

medhealth
CAIRO 2010



اتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

POST SHOW REPORT 2010

Arab Hospitals
in 2015



10 - 11 March Semiramis Intercontinental Cairo- EGYPT

Introduction

The Eighth Edition of the Arab Hospitals Federation Forum Medhealth Cairo 2010 concluded its activities at Semiramis Intercontinental Hotel - Egypt after achieving record success through gathering 11 ministers of health sitting together on the AHF panel and discussing major issues in the healthcare field related to: Where is the healthcare sector heading? towards decentralization or privatization, Impact of the World economic crisis on the healthcare sector, Future of medical tourism in the Arab world, How to manage emergencies and crisis: Experience and suggestions.

Held simultaneously with the Arab Health Ministers Council, Medhealth Cairo 2010 was bigger and better and a resounding success! With participants from 16 different countries, the show has established itself firmly on the healthcare event calendar. This Congress featured more than 20 local and regional respected speakers sharing expertise and experience with the attendees.

Medhealth represents the ideal occasion for industry players from around the globe to profit from the promising demand in healthcare sector in the Middle East.

Medhealth has proven to be the leading destination in the Arab world that gathers Arab ministers of health along with key decision makers and policy makers and allows them to network with some of the biggest buyers and users all grouped under one roof.



EXHIBITORS SURVEY

The main reasons for exhibiting

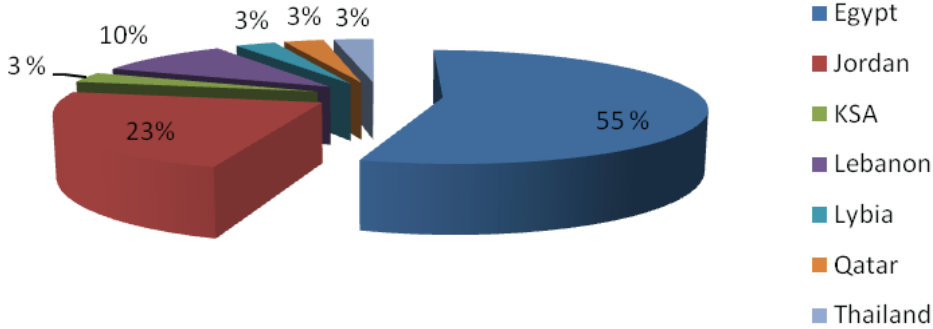
80% Seek Contact for Future business especially in the presence of this huge number of Arab Health Ministers

50% Raise Profile of Company

34% Meet existing clients



Exhibitors By country



**EGYPT
JORDAN
KSA
LEBANON
LYBIA
QATAR
THAILAND**



COUNTRY PAVILIONS

- Egypt** 
- Jordan** 
- Qatar** 

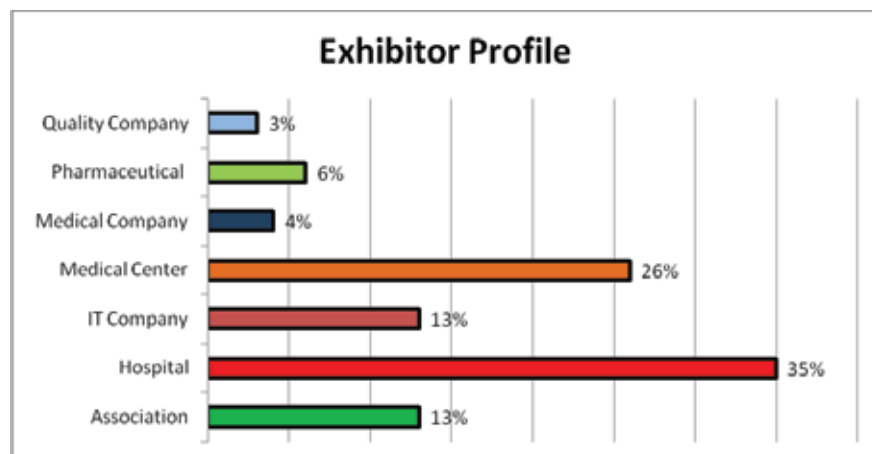


EXHIBITORS VIEW OF EXHIBITION

- 87%** of exhibitors would recommend exhibiting at Medhealth
- 58%** of the exhibitors rated Medhealth as an excellent opportunity for networking
- 94%** were satisfied with the return on investment for exhibiting
- 71%** met their target audience during the event
- 74%** rated as good the organization of the event



