



THE GLOBAL HEALTHCARE EXHIBITION AND CONGRESS



24-27 JANUARY 2011

DUBAI INTERNATIONAL EXHIBITION CENTRE
DUBAI, UAE



www.arabhealthonline.com



Arab Health Exhibition & Congress is the largest healthcare exhibition in the Middle East and the second largest in the world. Arab Health is viewed as a must-attend global event in the healthcare calendar. Established 36 years ago, it provides a platform for the world's leading manufacturers, wholesalers and distributors to meet the medical and scientific community in the Middle East and beyond.



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



Maurice Faber, Vice President Siemens Healthcare Sector, Middle East

Confirm your company's participation at Arab Health! Call our sales team: +971 4 336 5161, email

Why exhibit at Arab Health?

- Reach a targeted audience of over 60,000 medical professionals, distributors, dealers and suppliers from 145 countries in just four days
- Build thousands of new and productive business contacts and meet your existing clients or partners
- Get your share of US\$80 billion healthcare market in the Middle East
- Sell your products to the 85% of visitors who state they intend to make a purchase directly at the show or in the near future
- Benchmark your company's strengths against 2,700 companies working successfully in the Middle East's healthcare market.
- Develop your profile by supporting one or more of the 16 conferences taking place at the event or by being a sponsor of the exhibition

According to the Onsite Exhibitor Survey at Arab Health 2010 the main reasons for exhibiting 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 the first time	6.8%

“ 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

Arab Health 2010 saw over **66,000** visitors including **5,338** delegates of

10%
NORTH
AMERICA

2%
NORTH
AMERICA

2%
SOUTH
AMERICA

1%
SOUTH
AMERICA

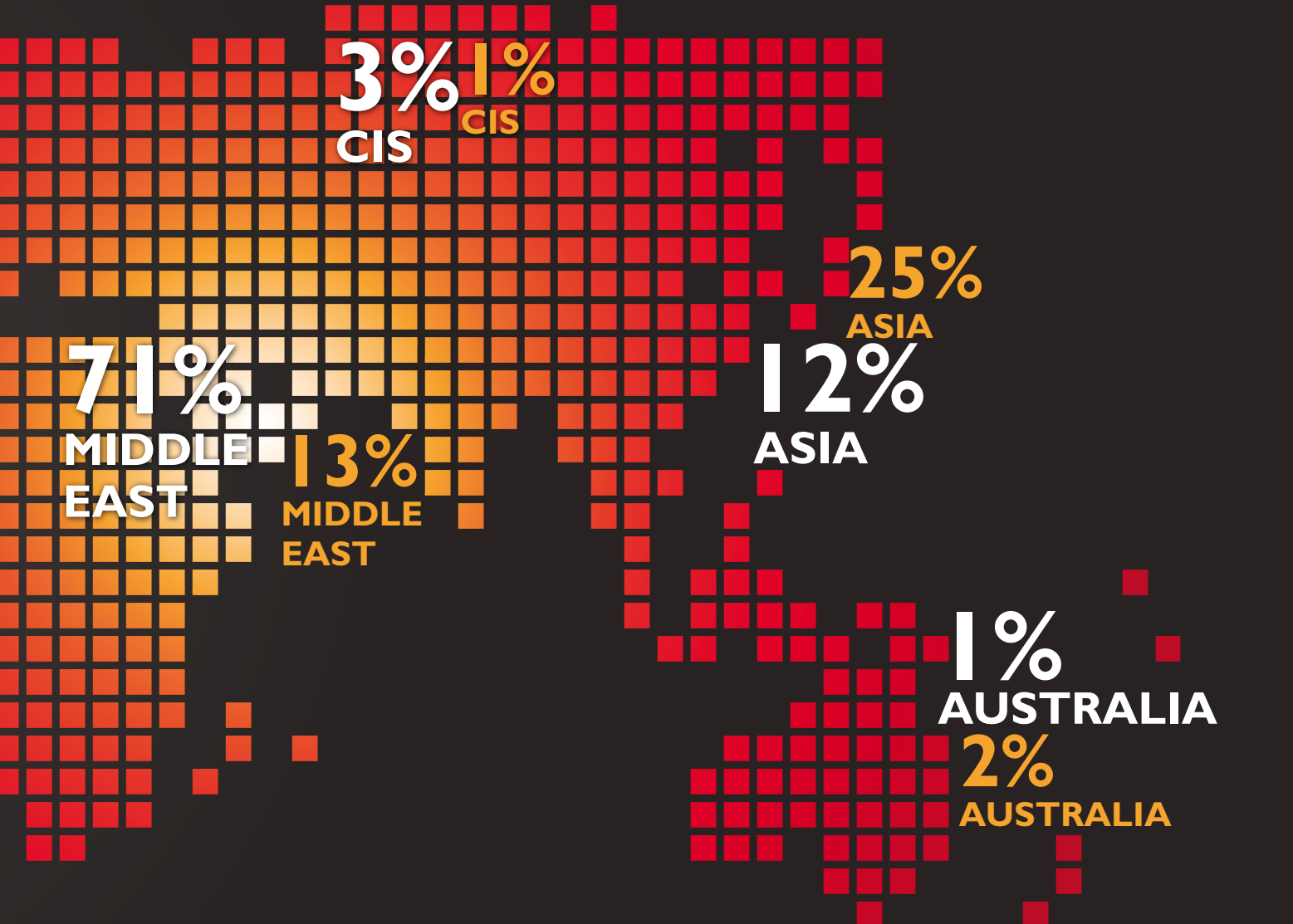
8%
EUROPE
47%
EUROPE

4%
AFRICA

■ WHO VISITS ARAB HEALTH
■ WHO EXHIBITS AT ARAB HEALTH

the Arab Health Congress from **141** countries across the globe.

