



Post show report 2020

Medlab Middle East 
By Informa Markets

Together for a healthier world

Key stats from the event



23,270

total attendees



140

countries represented



657

exhibitors



42

exhibiting countries



14

country pavilions



3,878

delegates

***10,350** unique visitors

Digital audience



751,056

page views

20% ↑



307,512

views



59,661

likes

338% ↑



4,361

likes

70% ↑



1,507

likes

5096% ↑



9,258

likes

New for 2020

Top moments from Medlab Middle East 2020

Executive Gala Dinner

90+ CEO's from international leading healthcare firms attended the CEO Forum to discuss current challenges, trends, and strategies in support off – *Transforming into the future*



12 CME accredited conferences

Medlab Middle East understands the importance of training and education for medical lab professionals and this year it offered 12 CME credited conference sessions on topics encompassing all disciplines in the medical laboratory field



Transformation Hub

New to 2020, the Transformation Hub housed up and coming technological trends and products, addressed key questions and provided solutions to implementing advanced technology in the laboratory setting.



Transformation Talks

Introducing the Transformation Talks as part of the Hub. The Talks witnessed leading industry experts sharing knowledge on the future of diagnostics, artificial intelligence, digital health and more



Matchmaking

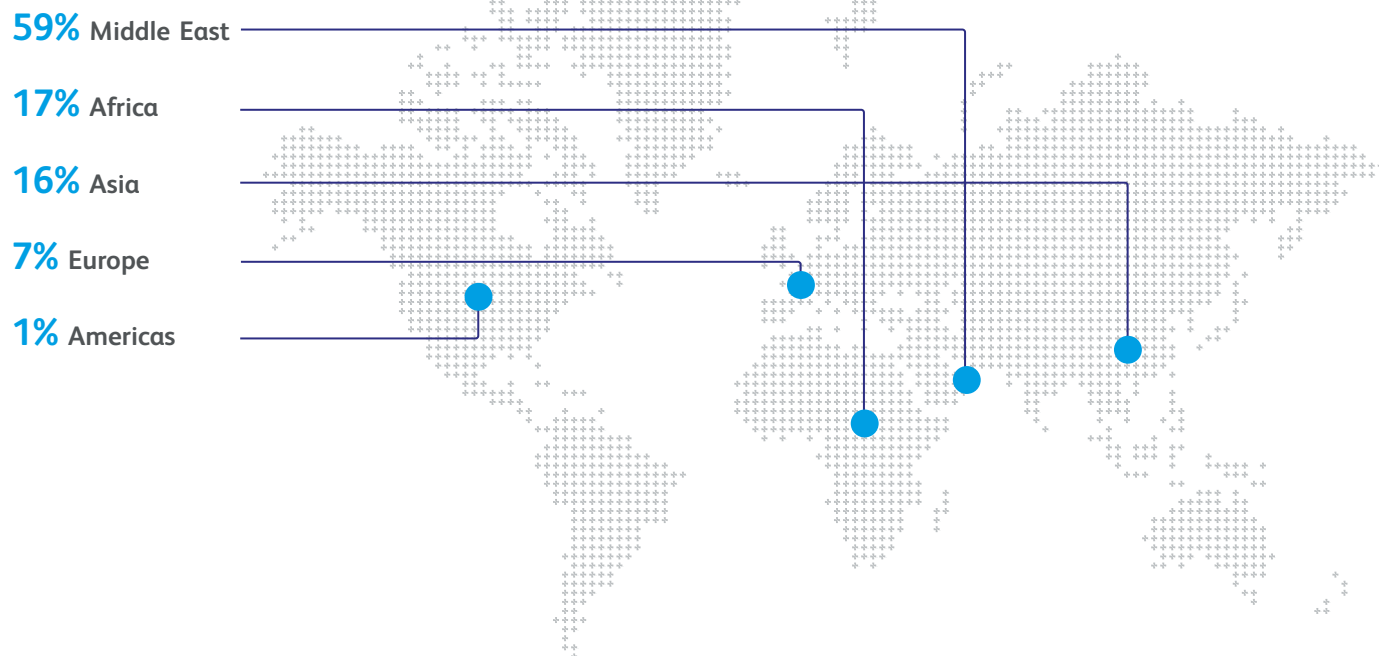
Our matchmaking service was introduced to connect you to the people you are in search for. This vital tool facilitated 567 number of meetings between exhibitors and visitors, enabling them to gage maximum benefit out of the show. Afterall, it's all about meeting the right people, in the right place, at the right time



