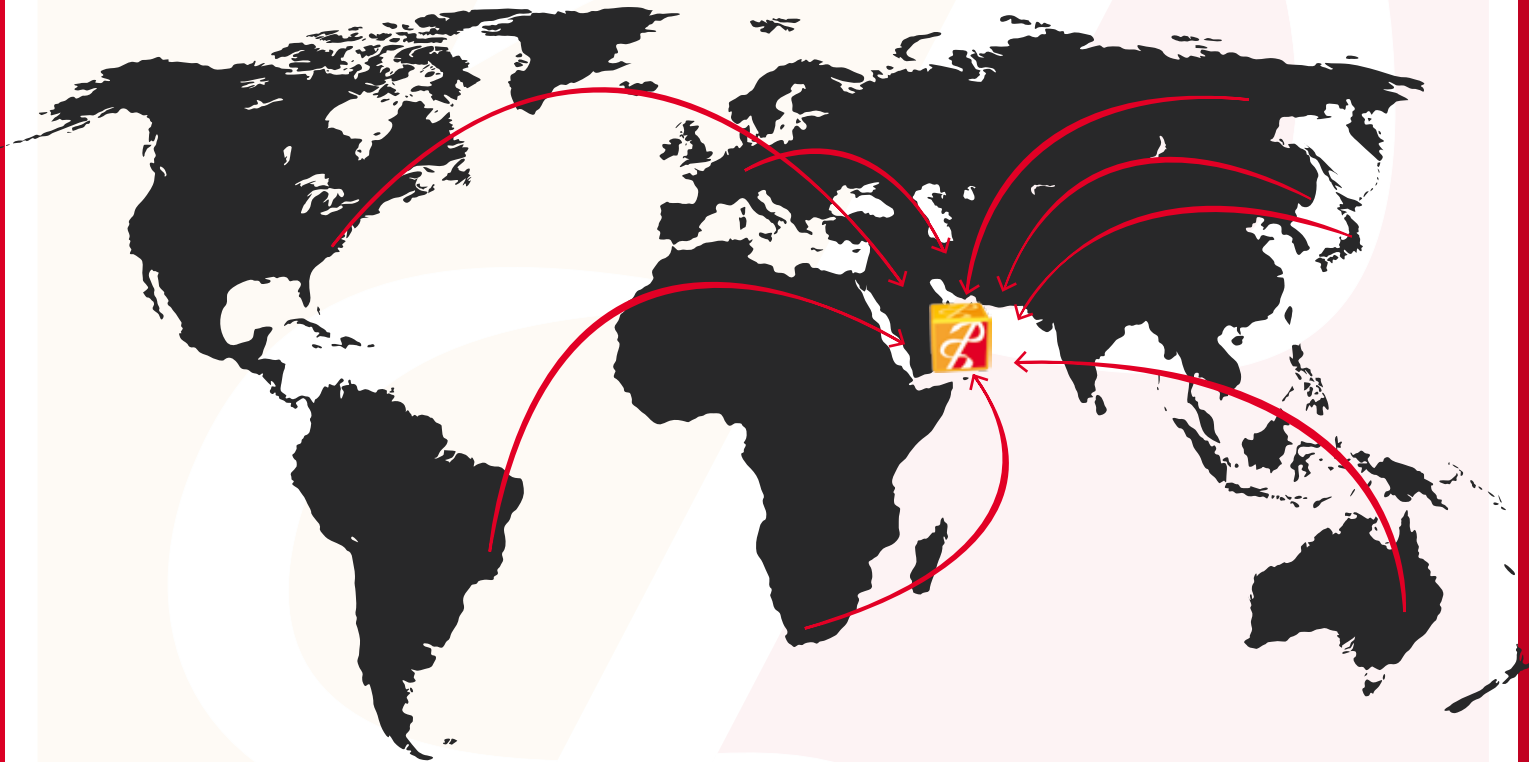




**ARAB HEALTH**

# THE GLOBAL HEALTHCARE EXHIBITION AND CONGRESS



**WHERE THE HEALTHCARE WORLD COMES TO DO BUSINESS...**

**23-26 JANUARY 2012**

**DUBAI INTERNATIONAL EXHIBITION CENTRE  
DUBAI, UAE**



[www.arabhealthonline.com](http://www.arabhealthonline.com)



Arab Health is the largest healthcare exhibition & congress in the Middle East, and the second largest in the world. Now in its 37th year, there is simply no other marketing platform for the global healthcare market to meet, learn and do business. Attracting 65,000 healthcare professionals and a regional industry worth \$80 billion per year... can you afford to miss it?