In 2010 **2653** healthcare companies from **58** countries exhibited at the show.



With the construction of **four new halls** at the venue, the existing clients had an opportunity to expand their stand space, whilst **1051** new companies joined Arab Health in 2010 which **represents 40%** of all Arab Health 2010 exhibitors.

Arab Health Congress



The Arab Health Congress, with over 5,000 delegates every year, is by far the most extensive scientific and educational platform for healthcare professionals not just in the Middle East, but in the world.

In 2011 the Arab Health Congress will feature 16 conferences addressed by over 500 internationally acclaimed speakers. Sponsored by the Cleveland Clinic Center for Continuing Education, 15 conferences will provide healthcare professionals with high-level CME accreditation approved as American Medical Association Physician's Recognition Award (AMA PRA) Category One Credit.

The Arab Health Congress 2011 will feature the following conferences:

- Leaders in Healthcare (non-CME)
- 4th Middle East Anaesthesia Conference
- MEDLAB 2011 (includes five conference tracks)
- 10th Middle East Surgery Conference
- 11th Middle East Imaging and Diagnostic Conference
- 3rd Middle East Cardiovascular Diseases Conference
- 7th Middle East Orthopaedics Conference
- 4th Middle East Paediatrics Conference
- 4th Middle East Urology Update
- 3rd Middle East Gastroenterology Conference
- 2nd Quality Management in Healthcare Conference
- 5th Molecular Imaging & Nuclear Medicine Conference

“ The Arab Health Congress and its continuing medical education programme deliver 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. ”

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



Increase your profile through sponsorship packages, branding and advertising opportunities at Arab Health 2011! Call our sponsorship

The Dubai International Convention and Exhibition Centre

The Dubai International Convention and Exhibition Centre (DICEC) is the region's most modern, purpose-built exhibition centre. It is centrally located in the heart of Dubai's business district and only 20 minutes from Dubai International Airport. The newly opened Dubai World Trade Centre Metro station is conveniently located approx. 100 metres from the main entrance. The venue has all the facilities expected of an international exhibition centre including meeting points, VIP lounges, internet and business centre facilities, hotels and restaurants; all providing the ideal environment to conduct business.

The newest addition to the DICEC is the Sheikh Saeed Halls, a state-of-the-art extension which opened in the 2009. The four new halls add over 25,000 sq m of exhibition space, bringing the DICEC's total amount of covered exhibition space to over 1,000,000 sq feet, cementing DWTC's position as the largest venue in the Middle East region.

The Sheikh Saeed halls complement the existing facility and are supported by the new Trade Centre Plaza that will connect the new Dubai World Trade Centre metro station with Dubai International

Convention and Exhibition Centre. The Plaza will contain world class amenities including retail outlets, restaurants and coffee shops, temporary open exhibits and shaded areas around a pro-actively managed open space that will be used to entertain visitors throughout the year.





Arab Health Innovation & Achievement Awards 2011

The Arab Health Innovation & Achievement Awards celebrate and reward outstanding institutions and individual achievements in the healthcare profession in the Arab World.

Top performers from the healthcare industry in the Arab World will be rewarded at an elaborate Gala Dinner on 25 January 2011, attended by the region's senior government officials, leading professionals, conference speakers and special VIP industry guests.



Award Categories 2011

- Excellence in Imaging and Diagnostics Award
- Excellence in Surgery Services Award
- Roche Excellence in Laboratory Award
- Excellence in Patient Centred Care Award
- Excellence in Hospital Emergency Department Award
- Human Resource Development Award
- Excellence in Electronic Health Records Award
- Excellence in Patient Safety Award
- Outstanding Contribution of an Individual to the Middle East Healthcare Industry Award

www.arabhealthonline.com/awards or email arabhealthawards@iirme.com

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 Hospital Build Middle East.

Events produced by or in association with IIR Middle East's Life Sciences Division include:

Arab Health www.arabhealthonline.com

Abu Dhabi Medical Congress www.abudhabimed.com

Hospital Build Middle East • Hospital Build Asia • Hospital Build China • Hospital Build Europe www.hospitalbuild.com

Aesthetics Asia www.aestheticsasia.com

Response Asia www.responseasia.com

Clinical Excellence Asia www.clinicalxasia.com

Dentistry 2010 www.dentistryme.com

Sight 2010 www.sightme.com

International Congress in Aesthetic, Anti-Aging Medicine and Medical Spa www.antiagingme.com

6th European Masters in Aesthetic & Anti-aging Medicine www.euromedicom.com

9th Anti-Aging Medicine World Congress & MediSpa www.euromedicom.com

Rheumatology Middle East www.rheumatologyme.com

Middle East Update in Otolaryngology Exhibition and Congress www.me-oto.com

Obs-Gyne Exhibition and Congress www.obs-gyne.com

Africa Health Exhibition and Congress www.africahealthexhibition.com

Vetme www.vetmiddleeast.com



PO box 28943, Dubai, UAE

T: +971 4 336 5161

F: +971 4 336 4021

arabhealth@iirme.com

www.arabhealthonline.com