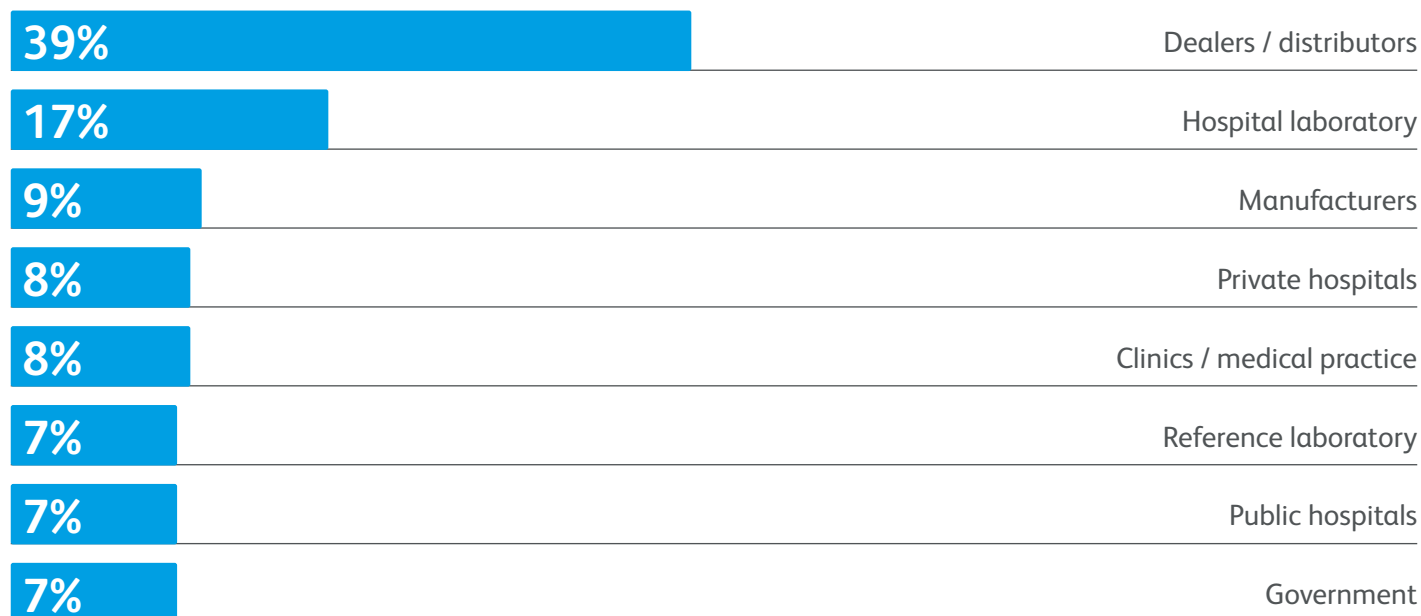
Visitors

The 19th edition of Medlab Middle East brought together phenomenal business exchange and education.

