

**Arab Health**   
By Informa Markets

Co-located

**Medlab  
Middle East**   
By Informa Markets

**Live, in-person:** 24-27 January 2022

Dubai World Trade Centre, UAE

**Online:** 5 January - 28 February 2022

**United by business,  
forging ahead**

**[arabhealthonline.com](https://arabhealthonline.com)**



# 2021 overview



**1,768\***

exhibitors



**20+**

country pavilions



**62**

exhibiting countries



**\$208million\*\***

total value of business generated



**34,815**

professional visits



**20,275**

live visitors



**12,719**

online visitors



**3,014**

delegates



**158**

countries represented

## Digital audience



**61,480**

followers



**19,882**

followers



**5,061**

followers



**1,092,449**

views

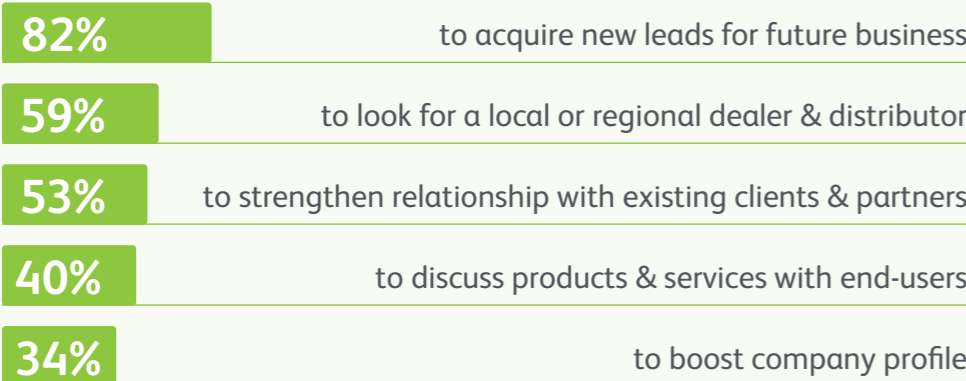


**4,539**

followers

# Exhibitor overview

## Top 5 reasons for exhibiting



rated Arab Health as an important platform for their business



rated the quality of visitors from good to excellent



will be exhibiting again next year



of exhibitors participated for the first time

*“Arab health is without doubt one of the key meeting hubs in the field of medicine. As it was the first time AD police G.H.Q showcasing the aviation department and air ambulance services and allowing us to introduce ourselves to a large scale of medical facility who can benefit from our services. We had great experience interacting with international and local entities in terms of air ambulance and critical patient transport. On the other side we met a lots of establishments in the field of medical equipment who can provide us with consoling services to enhance our amenities by promoting new innovation in critical patient transport as well as implementing artificial intelligence in the health sector.”*

**Major Dr.Ali Saif Aldhuhouri**  
**MBBS, Mshc, Msavimed,**  
**United Arab Emirates, AD Police Aviation**  
**Department**

*“This is my first time participating at Arab Health, and the event was great. It was surprising to see so many people visiting the event, this clearly shows how eager people are waiting to come out of the COVID pandemic”*

**Rathish Kumar**  
**United Arab Emirates**  
**Strata Manufacturing Company- Mubadala**  
**Company**

*“Considering the pandemic, it was surprising to receive interested visitors. I hope this turns into business partnerships in the near future”*

**Catarina Sepulveda**  
**Portugal, HydrUStent SA**

*“As a German start-up bound to penetrate the market, we were amazed by the quality and quantity of high level visitors that have turned into partnerships”*

**Timon Schorling**  
**Germany, WK-MedTec GmbH**

# International countries at Arab Health 2021

With representation from over 60 countries, Arab Health 2021 continued to be seen as a diverse, international event.

