



Arab Hospitals Federation

medhealth

دمشق ٢٠٠٩

THE 7th REGULAR CONGRESS

Simultaneously with the ARAB HEALTH MINISTERS COUNCIL

Ebla Cham Hotel - Damascus - Syria
March 11 - 12, 2009

POST SHOW 2009

WORKING TOGETHER FOR HEALTH

A- Introduction

B- Market Background

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A- INTRODUCTION

The Seventh Edition of the Arab Hospitals Federation Regular Congress, Medhealth Damascus 2009 concluded its activities at Ebla Cham Hotel- Syria after achieving record success through gathering 12 ministers of health sitting together on the AHF panel and discussing major issues in the healthcare field related to : Human Resources Development, Financial Alternatives for the Healthcare services, Investment in the Health sector (Nation investment), Primary Healthcare, International/ Regional and Arab Health Tourism, Arab Pharmaceutical Industry: Challenges & Opportunities.

Held simultaneously with the Arab Health Ministers Council, the congress attracted 700 delegates from 15 Arab Countries and featured more than 30 local and regional respected speakers sharing expertise and experience with the attendees.

B- MARKET BACKGROUND

Despite the economic crisis affecting the world and specifically the Middle East region, the healthcare sector is still growing by 16% yearly backed by government support. It is still believed that the Middle East Healthcare sector is a very attractive market for multinational companies as it remains one of the fastest growing markets for hospital equipment and services companies, with expenditure on healthcare forecast to continue rising for several years to come.

The huge investments being placed in this field contribute in triggering an exceptional reaction from the international industrialized and service industry to be present in this huge market.

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 only 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.

C- EXHIBITORS SURVEY

Total Number of exhibitors: 76

Results from exhibitor survey

FOUR main reasons for exhibiting

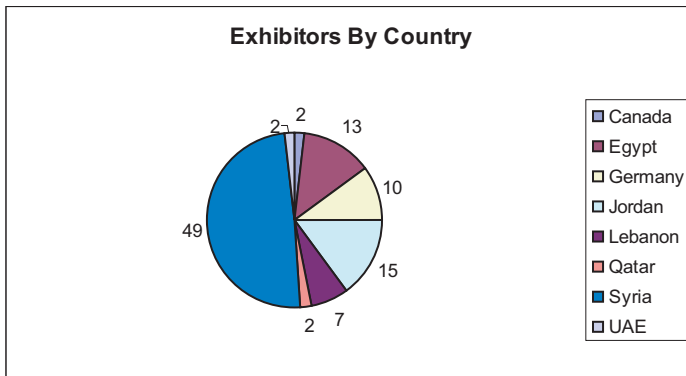
75% Seek Contact for Future business especially in the presence of this huge number of Arab Health Ministers

35% Raise Profile of Company

10% Support Local Existing Agent

10% Look for Agent

EXHIBITORS BY COUNTRY



COUNTRY PAVILIONS

Egypt, Jordan, Germany , Lebanon, Syria & Qatar

EXHIBITORS VIEW OF EXHIBITION

80% of exhibitors would recommend exhibiting at Medhealth

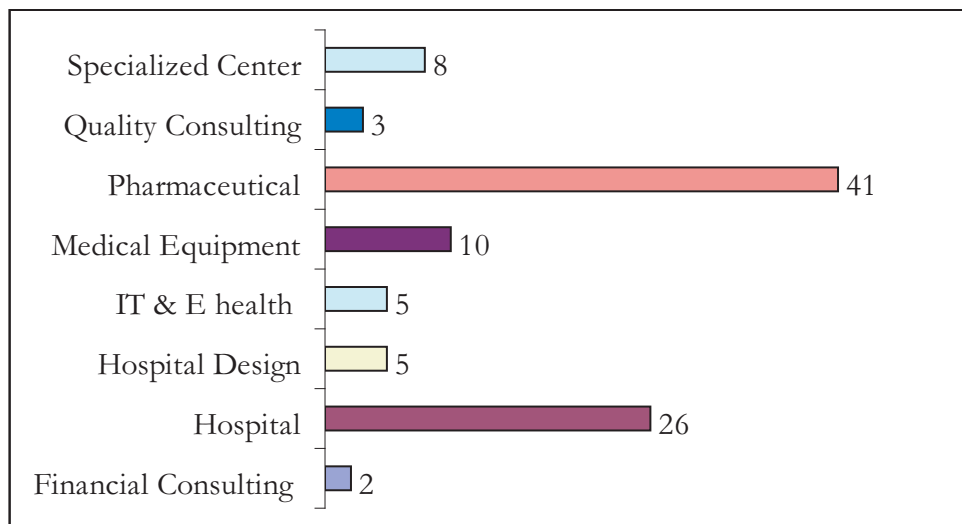
85% of exhibitors indicated that visitor's quality met or surpassed their expectations