Geographical statistics

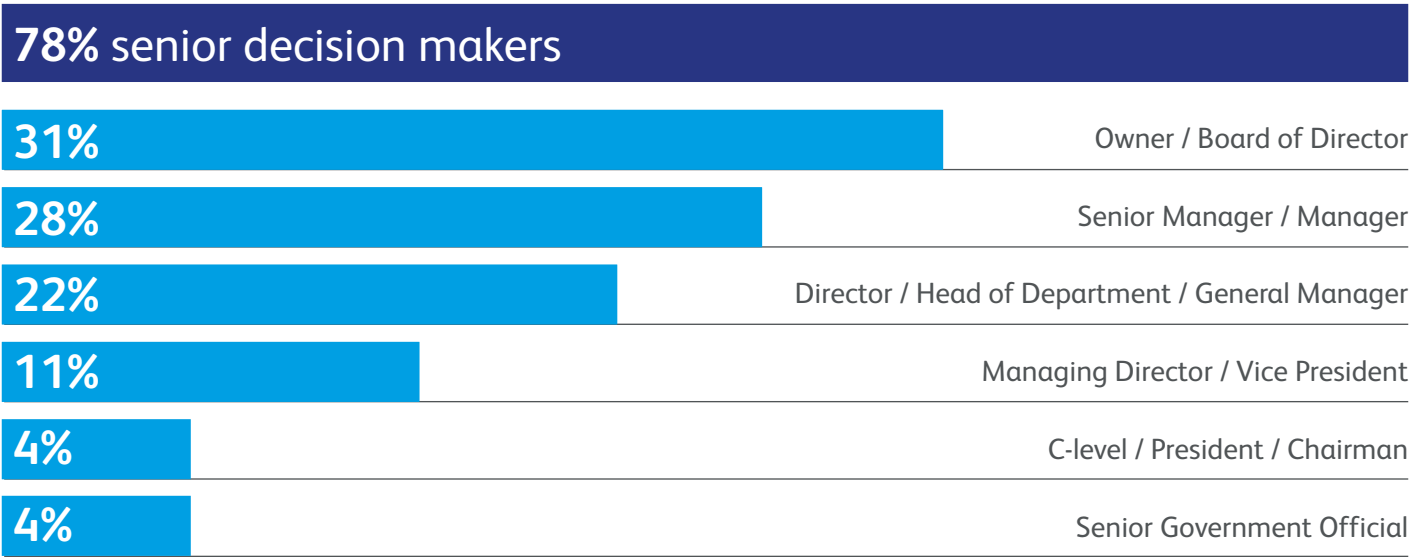


Nature of business breakdown

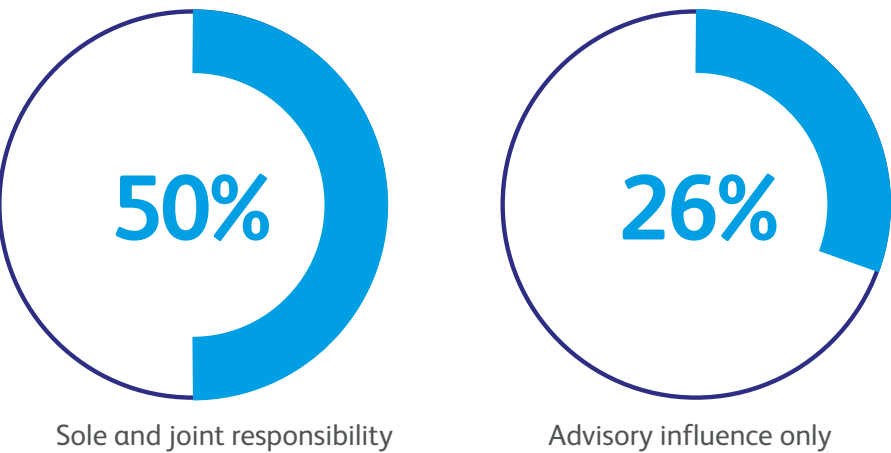


Visitors

Level of seniority