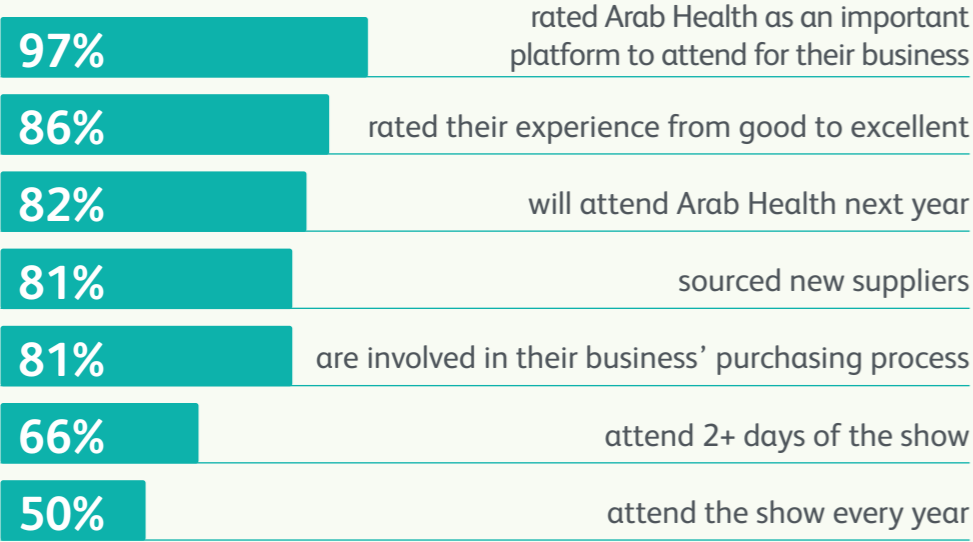
- Algeria
- Argentina
- Australia
- Austria
- Belarus
- Belgium
- Brazil
- Bulgaria
- Canada
- China
- Croatia
- Czech Republic
- Denmark
- Egypt
- Finland
- France
- Germany
- Greece
- Hong kong
- Hungary
- India
- Iraq
- Ireland
- Israel
- Italy
- Japan
- Latvia
- Lebanon
- Lithuania
- Luxembourg
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Nigeria
- Pakistan
- Poland
- Portugal
- Puerto Rico
- Qatar
- Romania
- Russia
- San Marino
- Saudi Arabia
- Serbia
- Singapore
- Slovakia
- Slovenia
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Tunisia
- Turkey
- Ukraine
- UAE
- UK
- USA
- Vietnam

To discuss how to organise, or to join one of our many country pavilions please contact [Shane.Fleming@informa.com](mailto:Shane.Fleming@informa.com)



