communication channel (98%) of exhibitors and visitors alike. Monthly e-newsletters and regular, targeted email communications were sent to the Arab Health database. With open and click rates surpassing 2010 figures (some by up to 50%), our audience is eager to receive the latest show, exhibitor and industry news and is a fantastic sponsorship opportunity ongoing.

SMS reminders

More than 17,000 SMS messages were sent to pre-registered UAE visitors of Arab Health reminding them of their visitor badge number and the show opening dates and times.

Direct Marketing

Leading up to the show, over 150,000 targeted mailings including brochures and visitor tickets were sent to targeted sections of the Arab Health database. With ongoing awareness of our carbon footprint, IIR direct marketing quantities will be reconsidered for 2011 to ensure wastage is reduced and we are matching visitor preference with regards to marketing communication channels.

VIP invitations

Nearly 9,000 VIP invitations were issued directly from our exhibitors through the online e-invitation system. These clients and prospects represent the most senior healthcare and medical professionals in the region and across the world.

Poster campaign

In conjunction with the Ministry of Health and Dubai Health Authority, a selection of posters promoting both the exhibition and congress were placed in UAE hospitals, clinics and Government offices to increase awareness of the event and to encourage visitor attendance.

On-site promotions/raffle draws

Continuing the success from 2010, the Arab Health visitor promotions continued to attract thousands of visitors and direct traffic throughout the exhibition. In total, more than 2,500 prizes were given away including a Jeep Wrangler, 1kg of gold, a KTM Quadbike, an iPad and other various electrical and Arab Health-branded gifts.



New for 2011 was the Arab Health Surgical Speed challenge, an interactive competitive game where visitors and exhibitors were invited to beat the clock in our giant surgery game!

Advertising

Over 100 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.

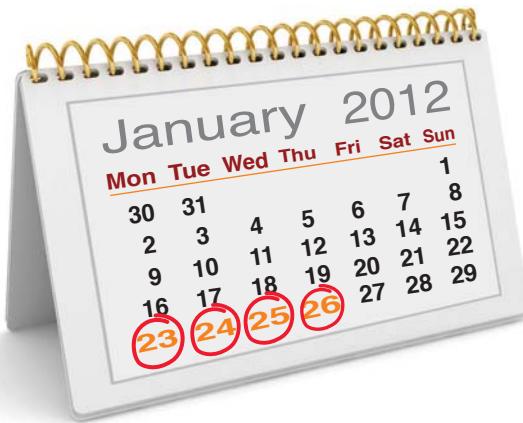
2011 also saw us partner with several international media outlets including: Arab Medico, MENA Health World, Arab Hospital Magazine and Business Pioneer. For the first time, a partnership with Orient TV ensured GCC television coverage of Arab Health through their successful OR programme. Many magazine distribution points were set up around the venue, where visitors could collect the latest publication issues whilst sitting down for a few quiet moments in the Media Zone.

Show Daily Newspapers

Each day, more than 10,000 copies of the official Arab Health Show Daily Newspaper were distributed throughout the venue. Exhibitors were able to advertise within the publication and each edition contained many exhibitor news stories and information about the show and the day's events.



About the Organiser



Save the date!



23 - 26 January 2012

Reserve your stand now to avoid disappointment

www.arabhealthonline.com



IIR Middle East's Life Sciences Division produces more than 50 conferences and forums which enable medical professionals to better understand the latest trends in the global and Middle East healthcare sectors, as well as producing major healthcare exhibitions such as Arab Health, the Abu Dhabi Medical Congress, Hospital Build, and new for 2011, Africa Health.



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