65% of the exhibitors were satisfied with the return on investment for exhibiting

85% of the exhibitors said that the show had been successful in raising their profile in the region

87% of the exhibitors stated that their overall objectives has been met

EXHIBITORS BY SPECIALTY



SUPPORTERS

Arab Ministries of Health

League of Arab States

World Health Organization

Executive Board of the Health Ministers Council

Executive Board of the Health Ministers Council for Cooperation Council States

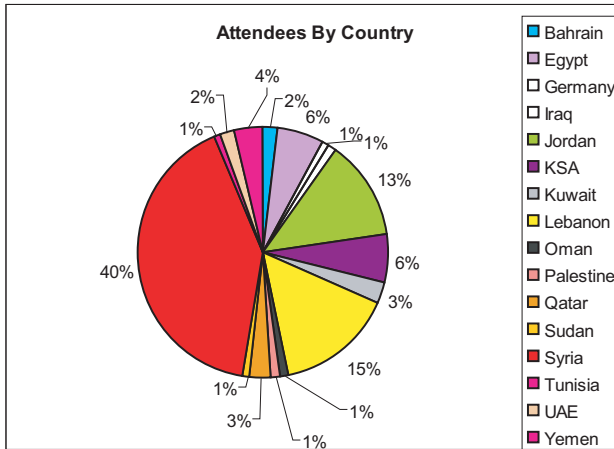
Arab League for Healthcare Quality

Syndicates and Associations of Hospitals in Arab Countries

Orders of Nurses in Arab Countries

D- DELEGATES SURVEY

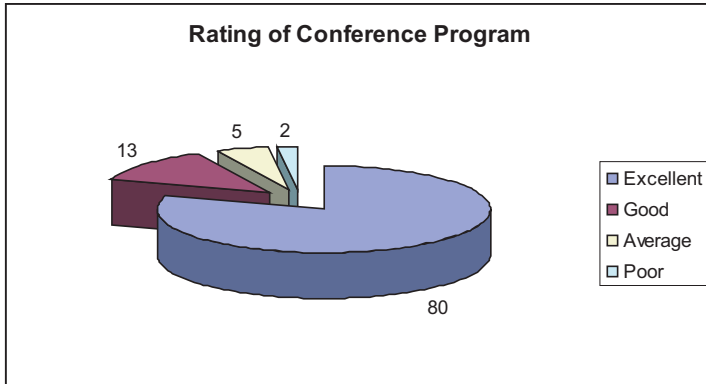
VISITOR BREAKDOWN BY COUNTRY



VISITOR PROFILE BY POSITION

Ministers	2%
Administrative Manager	4%
Chief Executive Officer	5%
Hospital Director	7%
Director of Nursing	17%
Doctor	4%
General Manager	9%
Head of Department	4%
Health Attaché	1%
Medical Director	5%
Professor	3%
Quality manager	12%
Registered Nurse	29%

80% of the attendees stated that the scientific program of the conference was excellent



