

Post Show Report

March 2008

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Independent Report

Future Dates Venue

MedHealth Damascus 2009

Syria March 11-12 , 2009
Umayyad Conference Palace
Damascus

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MedHealth Sharm El Sheikh 2008



إتحاد المستشفيات العربية
Arab Hospitals Federation

المؤتمر الدوري لإتحاد المستشفيات العربية

Sharm El Sheikh - Egypt

Sheraton Sharm Hotel, Resort & Villas

5 - 6 March, 2008

A- Introduction

The sixth edition of Arab Hospitals Federation Regular Congress, Medhealth Sharm Sheikh 2008 concluded its activities at the Sheraton Sharm Hotel, Resort & Villas in Sharm Sheikh - Egypt after achieving a huge success through gathering 7 ministers of health sitting together for 2 hours on the AHF panel and discussing the healthcare quality in their respective countries.

Held simultaneously with the Arab Ministers of Health Council, the congress attracted 300 delegates from 12 Arab Countries and featured more than 30 local and regional respected speakers sharing expertise and experience with the attendees.



The Arab Ministers of Health in the Open Discussion

B- Market Background

The Middle East healthcare sector is estimated to be worth 76 billion USD and is mounting 14% yearly. It is believed to be the most attractive market for the world's hospital equipment and services companies as it is one of the fastest growing continuously rising markets of the world.

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- Show Profile

Number of years show has run: 6 years with a full success

Special Features: Simultaneously with the Arab Ministers of Health

Floor space occupied: Open discussion with the arab ministers of Health and their opening of the Exhibition

Date: 5th- 6th March 2008, Sheraton Sharm Hotel, Resort & Villas



D- EXHIBITORS SURVEY

Total number of exhibitors: 59

Results from exhibitor survey conducted onsite

FOUR main reasons for exhibiting

- 66% Seek Contact for Future business
- 40% Raise Profile of Company
- 17% Support Local Existing Agent
- 10% Look for Agent

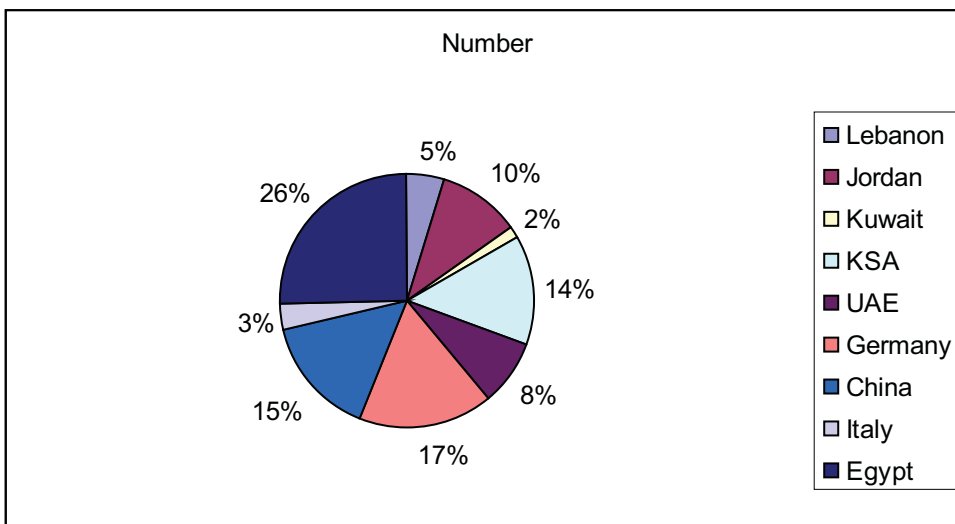
EXHIBITORS BY COUNTRY

COUNTRY PAVILIONS

- Egypt
- Jordan
- Germany
- China

SUPPORTERS

- Arab Ministries of Health
- League of Arab States
- World Health Organization
- Executive Board of the Health Ministers Council for Cooperation Council States



EXHIBITORS VIEW OF EXHIBITION

83% of exhibitors would recommend exhibiting at Medhealth

90.7% of exhibitors indicated that visitor's quality met or surpassed their expectations