Purchasing authority



Sole and joint responsibility

Advisory influence only

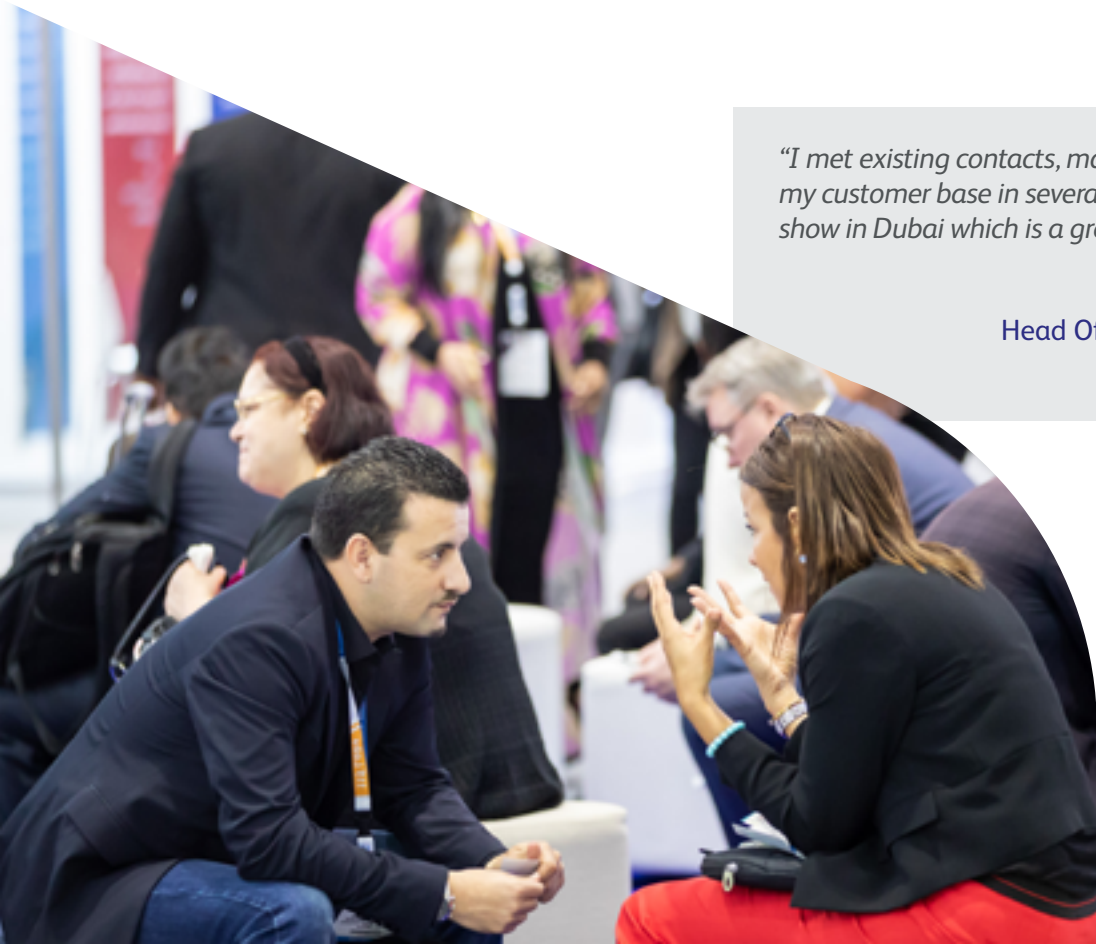
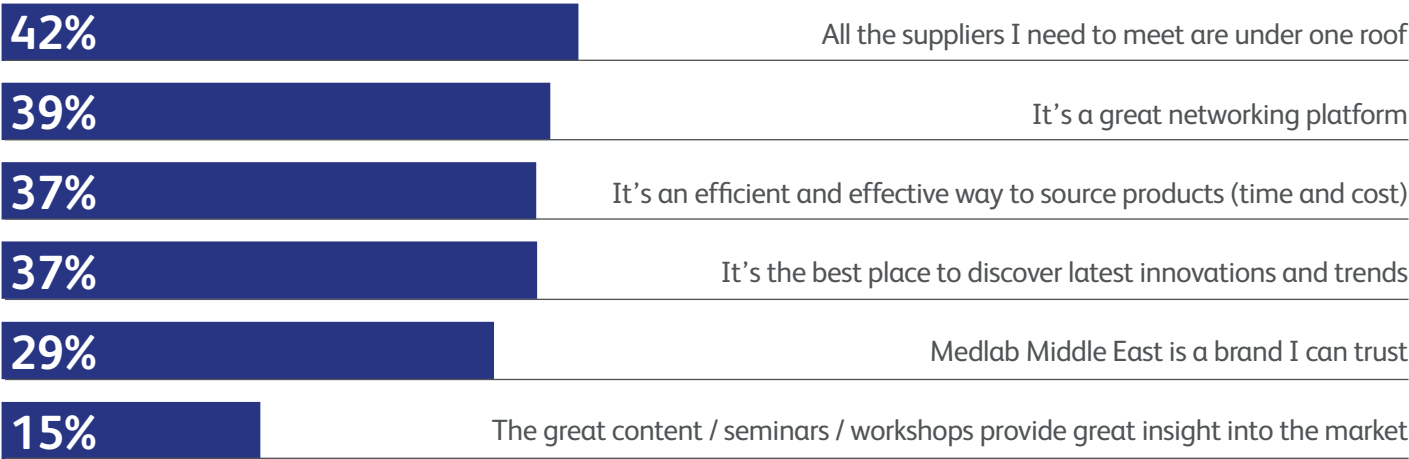