SOME OF THE VIP DELEGATES

- Dr. Abdullah Bin AbdelAziz Al Rabeeah – Minister of Health - KSA
- Dr. Maher Houssami – Minister of Health- Syria
- Dr. Nayef Al Fayez – Minister of Health - Hachemite Kingdom of Jordan
- Dr. Saleh Mehdi Al Hasnawi – Minister of Health - Iraq
- Dr. Mohamed Jawad Khalifeh – Minister of Health – Lebanon
- Dr. Mohamed Mahmoud Higazi- Minister of Health- Lybia
- Dr. Fathi Abu Meghli – Minister of Health- Palestine
- Dr. Kamar Adam Ali- Minister of Health – Somalia
- Dr. Tabita Shokay – Minister of Health - Sudan
- Dr. Ali bin Mohammed bin Moosa – Minister of Health – Sultanate of Oman
- Prof. Hamid Mohamed Obeid Al Kotami – Minister of Health – United Arab Emirates
- Mrs Sima Bahous- Assistant Arab League Secretary General for Social Affairs
- Dr. Hussein Gezairy – Regional Director – WHO EMRO
- Dr. Tawfik Al Khoja –General Director - Executive Board of Health Ministers Council for Cooperation Council States
- Mr. Mohamad Mubarak Al Noimi- Executive Director of Marketing and PR –HMC - Qatar
- Dr. Faouzi Al Hammouri – Chairman- Private Hospitals Association- Jordan
- Dr. Tabassum Khan - Director- Advanced Value Methods
- Dr. Derick Pasternak - Managing Director- JCI Middle East
- Mr. Gilles Lanteigne - Executive Vice President and COO - Accreditation Canada
- Dr. Beshr Kenawy – Chairman- Chamber of Private Sector Healthcare Providers – Egypt
- Eng. Suleiman Haroun – President of Syndicate of Hospitals – Lebanon
- Dr. Bassam Diab – Medical Association for Private Hospital's owners - Syria
- Dr. May Abuhamdia – CEO - Healthcare Accreditation Council – Jordan

E- SHOW MARKETING AND VISITOR PROMOTION

MARKETING CAMPAIGN

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.

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 Damascus 2009.

Advertisements and editorial coverage ran in the following magazines:

Arab Hospital – Arab World

Arab Medicare – Online Media

Arab Medico – Germany

Infomedix – Online Media

Mena Health World Magazine – Arab World

Proven Trade Contacts – Asia and Arab Countries

The Middle East Health Magazine – Arab World

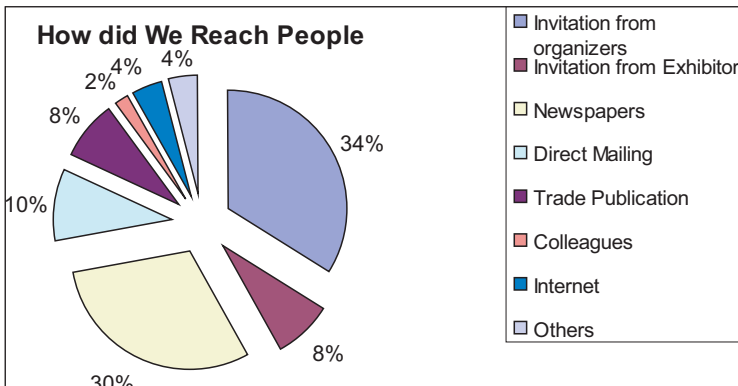
3- TV shows:

TV shows received delegates from the Arab Hospitals Federation as well as the organizing committee in order to talk about the event and many interviews were held with the exhibitors during Medhealth Damascus 2009 and were broadcasted during the daily news journal.

4- 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



F- UPCOMING EVENTS

The Arab Hospitals Federation will organize in October 2009 the Arab Pharmaceutical Industry Forum that will discuss the latest innovations, developments, challenges and Future of this Arab Industry and Medhealth 2010, the Eighth Edition of the Arab Hospitals federation Forum that will be held on March 2010.

For more info, please refer to the official Website: www.ahfonline.net

G- QUOTES

"It was my pleasure to attend and to get to know many Syrian physicians, as well as to renew acquaintance with others from the Middle East. The sessions were informative and well delivered - I have had the opportunity to discuss various aspects of them with the speakers."

Dr. Derick Pasternak - Managing Director- JCI Middle East

"We would like to exert our deepest thanks for the organization of the Seventh Annual Forum of the Arab Hospitals Federation and we would like to praise the efforts deployed to succeed in this meeting."

Dr. Nael Masalha- General Director- Al Essra Hospital- Jordan

H- ABOUT THE ORGANIZERS

Mounassabattcom for Congresses & Exhibitions is the sole organizing and promoting company of the Arab Hospitals Federation. We have executed so far 7 annuals forums for the Federation in addition to various publications we mention mainly the Arab Hospitals Index regrouping all health establishments in 22 Arab Countries.

Mounassabattcom for Congresses & Exhibitions

POBox: 2914- Jounieh – Lebanon

Tel: +961 9 900110

Fax: +961 9 900111

Email: events@mounassabattcom.com

Website: www.mounassabattcom.com