79% 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

92% of the exhibitors stated that their overall objectives has been met

SHOW PROFILE

- Medical Cities
- Healthcare Institutions
- Suppliers of Healthcare Products
- Suppliers of Medical Equipment & Furniture
- Health & Financial Consultants
- Accrediting bodies
- IT Software Companies
- Recruitment agencies
- Insurance & Banks
- Health Tourism Companies
- Pharmaceutical Companies





E- DELEGATES SURVEY

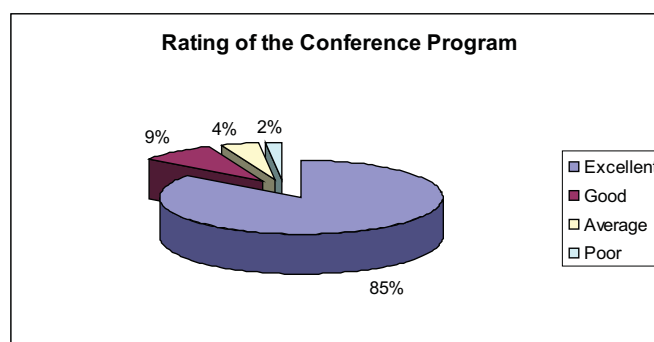
VISITOR BREAKDOWN BY COUNTRY

Egypt	34.50%
KSA	15.55%
Kuwait	9.58%
Lebanon	5.98%
Italy	5.00%
Germany	4.79%
Jordan	4.79%
UAE	3.59%
Bahrain	3.30%
Qatar	3.30%
Yemen	2.39%
Lybia	1.79%
Sudan	1.79%
Syria	1.79%
China	1.10%
Oman	0.59%
Tunisia	0.59%



VISITOR PROFILE BY POSITION

Director General	17.50%
Quality Manager	12.00%
Manager	7.50%
Public Relations	7.40%
President	6.78%
Ministers	6.40%
Assistant Manager	5.60%
Consultant	5.55%
CEO	4.70%
Pharmacists	4.70%
General Secretary	4.70%
Owner	3.77%
Board Member	2.80%
Nursing	2.70%
Administrative Director	1.80%
Chairman	1.80%
Deans	1.80%
Development & Planification manager	1.80%



85% of the attendees stated that the scientific program of the conference was excellent

SOME OF THE VIP DELEGATES

- Dr. Hamad Bin Abdallah Al Manaa – Minister of Health - KSA
- Dr. Tabita Shokay – Minister of Health - Sudan
- Dr. Faisal Ben Yaacoub Al Hamr – Minister of Health - Kingdom of Bahrain
- Dr. Salah Mouwajda – Minister of Health - Hachemite Kingdom of Jordan
- Dr. Abdallah Abdelrhaman Tawil – Minister of Health – Kuwait
- Dr. Mohamed Jawad Khalifeh – Minister of Health – Lebanon
- Prof. Hamid Mohamed Obeid Al Kotami – Minister of Health – United Arab Emirates
- Mrs. Nancy Bakir – Minister of Culture - Hachemite Kingdom of Jordan & Former Assistant Arab League Secretary General for Social Affairs
- Dr. Hussein Gezairy – Regional Director – WHO - EMRO
- Dr. Tawfiq Al Khoja – President - Executive Board of Health Ministers Council for Cooperation Council States
- Mr. Ahmad Nasrallah – CEO – Dar Al Shifa Hospital – Kuwait
- Dr. Mazen Al Fakeeh – CEO – Dr. Soliman Fakeeh Hospital – KSA
- Eng. Sobhi Batterjee – Chairman of the board - Saudi German Hospitals Group - KSA
- Dr. Ali Abu Grain – Secretary General of the Arab League for Quality Healthcare Services
- Dr. AbdelRahman Gadallah – Senior Consultant – Hamad Medical Corporation – Qatar
- Dr. Wassim Wazan – General Manager of Rafic Hariri University Hospital – Lebanon
- Dr. Fahad Saleh Al Orifi – Director – King Faisal Specialist Hospital & Research Center – KSA



F- 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 was 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 Sharm Sheikh 2008.