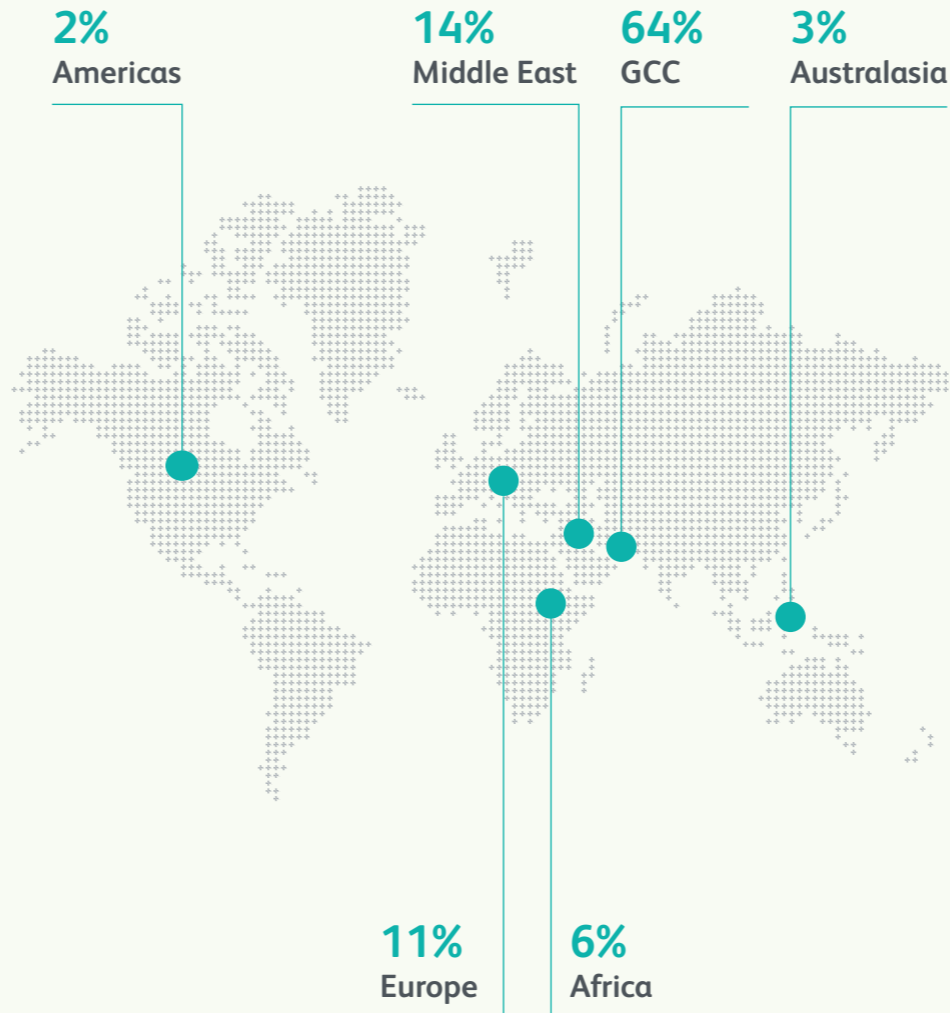
# Live visitors overview

## Feedback - Live visitors



Survey results are provided by grs explori

## Breakdown by region - Live visitors



*“The Arab Health is an excellent platform to understand where the healthcare industry is headed. It had on board government and private entities all displaying their potential. It brought together health care businesses / ideas / concepts. In the future, hope it become a platform for B2B and B2C healthcare innovation. Hope it sees the light of more government to government interaction and association.”*

**Nandita Mehrotra**  
Advisor, Child Center

*“This is my 3rd and surprisingly the time I enjoyed the most. The conference in hematology was brief but not at all boring. The event was always something to look forward to every year. Thanks to all who organized and went all out to make it all possible even in pandemic times.”*

**Dahrel Azarcon**  
Medical Laboratory Technologist, Rashid Hospital









# Live visitors overview

## Nature of business - Live visitors

Healthcare Agent/Dealer/Distributor	25%
Clinics/Medical Practice	13%
Manufacturer	10%
Technology	7%
Other	6%
Laboratory Agent/Dealer/Distributor	6%
Government	5%
Consultancy	4%
Healthcare/Medical Travel	3%
Hospital Public	3%
Media/Marketing	3%