“ Sony Professional has been a part of the Arab Health Exhibition over the last couple of 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 ”

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

[www.arabhealthonline.com](http://www.arabhealthonline.com)

## Why exhibit at Arab Health?

- Reach a targeted audience of over 65,000 medical professionals, distributors, dealers and suppliers from 140 countries in just four days
- Build thousands of new business contacts and stay in touch with your existing clients and partners
- Get your share of a regional healthcare market estimated to be worth US\$80 billion by the year 2020
- Sell your products to the 73% of visitors who arranged to do business with a new or existing supplier at Arab Health
- Join more than 2,800 companies working successfully in the Middle East's healthcare market
- Develop your brand and regional awareness by supporting one or more of the 16 healthcare conferences or taking advantage of competitive sponsorship opportunities

## Why our 2011 exhibitors attended the show...

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

## Geographical breakdown of Arab Health 2011 Exhibitors and Visitors

### Exhibitor stats:

<b>45.5%</b>	Europe
<b>33.7%</b>	Asia
<b>10.4%</b>	Rest of the world
<b>7.6%</b>	Gulf States (GCC)
<b>1.8%</b>	Africa

### Visitor stats:

<b>55.27%</b>	Gulf States (GCC)
<b>18.51%</b>	Middle East (Non-GCC)
<b>10.20%</b>	Asia
<b>6.04%</b>	Africa
<b>6.70%</b>	Europe
<b>3.28%</b>	Rest of the world

# Arab Health Congress



The Arab Health Congress is the world's largest CME-accredited multi-track medical congress. In 2011 the event 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, Arab Health Congress 2012 will see these innovative conferences provide the opportunity for thousands of healthcare professionals to earn valuable CME credits.

The Arab Health Congress 2012 will feature the following leading conferences:

- Leaders in Healthcare 2012
- MEDLAB 2012 – Featuring six conferences
- 5th Middle East Anaesthesia Conference
- 4th Middle East Gastroenterology Conference
- Multi-Disciplinary Approach to Cancer Therapy Conference
- 12th Middle East Medical Imaging & Diagnostics Conference
- 8th Middle East Orthopaedics Conference
- 5th Middle East Paediatrics Conference
- 11th Middle East Surgery Conference
- 5th Middle East Urology Conference
- Chronic Respiratory and Sleep Diseases (CRSD)
- Multiple Sclerosis (MS) Conference
- 3rd Middle East Quality Management in Healthcare Conference
- PLUS more conferences currently being developed

“ This has been yet another fantastic conference put on by Arab Health. The X-ray Imaging session and Cardiology were the highlights for me this year and I look forward to being part of Arab Health 2012 ”

Dr Enaam H. Oudah, UAE



# Be part of a marketing campaign worth US\$4 million

Arab Health attracts attention from the world's press and media and 2012 promises to be our most active, and 'social' event yet!

We are busy working on giving our exhibitors the best possible chance of connecting directly with the thousands of medical professionals who attend each year. Here's just a taste of what you can expect in 2012:

- Visitors can contact you directly through a personalised login
- Post product images and information on your company profile
- Update company news and press releases
- Book appointments with visitors on your show calendar
- Link visitors directly to your Facebook, Twitter and YouTube feeds

Of course this is all in addition to our dynamic marketing campaign which covers the entire spectrum of communication with our target audience: PR, email marketing, direct mail, SMS reminders, on-site promotions, media partnerships with leading publications and journals, and our all-new social media presence on YouTube, Twitter and LinkedIn.





## Arab Health Innovation & Achievement Awards 2012

Pioneers of excellence in healthcare are celebrated by their peers at the annual Arab Health Awards 2012.

Now showcasing ten awards, including the new Sultan Bin Abdulaziz Humanitarian City Award for Excellence in Rehabilitation Services, more than 800 international and regional leading healthcare professionals will gather once again for a stunning gala dinner and presentation.

An unrivalled sponsorship opportunity and chance to shine amongst your industry colleagues and competitors.

Visit: [www.arabhealthonline.com/awards](http://www.arabhealthonline.com/awards)



[www.arabhealthonline.com/awards](http://www.arabhealthonline.com/awards) or email [arabhealthawards@iirme.com](mailto:arabhealthawards@iirme.com)

## Join the world's most important healthcare event

Make your booking or sponsorship enquiry now by visiting  
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