Advertisements and editorial coverage ran in the following magazines:

The Middle East Health Magazine – Arab World
 Arab Health World Magazine - Arab World
 Arab Medicare – Online Media
 Arab Hospital – Arab World
 Humans & Health - Lebanon
 Dubai Health & News Magazine - Dubai
 Hospital Post – Germany

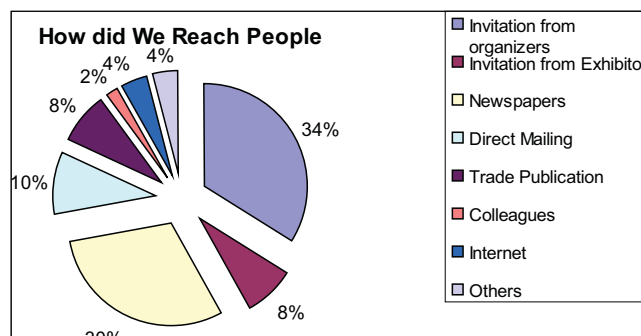
3- TV shows:

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 Sharm Sheikh 2008 and were broadcasted during the daily news journal.

Al Arabiya, Al Jazeera, Al Hayat – LBC, New TV, Future Ikhbariya, ART, KUNA

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





<u>Lebanon</u>	<u>Qatar</u>	<u>KSA</u>	<u>Syria</u>	<u>UAE</u>
Al Nahar	Al Sharq	Okaz	Syria News	Al Khaleej
Al Diyar	Arrayah	Arab News	Techrine	Al Ittihad
Al Balad	Gulf Times	Madina	Al Baath	Akhbar Al Arab
Al Safir		Saudi Gazette		Gulf News
Daily Stay				
L'orient Le Jour				
<u>Egypt</u>	<u>Jordan</u>	<u>Kuwait</u>	<u>Oman</u>	<u>Bahrain</u>
Al Ahram	Al Ra'i	Al Anbaa	Times of Oman	Al Ayam
Cairo Times	Ad-Dustour	Kuwait Times		
Akhbar Al Yom	Al Ghad			
Al Shaab				
<u>GCC</u>				
Al Watan				
Al Sharq Al Awsat				
Al Hayat				
The Middle East Times				

G- ABOUT THE ORGANIZERS

Mounassabattcom for Congresses & Exhibitions is the sole organizing and promoting company of the Arab Hospitals Federation. We have executed so far 6 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.

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H- FUTURE DATES & VENUE

11-12 March 2009
Umayyad Conference Palace - Damascus – Syria

I- Quotes

"Medhealth was extremely successful in guiding the efforts deployed from the different parties involved. We suggest transforming the recommendations into a business plan specifying the responsibilities of each party within a precise time schedule for the execution in order to develop the Arab Healthcare sector."

Dr. Belgasim Sabri - Director of the developing systems and health care services department - World Health Organization

"Medhealth Sharm Sheikh 2008 is distinguished by high quality organization and its scientific program that deals with the most up to date subjects"

Hatem El Roubi - League of Arab States

"I would like to express my deep thanks and appreciation for the outstanding efforts exerted by your good selves in organizing Medhealth 2008. I admit that this program was comprehensive and its outcome useful. Your efforts are highly appreciated and acknowledged by all participants, and such efforts and meetings should be continued"

Dr. Tawfic Khoja - Director General, Executive Board, Health Ministers' Council for Cooperation Council States

"Medhealth 2008 gathered a huge number of institutions from the Arab world and welcomed them and hosted them generously. Medhealth 2008 had a great impact on participants and left a good reputation in the Arab world because of its dedicated management, well organization and successful theme which attracted a large number of healthcare workers to participate in it"

Dr. Hala El Mehza - Public and International Relations Directorate- Ministry of Health in the Kingdom of Bahrain

"I would like to thank you for your effort and assistance. The conference was really well organized and had valuable scientific sessions. The presence of the Arab Ministers of Health was a great idea from your side and added to the trustworthiness of the event"

Dr. Mazen Fakeeh - Director of Dr. Soliman Fakeeh Hospital – KSA