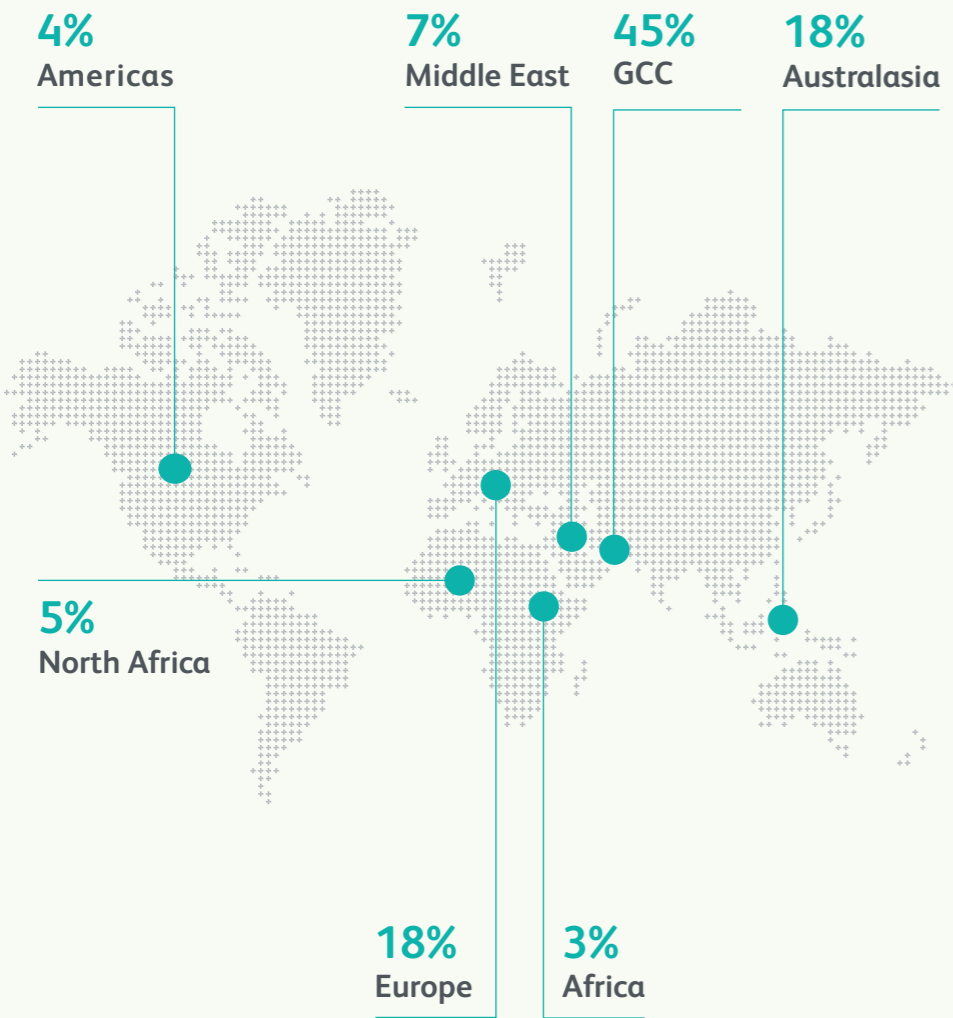
Hospital Laboratory	2%
Education	2%
Healthcare Association	2%
Health Regulator	2%
Community Health Services	2%
Retailer/Pharmacy	2%
Investor	1%
Charity/Non-profit organisations/NGO	1%
Imaging and Radiology Centre	1%
Finance/Banking	1%

## Seniority - Live visitors

 <b>25%</b> Senior Manager/ Manager	 <b>24%</b> Owner/Board Director	 <b>17%</b> Junior Manager/ Executive
 <b>17%</b> Director/Head of Department/ General Manager	 <b>8%</b> Managing Director/Vice President	 <b>4%</b> Executive Secretary/ Company Secretary
 <b>4%</b> C-Level/ President/ Chairman	 <b>2%</b> Senior Government Official	

# Online visitors overview

## Breakdown by region - Online visitors



## Nature of Business - Online visitors

Healthcare Agent/Dealer/Distributor	26%	Laboratory Agent/Dealer/Distributor	4%
Clinics/Medical Practice	12%	Consultancy	4%
Hospital Private	10%	Healthcare/Medical Travel	3%
Manufacturer	9%	Government	3%
Other	6%	Education	3%
Technology	6%	Retailer/Pharmacy	2%
Media/Marketing	5%	Hospital Laboratory	2%
Hospital Public	4%	Healthcare Association	2%

“I don’t have a lot of experience with virtual platforms but it’s interesting. I found the equipment I needed, just like when I would visit an exhibition.”

Nelly Barnabishvili, EUROLAB Ltd

“It was very convenient to work and find the companies on the virtual platform. Based on the fact that I am quite far away, but soon I will certainly come to Dubai to take part in a live presentation of companies with which we may start our cooperation in the future.”