Visitors

Purchasing budget over the next 12 months



Key benefits of attending the show



"I met existing contacts, made new ones and expanded my customer base in several regions, all by attending a show in Dubai which is a great centralised place to meet."

John Quinn
Head Of Business Development - Asia
Biomolecular Systems

Congress Delegates

12 CME-accredited conferences

- Laboratory Management
- Roundtable Discussions
- Immunology
- Clinical Chemistry
- Microbiology
- Histopathology & Cytology
- Blood Transfusion Medicine
- Molecular Diagnostics & Genetics
- Laboratory Innovation
- Haematology
- Point of Care Testing
- Digital Pathology

Level of seniority

21%

Senior Manager / Manager

19%

Director / Head of Department / General Manager

8%

Senior Government Official

4%

Owner / Board of Director / President

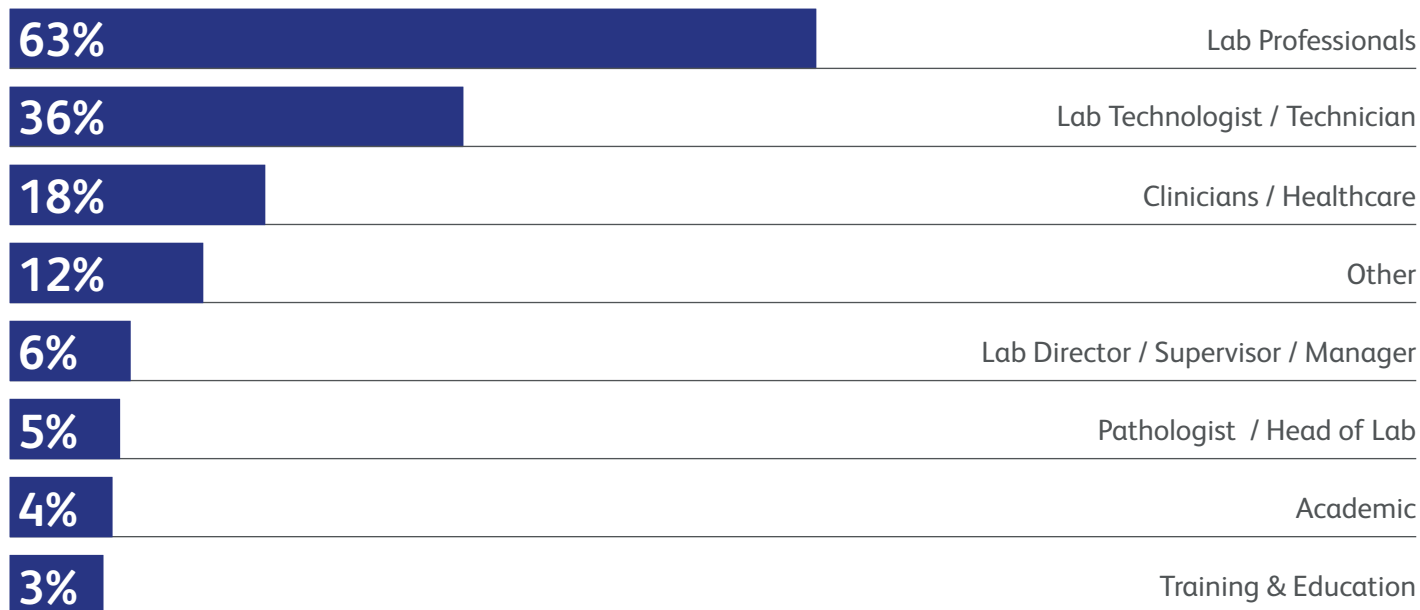
Brilliant conference with speakers who are providing "expert opinion" in their field. Already excited about attending next year.