EXHIBITORS BY SPECIALTY



POST SHOW 2010



SUPPORTERS



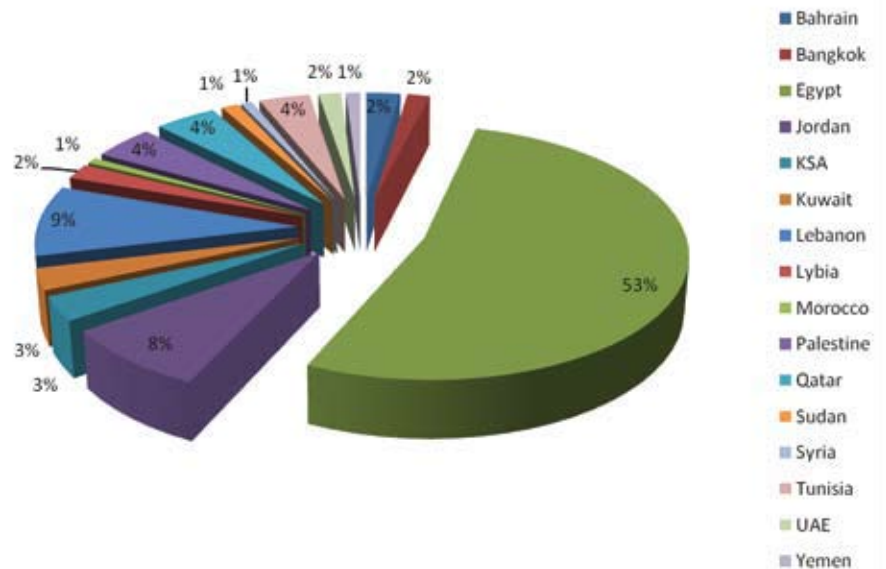
League of Arab States
 Arab Health Ministries
 Executive Board of the Health Ministers Council
 Executive Board of the Health Ministers Council for Cooperation Council States
 World Health Organization – Regional Office of the Eastern Mediterranean
 Arab League for Quality Healthcare Services
 Private Sector Healthcare Providers Chamber in Egypt
 Chamber of Communications & Information Technology in Egypt
 Private Hospitals Association in Jordan



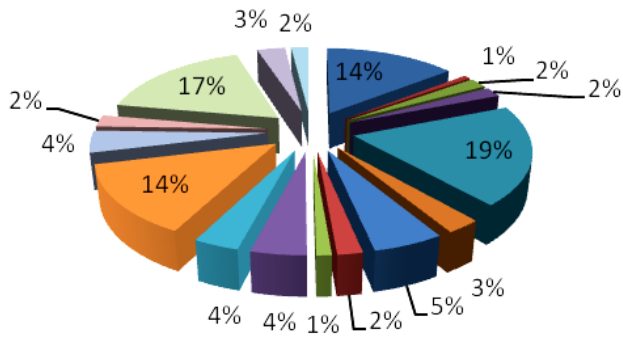
DELEGATES SURVEY



DELEGATES BREAKDOWN BY COUNTRY



Delegates by position



- CEO
- Dean
- General Director
- Head of Medical Department
- Health Attache
- IT Manager
- Minister
- Quality Manager
- Secretary General
- COO
- Financial Director
- Head of International Department
- Head of Nursing Department
- HR Manager
- Marketing Manager
- Professor
- Sales Manager

DELEGATES PROFILE BY POSITION



Event's features

Ministerial Open Discussion including:

11 Arab Ministers of Health
4 discussed subjects

Unique networking opportunities with key decision makers



70% rated as
Excellent
the ministerial open
discussion

Conference Program

Medhealth Cairo 2010, held for 2 days, focused on the theme of Arab Hospitals in 2015.

The scientific program comprised different sessions related to Healthcare & the economic crisis, Health Tourism, Relations between hospitals & insurance companies, Quality & accreditation, Patient safety, Leadership, Ethics, Green hospitals initiative, IT in the healthcare field, HR management.



83% of the attendees stated that the scientific program of the conference was excellent

74% of the attendees were satisfied by their participation in Medhealth Cairo

68% stated that the speakers' knowledge of the subjects discussed was good

SOME OF THE VIP DELEGATES



MARKETING CAMPAIGN

Mr. Mohammed Mahmoud Al Hijazi – Secretary- General People’s Committee for Health and Environment- Lybia
Dr. Nayef Al Fayez – Minister of Health - Hachemite Kingdom of Jordan
Dr. Abdullah Bin AbdelAziz Al Rabeeah – Minister of Health - Kingdom of Saudi Arabia
Dr. Mohamad Jawad Khalife – Minister of Public Health – Lebanon
Mr. Abdullah bin Khalid al Qahtani- Minister of Public Health and General Secretary of the Supreme Council for Health- Qatar
Dr. Fathi Abu Meghli – Minister of Health- Palestine
Dr. Tabita Shokay – Minister of Health – Sudan
Dr. Rida Said- Minister of Health- Syria
Dr. Mahmoud Fekri- Representative of the Minister of Health in the United Arab Emirates
Dr. Youssef El Nosef- Representative of the Minister of Health in Kuwait
Mrs Sima Bahous- Assistant Arab League Secretary General for Social Affairs
Dr. Tawfik Al Khoja –General Director - Executive Board of Health Ministers Council for Cooperation Council States
Dr. Belgassem Sabri – Representative of General Director of WHO EMRO
Mr. Mohamad Mubarak Al Noimi- Executive Director of Marketing and PR– Hamad Medical Corporation- Qatar
Dr. Faouzi Al Hammouri – Chairman- Private Hospitals Association- Jordan
Mr. Magdy Kamal Khairallah- Chairman – CIT
Dr. Ehab Abul Magd- Member of the Board of Private Sector Healthcare Providers Chamber in Egypt
International Accrediting Bodies
Dr. Ashraf Ismail- Managing Director- JCI Middle East
Mr. Ed Chappy – Chief of Party- Healthcare Accreditation Council – Jordan
Mr. Sebastien Audette- Director of International Services- Accreditation Canada

SHOW MARKETING & VISITOR PROMOTION MEDIA CAMPAIGN

1- Press Office:

A press office was open throughout the exhibition and conference and provided a point of contact for exhibitors and local and specialist international media.