Javid Sadigov, Procurement Specialist, Ugur Medical LLC

“This pandemic has been a difficult period and it’s commendable to note how the Arab Health organisers have put in the efforts to offer a seamless virtual experience. We are happy to note that the virtual online platform is easy to use.”

Ragothaman Srinivasan  
Director, Medix Medical Systems Pvt Ltd

# What to expect at Arab Health 2022



**25,800+**  
attendees



**3,300+**  
delegates



**3,590+**  
exhibiting companies



**158**  
countries represented



**62**  
exhibiting countries



**20**  
country pavilions



**12**  
conferences (4 live + 8 online)



# Sectors at Arab Health 2022



# Exhibit at Arab Health to grow your business



generate new business



network with industry  
leaders & potential  
buyers



launch new products &  
services



increase your  
international presence



increase brand exposure



# Get the best of both worlds

Join Arab Health 2022 and gain access to our online platform at no additional cost. Through the platform you can find new contacts like never before, using filters that will automatically match you with our attendees that are interested in your products and services. At our Live event you can finalise partnerships, strengthen relationships, demonstrate your products in-person, and even be surprised with chance encounters that bring new business opportunities.

## Benefits of exhibiting at the Live event:



finalise the deals in person



face-to-face networking



live product demos



create lasting relationships

## Benefits of having an Online presence:



filter attendees based on mutual interests



gauge buying intentions



upload your product and company information



arrange to meet at the live show

# Gain new business with a Smart Stand

We want you to make the most out of Arab Health 2022, despite potential travel restrictions or other barriers you might be facing. With our new Smart Stand options, you can continue to showcase your products, generate leads and make valuable contacts. **This new option means your staff does not have to be present physically at the show but can be represented by sales professionals based in Dubai.**

## Why choose a Smart Stand?

- Maintain your brand presence at Arab Health
- Generate leads with accredited Sales staff
- Train up stand staff in advance on your product features
- Meet visitors virtually and nurture those valuable connections

Get in touch with us at [arabhealth@informa.com](mailto:arabhealth@informa.com) for more information.

*"The exhibition went great and I was very happy with Samer being in our booth interacting with visitors."*

**Bohun I-SENS**

*"The people from Rego are great, they are very committed and actively generated new valuable contacts for us on the trade show with the Smart Stand service"*

**Stephan Sander DiagnostikNet BB**



# Who will you meet?

Established as the must attend healthcare event globally over the last 46 years, Arab Health attracts regional and international healthcare professionals who value the power of learning, networking and business including:



## Dealer & Distrubutor

- C-level/Owner
- Sales Manager

**Business need:** Building personal & brand reputation to secure exclusive distribution rights or attract new manufacturers/principals.



## Biomedical/Clinical Engineer

**Business need:** Keeping up-to-date with the latest advancements in healthcare equipment and influencing future purchases.



## Leadership

- Healthcare Leader/Healthcare Super Leader
- Government Leader

**Business need:** Best clinical outcomes investment & cost control. Ensuring their facility and country is viewed as a global leader in healthcare.



## Senior/Junior Clinician

**Business need:** Staying up-to-date with medical speciality developments and products that impact their roles.



## Management of Hospitals/Clinics

- Purchasing Manager
- General and Senior Management

**Business need:** Ensuring the hospital is delivering the best clinical outcomes. Maximising the use of procurement budget.



## Investor

**Business need:** Seeking potential business partners and start-ups for new business opportunities and ventures.

# Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.

## Exhibition sales

[arabhealth@informa.com](mailto:arabhealth@informa.com)

## Country pavilions

[Shane.Fleming@informa.com](mailto:Shane.Fleming@informa.com)

## Partnership opportunities

[Lorena.DiazPalle@informa.com](mailto:Lorena.DiazPalle@informa.com)