Abdulrazak Hassan
Medical Technologist, Life Diagnostics

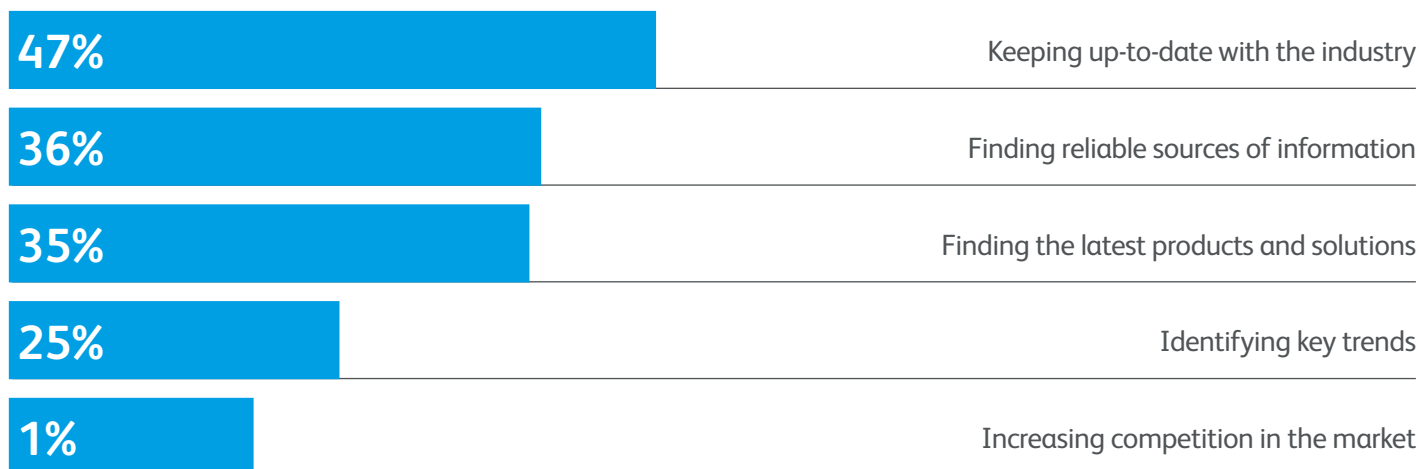


Congress Delegates

Job function breakdown

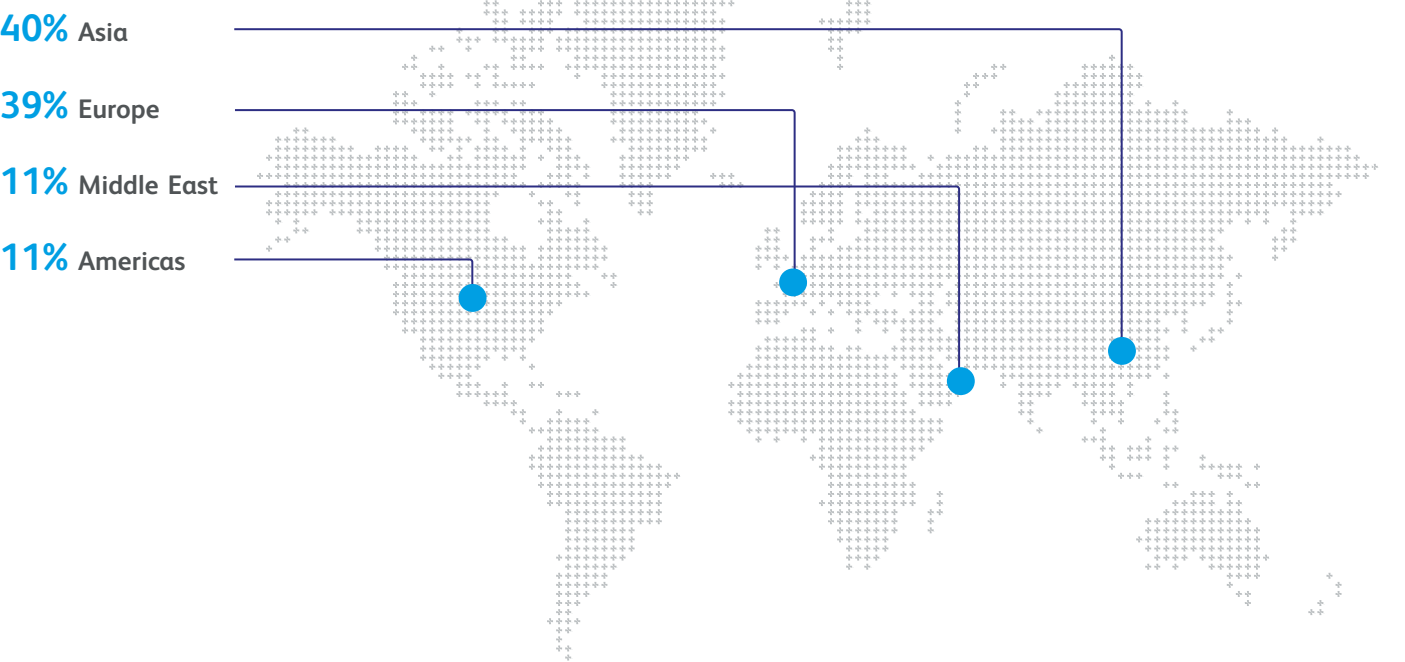


Key challenges / benefits of attending

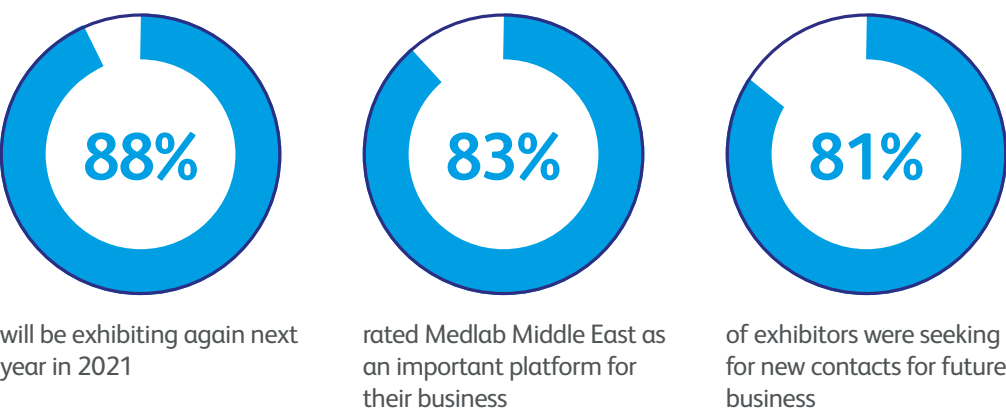


Exhibitors

Geographical statistics

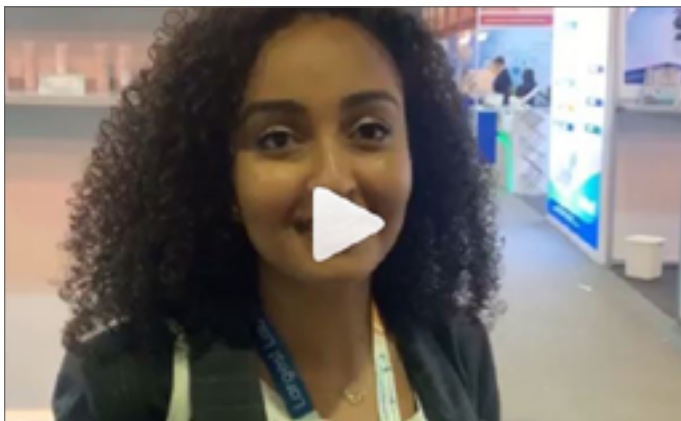


Exhibitor feedback








Look back at the event

Don't just take our word for it



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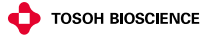
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8-11 February 2021
Dubai World Trade Centre

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