2- Trade Magazines:

Advertisements were published in leading regional and international healthcare journals and magazines with editorial coverage on Medhealth Cairo 2010.

Advertisements and editorial coverage ran in the following magazines:

Arab Hospital – Arab World

Proven Trade Contacts – Asia and Arab Countries

The Middle East Health Magazine – Arab World

3- Briefing of Media

A continuous program of Press Releases with full details of the exhibition were supplied to Arabic and English language media in all Arab countries. Local and regional newspapers were encouraged to produce special supplements and all media were invited to the opening ceremony.

The exhibition was advertised heavily in the leading Arabic and English dailies

Direct fax, mail, sms and e-mail campaigns targeted leading buyers, businessmen & professionals.

1- Fax Campaign:

A fax campaign was carried out on several stages all targeting hospitals and healthcare institutions and individual healthcare professionals across the whole region.

2- Email Campaign:

Marketing emails, specifically targeting different divisions of the healthcare industry individually were sent.

These were used to support the fax and the mailing campaigns encouraging healthcare professionals to pre-register for the congress or to inform them about the latest updates with the latest registered exhibitors, new speakers etc...

3- Direct Mailing Campaign:

A carefully researched direct mailing campaign was carried out to the names and addresses of top VIP people in the Arab States.

This comprehensive campaign included mailing of invitation cards as well as programs and announcements at different stages to all segments of our huge database.

4- Liaison with Ministries:

All Arab Ministries of Health were involved in the promotion of the event by displaying and distributing print materials.



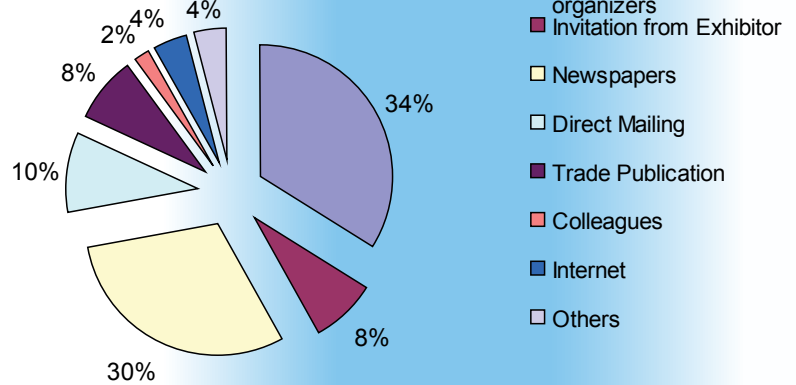
UPCOMING EVENT UPCOMING EVENT UPCOMING EVENT

The Arab Hospitals Federation will organize Medhealth 2011, the Ninth Edition of the Arab Hospitals Federation Forum that will be held on March 2011.

For more info, please refer to the official Website:

www.ahfonline.net

How did We Reach People



"It gives us a great pleasure in Hamad Medical Corporation to participate in the Eighth Annual Forum of the Arab Hospitals Federation in Cairo. Our participation in the conference and the exhibition that ran alongside was extremely successful, distinguished and effective as we achieved the marketing goals we aim for through participating in such regional important events. We hope that our collaboration will persist with the Arab Hospitals Federation for the benefit of the Arab Healthcare sector."

Mr. Mohamed Al Noimi- Executive Director of Marketing & Public Relations, Hamad Medical Corporation- Qatar



2010



Mounassabattcom for Congresses & Exhibitions specializes in global congress organization and association management services. We have successfully managed a complete array of corporate events in Lebanon & the Arab countries. Our company invaded the world of events through different segments: event organization & related services. While operating from Lebanon, we cover the Arab countries and the Mediterranean basin and we maintain strong relationship with our collaborators in the different countries. Our clients are from the public, private sectors as well as NGOs.

Mounassabattcom for Congresses & Exhibitions celebrates this year its 10th anniversary. The year 2009 was the year of achievements with major events being organized related to various fields Health, Water, Wedding and especially the Inaugural Ceremony of Les Vlemes Jeux de La francophonie held in Lebanon. Since its establishment, a strong bond linked the Arab Hospitals Federation to Mounassabattcom for Congresses & Exhibitions. This cooperation led to various successes over the 8 editions of Medhealth and contributed to the fact that Mounassabattcom for Congresses & exhibitions is the exclusive organizing company of the Federation's activities.

Mounassabattcom for Congresses & Exhibitions

POBox: 2914- Jounieh – Lebanon
Tel & Fax: +961 9 900110-1
Email: events@mounassabattcom.com
Website: www.mounassabattcom.com